

Basics & Settings SOP: Listing Audit

03/17/2025 8:25 am CDT



Who is this for: Brand Team



Objective: Listing audits are used to check every SKU for a brand and make sure that the live listing showing to customers has accurate and updated information.

Start by Logging in to the Brand Seller Central Account and Have the Brand information pulled up in Sales Force in B2C Product Tab. You can use Kellie's view or have your own

- In Seller Central go to Manage All Inventory and Sort by "SKU A to Z"
- Click on each item (make sure to open variations and check each child SKU) and look at:
- Categories are correct and make sense for the item.
- Title: can be checked against the CBAmazon Title under Amazon Product details in Sales Force
- Brand Name is correct
- Attributes: Brand, Material, Size, Special Features, etc.
- Store Byline: Link to the brand's storefront
- Bullet Points: Can be checked against what is in Sales Force under Channel Advisor. Some things to look for:
- RivrHub bullet points all start with an ALL CAPS short statement.
- Check the verbiage and make sure it makes sense for the item.
- Check and see that no bullets are being cut off in the middle. If they are, character limit has been reached and the bullet point needs to be shortened both in Salesforce and Seller Central
- Images – Make sure the live listing images look correct against what is in Sales Force. Not all images in Sales Force will show up on the live listing, especially videos. There should be at least 5 and up to 7 images for the listing. A Main Image, Nutrition information (for food items), How to Use, information about brand, and Lifestyle photos.
- Variation: Is this item supposed to be varied and if so, does the variation look right and match what is in the back end of seller central
- Look at Keepa extension trends and note any major changes.
- Ratings look good – Make a note of any issues to be addressed
- Anything under 4 stars should be escalated to Level 1 if it has not yet already
- A+ Brand Story
- Product Description – Item specific
- Brand Story – Will be the same across the brand
- If there is an issue: Start in Manage All Inventory and click the 3 dots to the right of the item and click "Edit Listing". Most things that need to be changed will be in Product Details. Make note of any errors that show in any tab at the top.
- All Information that is showing on the live listing will be in light grey above the editable suggestion box. Update any information that needs to be changed, scroll to the bottom and click save and finish. Make a note of any changes that you make and follow up within 2 days to make sure the changes went live.
- If you need to make updates and changes in Sales Force make sure to save and click "Update CA" to push to Amazon. Make a note of any changes and follow up to make sure they went live on Amazon.
- If an issue is showing up wrong on the live listing but is correct in both Sales Force and Seller Central a case

will need to be made to Amazon.

- To add A+ and/or Brand Story to a listing
 - In Seller Central, go to menu on left hand side, click Advertising > A+ Manager
 - Find the correct module and click on it
 - In top right-hand corner, click Edit > Next: Apply ASINs
 - On left hand side > Add ASINs, copy and paste correct ASIN and check it so that is grays out
 - If error or not able to be added, create case
 - On top right, click Next: Review and Submit and click Submit for Approval and click Submit for Approval again
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