

# Catalog SOP: Locating Browse Tree

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**Who is this for:** For anyone responsible for populating Category-Specific Templates for products on Amazon, particularly those who need to determine the most accurate category for a product.



**Objective:** This SOP outlines the steps to locate the correct category for a product by using the Browse Tree Guide in the Category-Specific Inventory Files.

## Steps:

1. Open the Category-Specific Template and locate the "Item Type Keyword" column, which is normally Column E.
  2. Click on the cell beneath "item\_type" to view the note that says to use the classifier tool or Browse Tree Guides (BTGs) to determine the most accurate category for your product.
  3. Go to the "Inventory Files" header at the bottom of the page and click on "Category-Specific Inventory Files" alongside the "Product Creation and Matching" File Type.
  4. In the Pop-Up Window, scroll down to "Choose a File Template" and click on "Templates for Specific Categories".
  5. Select the "Browse Tree Guide" alongside the relevant category of the template you have downloaded.
  6. Open the file and review the worksheet named "Instructions" on how to use the Browse Tree Guide.
  7. On the second tab, named after the specific category you are using, locate the relevant text in the "Item Type Keyword" or "Query" field for US-based Templates, or the number in the "Node ID" field for UK and European-based Templates.
  8. Copy and paste the relevant text or number into the "Item Type Keyword" column of your Category-Specific Inventory File Template.
  9. Repeat steps 7-8 for each product you are populating in the Category-Specific Template.
  10. Using these Browse Nodes will ensure that your product is entered in the correct category for easier searching by customers.
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