Catalog SOP: Managing Listing Enhancements

10/11/2024 11:12 am CDT

> ℹ️ **Who is this for?** This is intended for individuals who aim to enhance the search and browsing experience for customers on Amazon by providing specific product details.
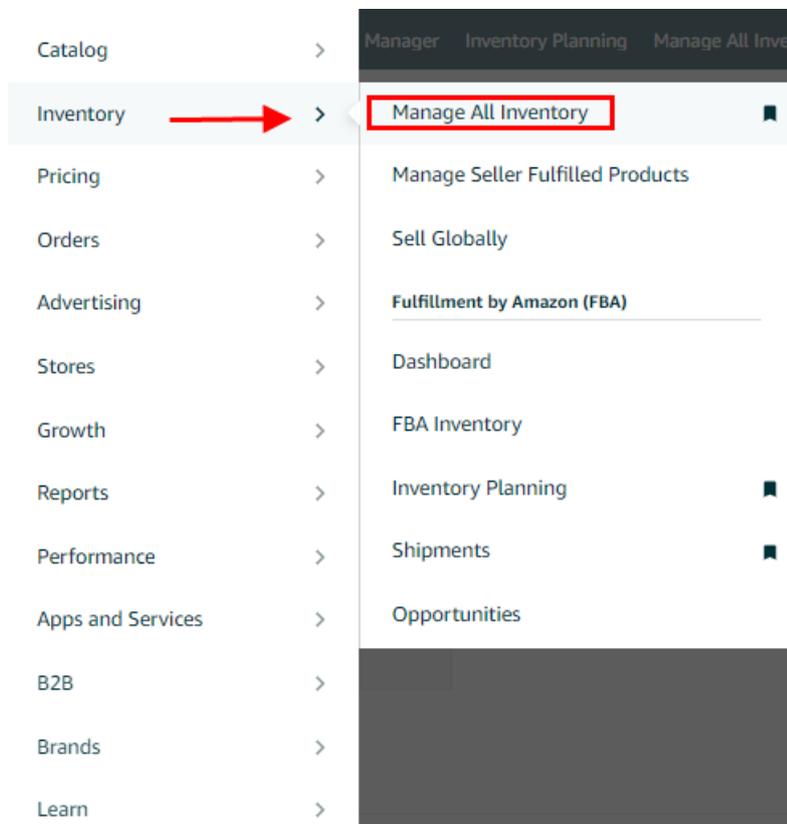
> ✅ **Objectives:**
> - To enhance the visibility and effectiveness of your products by verifying the accuracy and comprehensiveness of your listing information.
> - Utilizing the Listing Enhancements tool to improve product discoverability and conversion rates.

Overview: The term "**Listing Enhancements**" refers to information that is missing from your product listings, which can negatively impact performance. Examples of missing information include product descriptions, bullet features, and proper images.

1. To manage your Listing Enhancements, navigate to the "Manage Inventory" page in Seller Central by selecting "Manage All Inventory" from the Menu options:
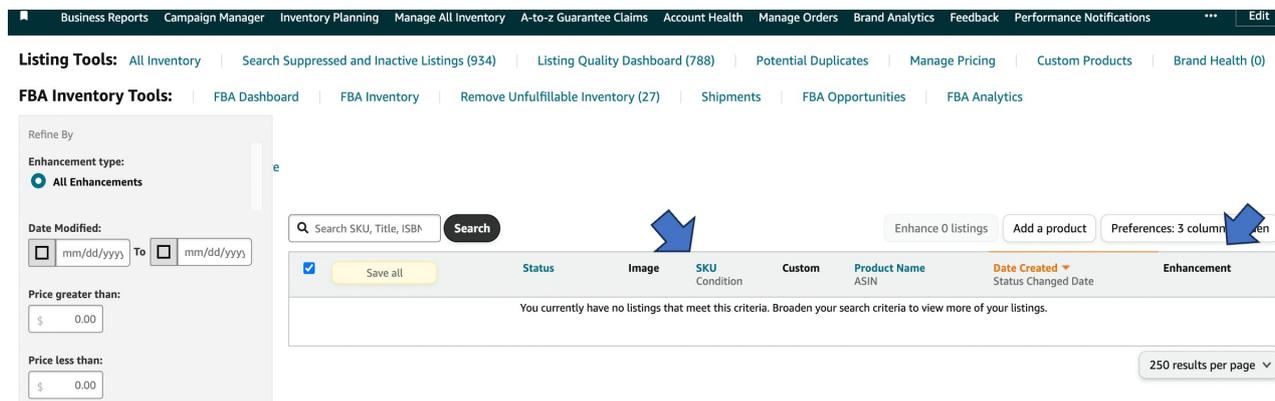
Inventory > Manage All Inventory Inventory.

2. On the following page, click the "Listing Enhancements" in the horizontal menu link located at the top of your Seller Central page.

REMINDER: Please take note that the visibility of the Listing Enhancements feature is visible only upon the presence of identified enhancement opportunities. If there are no enhancement opportunities available, you will not be able to see this link.

3. Once you are on the page, you will see a table displaying all of your SKUs and the enhancements required for each one.If possible, add the missing information to the "Enhancement" field.

5. If not, click the "Edit" button to the right of the SKU to access the product listing edit page, where you can add the necessary information.

6. SKUs requiring information will be highlighted by an exclamation mark within a triangle.

7. You can also filter your listings by issue type using the "Refine by" block on the left-hand side of the SKU table.

8. Be sure to click the "Save All" button at the top right of the SKU table to save any changes you make.

NOTE: Any irrelevant or suggested options will not appear in the top menu.