Listing Creation & Management SOP: Update Product Listings Manually

03/17/2025 8:51 am CDT

> **ℹ️ Who is this for:** For individuals who need to create or edit their product listings manually inside Amazon Seller Central.

> **✅ Objective:** The objective of this SOP is to provide step-by-step instructions for updating listing information on Amazon by manually editing each listing, accessing the backend, and saving the changes, to ensure that new listing attributes are accurately reflected and absorbed by the Amazon system.

1. Secure a fresh copy of the Category Listings Report. To download the report, go to Reports > Inventory Reports > Category Listings Report > Request Report.

2. Go to Inventory > Manage Inventory
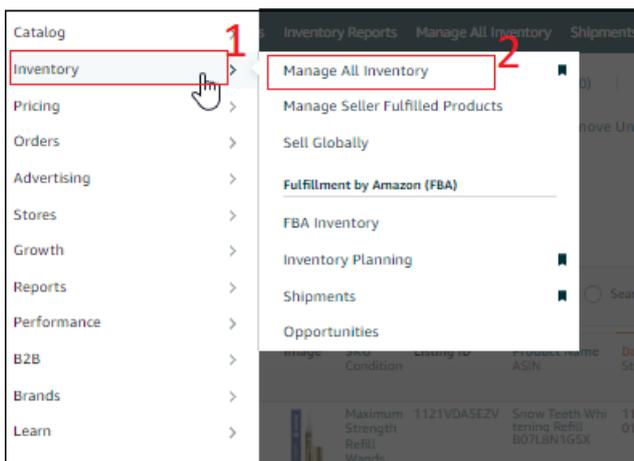
3. Search the ASIN that you want to update. Make sure the filters are set to "All" for the Status and Fulfilled By.

4. Click the "Edit" button. Sometimes, this button is on the far right. If there are dupe SKUs, meaning for one ASIN there are multiple SKUs, we need to update them as well.

5. To update the attribute for a product, find the attribute field on the backend and enter the correct attribute value within the contribution box.

Product Details   Images   Variations   Offer   Safety & Compliance

ⓘ When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

☑ Show content currently live on the detail page

ⓘ You are currently viewing a new version of the Add a Product tool, with updated product information requirements.
For more information, go to our Help page.

Customizations ⚠ ⓘ   **Does this product have customizations?**
○ Yes
◉ No

* Item Name ⓘ

* Brand Name ⓘ   Age of Sage

External Product ID ⓘ   0370301128476   ean
                                                UPC   🔒

6. For image updates, just go to the Images tab, and click the Upload button to add images.

More Info ›

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Live on Amazon

These images are currently used by Amazon as part of this product listing.

MAIN

Your image recommendations

Upload your recommendations for product images.
See image guidelines ⌄

⊕ **Upload multiple files** or drag and drop 1 or more files below.

Uploaded: 7 of 9 images. Maximum 9 images are allowed. You can arrange the order after uploading.

MAIN
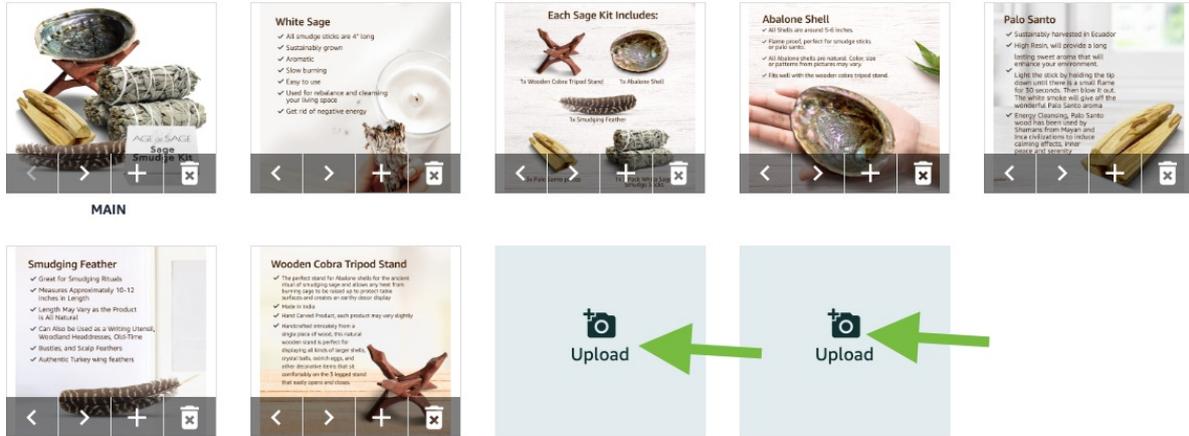
7. Once confirmed that all information is correct, click Save and finish at the bottom.

NOTE: Sometimes, it takes 15 minutes or less, and sometimes, it takes hours for the updates to reflect on the product detail page. Monitor and troubleshoot as needed until the correct attributes are successfully posted.