

Listing Creation & Management SOP: SC Bulk Image Upload

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Who is this for: This is intended for the individuals responsible for managing the Amazon SC system and uploading product images in bulk.



Objective: To provide a standardized process for bulk image upload in the Amazon Sales and Catalog (SC) system.

There are **two ways** to upload bulk images: one is through the **Image Uploader**, and the other is via the **Inventory File**.

Seller Central Bulk Image Uploader

1. Access the Amazon Seller Central page by clicking the URL: <https://sellercentral.amazon.com/>
2. Once you are logged in, the landing page should look something like this:
3. Hover your mouse to **Catalog**, then select **Upload Images**.
4. You will be routed to the **Image Uploader** interface. Select **Bulk Image Upload**.
5. Rename the images to be uploaded to **ASIN.VARIANT CODE**. This is the same as **VC BULK IMAGE UPLOAD**. You may refer to this [link](#) on how to rename your images.
 - Here are sample naming conventions:
 - ASIN.MAIN (product main image)
 - ASIN.PT01 (1st secondary image)
 - ASIN.PT02 (2nd secondary image)
6. Once done renaming, select all images and create a .zip file.
7. Drag the created **.zip file** to the Bulk Image Uploader. It will show a progress bar while the image is being uploaded.
8. Once uploading is done, click **Submit images**.
9. You may click on the [status report](#) to know if your upload is successful or if it encountered an error.

Uploading Bulk Images via Inventory File

1. Download the inventory file corresponding to the ASIN that needs to be updated.
To identify the correct inventory file, check the category on the product detail page(PDP) of the ASIN.

2. Once identified, go back to the inventory page. Hover over the Catalog tab, then select **Add Products via Upload**.
3. On the Add Products via Upload page, go to the “Download spreadsheet” tab and choose “Download Product Spreadsheet” under “List Products that are not currently in Amazon’s catalog” option.
4. On the landing page try searching your product on the search bar dialogue box and make sure that you are choosing the correct product by clicking on “Browse via product category”.

Select language to enter product details

Spreadsheet Language ⓘ

Select the types of products you want to sell

Search Product Type using one of these inputs

[Clear results](#)

[What's new?](#)
[What is a Product Type?](#)

Drinking Cup

Item Type Keywords (7/47)
highball-glasses, tumblers, drinkware-sets, disposable-cups, party-cups, insulated-tumblers, drinking-jars

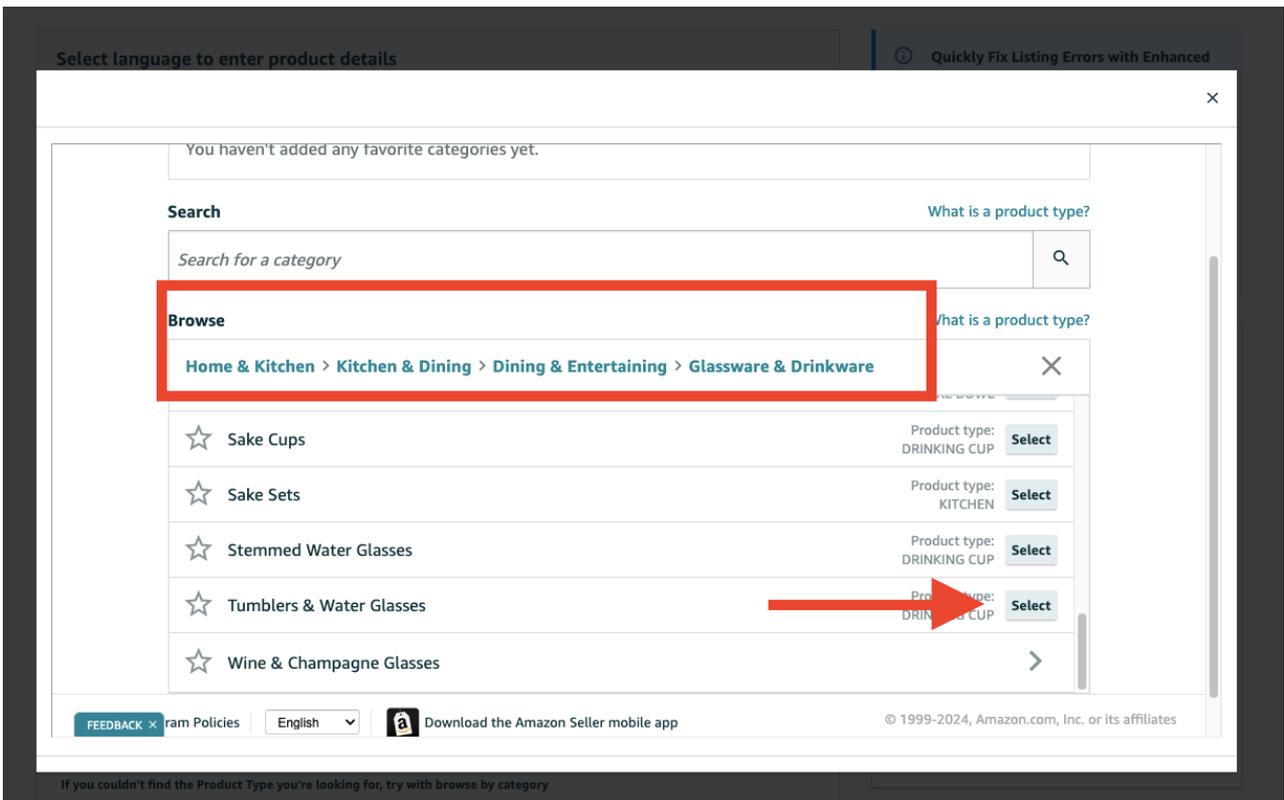
Product Type Selected

Maximum (20) product types

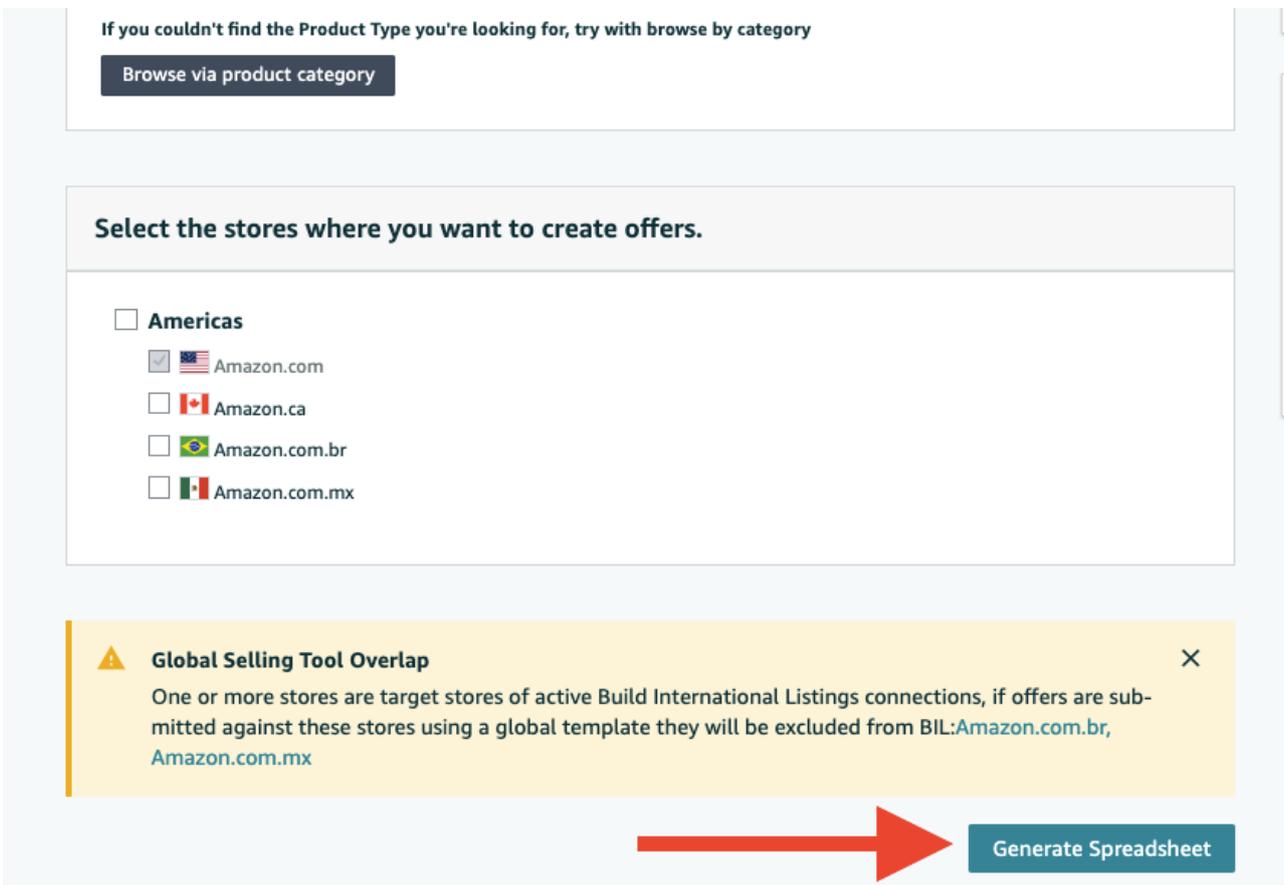
If you couldn't find the Product Type you're looking for, try with browse by category



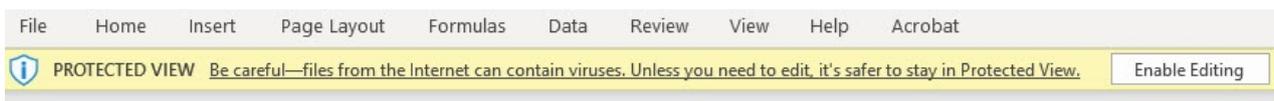
6. Browse the correct subcategory based on how it was displayed on the PDP. i.e.: Home & Kitchen › Kitchen & Dining › Dining & Entertaining › Glassware & Drinkware › Tumblers & Water Glasses.



7. Scroll down and click the yellow button Generate Spreadsheet. Google Chrome will automatically download the inventory file.



8. Open the downloaded inventory file. This is a protected file. To edit, click **Enable Editing** at the top of the spreadsheet.



9. Click the **Template** section of the spreadsheet.



10. Under the **Product Type** column, click the **dropdown arrow** and select the feed_product_type available. For this example, it is a drinking cup. This will enable all the dropdown options in this row.

A	B	C
TemplateType	Version=20	TemplateSig
Product Type	Seller SKU	Brand Name
feed_product	item_sku	brand_name
drinkingcup		

11. Fill out the Images columns using IMAGE URLs. You can use the Amazon Backend link or other platforms.

- **Note** : Imgur is no longer used for getting image links

12. After providing the **SKU**, **Image URLs**, and selecting **PARTIAL UPDATE**, delete the entry under the **Product Type** column. Fill out only the SKU and Images columns.

Note: All SKUs (including duplicates) under the same ASIN to be updated must be included in the Spreadsheet.

A	B	C	
TemplateType	Version=2022.0516	TemplateSig	setting
Product Type	Seller SKU	Brand Name	Product
feed_product	item_sku	brand_name	item
	ULTRAMAGA-8285-FBM		
	ULTRAMAGA-8285		

- **IMPORTANT**: Select only Partial Update for any image upload. To know the differences between each option:
- **UPDATE** - This is used only to update the entire listing entry to the Amazon catalog. All blank attributes in the inventory file will be wiped out from the Amazon system.
- **PARTIAL UPDATE** - Only those attributes with an entry will be updated in the Amazon system. All blank attributes will remain as is.

- DELETE - This will delete the SKU from the Amazon catalog.

13. Keep in mind that you're on the correct seller account before uploading the inventory file. You can fill out the Email alert box using your MAG email to receive the processing report on your email. Put a tick on the box to Remember my email address for future alerts. Then click the Upload file button

Processing report format

Excel
 Text

The Excel format highlights errors and warnings in the cell where they occurred, making it easy to visually pinpoint issues with your submission

Email alert

Send an email alert when the upload is complete. Remember my email address for future alerts

Upload file

14. Monitor the inventory file upload.

- To identify if the feed file is successfully uploaded, it should not yield "Action" drop down button.
 - Otherwise, you can click and **Download Processing Summary** to analyze which attribute/entry is causing the error.
 - If the upload encountered no errors, check back again in a few hours to confirm if new images are now displayed on the PDP.
 - If in case the new images are still not displayed after 24hrs, please log a case with Amazon support supplying all the necessary details (batch ID, screenshot of the backend showing the uploaded images, screenshot of the PDP showing old images, and the URL of the PDP).
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