

Listing Creation & Management SOP: Product Document Upload

03/17/2025 8:53 am CDT



Who is this for? All individuals who wish to upload product documents on Seller Central.



Objective: To be able to add product documents on Seller Central either via flat file or thru backend

For full document guidelines, please refer to [this guide](#).

A. FLAT FILE

1. Access the Amazon Seller Central page by clicking the URL: <https://sellercentral.amazon.com/>

- Once there, you will be asked to log in. Log in using your Amazon login details.
- Once you are logged in, the landing page should look something like this:

The screenshot displays the Amazon Seller Central dashboard for 'Age of Sage | United States'. The top navigation bar includes 'amazon seller central', a search bar, and utility icons for notifications, settings, and help. Below the navigation bar, there are several key performance indicators (KPIs) and alerts:

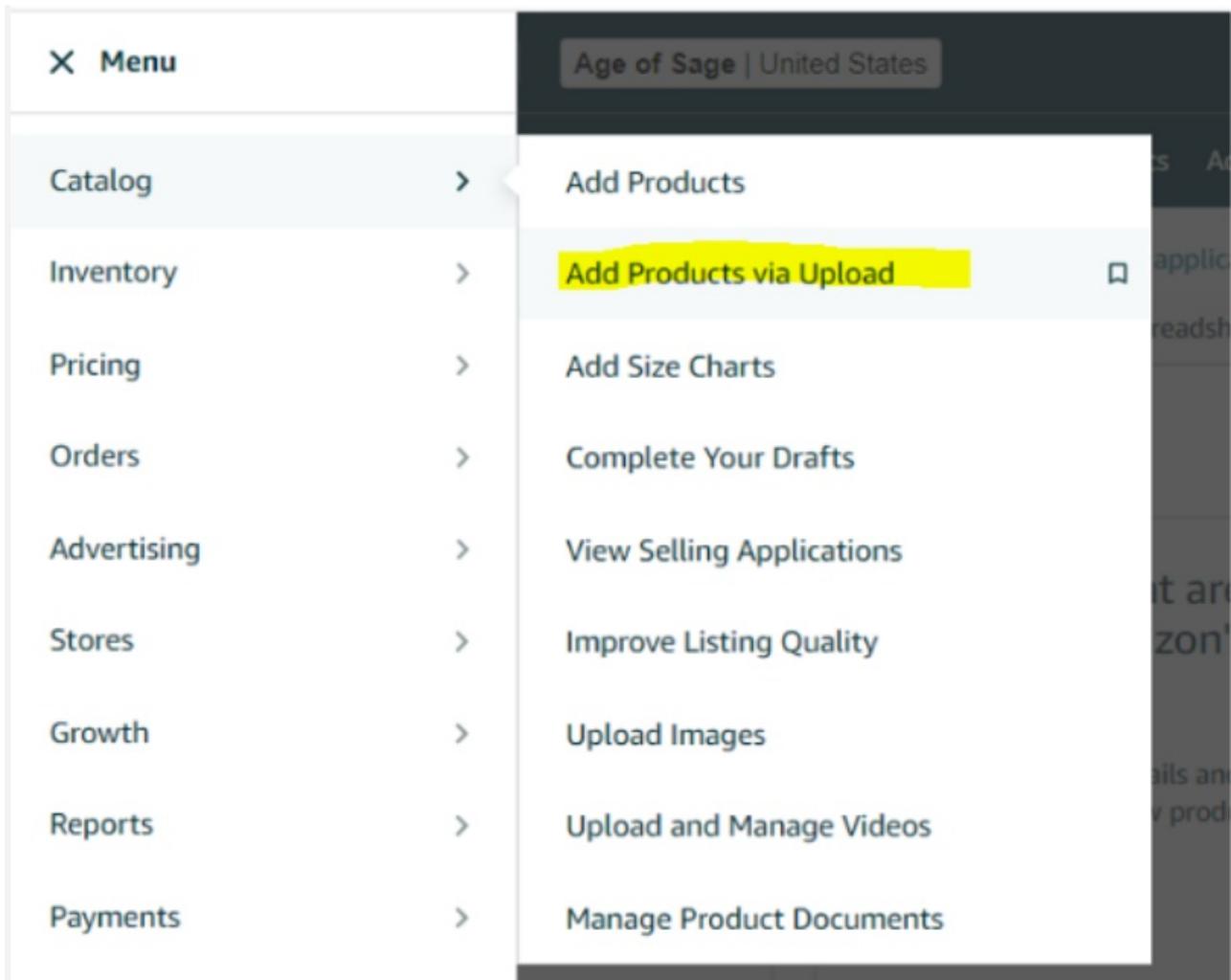
- MARKETPLACES:** 3
- OPEN ORDERS:** 278
- TODAY'S SALES:** \$695.56
- BUYER MESSAGES:** 1
- BUY BOX WINS:** --
- IFI:** 548
- GLOBAL PROMOTIONS SALES:** --

The main dashboard area features several alert cards:

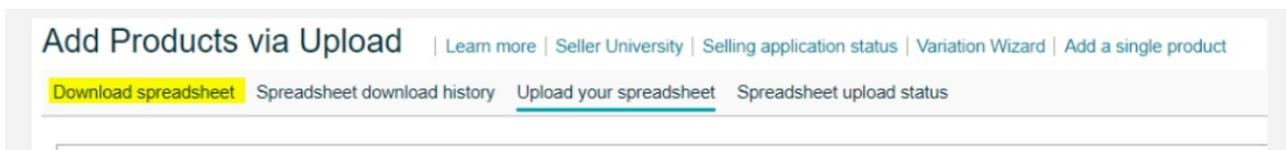
- Buyer Messages:** 0 messages over 24 hours target, 1 message under 24 hours target.
- Customer Experience:** 115 in-stock issues that require attention.
- Ship Orders:** 1 order to ship.
- Returns and Refunds:** 137 open return requests.
- Customer Experience:** 213 Prime eligibility issues that require attention.
- Improve Images:** 13,929 detail page views.

NOTE: Update as of March 2024, putting documents in a product is now the same as you would update a file - via flat file.

2. On Seller Central's Home page, click the hamburger icon (top left) and go to Catalog > Add products via upload.



3. Click Download spreadsheet.



4. Select Download Product Spreadsheet.

Download spreadsheet | Spreadsheet download history | Upload your spreadsheet | Spreadsheet upload status

Choose a template to get started

List products already in Amazon's catalog update

Search and add products from Amazon catalog using product IDs (GTIN, EAN, UPC, ASIN etc.) with minimal details. You do not need to provide any product details.

[Get Listing Loader](#)

List products that are not currently in Amazon's catalog

Provide your product details and offer information to create new products in Amazon's catalog.

[Download Product Spreadsheet](#)

Update price & quantity

Update your price and quantity for your existing listings. You do not need to provide any product details.

[Get Price & Quantity Template](#)

Update product details

Edit your product details and offer information.

[Get Product Template](#)

Additional templates

Please find additional templates supported for specific use cases.

[Get Other Templates](#)

5. Download the flat file depending on the category you want to edit - in this example, we will be using Soap Dish.

Select the types of products you want to sell

What's new?
What is Product Type?

Search Product Type using one of these inputs

Search
Clear results

<p>Soap Dish</p> <p>Item Type Keywords (2/2) soap-dishes, childrens-soap-dishes</p> <p style="text-align: right;">Select</p>	<p>Product Type Selected</p> <p>Maximum (20) product types</p>
<p>Skin Cleaning Agent</p> <p>Item Type Keywords (3/22) bath-and-shower-gels, bath-soaps, hand-washes</p> <p style="text-align: right;">Select</p>	

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

[Browse via product category](#)

Select the stores where you want to create offers.

- Americas
 -  Amazon.com
 -  Amazon.ca
 -  Amazon.com.br
 -  Amazon.com.mx

6. Inside the flat file, fill out the necessary details needed for a PartialUpdate, and look for this item in the flat file.

	FN	FO	FP	F
	con External	legal_cor	Legal Cor	Is the Item He

Insert the legal compliance certification

7. Put the URL of the certificate/manual that you want to attach

- The file should be a PDF
- The URL should be from a publicly-accessible link
 - Example: Save the PDF to the client's Google Drive folder, and get the shareable link ("anyone who has the link can view")

8. Upload the file in Seller Central. Once the file is uploaded and after the turnaround time, it should appear on the PDP.

Product Description

Product description text area containing multiple lines of placeholder text.

Product details

Product details text area containing several lines of placeholder text.

Product guides and documents

Safety Data Sheet (PDF)

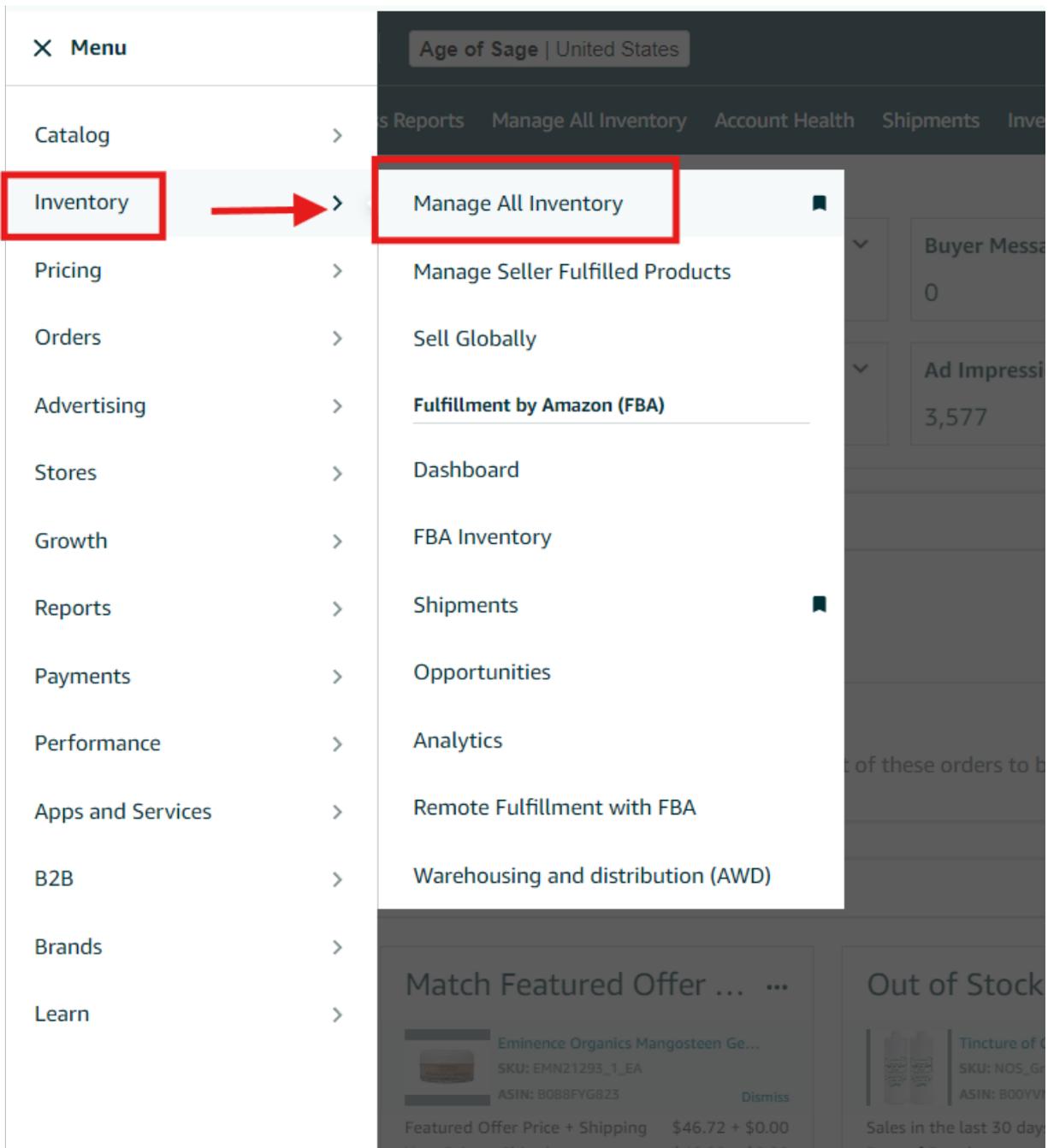
Compare with similar items



B. BACKEND (MANAGE INVENTORY)

Access Inventory Management:

- From the Inventory drop-down menu in Seller Central, select Manage All Inventory.



2. Edit SKU Details:

- Click Edit next to the SKU for which you want to upload documents. This will open a new page in your browser.

		Estimated fees per unit sold
USD	46.99	Total fees
USD	19.99	Edit listing
USD	48.00	Manage images
USD	12.65 + \$0.00	Add or Edit Customization Information
USD	\$24.00	Copy listing
USD	19.99	Add another condition
USD		Change to Fulfilled by Amazon
USD		Print item labels
USD	\$19.99 + \$0.00	Close listing
USD		Delete listing
USD		Advertise listing
USD	18.99	Change shipping template
USD		Merge duplicate product

3. Select Attribute View:

- On the new page, choose All attributes from the left-hand menu (it may already be selected).

Product Details Images Variations **Offer** Safety & Compliance

Listing Language English

Attributes

- Required
- Recommended
- All attributes

Contribution SKU SMUDGEKIT8476

Minimum Advertised Price USD\$ Ex: 50.00

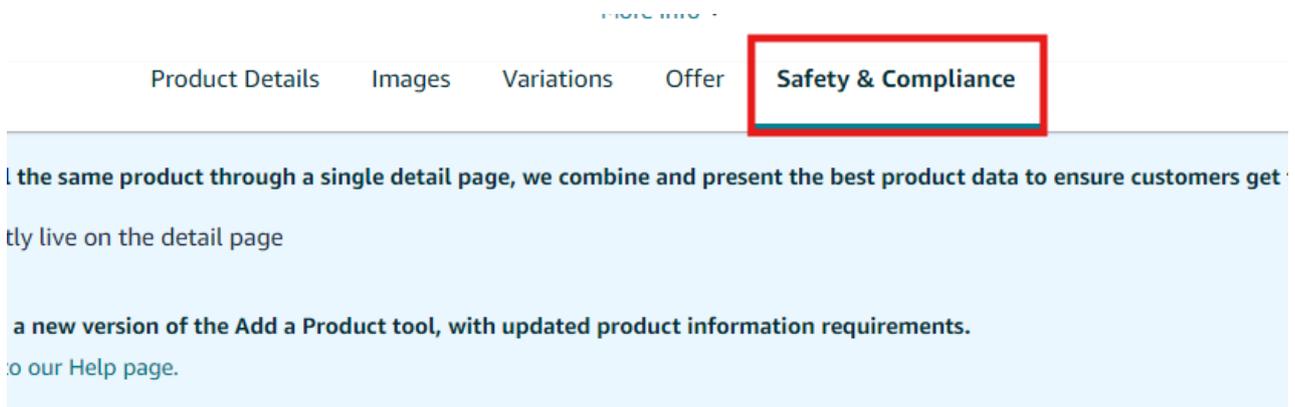
You are currently viewing a new version of the Add a Product tool, with updated product information requirements. For more information, go to our Help page.

4. Suggest Changes (if applicable):

- If the option is available, click Suggest changes to product information in the top-right corner of the page.

5. Go to Compliance Section:

- Click on the Safety & compliance tab.



6. Complete Mandatory Fields:

- Ensure all required fields are filled out.

7. Upload Compliance Documents:

- Scroll to the Compliance media section and fill in the following details:
 - **Compliance media language:** Select the language code from the drop-down menu. Use the code for the store's official language (e.g., fr_FR for France). For multilingual documents, select only the official language of the store.
 - **Compliance media content type:** Choose the document type from the drop-down menu. Refer to the "Permitted product documents" section of the help page for descriptions.
 - **Compliance media source location:** Enter a direct download link to the product document. Avoid using shareable links that open the PDF in a browser.

A screenshot of the 'Compliance Media' form. The form has a title 'Compliance Media' with a help icon. It contains three input fields, each with a red box around its label: 'Compliance Media Content Type' (with a dropdown menu showing 'Example: Safety Data Sheet'), 'Compliance Media Language' (with a dropdown menu showing 'Example: en_US'), and 'Compliance Media Source Location' (with a text input showing 'Example: http://example.eg/sds_1.pdf'). Below these fields is an 'Add More' button, also highlighted with a red box.

8. Add Additional Documents (if needed):

- Click Add more to include any additional documents for the same SKU.

9. Save Changes:

- Click Save and finish to save your updates.

Compliance Media [?](#)

Compliance Media Content Type [?](#)

Compliance Media Language [?](#)

Compliance Media Source Location [?](#)

[Add More](#)

GPSR Safety Attestation [?](#) Yes
 No

GPSR Manufacturer Email Address [?](#)

[Cancel](#) [Save and finish](#)

VALIDATION:

- Your product documents will be reviewed for compliance with Amazon's guidelines within seven business days. Documents that do not meet these guidelines will be rejected.
- Once approved, it may take up to 24 business hours for the documents to be published on the product detail page of the corresponding SKU.