

Merchandising SOP: Classify Your Products Using Browse Tree Guides

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Who is this for? This is for individuals who would like to classify their product's browse node ID.



Objective: This SOP aims to provide a step-by-step guide on how to classify the reader's products using Amazon's Browse Tree Guides (BTGs). BTGs are a hierarchical set of categories used to organize Amazon's products, making it easier for customers to navigate and find specific products.

1. Go to this help page: [Inventory file templates](#)
2. Look for **Text-file Templates** (for the CA marketplace) or **Templates, style guides, and BTG for specific categories** (for the US marketplace) and Choose the category for your product

longer want to list in a specific country, use the **delete** field for your template.

When your file is ready to upload, check the website selected in the **Marketplace Switcher** to make sure you upload inventory files to the correct website. For more information, see [Share your available inventory](#).

Templates, style guides, and BTG for specific categories

Use the following template versions.

File templates	Style guides	Browse Tree Guide (BTG)	Approval required
Automotive & Powersports (Parts & Accessories) Automotive & Powersports (Tires & Wheels)	Automotive & Powersports (PDF) Motorcycles & ATVs (PDF)	Automotive and Powersports BTG	View requirements
Baby	Baby (PDF)	Baby BTG	No
Beauty	Beauty (PDF)	Beauty BTG	
Books	Use Book Loader Use UIEE Format to List Books	Books BTG	For Books, approval is required only for listing in "Collectible" condition.
Camera & Photo	See Consumer Electronics.	See Consumer Electronics.	No
Cell Phones & Accessories (Wireless)	See Consumer Electronics.	Cell Phone & Accessories BTG	No
Clothing & Accessories	Clothing & Accessories (PDF)	Clothing & Accessories BTG	No
Collectible Coins		There is no separate BTG for Collectible Coins.	

3. Download the file by clicking the hyperlinked **BTG**

How to use the Browse Tree Guide

These usage notes reveal proprietary information. Please do not forward to anyone not bound by Amazon.com's confidentiality agreement.

Background Information

The Browse Tree Guides (BTGs) contain the rules that Amazon.com uses to assign products to browse categories online. In it you will find mappings between browse categories and Amazon's list of controlled terms which will allow your product to surface in those categories.

The Browse Tree Guide is a tool to assist you in merchandising your products effectively online.

Category to term mappings are works in progress and are subject to ongoing revision.

Interpreting the Browse Tree Guide

In the Browse Tree Guide, you will find three standard columns:

- Node ID: Refers to the identification number associated with the specific browse path.
- Node Name: Each point in the browse path is called a browse node. This column lists the names of each browse node.
- Terms to Use: Lists the field name and correct term required in order to have your product show in the associated browse path. For example, the entry "item_type_keyword:hand-towels" indicates that the term "hand-towels" should be added to the "item_type_keyword" field. See the following section for information on interpreting more advanced term logic.

You will notice some nodes that have no suggested terms to use. These nodes are included in the document for display purposes, and aren't used themselves.

Advanced Term Logic

Sometimes more than one term is necessary to add products to a browse category. These instances are indicated by the AND operator. For example, a category called Women's Jeans might have the following rule: "department_name:womens AND item_type_keyword:jeans". The AND operator means that both terms listed are required for products to surface in that specific category.

In other cases, more than one term is acceptable to add products to a specific browse category. These optional terms are indicated by the OR operator. For example, a category called "Bedspreads & Coverlets" might have the following rule: "item_type_keyword:bedspreads OR item_type_keyword:coverlets". The OR within this rule means that either term listed will allow the products to surface in that specific category.

Adding your Products to Refinements

Selecting a browse category on the website can trigger useful additional refinement possibilities which allow customers to narrow the product selection for an enhanced shopping experience. For your product to appear in refinements you need to provide additional data. Using the BTG tab, you will first determine the correct primary category for your product. Once located, you can click on the link to the right of your chosen browse category which will take you to the refinements tab of the document. There in the refinements tab you will see the corresponding refinements available for the category you have selected.

The refinements tab will display the following columns from left to right:

- Node ID [Node ID of the primary browse category selected]
- Node Name [Descriptive name of the primary browse category selected]
- Refinement Name [Website display name of the refinement]
- Attribute [Field in which to upload the data to describe your product]
- Accepted Values (combo boxes) [Terms to add to the corresponding attribute field which will get the product into the correct refinement]
- Modifiers [for some attributes you can select a modifier e.g. storage_capacity has GB as modifier]

To determine the data you need, identify the correct refinement to accurately describe your product. The Attribute column will tell you which field to add your data. The Valid Value Combo Box column will tell you which terms are accepted for that field.

4. On the downloaded Excel file check the browse node ID of your category.

Node ID	Node Path	Query	Refinement Link
5680951	Automotive		
6718271	Automotive/Car Care		
2370813001	Automotive/Car Care/Automotive Pest Repellents		
2370819401	Automotive/Car Care/Automotive Pest Repellents/Pest Repellent Mats	item_type_keyword:automotive-pest-repellent-mats	
2370819501	Automotive/Car Care/Automotive Pest Repellents/Pest Repellent Sprays	item_type_keyword:automotive-pest-repellent-sprays	See all available refinements
2370819601	Automotive/Car Care/Automotive Pest Repellents/Ultrasonic Pest Repellents	item_type_keyword:automotive-ultrasonic-pest-repellents	
15718281	Automotive/Car Care/Cleaning Kits	item_type_keyword:automotive-cleaning-kits	
6718291	Automotive/Car Care/Exterior Care		
6718301	Automotive/Car Care/Exterior Care/Car Polishes & Waxes		
1935185801	Automotive/Car Care/Exterior Care/Car Polishes & Waxes/Bug, Sap & Tar Removers	item_type_keyword:automotive-bug-sap-and-tar-removers	See all available refinements
15718311	Automotive/Car Care/Exterior Care/Car Polishes & Waxes/Chrome & Metal Polishes	item_type_keyword:automotive-metal-cleaners	
15718371	Automotive/Car Care/Exterior Care/Car Polishes & Waxes/Waxes	item_type_keyword:car-waxes	See all available refinements
6718381	Automotive/Car Care/Exterior Care/Car Wash Equipment		
15718391	Automotive/Car Care/Exterior Care/Car Wash Equipment/Applicators	item_type_keyword:car-washing-applicators	
15718401	Automotive/Car Care/Exterior Care/Car Wash Equipment/Buckets, Grit Guards & Kits	item_type_keyword:automotive-buckets-grit-guards-and-kits	See all available refinements
15718451	Automotive/Car Care/Exterior Care/Car Wash Equipment/Cleaners	item_type_keyword:automotive-exterior-cleaners	See all available refinements
15718411	Automotive/Car Care/Exterior Care/Car Wash Equipment/Nozzles & Hose Attachments	item_type_keyword:automotive-washing-nozzles	
15718421	Automotive/Car Care/Exterior Care/Car Wash Equipment/Sponges & Mitts	item_type_keyword:automotive-cleaning-sponges-and-mitts	
15718431	Automotive/Car Care/Exterior Care/Car Wash Equipment/Waterless Wash Treatments	item_type_keyword:waterless-automotive-wash-treatments	
15718441	Automotive/Car Care/Exterior Care/Car Wash Equipment/Windshield Squeegees	item_type_keyword:windshield-squeegees	
15718461	Automotive/Car Care/Exterior Care/Convertible Top Cleaners	item_type_keyword:automotive-roof-and-convertible-top-cleaners	See all available refinements
15718471	Automotive/Car Care/Exterior Care/Polishing & Rubbing Compounds	item_type_keyword:automotive-polishing-clays	
15718481	Automotive/Car Care/Exterior Care/Polishing & Waxing Kits	item_type_keyword:automotive-polishing-and-waxing-kits	
155340011	Automotive/Car Care/Exterior Care/Water Blades	item_type_keyword:automotive-cleaning-squeegee-blades	
2157050011	Automotive/Car Care/Fillers, Adhesives & Sealants		
15718921	Automotive/Car Care/Fillers, Adhesives & Sealants/Adhesives	item_type_keyword:automotive-adhesives	See all available refinements
3097823011	Automotive/Car Care/Fillers, Adhesives & Sealants/Putty	item_type_keyword:automotive-body-repair-putties	
6718491	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants	item_type_keyword:automotive-sealants	See all available refinements
15718581	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants/Gasket	item_type_keyword:automotive-liquid-gasket-makers	
15709931	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants/Paint	item_type_keyword:automotive-paint-sealers	See all available refinements
15719601	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants/Radiator	item_type_keyword:automotive-radiator-sealers	See all available refinements
15719611	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants/Silicone	item_type_keyword:automotive-silicone-sealers	See all available refinements
15719631	Automotive/Car Care/Fillers, Adhesives & Sealants/Sealants/Thread Lock	item_type_keyword:automotive-thread-lock-sealers	See all available refinements
6718501	Automotive/Car Care/Finishing		
15718511	Automotive/Car Care/Finishing/Corrosion & Rust Inhibitors	item_type_keyword:automotive-rust-treatment-chemicals	
15718521	Automotive/Car Care/Finishing/Protective Shields	item_type_keyword:automotive-protective-films	
6718531	Automotive/Car Care/Glass Care		
22873689011	Automotive/Car Care/Glass Care/Window & Door Seal Lubricants	item_type_keyword:window-and-door-seal-lubricants	See all available refinements
6718541	Automotive/Car Care/Interior Care		
15718551	Automotive/Car Care/Interior Care/Carpet Cleaners	item_type_keyword:automotive-carpet-cleaners	See all available refinements
15718561	Automotive/Car Care/Interior Care/Leather Care	item_type_keyword:automotive-leather-cleaners	
6718571	Automotive/Car Care/Interior Care/Protectants		
15718581	Automotive/Car Care/Interior Care/Protectants/Plastic Care	item_type_keyword:automotive-plastic-protectants	
15718591	Automotive/Car Care/Interior Care/Protectants/Rubber Care	item_type_keyword:automotive-rubber-protectants	
15718601	Automotive/Car Care/Interior Care/Protectants/Vinyl Care	item_type_keyword:automotive-vinyl-protectants	
15718611	Automotive/Car Care/Interior Care/Protectants/Upholstery Care	item_type_keyword:automotive-upholstery-cleaners	
15718621	Automotive/Car Care/Interior Care/Vacuums	item_type_keyword:automotive-cleaning-vacuums	See all available refinements
15718631	Automotive/Car Care/Solvents	item_type_keyword:automotive-cleaning-solvents	
6718641	Automotive/Car Care/Tire & Wheel Care		
666336661	Automotive/Car Care/Tire & Wheel Care/Tire Care	item_type_keyword:automotive-tire-cleaners-and-polishes	