Storefront SOP: How to Update the Vanity or Short Store URL

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> **Who is this for :** This is intended for Amazon Sellers or associates who want to learn how to change short store URLs.

> **Objective :** This SOP aims to provide you with the steps to alter or customize your store's vanity URL

Note: A vanity URL is only available for brand stores that have already been published.

Short URL requirements:

- Your short URLs must be in the format: amazon.com/brandname.
- Your short URL should be in lower case.
- If there's a conflict with another brand, we'll inform you. In this scenario, you can modify the URL. For example: amazon.com_yourbrand, or amazon.com\your_brand.
- Brands with names that conflict with Amazon internal products, such as Fire, Kindle, Alexa, or Echo, won't be given short URLs.
- Brands with names that conflict with city names, such as Seattle or Australia, won't be given short ULRs. However, the short URL can be processed if the city name is part of the brand name.
- The "_" character will be used in the place of spaces in brand names.
- Special characters aren't allowed.

- A vanity URL is a custom or personalized URL intended to be easy to remember and promote a specific brand.

- When a brand store is created, Amazon automatically generates a short store URL that is unique to every brand. In most cases, the brand name is affixed to it in this format: https://www.amazon.com/store/page/BrandName.

- There are some instances, however, that random characters are generated instead, which usually look like this: "https://www.amazon.com/stores/page/AEI092UHKKKJKDS".

- It usually happens when the brand name contains unique characters like "& %, ( ) * @ !. Other times, we need to update the short URL if the client has specific preferences (upon request). Below is an example of an active brand store whose vanity URL needs updating.
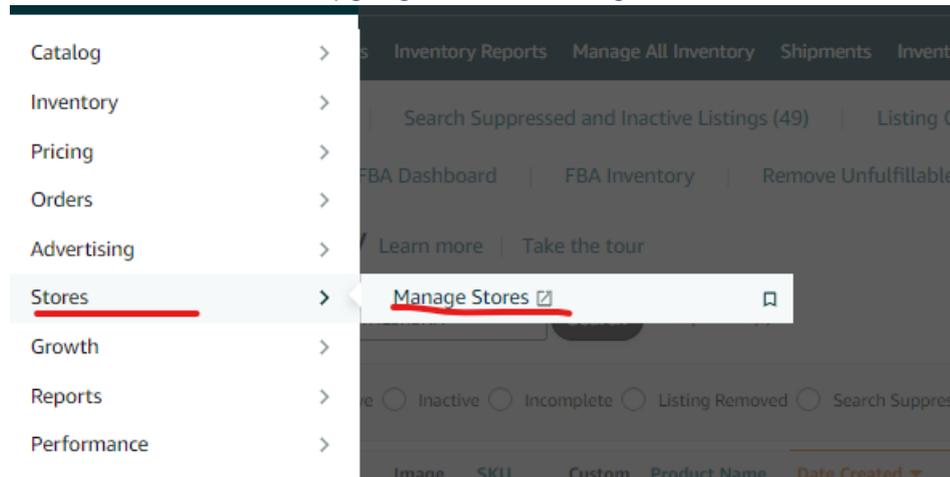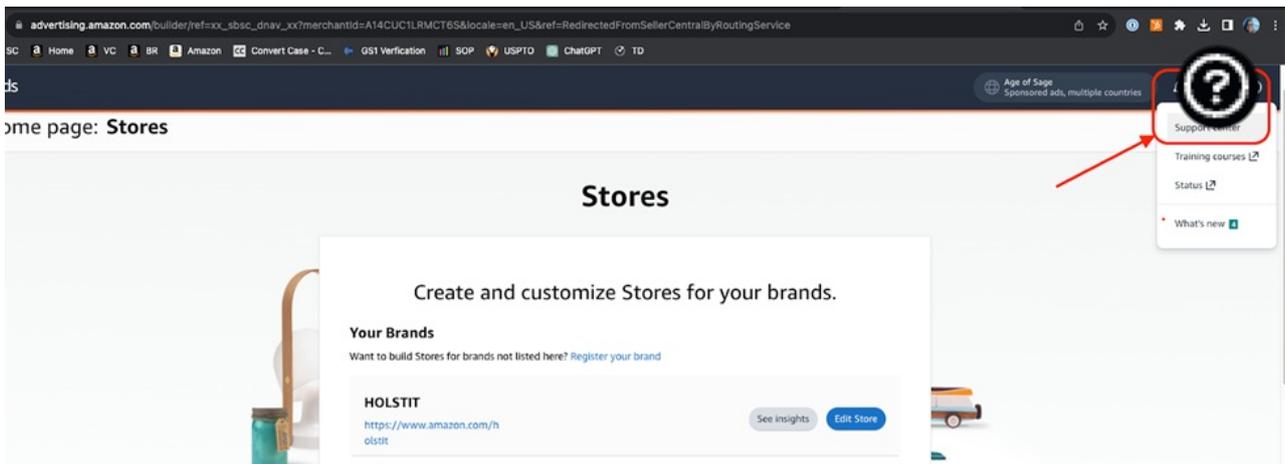
Steps in updating the vanity URL:

1. Confirm with the brand manager or reach out to the client to know if the client has a preferred short URL in mind. You can also make suggestions at this point.
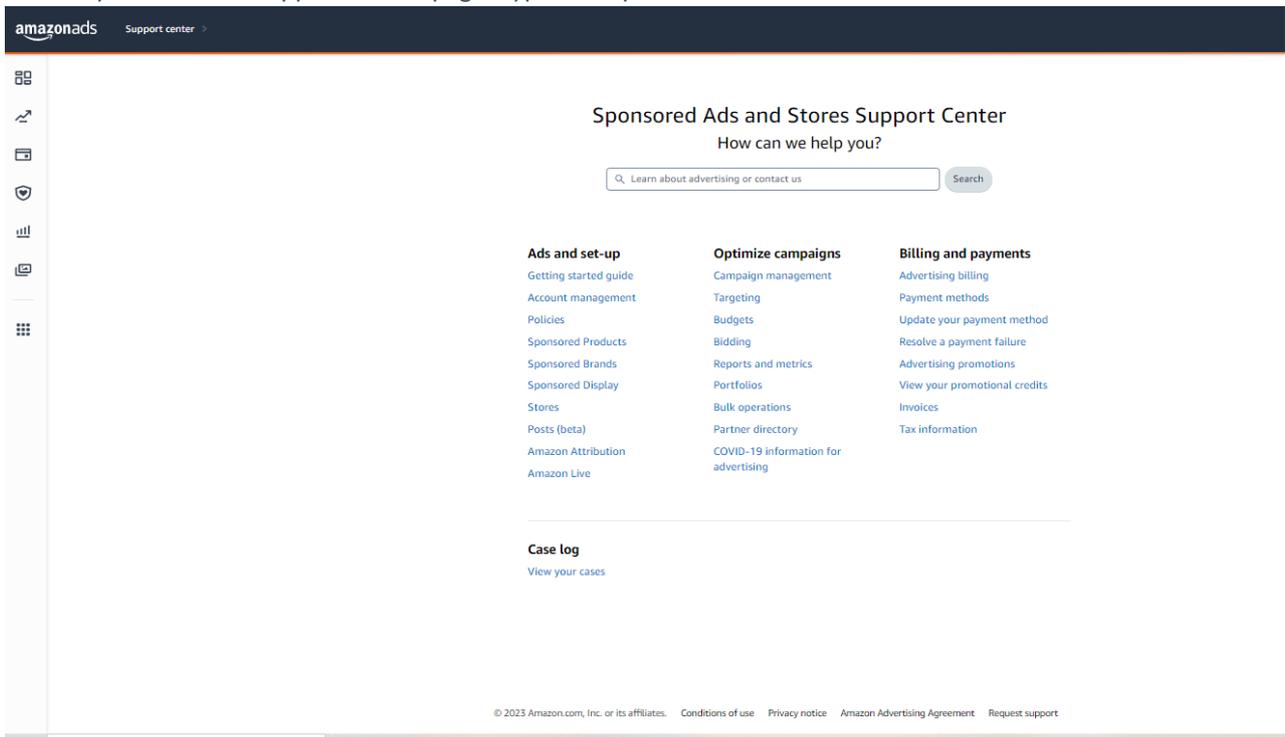
2. File a ticket under Stores by going to Stores → Manage Stores.

3. Click on the question mark beside the account name on the top left part of the screen and choose Support Center.

4. Once you are at the Support Center page. Type in Help in the search bar and hit enter.

5. It will bring you to a **Search results page,** just scroll to the bottom of the page and you will see the **"Contact Us"**

Featured Offer (Buy Box) eligibility

Becoming the Featured Offer (winning the Buy Box) is related to your seller and vendor performance. As this depends on multiple factors, some products may not become the Featured Offer, even if you increase their campaign bids.

Cost controls for Sponsored Display (beta)

Sponsored Display cost controls allow you to optimize your campaign to try and achieve specified outcomes at a desired cost. You can express your success metric per outcome in terms of target cost and we'll optimize bidding on your behalf to help achieve desired outcome at or below your desired cost.

Sponsored TV

Amazon Attribution

Amazon Attribution is an analytics and measurement tool that helps track non-Amazon advertising performance across multiple channels. It also helps discover how their digital marketing tactics are helping drive sales on Amazon.

Stores insights

Stores insights provide information about your Store's performance, including traffic and sales by traffic source and Store page.
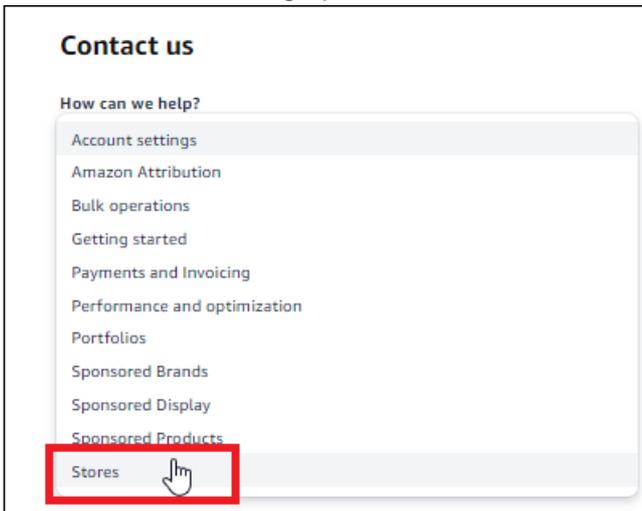
Identify your advertising goals

Amazon Ads offers a variety of self-service advertising products. Understanding your business goals will help you select the right advertising products for your goals and better analyze the performance of your ad campaigns.

< > 1-8 of 139 results

Still need help?
💬 Contact us

6. Click on the select category and choose Stores → Short URL category.

Contact us

How can we help?

Account settings
Amazon Attribution
Bulk operations
Getting started
Payments and Invoicing
Performance and optimization
Portfolios
Sponsored Brands
Sponsored Display
Sponsored Products
Stores

7. You have three options to choose from on contacting Amazon Support via email, chat, phone, or call. We'll do an email on this example. After choosing Email, the landing page will look like this:

Contact us

How can we help?

Stores	⌄

Specify your topic

Short URL	⌄

How would you like to be contacted?

Chat Chat with us now. **Recommended** ⓘ	Phone call We will call you now.

or you can email us

Select support language

English	中文

Please provide more information to help us best support you.

Subject

Enter subject

Description

Please describe your issue

8. Provide a summary of the issue on the subject; an example would be: Brand Name → Short URL Update, as well as a concise but detailed description of the problem on the description box, the brand name, and the desired short URL. Also, attach an image that showcases the problem.

9. Review and submit the ticket.

10. Check the status of the ticket or follow up daily until the desired URL reflects