

Troubleshooting SOP: How to Fix Search Suppressed

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Who is this for? Individuals who are trying to fix their Search Suppressed listings.



Objective: To rectify search-suppressed listings and remove the suppression.

When Amazon suppresses a listing, it is removed from visibility in both search and browse functions until the issues and policy breaches within it are fixed.

You might find your product listing suppressed if:

- Missing the main image
- Inadequate product description
- Invalid product information
- Product title over 200 characters
- Clothing or accessory title over 80 characters
- Missing product category
- Prohibited product for sale on Amazon
- Suspected counterfeit product

In order to detect and fix Amazon-suppressed listings, check the following steps below.

Find your suppressed listings:

Step 1. Log in to your seller account, and select Manage Inventory.

The screenshot shows the Amazon Seller Central dashboard. The top navigation bar includes 'amazon seller central', a location dropdown set to 'United St...', and a search bar. Below the navigation bar, a horizontal menu contains several options: 'Fulfillment', 'Business Reports', 'Inventory Reports', 'Manage All Inventory' (highlighted with a red circle and a red arrow pointing to it), 'Shipments', 'A+ Content Manager', 'Campaign Manager', 'Account Health', and 'Customer Engagement'. The main dashboard area displays various metrics: 'TODAY'S SALES' with a line graph, 'MARKETPLACES' with a globe icon and the number '3', 'OPEN ORDERS' with the number '286', 'BUYER MESSAGES' with the number '0', 'BUY BOX WINS', and 'TOTAL BALANCE'. Below these metrics, there are sections for 'IPI' and 'GLOBAL PROMOTIONS SALES'.

Step 2. Select Suppressed from the horizontal menu.

Step 3. View your suppressed listings on the Fix your products page, or click on Attribute to filter by issue.

The screenshot shows the 'Fix Your Products' interface. On the left, there are filters for 'Display' (Completed with Issues, Incomplete listings), 'Inactive listings (4)', 'Start date in future (2)', 'Search Suppressed (2)', 'More Information Required (2)', and 'At Risk listings (0)'. A red arrow points to the 'More Information Required (2)' link. The main table shows two listings with 'Missing info' reasons. A red box highlights the 'Issue Description' column, which contains the message: '[product_description] is required but not supplied.' Below this message is an input field with the text 'It's D51845 full round-head framing nailer weighs less than the competition...' and a 'Save' button.

How to fix your Amazon-suppressed listings:

Follow one of the three ways.

Option A:

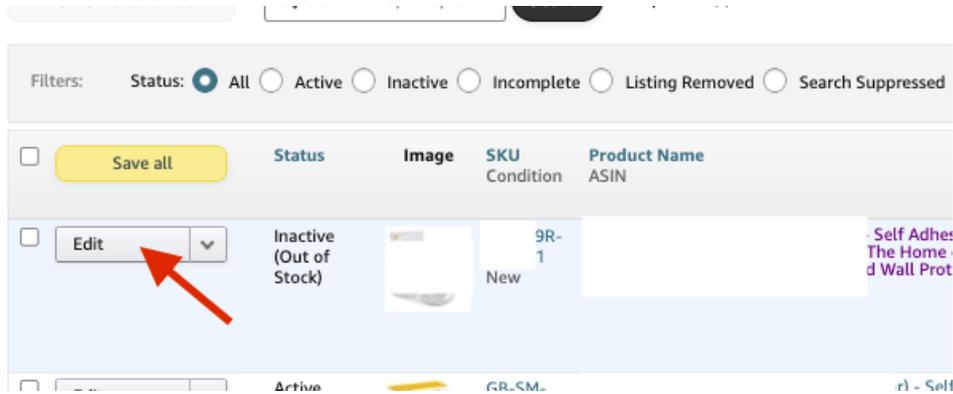
Step 1. Fix suppressed listings in the Issue(s) to fix column by entering the missing values in the editable cells or selecting missing values from the drop-down list

This detailed view shows the 'Issue Description' column for two listings. The first listing is 'Duty Sandpaper for Random' with a 'Missing info' reason from 3 days ago. The issue description is '[product_description] is required but not supplied.' Below this is a 'Product Description' input field containing the text 'It's D51845 full round-head framing nailer weighs less than the competition...' and a 'Save' button. The second listing is 'Duty Sandpaper for Random Orbital' with the same 'Missing info' reason and issue description. It also has an identical input field and 'Save' button. At the bottom, there is a pagination control showing '1' of 1 and a dropdown menu set to '10'.

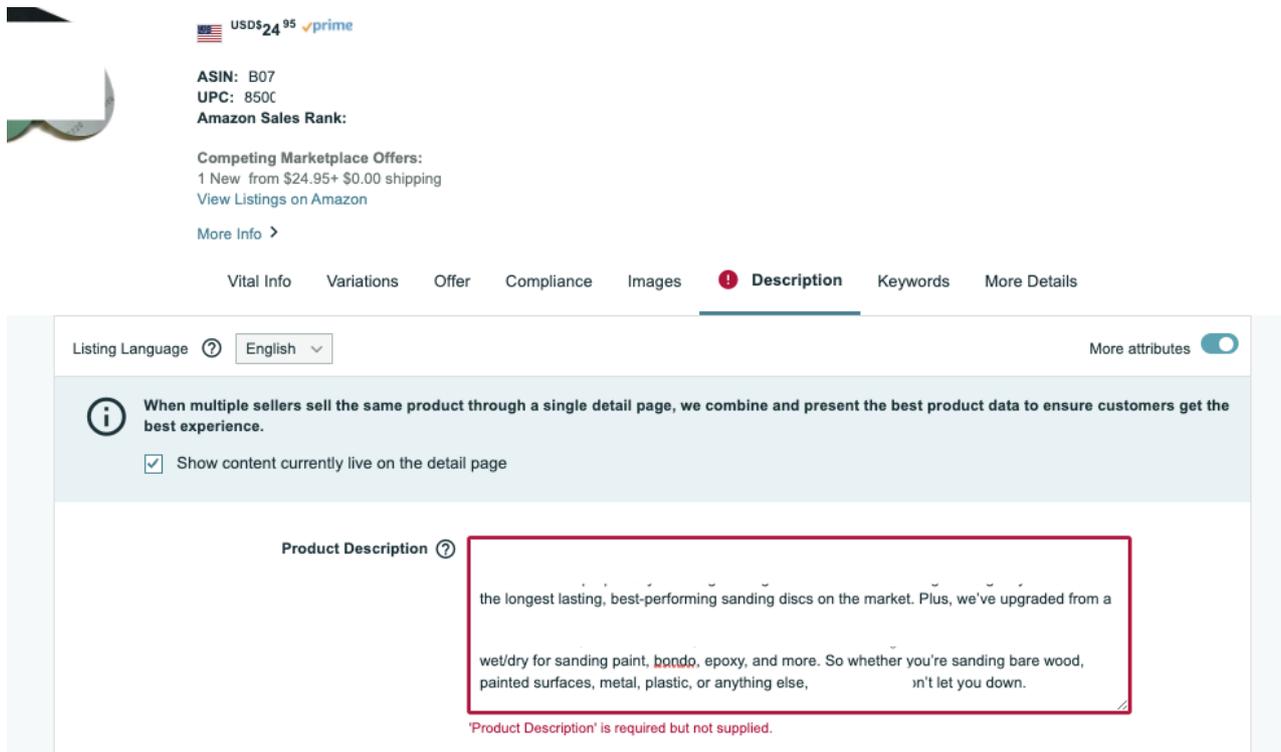
Step 2. Click Save.

Option B:

Step 1. Fix suppressed listings that are not fixable in the editable grid (Option A) by clicking Edit and going to the Edit product info page.



Step 2. In Edit product info, the missing product details will be highlighted and you will see informational messages that further detail the issue.



Step 3. For non-image issues, enter the missing value and click **Save and Finish**.

For image issues, follow the guidelines on the Product image requirements page and then upload valid product images.



ASIN: B0BW
SKU: GOR-S
Condition: New

✓ Sheer
(total Width),
Room, Rod

Missing info
a month ago

The main image is missing. Please submit a compliant image to lift the suppression.
Also refer to Product image requirements.

Image ⓘ

Drag or click to upload an image file

Save

Option C:

To fix suppressed listings, you may upload a feed file to provide the missing information.

By uploading a feed file, you can update the missing or incorrect information that is causing your listings to be suppressed. This can be particularly useful if you are dealing with a large number of suppressed listings, as it allows you to make changes in bulk.

Download the correct flat file template. Go to Inventory > Add Products via Upload > Download an Inventory File.

The screenshot shows the Amazon Seller Central interface. The 'Inventory' menu item is highlighted with a red box. A dropdown menu is open, showing various options. The 'Add Products via Upload' option is highlighted with a red box. Below the menu, there is a 'Restock Inventory' card for a product titled 'Not a Day Over Fabulous Wine Glas...'. The card shows sales in the last 30 days (3), days of supply (0), and total inventory (0). A 'Restock Now' button is visible. To the right, there is a 'Manage Overstocked ASINs' button.

The screenshot shows the Amazon Seller Central navigation bar. The 'Inventory' menu item is highlighted with a red box. The navigation bar includes links for Catalog, Inventory, Pricing, Orders, Advertising, and Stores.

Add Products via Upload [Learn more](#) [Seller University](#) [Selling application status](#)

[Download an Inventory File](#)

[Upload your Inventory File](#)

[Monitor Upload Status](#)

i View the status of your last 50 inventory file uploads. If your processing report shows errors, modif

Step 1: Select the types of products you want to sell

Search tool: [Clear Search](#) [What is a Product Type?](#) [Variation Wizard](#)

OR

Product Classifier:

- Appliances >
- Arts, Crafts & Sewing >
- Automotive >
- Baby Products >
- Beauty & Personal Care >
- Books >
- CDs & Vinyl >
- Cell Phones & Accessories >

Once you have uploaded your feed file, it may take some time for the platform to process the information and update your listings. Be sure to monitor your listings to ensure that they have been successfully updated and are no longer suppressed.

Active

New
FBM
Disabled
Age of Sage TLO
Z Stainless Steel
Tumbler w/Lid...
BOBYZV5X6P
03/20/2023 07:55:46
03/20/2023 07:56:00

NOTE: It might take 24-48 hours to see your listing or listings reactivated. If your listings still show as suppressed, create a case with seller support and explain what you have done to lift the suppression.