

# Listing Creation & Management SOP: How To Identify & Solve Active Listings With No Sales Rank

03/17/2025 8:53 am CDT



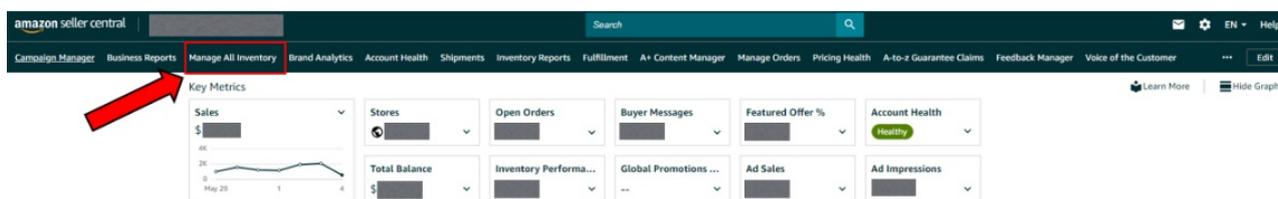
Who is this for? This is for all individuals and sellers with listings that do not display any BSR/ Sales Rank.



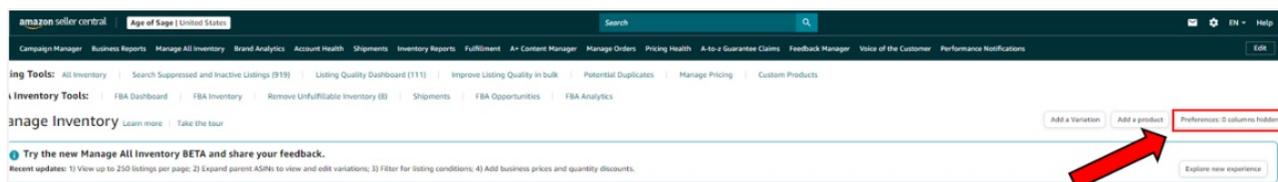
**Objective:** To present a clear and concise set of instructions for identifying Active Listings that lack a Best Seller's Rank (BSR) and resolving the issue to display Sales Rank. The following step-by-step guide outlines the necessary actions to address this matter efficiently.

## Identify Active Listing with No Sales Rank

1. Go to Seller Central Account
2. Click Manage All Inventory



3. Make sure that Sales Rank is listed on the filters. If not, click on "Preferences"



4. Tick the Sales Rank checkbox then click "Save Changes" at the bottom.

# Manage Inventory [Learn more](#)

The values that you set here will be used as the defaults for viewing your inventory listings in the future. You can edit t

## Column display

- Status (Recommended)
- Image (Recommended)
- SKU/Condition (Recommended)
- Listing ID
- Product Name/ASIN (Recommended)
- Date Created/Status Changed Date (Recommended)
- Available (Recommended)
- Inbound
- Unfulfillable
- Reserved
- Estimated fee per unit sold (Recommended)
- Price (Recommended)
- Business Price (Recommended)
- Lowest Price (Recommended)
- Sales Rank
- Buy Box Price
- Buy Box Eligible
- FNSKU
- Fulfilled By
- Your Minimum Price
- Your Maximum Price
- UPC/EAN

Listings with all fulfillment methods (Recommended) ▼

Listings from sellers with any feedback rating (Recommended) ▼

Listings with any handling time (Recommended) ▼

Cancel

Save changes

Help

Program Policies

English ▼

5. Search for the ASIN that is active with No Sales Rank.

Action on 0 selected | Search SKU, Title, ISBN | Search | 475 product(s)

Filters: Status:  All  Active  Inactive  Incomplete  Listing Removed | Fulfilled By:  All  Amazon  Merchant | Additional filters

Status	Image	SKU Condition	Custom Product Name ASIN	Date Created Status Changed Date	Available	Inbound	Unfulfillable	Reserved	Estimated fee per unit sold	Price + Shipping	Sales Rank	Buy Box Eligible	FNSKU	Fulfilled By
		New	-Boo Brown 9.5	09/17/2020 11:03:16										
<input type="checkbox"/> Active		New	██████████	09/16/2020 11:37:34 09/17/2020 11:03:16	1	0	0	0	\$		4,141,619	Yes	██████████	Amazon
<input type="checkbox"/> Active		New	██████████	09/04/2020 16:55:48 09/29/2020 14:04:10	47	0	0	53	\$			Yes	██████████	Amazon

Once you have identified the Active Listing with **No Sales Rank /BSR**, pull the category listings report and check if the ASIN is assigned to a category and the item type is not missing. (Check the backend as well)

6. Once logged in to seller central, under the Inventory tab click "Inventory Reports" and download the Category Listing Report (CLR).

Catalog Inventory Pricing Orders Advertising Stores Reports Performance Partner Network

**Something went wrong**  
This page's header did not load correctly. Please refresh the page to see the full header.

### Inventory Reports

You can use your inventory reports to see a snapshot of your items. [Learn more](#)

Request an Inventory Report

Select Report Type:

- Inventory Report
- Active Listings Report
- Open Listings Report Lite
- Open Listings Report Lister
- Open Listings Report
- Cancelled Listings Report
- Inactive Listings Report
- All Listings Report ( Custom )
- Sold Listings Report
- Category Listings Report
- Listing Quality and Suppressed Listing Report
- Referral Fee Preview Report
- Amazon-fulfilled Inventory Report
- Referral Fee Discounts Report

your product listings with the price and quantity for each SKU. [Learn more](#)

Check Report Status & Download

Report Type	Batch ID	Date & Time Re	Date & Time Completed	Report Status	Download
All Listings Report	249519019067	3/16/2022 19:37:20 GMT+0800 (I	3/16/2022 19:37:36 GMT+0800 (Philippine Standard Time)	Ready	Download
All Listings Report	249512019067	3/16/2022 18:07:21 GMT+0800 (I	3/16/2022 18:07:48 GMT+0800 (Philippine Standard Time)	Ready	Download
All Listings Report	249500019067	3/16/2022 16:37:41 GMT+0800 (I	3/16/2022 16:37:58 GMT+0800 (Philippine Standard Time)	Ready	Download
All Listings Report	249491019067	3/16/2022 15:37:13 GMT+0800 (I	3/16/2022 15:37:27 GMT+0800 (Philippine Standard Time)	Ready	Download
All Listings Report	249482019067	3/16/2022 14:37:13 GMT+0800 (Philippine Standard Time)	3/16/2022 14:37:28 GMT+0800 (Philippine Standard Time)	Ready	Download

7. If in any case that there is no Category Listing Report (CLR) option on the Inventory Reports, create a ticket to Amazon requesting to enable the Category Listing Report (CLR).

# Get Help

You may be asked follow-up questions about your issue before connecting to an associate.

[Go to Case Log](#) | [Get help with a new issue](#)

## Where is your issue happening? Important

Select the store

 United States

Select a service

Selling on Amazon

## Select an issue to resolve

<p><b>Inventory lost in FBA warehouse</b> <input type="radio"/></p> <p>Request to reconcile or reimburse missing inventory in fulfillment centers</p>	<p><b>Listing not buyable</b> <input type="radio"/></p> <p>Investigate inactive or blocked listings</p>
<p><b>Brand - update</b> <input type="radio"/></p> <p>Reconcile or update brand name information on the detail page</p>	<p><b>FBA Returns Reimbursement</b> <input type="radio"/></p> <p>Resolve issues related to FBA returns, refunds, and reimbursements</p>
<p><b>Inventory missing from inbound (ILAC/MFI/WMS)</b> <input type="radio"/></p> <p>Request a reconciliation or dispute missing units in an FBA shipment</p>	<p><b>Adding a product</b> <input type="radio"/></p> <p>Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)</p>
<p><b>Title, description, bullets update</b> <input type="radio"/></p> <p>Fix incorrect or missing details on the detail page, like the title, bullets, or description</p>	<p><b>Inventory damaged in FBA warehouse</b> <input type="radio"/></p> <p>Request to reconcile or reimburse for inventory damaged or disposed of in warehouse</p>

Or, describe your issue

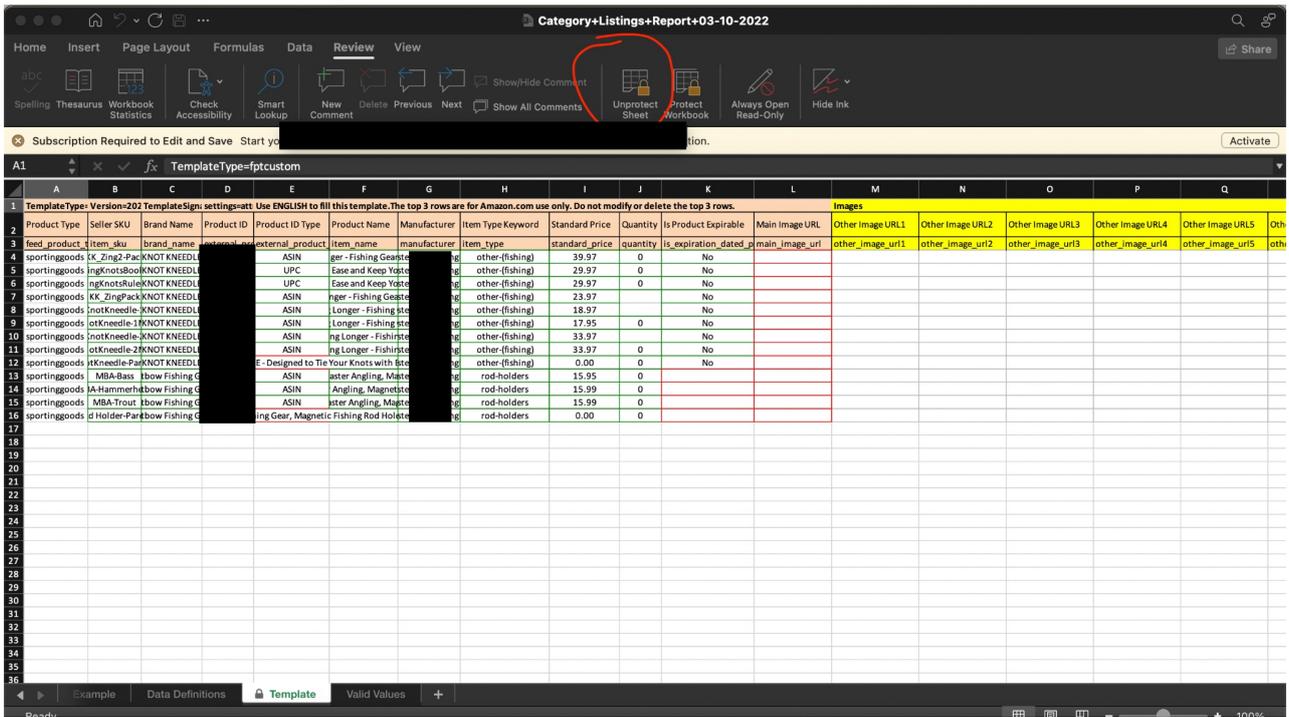
Hello, Amazon.

Please enable the Category Listings Reports (CLR) on this account. Thank you.

What is personal or sensitive data?

[Continue](#)

8. Once the Category Listing Report is downloaded, open the file, go to the "Review" section, and click "**Unprotect sheet**". Please turn on the filter and locate the problematic listing (SKU) by searching it through the Seller SKU column.

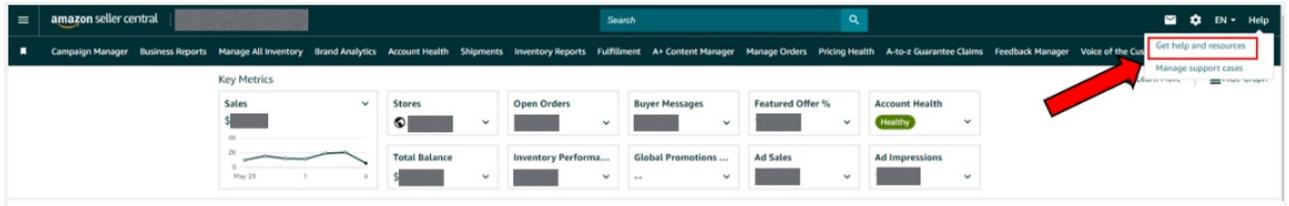


Note: Make sure you are only updating the problematic listing/s.

9. Make sure to fill in the correct category and item type and upload the flat file and create a ticket and provide the batch ID.

### Creating a ticket for Active Listing with No Sales Rank

1. Go to Seller Central Account then Click on Help > Get help and resources in the upper-right corner.



2. Select "My issue is not listed"

# Get Help

You may be asked follow-up questions about your issue before connecting to an associate.

[Go to Case Log](#) | [Get help with a new issue](#)

## Where is your issue happening? Important

Select the store

 United States

Select a service 

Selling on Amazon

## Select an issue to resolve

### Inventory lost in FBA warehouse

Request to reconcile or reimburse missing inventory in fulfillment centers

### Listing not buyable

Investigate inactive or blocked listings

### Brand - update

Reconcile or update brand name information on the detail page

### FBA Returns Reimbursement

Resolve issues related to FBA returns, refunds, and reimbursements

### Inventory missing from inbound (ILAC/MFI/WMS)

Request a reconciliation or dispute missing units in an FBA shipment

### Adding a product

Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)

### Title, description, bullets update

Fix incorrect or missing details on the detail page, like the title, bullets, or description

### Inventory damaged in FBA warehouse

Request to reconcile or reimburse for inventory damaged or disposed of in warehouse

**My issue is not listed**



3. Describe the Issue, and hit Send

Or, describe your issue

Hello, Amazon.

We found out that ASIN XXXXXXXX doesn't have Amazon Sales Rank. Kindly have it displayed on our listing.

In addition, may we know the reason why this happens and how we can fix it?

Thank you.

What is personal or sensitive data? ⓘ

**Confirm your issue**  
Based on what you typed, which one best matches your issue?

Search result questions: **Recommended** Learn how to be the Featured Offer for an ASIN

Troubleshoot inactive listing due to product update required **My issue is not listed**

**My issue is not listed**  
Please select a category so we can connect you to the right Associate

Account related FBA related **Product or listing related** Amazon Custom Amazon Business (B2B)

Marketplace Web Service (Amazon MWS) Amazon Global Logistics

**Contact an associate**  
All provided information will be included as part of your case.

**Select a language**  
English

**Short description**  
Other account issues

**Contact method**  
Email Phone Chat

Your email Add CC

Your number (optional, if you would like a callback)  
(XXX) XXX-XXXX Ext. United States

This issue is urgent and requires immediate attention.

+ Add attachments

**Send**

You may use this template for ticket creation:

Hi Amazon,

We found out that ASIN XXXXXX doesn't have an Amazon Sales Rank. Kindly have it displayed on our listing.

*We uploaded a feed file but it hasn't fixed the issue.*

Batch ID:

See the screenshot below.

Thank you,

Your Name

## No Sales Rank Due To Adult Tagging/Flagging How To Identify Adult Flagging

After filing a ticket to Amazon regarding the missing sales rank, you will receive many different reasons behind the issue. One of them is Adult Tagging. This is when your product listing was wrongfully tagged as an "adult/explicit

product” due to different reasons like:

- You added the keyword “Adult” in the backend
- A customer review has deemed your product to be an “explicit item”

Their case response will look something like this:

Answered Case View Your Case and Request Log

Answered cases cannot be reopened after 5 days with no activity. If you need help with an issue, please contact us.

**Amazon** Sep 11, 2020 04:55 AM

Hello from Amazon Selling Partner Support.

I've reviewed your email and understand that your issue regarding sales rank.

I've checked and see that your listings are marked as "Adult" and our previous associate have contacted our internal team to remove the listing from adult.

I'm glad to inform you that we have received a response from our internal team stating that the content has been reviewed and it does not meet the criteria for the adult flag so they have removed the adult flag for ASIN's. I would like to inform you that the ASIN's which is assigned as adult flag has been removed from our end and it will take 24-48 hours.

Once the listing has removed from Adult, your sales rank will reflect on inventory and detail page.

To help us continually improve, we ask that you take a moment to complete our survey below to tell us about your experience with this specific interaction.

Were you satisfied with the support provided?

Thank you!

To view your case details, or respond, please click [http://sellercentral.amazon.com/gp/case-dashboard/view-case.html?ref=sc\\_cd\\_lobby\\_vx?caseID=7368724501](http://sellercentral.amazon.com/gp/case-dashboard/view-case.html?ref=sc_cd_lobby_vx?caseID=7368724501)

Please note: this e-mail was sent from an address that cannot accept incoming e-mail. If you require additional support please contact us <https://sellercentral.amazon.com/hz/contact-us>

Thank you for selling with Amazon.

Santhoshini E.  
Amazon.com Seller Support

To solve the issue, you may proceed with filing a ticket similar to the previous steps with a few revisions:

**Where is your issue happening?** Important

Select the store

Select a service ⓘ

Or, describe your issue

Hello Amazon,

I can see that the listings of the following ASINs have been wrongly tagged as "Adult". We will be running ads with the following ASINs soon. We are sure that we will have eligibility issues with advertising once we run Sponsored Brands and Sponsored Display ads once we get the brand registered.

These products are motorbike parts (motorcycle handlebars to be exact ) For your reference please refer to case # 736XXXXXX

These are the ASINs:

What is personal or sensitive data? ⓘ

**Confirm your issue**

Based on what you typed, which one best matches your issue?

**Unable to search for ASIN as it is classified as adult product.** Recommended

Listing creation issues for gated or restricted brand/category/ASIN

Troubleshoot inactive listing due to product update required

My issue is not listed

**Determine why an ASIN is not searchable**

Enter an ASIN

**Example: B00347A8NK**

Describe the Issue, change the email address, and hit Send. Make sure to remember 5 pointers:

1. Explain what the product really is
2. Reference any existing case proving that Amazon flagged the listing as "adult"
3. Include the affected ASINS
4. Describe the contact reason as **Product Listing Flagged As Adult**
5. Change the default email to your work email address

If the ASIN/s you supplied were not detected by the system, you may proceed with the "contact an associate" section of the said ticket.

#### **Email Template for No Sales Rank Due To Adult Tagging**

Hello Amazon,

I can see that the listings of the following ASINS have been wrongly tagged as "Adult". We will be running ads with the following ASINS soon. We are sure that we will have eligibility issues with advertising once we run Sponsored Brands and Sponsored Display ads once we get the brand registered.

These products are motorbike parts (motorcycle handlebars to be exact ) For your reference please refer to case # 736XXXXXX

These are the ASINS:

B07XXXXXX

B07XXXXXX

B08XXXXXX

B08XXXXXX

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