

Catalog SOP: Duplicate Bullet Points Audit and Troubleshooting

10/09/2024 1:45 pm CDT



Who is this for? This is intended for Amazon sellers who need help locating and fixing technical issues that result in duplicate bullet points in their product listings.



Objective: To accurately detect and effectively address any instances of duplicated bullet points within a particular ASIN.

1. Open your Amazon Seller Central account and log in.

amazon seller central

Sign in

Email or mobile phone number

Password [Forgot your password?](#)

Sign in

By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

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Register now

2. Download a CLR or Category Listing Report. You may view the [How to Download a Category Listings Report \(CLR\) SOP](#) for reference.

3. Open the CLR or Category Listing Report then, create your Google sheet tracker and copy all bullet points columns (BULLET 1 - 10) together with the SKU, Fulfilment Center, and Quantity. (so you can go ahead and perform a partial update if needed).

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100% \$ % .0 .00 123 Calibri 11 B I U A 🗑️ 📄 📏 📐 📑 🔍 📄 📄 📄 📄

D24 fx ORGANIC, VEGAN SOAP: Our all-natural body soap bars are infused with wholly organic ingredients. You can call it "Nature in a Bar" as each bath soap contains Coconut Oil, Canola Oil, Soybean Oil, Shea But

Version=2023.0	Fulfillment												
Seller SKU	Fulfillment Cent	Quantity	Key Product Fea										
item_sku	fulfillment_cent	quantity	bullet_point1	bullet_point2	bullet_point3	bullet_point4	bullet_point5	bullet_point6	bullet_point7	bullet_point8	bullet_point9	bullet_point10	
SAGE-FABULOU	DEFAULT	0	COLD-PRESSED	ULTIMATE VALE	CUSTOM TUMB	LUXURY: When	GREAT TO GIVE:					COLD-PRESSED	COLD-PRESSED
4ROSE-BOX-73	AMAZON_NA		LOVE IN A BOX:	DOUBLE PURPO	LASTING BEAUT	ELEGANT BLOO	AGE OF SAGE: A						
AEROBICS3984	DEFAULT	1000	WINE AERO	THE GIFT TH	TOP QUALIT	DISHWASHE	WINE LOVER						
ALONE8773	DEFAULT	0	THE DOG IS	THE GIFT TH	TOP QUALIT	WASHABLE	MONEY BAC						
ANDOR-PAREN	AMAZON_NA		FUN WINE TUM	DOUBLE WALL I	DURABLE TUMB	TAKE IT ANYWH	AGE OF SAGE: O						
ANIMALS	DEFAULT	0	ROUGH! - IT	THE GIFT TH	TOP QUALIT	DISHWASHE	MONEY BAC						
AOS-BLM-BLKS	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-BLKS	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CCM	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CCM	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CDAR	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CDAR	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CHRC	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CHRC	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL				ORGANIC, VEGA	ORGANIC, VEGA	
AOS-BLM-CHRR	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL				ORGANIC, VEGA	ORGANIC, VEGA	
AOS-BLM-CHRR	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CLWT	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CLWT	DEFAULT	1000	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-COOI	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						

4. The usual number of bullet points is five. Check if there are copy values in bullet_6, bullet_7, bullet_8, bullet_9, and bullet_10 per SKU. Here is an example screenshot that will help you quickly determine whether the listing contains repeated bullet points.

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100% \$ % .0 .00 123 Calibri 11 B I U A 🗑️ 📄 📏 📐 📑 🔍 📄 📄 📄 📄

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AOS-BLM-CCM	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
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AOS-BLM-CHRC	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL				ORGANIC, VEGA	ORGANIC, VEGA	
AOS-BLM-CHRR	DEFAULT	0	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL				ORGANIC, VEGA	ORGANIC, VEGA	
AOS-BLM-CHRR	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CLWT	AMAZON_NA		ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						
AOS-BLM-CLWT	DEFAULT	1000	ORGANIC, VEGA	HANDMADE IN	COMES IN A SO	SUPERB GIFT ID	PREMIUM QUAL						

5. Confirm the repeated bullet points on the Amazon detail page.

6. Once confirmed, you can update and remove the redundant bullet points manually or by utilizing a flat file.

If you want to fix one listing via bulk updating, click on the link to the individual SOPs below.

- [Listing Update \(Manual\) SOP](#)
- [Listing Update \(Flat File\) SOP](#)

7. Perform a partial update via a flat file containing only the first five (5) bullets and the bare minimum requirements.

1	Version=2023.0217													Basic	Fulfillment	Is this pro	Applicable Danger	Pesticide Ma	Pesticide Registrat	Pesticide Certif	
2	Seller SKU	Quantity	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Key Proc	Update	Delete	Fulfillment	batteries	supplier declared	pesticide	pesticide marking	pesticide mark
3	item_sku	quantity	bullet_point1	bullet_point2	bullet_point3	bullet_point4	bullet_point5	bullet_point6	bullet_point7	bullet_point8	bullet_point9	bullet_point10	bullet_point10	delete	center_id	required	de_hr regulation	marking tv	registration stat	ion number3	
4	E-FABULOUS		extraction smooth	perfect foskin	oily box	Just								partialupdat	AMAZON_NA	No	Not Applicable	Registration N	defined under the U.S.	Federal Insecti	
5	M-CHRCL-83	0	h soap colure we do with an	live gift	sressed fr									partialupdat	DEFAULT	No	Not Applicable				
6	J-CHRRYALM		h soap colure we do with an	live gift	sressed fr									partialupdat	AMAZON_NA	No	Not Applicable	Registration N	defined under the U.S.	Federal Insecti	
7																					
8																					
9																					
10																					

8. After an hour or 24 hours, revisit the detail page of the Amazon listings to check if the bullet copy has been rectified.

9. In case the duplicate bullet points persist despite following the above instructions, it is recommended to file a case with Amazon. You can refer to this [Case Creation SOP](#).