

Listing Creation & Management SOP: Editing Variations Manually

03/17/2025 8:50 am CDT



Who is this for : Individuals who want to manually update the variations of their listings.

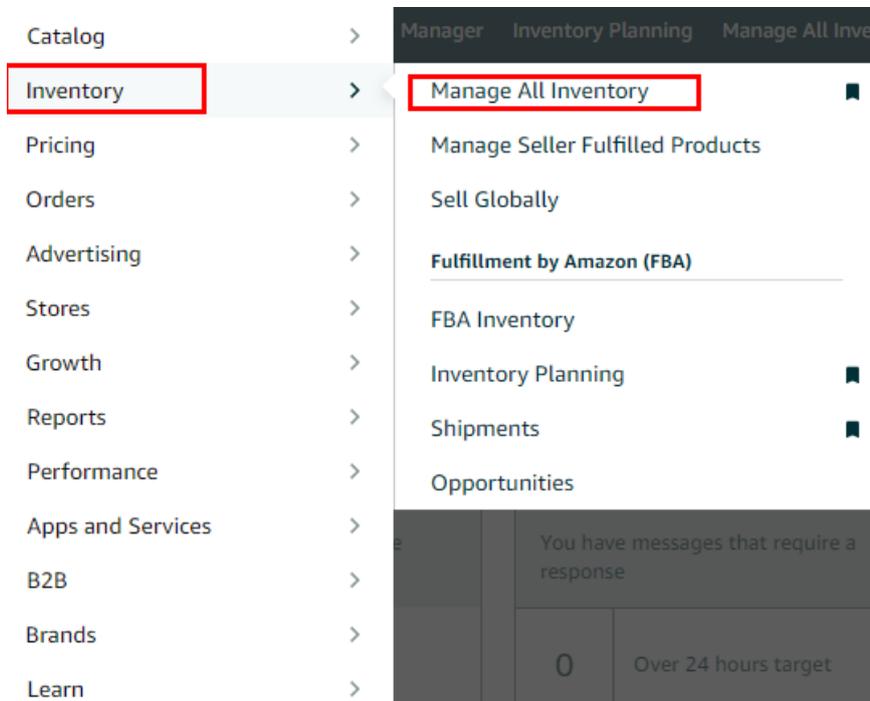


Objective: To update product information and attributes, such as size, color, and style, for each product variation on Amazon, in order to enhance the customer's shopping experience, improve search results, and increase sales through consistent information, optimized listings, and accurate product descriptions and images.

Instructions:

Note: When making changes to variations, we are referring to the specific attributes of the product, such as size, color, and material.

1. To make manual changes to variations, go to the “Inventory” tab on the top menu of Seller Central and select “Manage All Inventory.”



2. Click the arrow next to the parent ASIN to view its variations.

3. Select the “Edit” button to the right of the variation you wish to modify.

Action on 0 selected 1 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Search Suppressed

Fulfilled By: All Amazon Merchant

Search: Title/Keyword SKU ASIN UPC/EAN FNSKU

<input type="checkbox"/>	<input type="button" value="Save all"/>	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price and shipping cost Pricing status	Business Price + Shipping	Sales Rank	FNSKU	Fulfilled By	UPC/EAN	
<input type="checkbox"/>	<input type="button" value="Edit"/>	<input checked="" type="checkbox"/> Variations (2)		TES PAF	0406A		TEST PARE RQGL	04/06/2023 11:34:42 04/06/2023 11:34:40									
<input type="checkbox"/>	<input type="button" value="Edit"/>	Inactive (Out of Stock)		BA-FIN Nev	0321A	Disabled	r Green Tum R7K35	05/21/2023 13:58:07 03/21/2023 13:59:24	<input type="text" value="0"/>		\$ 19.99 +-- Migrated Template Featured Offer: -- Lowest price: -- View more	\$ +-- +-- +-- Add quantity discounts			Merchant		285698
<input type="checkbox"/>	<input type="button" value="Edit"/>	Inactive (Out of Stock)		T2-XB Nev	0321A	Disabled	r Red Tumble L3972	03/21/2023 13:55:47 03/21/2023 13:56:53	<input type="text" value="0"/>		\$ 19.99 +-- Migrated Template Featured Offer: -- Lowest price: -- View more	\$ +-- +-- +-- Add quantity discounts			Merchant		285704

4. Proceed to modify the desired fields by navigating through the tabs at the top of the page.

Supplier Description Product Identity Offer **Product Details** Variations Safety & Compliance Images Shipping

Pattern
Example: Checkered

* Number of Items

* Item Type Name
Tumbler

Subject Character

Color
GREEN

* Size
Regular

5. Note that some fields may not be editable for child ASINs, as they are linked to the parent ASIN.

6. If a field cannot be edited in the variation table, you will need to click on the child ASIN and make the changes in the Product Listing Edit Page.

Supplier Description Product Identity Offer Product Details **Variations** Safety & Compliance Images Shipping

List all your variants for the variation types below.
For the fields below, list the variations that exist for your products. For example, if you're selling Pirate Shirts in the sizes Small, Medium, and Large, and in the colors White and Black, list all those terms. This is necessary even if you don't carry every combination, or are temporarily out of stock on some. You can delete any invalid variations on the Manage Your Inventory (MYI) page. See an example, and Learn more.

Style
Example: Art Deco

Your variation child ASINs have been created. To complete your listings, find the variation child listings in your inventory and select 'Edit' to add an image for each variation child. Please note that each variation child listing requires an image to be active on the Amazon website.

4 variations

<input type="checkbox"/>	* Style	Contribution SKU	External Product ID	External Product ID Type	* Offering Condition Type	* Your Price	* Quantity	<input type="button" value="Edit"/>
<input type="checkbox"/>	Hous	GOT	BOB	ASIN	New	USD\$ 29.99	0	<input type="button" value="Edit"/>
<input type="checkbox"/>	Hous	GOT	BOE	ASIN	New	USD\$ 29.99	767	<input type="button" value="Edit"/>
<input type="checkbox"/>	Hous	GOT	BOE	ASIN	New	USD\$ 15.99	0	<input type="button" value="Edit"/>
<input type="checkbox"/>	Hous	GOT	BOB	ASIN	New	USD\$ 15.99	91077	<input type="button" value="Edit"/>

7. Changing the UPC may not allow you to modify the variation (e.g. color or size), so it is advisable to use the ASIN instead.

ASIN: B0
UPC: 370
Amazon Sales Rank: 103088

Competing Marketplace Offers:
2 New from \$29.99+ \$0.00 shipping
1 Used from \$19.00+ \$0.00 shipping
[View Listings on Amazon](#)

[More Info >](#)

Supplier Description **Product Identity** Offer Product Details Variations Safety & Compliance Images Shipping

When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.
 Show content currently live on the detail page

You are currently viewing a new version of the Add a Product tool, with updated product information requirements.
For more information, go to our [Help page](#).

* Item Name

* Brand Name

External Product ID upc

8. The Variation Theme cannot be manually altered.

9. After making changes, click “Save and Finish” at the bottom of the page.

Supplier Description Product Identity Offer **Product Details** Variations Safety & Compliance Images Shipping

Number of Speeds

Item Dimensions W x H

* Item Height Base to Top

* Item Height Unit

* Item Width Widest Point

* Item Width Unit

Drinking Cup Form

Drinking Cup Form Type

Cancel **Save and finish**

10. If you encounter issues, contact Seller Support. You may refer to this [SOP: How to file a ticket in Seller Central for reference](#).