

Listing Creation & Management SOP: Creating Titles and Bullet Points

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Who is this for: Brand Team



Objective: Steps to build documents for creating titles and bullet points, sending to brands and adding into Sales Force

Article information and steps.:

Creating Title and Bullet Points

Find the Brand's Keyword Research Excel Sheet

1. Go to brand management folder and click into your brand to find the Keyword Research Sheet
2. Open this Excel Sheet as it's a good reference for when generating titles and bullets.

Creating the Titles and Bullet Points Sheet

1. Open a new Excel File
2. Title It: "BrandName-Titles and BP's-Draft" in the Brand's Folder
3. On another screen, open Sales Force and go to the B2C Products Tab
4. Find a view with the Brand Name
5. You will find the list of SKUs and Internal Product Title, Use this as a reference for Creating each Title in your Excel Sheet
6. Return to your Excel Sheet to begin creating the first product's titles and bp's.
7. For the 1st Row, Mark Columns A-K in Green and Title it with the First Product Type EX: "Original Soy Sauce" – This is making a simple banner for people to navigate each product type when reviewing.
8. For the second row, enter this information as it will be guideline for what info to add in the cells below it:
 - a. Name it "SKU" for Column A"
 - b. Ame it "ASIN" for Column B

- c. Name it "Title Option 1" for Column C
 - d. Name it "Title Option 2" for Column D
 - e. Name it "Bullet 1" for Column E
 - f. Name it "Bullet 2" for Column F
 - g. Name it "Bullet 3" for Column G
 - h. Name it "Bullet 4" for Column H
 - i. Name it Bullet "5" for Column I
9. Adjust the size of the remaining Cells: Home>Cells>Format
 - a. Change Row Height to 150 and Change Column Width to 30.
 10. You are now ready to enter your first product, add in the SKU from the B2C products list in Sales Force
 11. If these are new listings, skip past the ASIN Field
 12. For Title Option 1, Paste the Product Title from Sales Force
 13. Title Option 2 will be where we can add in some keywords to make a more interesting title that helps with SEO.
 - a. Start with Brand Name – Product Name – Descriptive Keywords for Product – Size
 - b. EX: Aloha Shoyu - Original Blend Soy Sauce - Sweet and Light Profile - Made in Hawaii - 12 oz. Bottle
 - c. This gives the brands who are reviewing two options for a title where we can optimize the listings with just a few extra keywords.
 14. Next Cell is Bullet Point 1
 - a. We start every bullet point with 1-3 words in All Caps to highlight the benefit/feature we are highlighting.
 - b. EX: PREMIUM SHOYU FLAVOR
 - c. For Bullet Point 1, we like to generally describe what the product is and the use case for it.
 15. Bullet Points 2-4 can describe the features, flavor of the product, occasion...etc
 16. Bullet Point 5 is a good opportunity to create a generic Brand History bullet point that can be applied to all products on your Excel Sheet.
 17. Now that you created your 1st product with a second title option and bullet points 1-5, create the remaining products that are relevant. For example, add all of the pack sizes and container sizes of the specific product.
 18. To make another section for a new product in your Excel Sheet, follow Step 8 to create a green banner across the cells and title it the next product EX: Poke Sauce.
 19. Repeat steps 9-16 to create your titles and bullet points for that product.

20. Continue adding new sections in green and build each product listed in Sales Force.
21. Once you have completed the product list from Sales Force, save in the Brand Management Folder and notify a member of the Level 1 Brand Team for Review.

Revisions and Sending to Clients:

1. Create multiple versions of Excel File when making comments and edits and rename with "BrandName-Titles and BP's-Draft- Employee Initials-Edits"
2. Once approved internally, double check all spelling and grammar, remove redlines and comments and title BrandName-Titles and BP's-Client"
3. Send to Brand for Review
4. Once Approved and or with Feedback, make necessary edits and save file to then add in to Salesforce and Seller Central.

Adding Bullet Points and Titles into Sales Force

1. Go to Sales Force
 2. Go to B2C Products Tab
 3. Find the Brand view of the Products List that you worked on
 4. Click the SKU
 5. Scroll all the way down to Amazon Product Details>CB Amazon Title
 6. Double click CB Amazon Title and Paste in your Title from your Excel Sheet
 7. Scroll Up and Hit Save
 8. The screen will refresh, then hit "Update CA"
 9. For Bullet Points scroll down from each SKU as you did for the title, find "Channel Advisor"
 10. Find Bullet 1 – 5 and enter each bullet point by double clicking, and paste each bullet point from Excel.
 11. Hit Save and then Update CA back at the top of the page.
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