

JungleScout

How to Sell on Amazon | Chapter 6

How to List a Product on Amazon



Chapter 6

How to List a Product on Amazon

Your listing is how customers will find and purchase your product on Amazon, so this step is incredibly important! We'll review a seven-step process for setting up a successful listing:



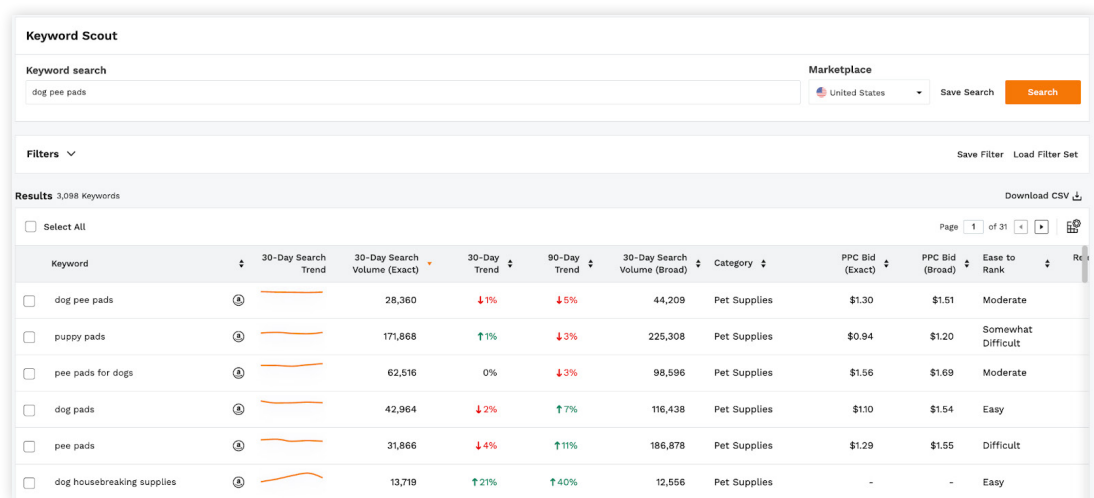
1. Research keywords to include in your listing

Keywords are how customers find your listing. If you have the right data to tell you which keywords to include in your listing, you'll get your product in front of relevant, ready-to-buy customers and set yourself up for success.

Two methods to create a keyword list for your product:

1. Using Jungle Scout's [Keyword Scout](#), search for whatever keyword you think is most relevant for your product. For example, if I'm selling dog pads, I would search for those words in Keyword Scout.

The search results will populate with all the keywords people have used to ultimately purchase your product, so you may see terms you wouldn't have even thought of, such as "dog housebreaking supplies," "potty pads," "pet training pads," etc. Using these words and phrases in your product messaging might help your product appear and rank higher in results for more searches.

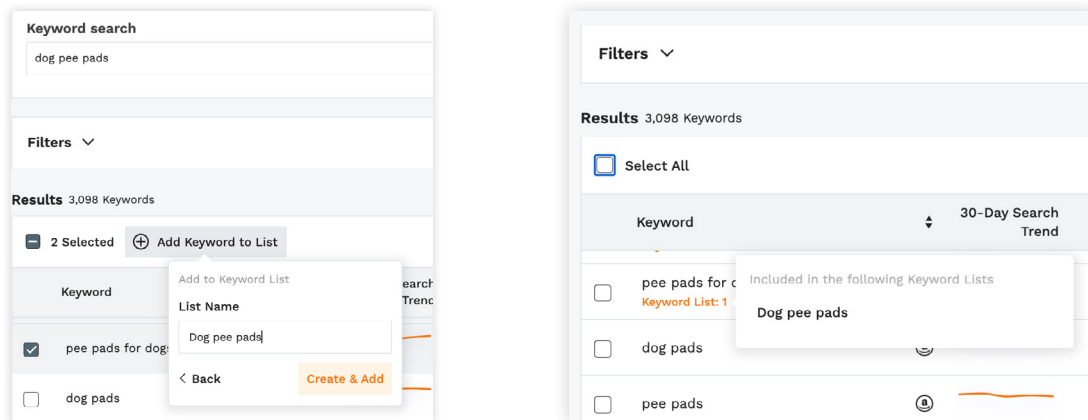


The screenshot shows the Jungle Scout Keyword Scout interface. At the top, there's a search bar with 'dog pee pads' entered. Below the search bar, there are filters and a table of results. The table has columns for Keyword, 30-Day Search Trend, 30-Day Search Volume (Exact), 30-Day Trend, 90-Day Trend, 30-Day Search Volume (Broad), Category, PPC Bid (Exact), PPC Bid (Broad), and Ease to Rank. The results show several keywords related to dog pads, including 'dog pee pads', 'puppy pads', 'pee pads for dogs', 'dog pads', 'pee pads', and 'dog housebreaking supplies'.

Keyword	30-Day Search Trend	30-Day Search Volume (Exact)	30-Day Trend	90-Day Trend	30-Day Search Volume (Broad)	Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank
dog pee pads	📈	28,360	↓ 1%	↓ 5%	44,209	Pet Supplies	\$1.30	\$1.51	Moderate
puppy pads	📈	171,868	↑ 1%	↓ 3%	225,308	Pet Supplies	\$0.94	\$1.20	Somewhat Difficult
pee pads for dogs	📈	62,516	0%	↓ 3%	98,596	Pet Supplies	\$1.56	\$1.69	Moderate
dog pads	📈	42,964	↓ 2%	↑ 7%	116,438	Pet Supplies	\$1.10	\$1.54	Easy
pee pads	📈	31,866	↓ 4%	↑ 11%	186,878	Pet Supplies	\$1.29	\$1.55	Difficult
dog housebreaking supplies	📈	13,719	↑ 21%	↑ 40%	12,556	Pet Supplies	-	-	Easy

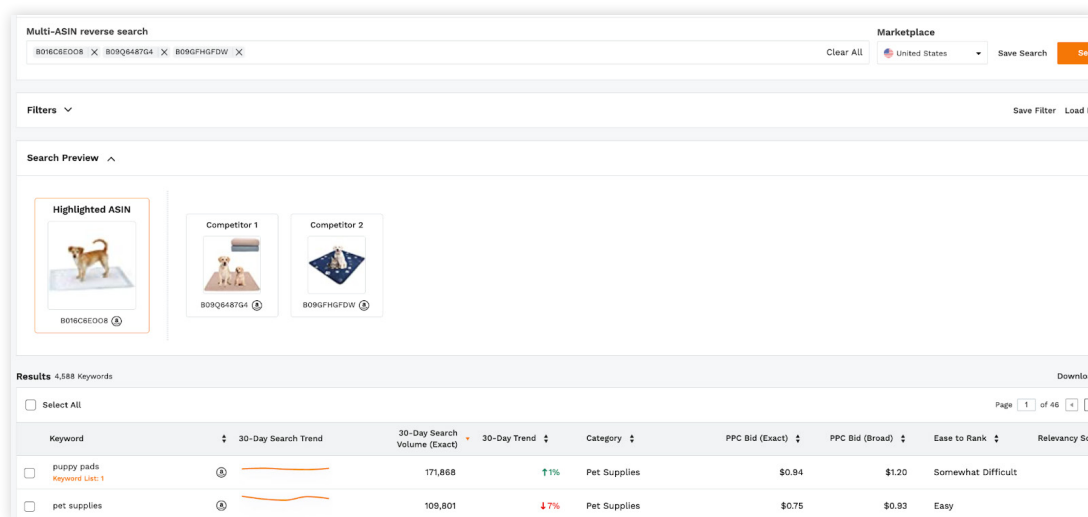
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Keyword Scout automatically sorts the results by 30-day search volume, so you'll see the most popular keywords first. You can save all these keywords to a keyword list.



Select the keywords you would like to save, click the plus sign, create a new list, enter your list name, and click “Create & Add.” You’ll also see which keywords are already added to one of your keyword lists.

2. In Amazon, search for the top competitors for your product, and enter their ASINs into Keyword Scout to see all the keywords they are ranking for. Add these to your list as well. (We recommend adding at least their top 10 keywords.)



Do this for as many competitors as you would like. You'll now have quite a robust list of keywords to use for your listing.

With Keyword Scout, you can also save your previous searches to go back to ASINs and keywords you've searched for in the past.

2. Purchase the UPC barcode for your product

In order to create your listing in Seller Central, Amazon requires you to have a universal product code, or UPC. This UPC barcode is what you see on essentially all packaging.

You are required to have one UPC barcode per product you are selling, including one per variation.

UPC barcodes can be purchased directly from GS1, the agency that manages this.

- In order to purchase, go to [GS1.org](https://gs1.org) and click on “Get a GS1 barcode.” The site will then walk through the process of purchasing your barcode.
- You can now purchase a one-time UPC barcode on GS1 which costs just \$30 with no annual fee.
- We recommend purchasing the GS1, but not printing it on your packaging. (We recommend printing the FNSKU directly on your packaging instead if you are only selling on Amazon because the FNSKU is unique to your product and Amazon will usually require a new product to be tracked by the FNSKU).

You may also apply for what’s called a [GTIN exemption](#). This exemption allows you to list your product on Amazon without a UPC code, and can be useful for selling handmade products or products from certain categories that don’t often have barcodes. To apply for this exemption, you will show proof to Amazon that your product nor the packaging contains a UPC code.

3. Create your listing in Seller Central

Now that you’ve prepared all the elements of your listing, it’s a simple process to create your listing in Seller Central.

- To start, hover over Catalog and click on Add products.
- Click “I’m adding a product not sold on Amazon.”
- Select the category to list your product in. Choose a category that’s most appropriate for your product, and select as specific a subcategory as possible.
- Under product ID, add your UPC code. (If you were approved for a GTIN exemption, leave the product ID blank and enter your brand name exactly how you applied for the exemption.)

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- Under product name, enter the title you created.
- Under brand name, enter your brand name.
- Manufacturer will be the same as brand name (as you are the manufacturer).

The screenshot shows the 'Vital Info' tab in the Amazon Seller Central interface. At the top, there are tabs for 'Vital Info', 'Variations', 'Offer', and 'Images'. The 'Vital Info' tab is active. Below the tabs, there is a breadcrumb trail: 'Home & Kitchen > Home Décor > Artificial Plants & Flowers > Artificial Plants & Greenery > Artificial Plants & Greenery'. A message icon with an 'i' in a circle is followed by the text: '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.' Below this, there are four input fields: 'Product ID' with the value '5279173125000' and a dropdown menu set to '-Select-'; 'Product Name' with the value 'KitchenAid KFP670 Professional Food Processor, White'; 'Brand Name' with the value 'Sonny Brook Hams'; and 'Manufacturer' with the value 'KitchenAid; Whirlpool; Krups; Sealy'. At the bottom right, there are two buttons: 'Cancel' and 'Save and finish'.

- On the next page, set up any variations your product may have (sizes, colors, patterns, etc.).
- You can enter a SKU or just leave it blank. Amazon will automatically generate a SKU for you if you do not enter one. (The SKU is specific to your account and is a sort of “model number” to help you keep track for your inventory.)
- On the next page, under the fulfillment channel, select “FBA.” If you leave this as FBM, or “merchant fulfilled,” you will have to convert your listing to FBA when you are ready to ship your inventory.
- Upload your images.

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The screenshot shows the 'Offer' tab in the Amazon Seller Central interface. At the top, there are tabs for 'Vital Info', 'Variations', 'Offer' (which is active), and 'Images'. Below the tabs, there's a breadcrumb trail: 'Home & Kitchen > Home Décor > Artificial Plants & Flowers > Artificial Plants & Greenery > Artificial Plants & Greenery'. A message box states: 'You have the option to save as inactive now and add its offer back in later.' with a checkbox 'Let me skip the offer data and add it later.' which is currently unchecked. The main form fields include: 'Your price' with a dropdown showing '\$' and 'Ex: 50.00'; 'Seller SKU' with a text box containing '101MyCollectible1' and a lock icon; a note 'Once submitted, this field cannot be changed'; 'Condition' with a dropdown menu showing '-Select-' and a lock icon; and 'Fulfillment Channel' with two radio button options: 'I will ship this item myself (Merchant Fulfilled)' and 'Amazon will ship and provide customer service (Fulfilled by Amazon)'. The second option is selected. At the bottom, a note states: 'You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. [Learn More](#)'. At the very bottom, there are 'Cancel' and 'Save and finish' buttons.

To add more information such as your bullets and description, you'll have to select "advanced view."

- Fill in your bullet points, description, and the dimensions and weight of your product. Depending on the category you are selling in, you may have some additional fields to fill in. For example, if you are selling a toy, you will be required to enter the minimum age recommended. If you're ever unsure about what a field is asking, hover over the question mark and Amazon will give you more information.
- Add your keywords. These are your backend keywords, which Amazon uses to help index and rank your product listing. Never exceed the allowed character count here or your keywords will not be indexed in Amazon's search.
- In the "search term" section, add keywords that couldn't fit within the listing or are not relevant enough to have in the listing but are still related.
- Fill in as many of the optional fields as possible as they will help you show up in search results.

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The screenshot shows the 'Description' tab in the Amazon Seller Central interface. At the top, there are tabs for Vital Info, Variations, Offer, Compliance, Images, Description (selected), Keywords, and More Details. Below the tabs, there's a breadcrumb trail: Arts, Crafts & Sewing > Fabric. A note states: '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.' The main content area includes a 'Product Description' field with the text 'This ham has been smoked for 12 hours...'. Below it is a 'Key Product Features' section, which is highlighted with a blue box and a blue arrow pointing to it from the text 'Bullet points'. This section contains five input fields, each with the text 'Delicious honey-apricot glaze', and a 'Remove Last' link. At the bottom, there is a 'Cpsia Warning' dropdown menu set to '-Select-' with an 'Add More' link, and a 'CPSIA Warning Description' field with the text 'no_warning_applicable'. An 'Advanced View' toggle is in the top right corner.

The screenshot shows the 'Keywords' tab in the Amazon Seller Central interface. At the top, there are tabs for Vital Info, Variations, Offer, Compliance, Images, Description, Keywords (selected), and More Details. Below the tabs, there's a breadcrumb trail: Home & Kitchen > Home Décor > Artificial Plants & Flowers > Artificial Plants & Greenery > Artificial Plants & Greenery. A note states: '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.' The main content area includes several keyword-related fields: 'Intended Use' with the text 'baseball, Halloween, kitchen' and an 'Add More' link; 'Target Audience' with the text 'teens, toddlers, cats' and an 'Add More' link; 'Other Attributes' with the text 'antique, cordless, waterproof' and an 'Add More' link; 'Subject Matter' with an empty field and an 'Add More' link; 'Search Terms' with the text 'Electric' and an 'Add More' link; and 'Platinum Keywords' with the text 'rims, net' and an 'Add More' link. At the bottom right, there are 'Cancel' and 'Save and finish' buttons. An 'Advanced View' toggle is in the top right corner.

Once you click “save changes,” your listing will show up in Seller Central under “Manage inventory.”

You can return to edit this listing at any time.

4. Draft your listing title

In your title, it's very important that you include the top keywords that are most relevant for your product and also have high search volume (meaning more customers use these search terms when looking for a product like yours — without keyword stuffing).

- Include the top high-volume keywords (those with 1,000+ searches/month) for which your competitors are ranking
- Make sure the title flows and is easy to read — not jammed with random keywords
- Include punctuation such as commas or hyphens between keywords to make it flow better
- Amazon allows up to 200 characters in your title — use as much of that space as you can
- Capitalize the first letter of each word (except for prepositions, conjunctions, or articles)
- Use numerals instead of writing out numbers
- Do not use subjective commentary, such as “hot item” or “best seller”

For all steps of drafting your listing, we recommend using Jungle Scout's [Listing Builder](#). This will help you organize your keywords, make sure you aren't using duplicates, and incorporate all the top-performing keywords in your listing.

Listing Builder can also automatically pull information from Amazon, and push changes to Seller Central if you have your Amazon account synced with Jungle Scout, making it easy to edit and make changes to your listing.

5. Draft your listing bullet points

While your title is all about your keywords, the focus of your bullet points should be to inform your customers about the main features and uses of your product. You want to do this while including the rest of your highly relevant keywords that couldn't fit in your listing title.

Again, use as many characters as you are allowed. Different categories have different character limits, so make sure to find out exactly what those limits are in Seller Central.

What to include in your bullet points:

- Explain in detail the main selling points of your product. Why should your competitor buy from you over the competition?
- Try not to fill your bullet points with fluff that no one cares about. Get to the point and clearly explain how they will benefit the user, what the product does and/or solves, and answer any commonly asked questions.
- Set the right tone of voice for your product. For example, if your product is a tool, explain what it does, how it works, how it is better than other tools like it, what it's made of, etc. Make it informative and to the point. If you are selling a toy, you want to make the copy fun and exciting. Paint a picture of how it works or how much kids will enjoy it.
- Make sure to include relevant information such as sizing, quantity, materials, etc., if applicable.

Other tips:

- Offer a money-back guarantee. Amazon will always give customers their money back for a return, so you may as well message this benefit to your advantage.
- Don't copy what your competitors have written — focus on making your listing more compelling.
- If there are any complaints customers have expressed on your competitors' listings that your product overcomes, make sure to include this! For example: "These straps are weak and cannot hold 1,000 lbs. of weight..." Explain how your product is stronger and solves that issue.
- Answer common questions that customers are asking on existing similar or competing product listings. For example, if you see "Is this product waterproof?" on your competitor's listing, and if your product is in fact waterproof, make sure to include this important information in the bullet points.

Remember, you can always go back and edit this section!

6. Draft your listing description

This section is farther down the page of your listing, so while it's slightly less likely to be read by your potential customers, it is still very important.

Use the description section to include additional keywords, talk about your business, or share anything else about your product that you want your customers to know. This is a good opportunity to reiterate the key messages you referenced in the bullet points, while using different keywords, as well as additional information that did not fit in the bullets.

You are allowed up to 2,000 characters within the description, so be sure to use as much of it as possible.

Like the other components of your listing, this description can be drafted within Jungle Scout's Listing Builder.

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Add A+ Content

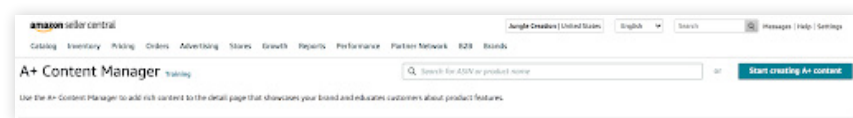
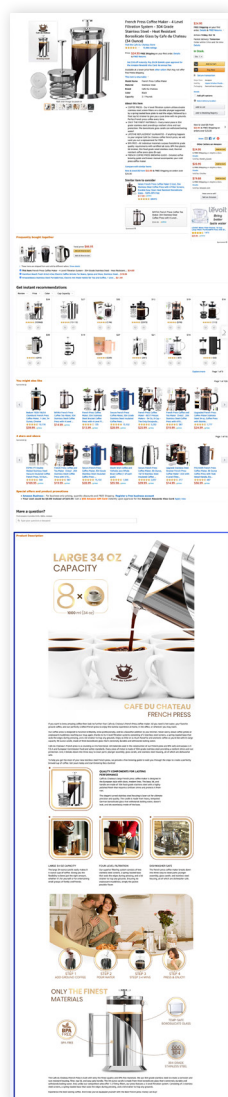
If you are brand registered, you can replace the description section with an [A+ content](#) product description.

This allows you to add more images and text that highlight what makes your product stand out with more customization and branding. Amazon also has different modules you can use.

You can find A+ content in Seller Central under Advertising > A+ Content Manager.



Tip: When you're creating A+ content, make sure to see how it will look on mobile, as A+ content will actually appear first before your bullets on mobile.



Product Description



BPA FREE



Café du Château®

CAFE DU CHATEAU FRENCH PRESS

When it comes to your cup of coffee, don't settle for anything but the best possible experience. Thanks to Café du Château's French Press you can bring the café experience home and brew just like a barista.

Our stunning European inspired stainless steel french press comes with an easy to use brewing guide on how to make the perfect cup of coffee. In just about four easy to follow steps, you'll savor the deep roasted flavor, full-body, and subtle notes of your favorite beans or pressed leaves from your very first cup.

The Café du Château French Press is built with only the finest quality and BPA safe materials that surpass U.S. F.D.A and European Commission food and safety standards. We use 304-grade stainless steel to create a corrosion and rust-resistant housing, filter, top lid, and easy-grip handle. The large capacity french press features a thick borosilicate glass carafe that's extremely durable and withstands boiling water. And, unlike our competitors who offer 1-2 flimsy filters, our coffee press is equipped with a 4-level filtration system. Consisting of 2 stainless steel screens, a spring-loaded base that seals the edges during pressing, and a lid strainer to trap any grounds. Never worry about coffee grinds or unpleasant muddiness reaching your mug for the perfect brew every time.

If you want amazing flavorful coffee, then look no further and get brewing with Café du Château's French Press coffee maker!



LARGE 34 OZ CAPACITY

It's large 34-ounce borosilicate glass carafe is heat resistant to effortlessly withstand boiling water and provides 8 4-ounce cups of coffee from just one brew.



FOUR-LEVEL FILTRATION

Our superior filtering system consists of two stainless steel screens, a spring-loaded base that seals the edges during pressing, and a lid strainer to trap any grounds. Ensuring no unpleasant muddiness, simply the purest possible flavor.



DISHWASHER SAFE

The stainless steel French press breaks down into three easy to clean parts: plunger assembly, glass carafe, and stainless steel housing, all of which are dishwasher safe.

7. Get quality images for your listing

Photos and other pictures are incredibly important for marketing your product as customers tend to look at your images first (especially on mobile) before looking at your description. So make sure your images are high-quality and informative!

You have two options:

- Take the pictures yourself
- Hire a professional (recommended)
 - You want your images to be very high quality and to present your product to potential customers better than your competitors.
 - If you are looking to hire a professional, check out our guide on how to hire [Amazon FBA freelancers](#).

Whether you take the photos yourself or hire a professional, make sure you know Amazon's photography requirements:

- Images must accurately represent the product that is for sale.
- Your main product image needs to feature your product against a plain white background, without any props or watermarks.
- 85% of the main image has to be taken up by your product.
- Your image should be at least 1000px by 500px in order to be zoomable, which is very important. Amazon recommends your image files to be 1600px or larger on the longest side.
- You are allowed to include up to 9 pictures, and we recommend having as many as you are allowed.
- Images must not include any Amazon logos or trademarks, or variations, modifications or anything confusingly similar to Amazon's logos and trademarks. This includes, but is not limited to, any words or logos with the terms AMAZON, PRIME, ALEXA, or the Amazon Smile design.
- Images must not include any badges used on Amazon, or variations, modifications or anything confusingly similar to such badges. This includes, but is not limited to, "Amazon's Choice," "Premium Choice," "Amazon Alexa," "Works with Amazon Alexa," "Best seller," or "Top seller".

Use your photos to present your product optimally, clear up any confusion a user may have (about how it should be used, for example), and allow the customer to picture how life would be better if they had your product.

Include lifestyle photos

These are images that show your product being used by your customers, giving your customer a way to put themselves in the model's shoes. These should hit on emotions.

Lifestyle photos take more effort to produce, but are definitely worth it! If you work with a professional photographer, they may be able to help you find models to model the product for you.

Include infographics

Infographics feature additional design work on your pictures that highlight the main benefits of your product.

You can create something like a competitive matrix, show dimensions, add arrows that point to the main benefits, or anything else that calls out your benefits or whatever sets your product apart.

Keep in mind that many customers will be browsing on mobile devices, so keep designs simple and clear.

Graphic designers can help create these assets.



Other tips:

- Include backgrounds that are unique and specific to your product. For example, if you are selling an outdoor toy, include a park in the background.
- Take a look at your competitors' images and think of ways you can make yours even stronger and give customers a clear reason to buy from you.
- If you're brand registered, you can also include a video in the photography section, which helps enhance your listing and stand out from your competition. Adding a video is one of the best ways to promote your product and increase conversions.

We strongly recommend [finding a professional photographer and/or graphic designer](#) who has Amazon experience and knows what your images should look like to convert a visitor into a buyer.

Note: you can change your images at any time, so consider testing and evaluating how your work and continuing to optimize!

Let's get you started on Amazon FBA!

Amazon FBA changed my life, and I hope it can help you change yours, too. Whether you're looking for financial freedom, a 4-hour work week, to expand your brand, or to create something that's your own, we want to help you succeed.

At Jungle Scout, we provide tools that are powerful but easy to use, the most accurate data, and the best possible support to help you at every step of your journey.

Don't forget to check out our [Resources Page](#) (bookmark it now!) and follow Jungle Scout on social media to see more tips and info that the team and I continue to share to keep you on top of your Amazon game.

And as always, if you have any questions, don't hesitate to reach out: gmerc@junglescout.com.



[Greg Mercer](#)

Founder & CEO of Jungle Scout
8-figure Amazon seller



About Jungle Scout

[Jungle Scout](#) is the leading all-in-one platform for selling on Amazon. Founded in 2015 as the first Amazon product research tool, today Jungle Scout features a full suite of best-in-class business management solutions and powerful market intelligence resources to help entrepreneurs and brands manage their Amazon businesses.

Explore all of Jungle Scout's included capabilities:



Product research



Product tracking



Supplier database



Keyword research



Listing optimization



Sales management



Review automation



Inventory management

Get started with Jungle Scout today!