

SELLER CENTRAL | Amazon Listing PLAYBOOK

How to List a Product on Amazon

A step-by-step guide to creating winning listings in Amazon Seller Central.

Clear 7 Step Guide to List product on Amazon.

The Listing Process at a Glance

01

Prepare data

Gather product details, identifiers, and images before you begin.

02

Add product

Start a new listing from the Catalog menu in Seller Central.

03

Complete details

Fill identity, offer, images, and listing copy fields.

04

Optimize

Add keywords and search terms to improve discoverability.

05

Publish

Review the listing, then publish it live to the marketplace.

Before You Start

01 Seller account

An active Professional or Individual Seller Central account.

02 Product identifier

A UPC, EAN, or GTIN or an approved GTIN exemption.

03 Brand registry

Enroll in Brand Registry if you own the brand you sell.

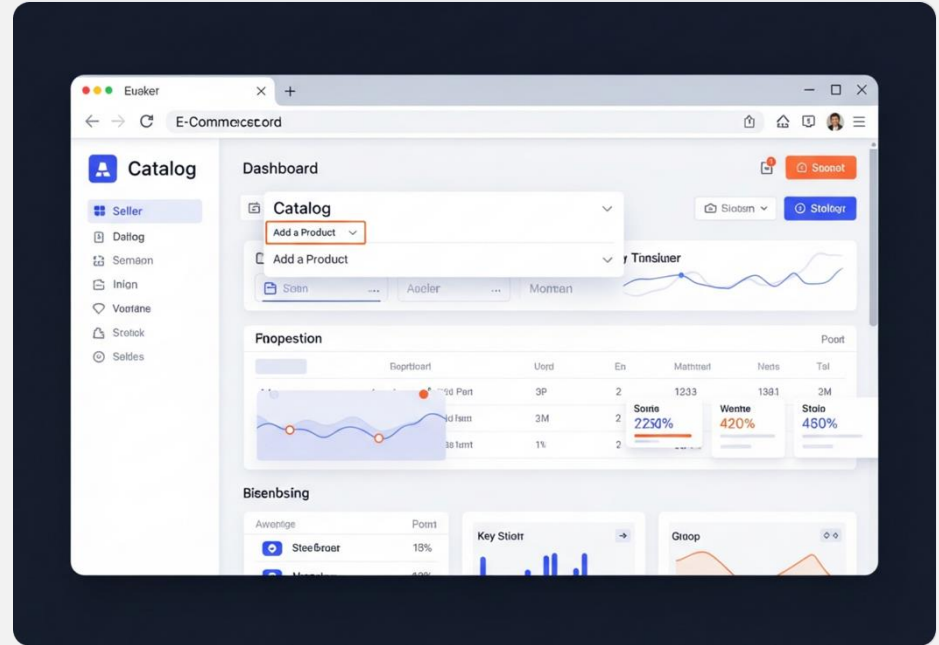
04 Assets ready

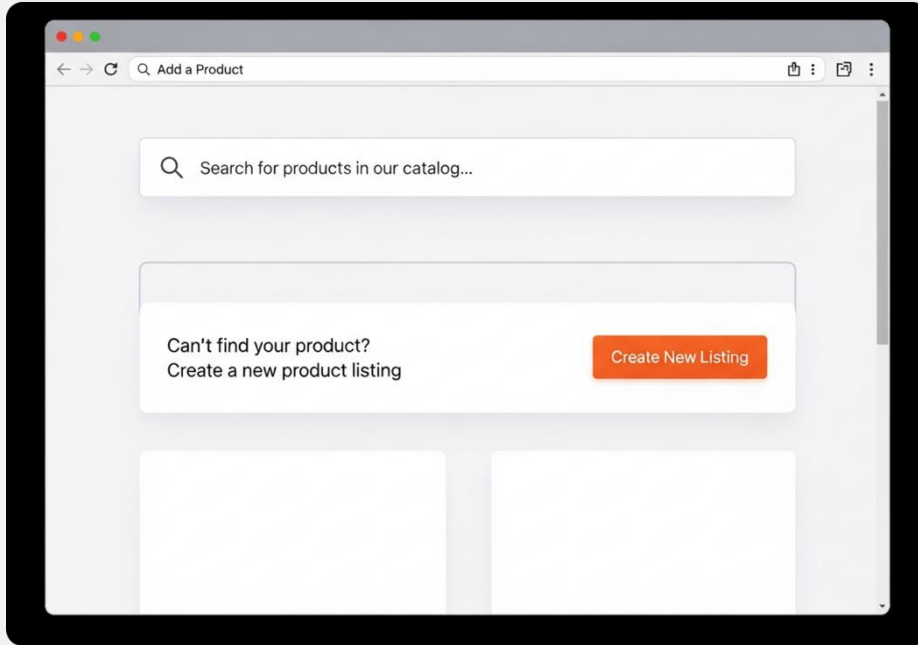
High-resolution images and complete product specifications.

STEP 1

Add a Product

From the Catalog menu, select “Add a Product” to begin a brand-new listing in Seller Central.





STEP 2

Match or Create

- Search the Amazon catalog by product name or barcode.
- If it already exists, select it and add your offer.
- If it does not, create a brand-new product listing.

STEP 3

Product Identity & Category

- Choose the most accurate product category.
- Enter the title, brand, and manufacturer.
- Add the product ID (UPC, EAN, or GTIN).

The screenshot shows a web browser window with the URL `/birqime-commerce`. The left sidebar contains navigation options: Pricing, Pricing, Inventory, Description, and Images. The main content area is titled 'Product Identity' and contains the following form fields:

- Product Title:** Premium Leather Wallet
- Brand:** Elegance Co.
- Manufacturer:** Artisan Goods Ltd.
- Product ID:** AWL-2023-001

The 'Product ID' field is highlighted with an orange border, indicating it is the current focus of the step.

Product Name - Offers

Product Name - Offers

Offer

Price

\$19.99

Quantity

1 1

Condition

New
Used - Like New **New**
Used - Very Good
Used - Acceptable

Fulfillment Method

Used - Very New
Used - Acceptable

FBM
 Fulfillment by Merchant

STEP 4

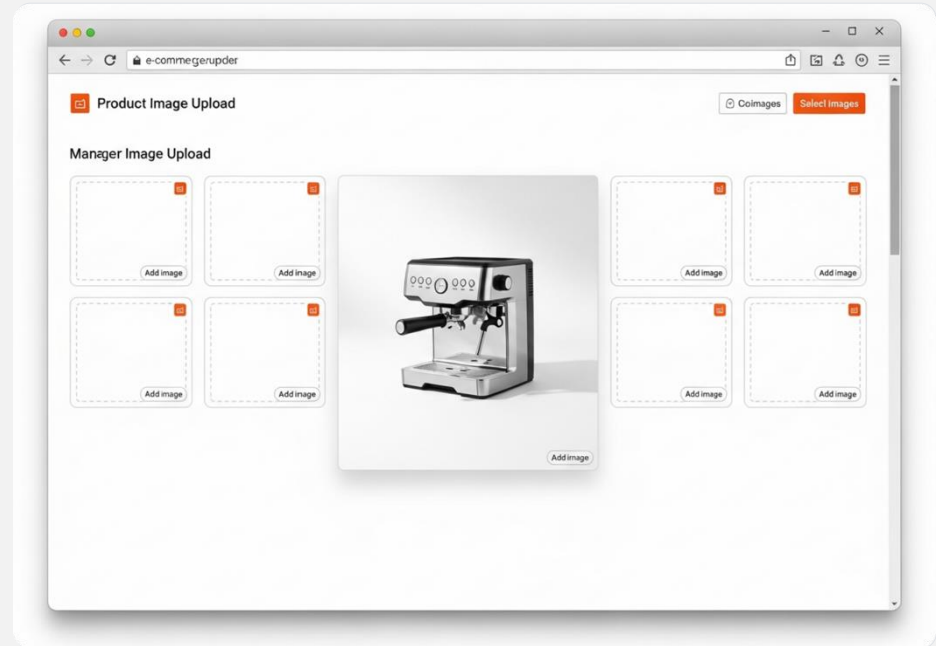
Offer Details

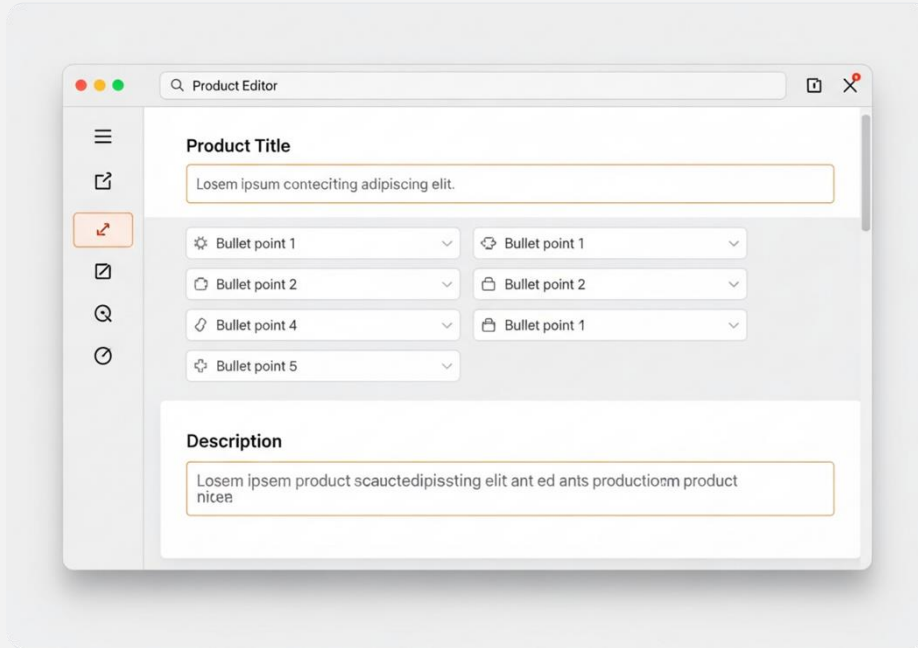
- Set your selling price and available quantity.
- Select the item condition (New, Used, and more).
- Choose fulfillment: Amazon (FBA) or merchant (FBM).

STEP 5

Product Images

- Main image on a pure white background.
- At least 1000x1000px to enable zoom.
- Show the product from multiple angles.
- No text, logos, or watermarks on the main image.





STEP 6

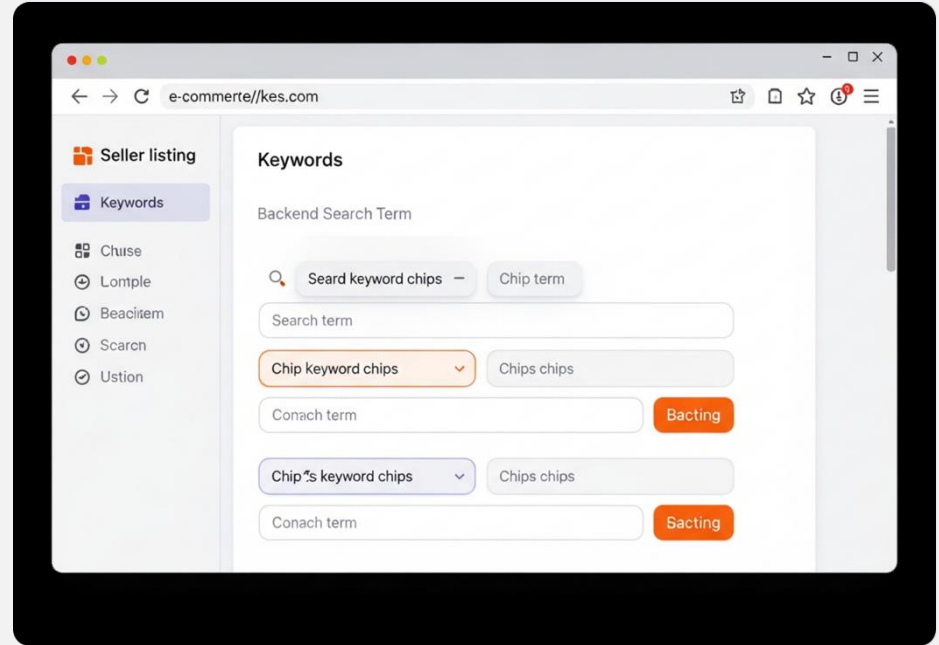
Title, Bullets & Description

- Title: brand, product, key feature, and size.
- Five bullet points covering your top benefits.
- A description that answers buyer questions.

STEP 7

Keywords & Search Terms

- Fill in the backend search term fields.
- Use relevant, high-volume keywords buyers search.
- Avoid repetition and competitor brand names.



Listing Best Practices

Accuracy

Keep titles and attributes truthful to avoid suppression.

Compliance

Follow category style guides and image standards.

Content

Use A+ Content to enrich the detail page when eligible.

Reviews

Encourage genuine reviews to build buyer trust.

Pricing

Stay competitive to win and keep the Buy Box.

Monitor

Track performance and refine listings over time.

YOU'RE READY TO LAUNCH

Publish Your Listing with Confidence

Review every field, then hit Publish. Your product goes live on Amazon within minutes.