

This guide will help you to list your products effectively on Amazon.co.uk and maximise your sales.

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## The basics of listing on Amazon

### In summary:

- Provide as much information as possible in the flat file
- Use only official release or artist content
- Don't include offer-specific or time sensitive information on the product detail page
- Sellers are not permitted to list items for pre-order

All products should be listed to site using manufacturer EAN/barcode. Do not list a product with a different EAN/Barcode against an existing listing which does not contain that barcode. Products sourced from different countries have different barcodes as they feature variable age ratings, content, language and online access for customers – it is important customers are clear on the product they are getting. Do not over-sticker barcodes to pass them off as a different item. Remember that the product detail page and all information on it will be used by all sellers. Any information that is specific to your offers, such as price, quantity, shipping info or condition can be added during the offer listing process. Adding offer-specific information to a product detail page contravenes the Amazon product listing guidelines and will negatively affect the standing of your account.

Please note that Amazon can't give you any legal advice. As a seller you are solely responsible for your offers and must ensure that all product information is correct and complete and in line with legal requirements. If you are unsure which information needs to be displayed when listing on Amazon.co.uk or whether your offers are in accordance with the law please seek independent legal advice. As far as this document contains references to regulations or legal requirements, Amazon does not assume any liability for their accuracy and completeness.

Sellers can be permanently suspended from listing on Amazon if they repeatedly divert from Amazon listing guidelines.

### A note on barcodes:

The following barcode listing requirements are very important to ensure customers have a good experience buying physical music from the Amazon.co.uk site.

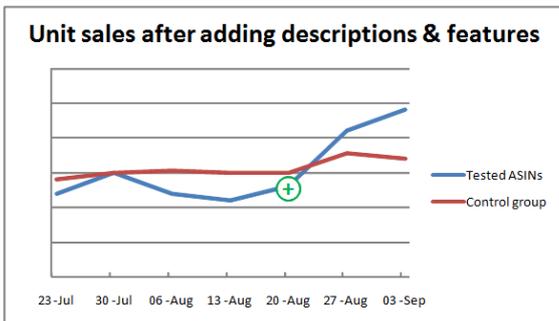
- All products should be listed to site using manufacturer EAN/UPC barcode or Amazon ASIN. Do not list a product with a different barcode against an existing listing which does not contain that barcode. Products sourced from different countries have different barcodes as they feature variable content from variable record labels – it is important customers are clear on the product they are getting. Do not over-sticker barcodes to pass them off as a different item.

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## A. Detail page content

Our customer insights consistently prove that ensuring your product detail pages have good quality content and are discoverable are the most important things you can do to ensure your products' success on Amazon.

**Good detail page content also helps with search.** Most customers use search – either within Amazon’s own site or on external search engines such as Google, Bing and Yahoo! – to find products. All detail page content feeds into both Amazon’s search and external search results. Good content and categorisation are therefore crucial to customer discovery as well as decision-making and conversion.

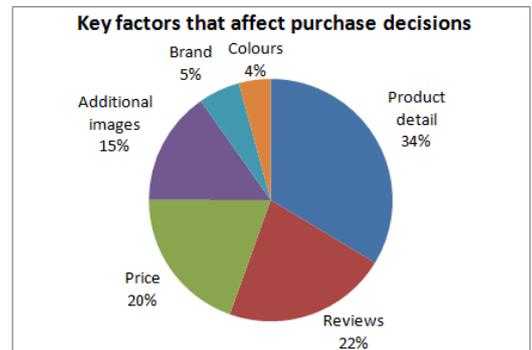


Amazon test. + shows when descriptions & features were added.

**Product descriptions and features also have a direct impact on sales.**

Good detail page content is key to customer purchase decisions. Would you buy an item that didn’t have an image, a description, or clearly defined features?

**We also know that customers care about product detail.** An Amazon usability study for Hardlines products found that when researching products online, customers place most value on product details – particularly specifications, features, and descriptions. Next were reviews, followed by price and then alternate images.



Amazon Customer Experience Study

### 1. Product title (Item Name)

Good titles help customers identify products. They're shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places.

**Do:**

- ✓ Provide a short, descriptive title for the product that will help customers quickly identify its key features (for Music products this is typically just the title of the release – do not include elements such as composer or artist in the title field, there are other areas on the detail page for this information)
- ✓ Keep it under 100 characters
- ✓ Include if the format is vinyl in square brackets in the title, and also detail if your vinyl release is not in the standard 12" format (7" and 10" are accepted but we do not have a way to identify this format presently)
- ✓ Use title case (capitalise the first letter of each word – except: the, and, or, for, a, an, in, over, with and similar)

**Don't:**

- ✗ Include too much information. Titles should contain the minimum information needed to identify the item. More info makes it hard for customers to scan and identify the item, and may harm your search results
- ✗ Use all capitals, as it's hard to read
- ✗ Use subjective adjectives e.g. "awesome", "great" - keep it factual and descriptive
- ✗ Use HTML tags or special characters not on a standard keyboard (e.g. ®, ©, ™ or other Type 1 High ASCII characters)
- ✗ Include detail specific to your listings, e.g. price, your business name or "Free Shipping". Remember that the detail page, including the title, will be used by all sellers
- ✗ Do not call out pre-orders
- ✗ Do not call out release date or shipping date

- ✓ Write numbers as words (two instead of 2, up to and including ten)
- ✓ Use the Promotion Manager tool to include price messaging, rather than the product title

**Good product titles:**

The Lexicon Of Love II [VINYL]  
A Head Full of Dreams

- ✓ Factual descriptions of items
- ✓ Correct formatting
- ✓ Include key features

**Bad product titles:**

The Deers Cry [The Sixteen, Harry Christophers ] [CORO:  
COR16140]

- ✗ Incorrect grammar
- ✗ Artist in title not in artist/composer field
- ✗ Catalogue number included

## 2. Product Description

A clear, concise, factual product description will help customers decide whether the product meets their needs. Product descriptions are displayed on the product detail page but also feed into Amazon search and external search results.

**Do:**

- ✓ Provide as much factual, descriptive information as possible
- ✓ Provide some detail on the artist
- ✓ Provide details on the release such as the recording process or guest appearances
- ✓ Keep it clear – avoid subjective language where possible (e.g. “this is their best release yet”)
- ✓ Describe the product's key features, including size and contents (important for box sets)
- ✓ Use correct grammar in sentence case (only capitalise the first word of a sentence, or proper nouns, do not use all capitals)
- ✓ Double check spelling and grammar

**A good product description:**

“Coldplay release their seventh album, *A Head Full of Dreams*, on Friday, December 4 via Parlophone Records.

The album, recorded in Malibu, LA and London, was produced by Norwegian duo Stargate together with the band’s long-time collaborator Rik Simpson. It features more guests than any previous Coldplay record, with Beyoncé, Noel Gallagher, Tove Lo and Merry Clayton among those appearing across its 11 tracks (12 if you count the buried treasure of the hidden track “X Marks the Spot”).

Coldplay have made an album that’s bursting with energy, colour and big, life-affirming moments such as the deliciously ebullient first single “Adventure of a Lifetime” and the rocket-powered “Hymn For the Weekend”.

- ✓ Factual description of item
- ✓ Describes key features

**Don't:**

- ✗ Write about any other product for sale; this is your opportunity to tell the customer about the product so that they can decide whether to buy it, don’t talk about previous releases
- ✗ Include detail specific to your listings, e.g. promotional or shipping information
- ✗ Call out pre-order incentives
- ✗ Use any HTML
- ✗ Include any web or email addresses
- ✗ Use special characters not on a standard keyboard (e.g. ®, ©, ™ or other Type 1 High ASCII characters)

**A bad product description:**

“Two very long and indescribably beautiful traditional Chinese/Taiwanese Buddhist chants. Singing augmented by reflective keyboards which heighten the restful nature of the music. A completely relaxing and fulfilling experience.”

“The highly anticipated soundtrack album KURT COBAIN - MONTAGE OF HECK: THE HOME RECORDINGS was released on CD, cassette and digital formats on November 13th, 2015. Hailed as one of the most innovative and intimate documentaries of all time, KURT COBAIN: MONTAGE OF HECK is the only fully authorised portrait of the famed music icon. Wildly creative and highly praised, the documentary follows Kurt from his earliest years in this visceral and detailed cinematic insight of an artist struggling to come to terms and make sense of his place in the world.”

- ✗ Doesn't describe key features

- ✗ Reads like a review, not descriptive
- ✗ Highly subjective language
- ✗ Too short, doesn't provide enough detail to make a purchase choice
- ✗ Features content all in capitals
- ✗ Details information unrelated to the product over information on the product itself
- ✗ Doesn't include any detail on the artist

### 3. Images

Good product images directly increase sales. This is your opportunity to show your product to your customer, so quality matters. Images are shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places.

#### Do:

- ✓ Provide at least a front and back pack shot of your release
- ✓ Provide an exploded pack shot image for box-sets to detail exactly what customers will receive if they purchase
- ✓ Choose images that clearly and accurately represent the product
- ✓ Provide an artist press shot alongside the pack shots
- ✓ Show additional product image against a white background without a drop-shadow
- ✓ Use pack shot graphics if possible instead of the actual packs photographed

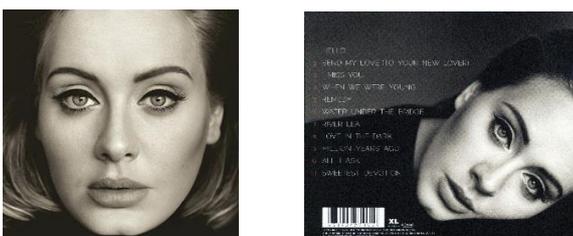
#### Don't:

- ✗ Include text, logos, watermarks, price tags or other images
- ✗ Include a background, border or any whitespace on the main image (this is OK on support images and with box sets when an exploded pack shot image is included)
- ✗ Localised imagery such as stickers
- ✗ Include images of compatible products (e.g. only picture what the customer will actually purchase from this detail page)
- ✗ Display time sensitive information (e.g. pre-order incentive messaging, price drops etc.)
- ✗ Allow scratches or reflections on the plastic casing be visible in the pack shot. Use the pack shot graphic instead

#### Images - technical specifications:

- Minimum size 1000 pixels on the longest side but ideally at least 1500 pixels on the longest side (this allows for automatic zoom)
- Preferred file format: JPEG (.jpg) but TIFF (.tif) and GIF (.gif) files are also acceptable
- sRGB colour mode
- The URL (web address) must be fully-formed and valid (i.e. include http://)
- The URL must not start with https: or ftp: and it must not contain any redirects
- There must not be any spaces or non-standard characters in the image URL

#### Good images:



- ✓ Clear images of main item only
- ✓ No white space
- ✓ High quality images in high resolution
- ✓ Front and back pack shot provided
- ✓ Official images used

#### Bad images:

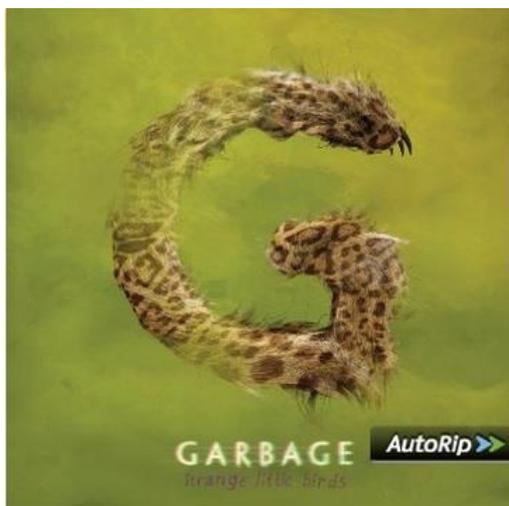


- ✗ Poor quality and low res images
- ✗ Nudity issue poorly addressed (bad Photoshop work especially around title)
- ✗ Image on right is very small with white space around

- ✘ Right image features full packaging shot, not just the artwork

## 4. Artist Details

All Music products listed on Amazon are obliged to provide artist information per release. This is a mandatory field in the Music Flat File and is also easily submitted via feeds. For non-classical releases, you must provide artist detail in the artist field (not in the product title), this is then featured below the release title as a hyperlink to other releases by the same artist.



### Strange Little Birds

**Garbage** Format: Audio CD

★★★★☆ 5 customer reviews

Price: **£9.99** & **FREE Delivery** in the UK on orders over £20. [Details](#)

**AutoRip** >> Includes **FREE MP3 version** of this album.

AutoRip is available only for eligible CDs and vinyl sold by Amazon EU Sarl (but does not apply to gift orders or PrimeNow orders). See [Terms and Conditions](#) for full details, including costs which may apply for the MP3 version in case of order returns or cancellations.

**In stock.**

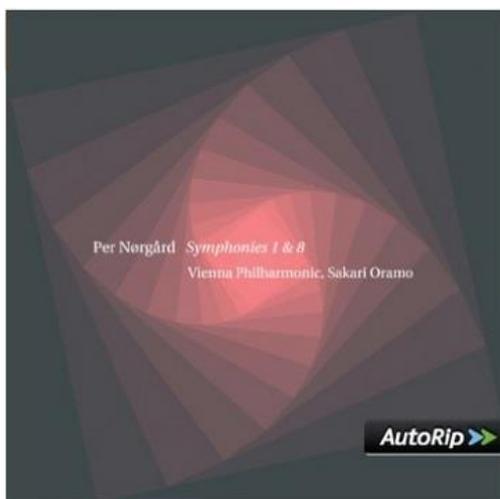
Dispatched from and sold by Amazon. Gift-wrap available.

**Want it tomorrow, 11 June?** Order it within **4 hrs 43 mins** and choose **One-Day Delivery** at checkout. [Details](#)

**Note:** This item is eligible for **click and collect**. [Details](#)

Complete your purchase to add the [MP3 version](#) to your Amazon music library. Provided by Amazon EU S.à r.l.

For classical items you are not obliged to provide artist detail as this is not always appropriate for classical releases (however you can include this field for classical releases if relevant). If you choose not to feature a specific artist, you can instead populate the fields such as composer, conductor and orchestra:



### Nørgård: Symphonies 1 & 8 Hybrid SACD, SACD

**Per Nørgård (Composer), Sakari Oramo (Conductor), Vienna Philharmonic (Orchestra)** Format: Audio CD

★★★★☆ 9 customer reviews

Price: **£12.84** & **FREE Delivery** in the UK on orders over £20. [Details](#)

**AutoRip** >> Includes **FREE MP3 version** of this album.

AutoRip is available only for eligible CDs and vinyl sold by Amazon EU Sarl (but does not apply to gift orders or PrimeNow orders). See [Terms and Conditions](#) for full details, including costs which may apply for the MP3 version in case of order returns or cancellations.

**In stock.**

Dispatched from and sold by Amazon. Gift-wrap available.

**Want it tomorrow, 11 June?** Order it within **4 hrs 41 mins** and choose **One-Day Delivery** at checkout. [Details](#)

**Note:** This item is eligible for **click and collect**. [Details](#)

Complete your purchase to add the [MP3 version](#) to your Amazon music library. Provided by Amazon EU S.à r.l.

Roll over image to zoom in

You can additionally provide information on a variety of featured artists by populating the contributor field, here there are a wide variety of over 50 types of contributor to choose from, such as “tenor”, “percussionist”, “lute” and “harmonium”.

## 5. Format details

There are a variety of formats and editions available to differentiate the release you have on offer. These are available in the additional format/information field. This is an optional field, however we do recommend you populate this if at all possible, as this will help customers differentiate versions of a product, and also help with search refinements. You can select up to two additional edition details per product detail page upon upload, but you can request that more are added upon set up. This information is detailed next to the title of the product:



The screenshot shows an Amazon product listing for 'Future Present Past EP [10" VINYL] EP, Limited Edition' by The Strokes. The product image shows five colored vinyl records (red, orange, yellow, green, blue) standing upright. The text on the image includes 'THE STROKES', 'FUTURE PRESENT PAST EP', and an 'AutoRip' button. Below the image is the text 'Roll over image to zoom in'. To the right of the image, the product title is 'Future Present Past EP [10" VINYL] EP, Limited Edition', with 'EP, Limited Edition' highlighted in a red box. Below the title, it says 'The Strokes (Artist) | Format: Vinyl' and '5 stars 1 customer review'. The price is '£10.99 & FREE Delivery in the UK on orders over £20. Details'. There is an 'AutoRip' section that says 'Includes FREE MP3 version of this album.' and provides details about the MP3 version. The product is 'In stock' and 'Dispatched and sold by Amazon in certified Frustration-Free Packaging. Gift-wrap available.' There is a promotional message: 'Want it tomorrow, 11 June? Order it within 4 hrs 10 mins and choose One-Day Delivery at checkout. Details'. Below that, it says 'Complete your purchase to add the MP3 version to your Amazon music library. Provided by Amazon EU S.à.r.l.' and '24 new from £10.38 1 collectible from £11.00'. At the bottom, it says 'Buy the MP3 album for £3.49 at the Amazon Digital Music Store.'

The most typically used format types are editions (deluxe edition, special edition, ultimate edition, collector's edition etc.), and product type such as "best of" and "soundtrack". You can also add elements such as whether your release is an EP, single, maxi, CD + DVD in this field.

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## B. Product discoverability

Once you've set your product up, you'll need to help customers find it. They can do this one of two ways: **search** – either within Amazon's own site search bar or on external search engines such as Google and Bing; or **browse** – which customers use to navigate through the website. Most customers use a combination of both search and browse. To ensure that customers can find your product, it's very important to ensure that your products are optimised for search and correctly categorised in browse, and have the right attributes (content) to help customers filter the results.

### Products should be easy to find

This means that your product should appear prominently in search and browse results when the customer **wants** to find your product or similar. Obviously, if your item does not appear when a customer is looking for it, you're not going to make a sale.

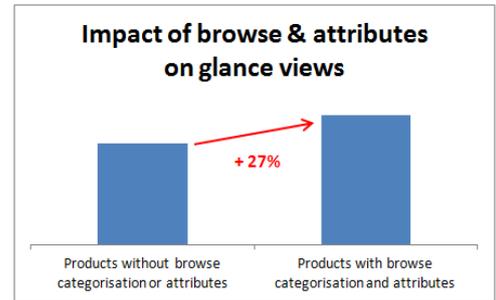
But "easy to find" also means that your item does not show up when the customer **does not** want it. If search and browse results are cluttered with unwanted items, whether from you or from other sellers, customers will not be able to find the product they want. That could be your lost sale, too. If this happens consistently, customers can become discouraged and stop shopping on Amazon altogether. Accurate search information is therefore important.

**Correct categorisation aids discovery**

Products which are correctly categorised in browse, get more views than those which don't. Correct categorisation drives browse refinements – these are the additional filters in the left column when you navigate through the Amazon website. In Music these are genres and sub-genres, e.g. reggae and dub.

Miscategorisation can cause halt discoverability of your product and lead to poor customer experience, it can also affect your product being pulled in dynamic merchandising, and will directly result in lower sales for your product.

**Please take great care to categorise your items correctly to both genre and sub-genre level – it really matters.**



Source: Amazon test

## 6. Search terms

These are additional terms that can be added to help customers find your product when they search on **Amazon.co.uk**. They do not affect searches on external search engines, e.g. Google. Note that much of the content you provide in the title and brand fields already counts towards search, so there is no need to add this information again, but you could add additional words or phrases that customers are likely to search for. Search terms can include attributes of the product, and different ways of describing the product, if relevant.

**Do:**

- ✓ Use different types of common terminology for your product
- ✓ Includes phrases as well as words
- ✓ Include your label name if this is relevant for your customers

**Don't:**

- ✗ Add words already in the product title or brand name – we will pick these up automatically
- ✗ Include common misspellings of the product name, or variants of spacing, punctuation, capitalisation or pluralisation – our search engine already allows for these variants
- ✗ Include subjective terms, e.g. "best", or time-sensitive statements e.g. on sale, "available now"
- ✗ Include generic terms that is true of most of the items in the category (e.g. music, CD, vinyl)
- ✗ Worry about case – our search engine is case-insensitive, which means it doesn't matter if the customer searches for upper case or lower case letters
- ✗ Include information that misrepresents the product, such as a competing release/label. This type of information is fraudulent and violates Amazon's conditions for sellers
- ✗ List competitor releases as search terms
- ✗ Include more than 5-10 keywords per product

## 7. Browse

Browse is the term Amazon uses to refer to the department list in the left column when you either search for a keyword or navigate through the Amazon website. In Music this is referenced as genres and sub-genres, and we also have branch nodes for formatting.

Think of browse nodes as being like a tree with branches and leaves. Branches are the wider genres such as classical or jazz. Selecting these allows multiple further choices deeper within the category. The leaf (sub-genre) is the furthest point in refinements (e.g. jump blues, country rock). For example:

**Movies, TV, Music & Games**

- [Amazon Video](#)
- [DVD & Blu-ray](#)
- [LOVEFiLM By Post](#)
- [CDs & Vinyl](#)
- [Digital Music](#)
- [Musical Instruments & DJ](#)
- [PC & Video Games](#)
- [Digital Games](#)

**Format**

- CD (7,162,352)
- Vinyl (2,133,727)
- Cassette (276,049)
- DVD Audio (9,366)
- SACD (6,750)
- Blu-ray Audio (492)

- Blues (53,127)
- Children's Music, Plays & Stories (56,683)
- Classical (471,132)
- Country (93,538)
- Dance & Electronic (265,528)
- Easy Listening (79,858)
- Folk (179,247)
- Hard Rock & Metal (180,262)
- Indie & Alternative (167,676)
- International Music (137,799)
- Jazz (229,748)
- Miscellaneous (113,170)
- Music Videos & Concerts (33,392)
- New Age & Meditation (33,198)
- Pop (1,856,722)
- R&B & Soul (112,046)
- Rap & Hip-Hop (114,834)
- Reggae (48,052)
- Rock (396,787)
- Soundtracks (82,932)
- World Music (286,265)

**Jazz**

- Avant Garde & Free Jazz (12,552)
- Bebop (7,565)
- Classic Female Vocal Blues (2,044)
- Cool Jazz (9,130)
- Jazz Fusion (4)
- Latin Jazz (7,054)
- Modern Postbop (35,323)
- Smooth Jazz (4,715)
- Soul-Jazz & Boogaloo (7,177)
- Swing Jazz (33,020)
- Vocal Jazz (19,215)

Media branch

Product format branch

Genre branch

Sub-genre leaf

The more specific the node you choose, the more easily customers will be able to find your product by filtering. Note that products assigned to a leaf will be included in the branches above it by default. In the example above, a cool jazz LP will also be assigned to the branch node Jazz, and will also be included in the Vinyl and CD and Vinyl branches.

**Do:**

- ✓ Choose the most specific leaf node possible for the product. Remember, it will automatically be included in all branches that leaf is attached to, and in other relevant branches

**Don't:**

- ✗ Choose a branch node unless there is no appropriate leaf node
- ✗ Be tempted to assign products to a variety of applicable leaf nodes (sub-genres) pick the most relevant one possible and select only that

## C. Seller Central

Seller Central is a portal designed specifically for seller use. Inside you'll find everything you need to operate smoothly and efficiently with Amazon. Please familiarise yourself with Seller Central and ensure that you are using it as a reference tool for any questions you may have. If you are unable to find the answer to your question please use the 'Contact Us' tab at the bottom of every page to ask your question to the relevant person.

**To contact us over any element of the product detail page submit a 'Contact Us' within Seller Central.**

[Seller Central Quick Start Guide](#)

