

Daily Amazon Listing Audit Procedures

Auditing your Amazon listings every day is essential to your success. Performing this task daily ensures that your listings are constantly optimized to get you the most sales possible.

Purpose:

The purpose of this document is to show you, step-by-step, what is involved in the daily Amazon listing audit of your products.

This audit ensures that your product listings on Amazon are checked daily, so that they are constantly optimized to get the best results possible.

This procedure requires that you work closely with the Customer Experience Manager, who is responsible for managing external communications with customers and Amazon support.

Procedure:

1. Set Up

Take the following steps to prepare for your daily Amazon listing audit:

1. Take a screenshot of the following, on your product detail pages:
 - a. Product images
 - b. Bullet points
 - c. Title
 - d. Backend keywords
2. Should you decide that a permanent change will take place, re-take these screenshots (they will serve as a reference for your employees).

2. Procedure

Make sure to apply the following procedure to every single listing that your brand has.

Take the following steps to perform the daily Amazon listing audit:

1. Ensure that the listing is live (available for customers to purchase):
 - a. If the listing is not live, check to see that inventory is available. If inventory is not available, then contact the Operations Manager to ensure they are aware of the issue and have a plan in place for getting inventory.

- b. If inventory is available, then check to see if there are any communications from Amazon regarding your listings.
 - c. Get in contact with Amazon’s manager of the situation, so they can help assist to get the listing back up as soon as possible.
 - d. Check the brand’s product change log book, to see if there were any recent changes to the listing. If there are, and it appears that the change may have caused the issue, change the listing back to how it was prior. If this is the issue, the listing should be reactivated within 15 to 30 minutes. Click here to access the brand product change log book.
2. Ensure that the listing is showing “Sold by [Brand Name].” Check under the buy box, and make sure that there are no other sellers trying to sell your product under the “Other Sellers on Amazon” section. If there are, you will see this under “More Buying Choices,” directly under the listing price, located under the listing title. It should look something like the image below:



C.R. Gibson Lolita Acrylic Wine Drinkware Set, Pointelle Too

by C.R. Gibson

\$25.89 Prime

Get it by **Monday, Feb 1**

More Buying Choices

\$25.68 new (2 offers)

\$22.65 used (1 offer)

3. Amazon does permit customers to sell used versions of your product, and also has an in-house program called “Amazon Warehouse Deals.”

4. If a seller is “hijacking” your listing, they will be selling the product as new from the USA (rather than used), or new from China. If you detect a hijacker, alert the Customer Experience Manager immediately, so that a cease and desist can be initiated. Also update the Operations Manager, so that they are made aware of the situation and can help ensure a swift resolution.

a. To remove a hijacker from your listing locate the sellers page with the seller’s feedback.

The screenshot shows the Amazon seller feedback page for 'Home Sleek Home'. The page includes a header with the seller's name, a 5-star rating, and a '100% positive in the last 12 months (1214 ratings)' badge. Below the header is a navigation bar with links for 'Feedback', 'Returns & Refunds', 'Shipping', 'Policies', 'Help', 'Gift Wrap', and 'Products'. The main content area displays a list of customer reviews with star ratings and text. A 'Message from Amazon' section is also visible. On the right side, there is a 'Have a question for Home Sleek Home?' box with an 'Ask a question' button. Below this box is a table showing feedback statistics for the last 30 days and 90 days.

	30 days	90 days
Positive	100%	100%
Neutral	0%	0%
Negative	0%	0%
Count	231	1,067

b. Click “Ask a question”

A close-up of the 'Ask a question' button, which is a yellow button with the text 'Ask a question' in black. The button is located within a white box that also contains the text 'Have a question for Home Sleek Home?'.

c. Select “item for sale” and “Other Question”, then click “Write a message”

Contact Seller : Home Sleek Home

What can the seller help you with?

I need assistance with

An order I placed

An item for sale

When writing your message, include the product name and/or the ASIN/ISBN.

Tell us more about your issue

Other Question

Write message

d. Fill out a cease and desist letter.

e. Paste it into the message area and click "Send Email"

Contact Seller : Home Sleek Home

Write Your Message (Please allow 2 business days for the seller to respond.)

From: Flux Home and Yard, blueskyvine17@gmail.com
To: Home Sleek Home

Subject: Other Question
Change Items or Subject

For your security, please do not include links, email address, credit card numbers, or other personal information in your message. We may automatically remove this information from your message. [Learn more](#)

Add attachment

Please limit your text to less than 4000 characters.

4000 characters remaining

IMPORTANT NOTICE: When you submit this form, Amazon will replace your email address with one provided by Amazon in order to protect your identity, and forward the message on your behalf. Amazon will retain copies of all e-mails sent and received u
Amazon uses filtering technology to protect buyers and sellers and to identify possible fraud. Messages that fail this filtering - even if they are not fraudulent - will not be transmitted. This form is for use by Amazon customers to ask product-related questions

Send e-mail

d. If in 24 hours you do not get a response, send a final cease and desist notice.

5. Check that the following are correct:
 - a. Titles
 - b. Images
 - c. Prices
 - d. Bullet points
 - e. Description
6. Make sure there are no spelling errors.
7. Ensure that the date for any sale prices to expire is accurate within the manage listings option.
8. Always be 100% in control of what is displayed on your listings, and track changes correctly.
9. If something has changed, it may be for the following reasons:
 - a. Amazon, intentionally or accidentally, changed the listing without notifying you. This might be due to a policy change or a technical glitch.
 - b. A hijacker may have taken over the listing.
 - c. Someone within the your organization has made the change.
10. When a change is detected, check the log books to see if the change was intentional.
11. If the change was intentional, but the proper procedure was not followed and communicated, follow up with whoever made the change to ensure they know what the proper procedure is.
12. If nothing is documented in the product log books:
 - a. Contact the Operations Manager and the Customer Experience Manager.
 - b. Notify them of the issue.

- c. Let them know that you are following up on it, but would like them to check if they are aware of who might have made the change, or if there has been any communications about the change.
 - d. If they are aware of the cause of the issue, follow up with them to find a resolution, and if applicable, to ensure they are made aware of what the proper procedure is.
13. Check the “Customer Reviews” section for any new positive 4 or 5-star reviews.
 14. Respond to all positive customer reviews.
 15. Contact your manager immediately if there are negative reviews with one or two stars. Create a plan to address that review.
 16. Optional: Check for any three-star reviews. Log in to a personal Amazon user account and vote that review down. Then, vote the one below the three-star review up.
 17. Check the “Customer Questions & Answers” section for any comments or questions that need to be answered. Answer all comments and questions.
 18. **NOTE:** If you notice “Customer Reviews” and/or “Customer Questions & Answers” are not being commented on, follow up with the Customer Experience Manager to understand what the cause of the issue is, and ask if they need your help.