Erenvue — Amazon Listings Checklist

Amazon Product Listing Checklist

Run through this before submitting any new SKU. It covers data quality, imagery, compliance, and retail readiness.

Catalog & Identifiers

• GS1 UPC/EAN validated; correct brand/manufacturer fields.
• Parent/child variations mapped correctly (size/color/pack).
• FNSKU generated and applied to each unit (FBA).
• Category node and item type keywords accurate.

SEO & Content

• Title within category limits; primary keywords up front.
• Five bullets: benefits + features; easy to scan.
• Search terms unique; no repeat or competitor brands.
• A+ Content modules; brand story with lifestyle imagery.

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Images & Media
• Main image on pure white (#FFFFFF), 1600px+ longest side.
• Gallery includes lifestyle, infographics, scale, feature callouts; add video if possible.
• No watermarks, borders, or policy-violating badges.

Price, Inventory & Offers
• Competitive landed price; Min/Max for Automate Pricing if used.
• Accurate handling time; fast shipping or Prime eligibility.
• Hazmat check passed; dangerous goods attributes correct.

Compliance & Documentation
• Certificates uploaded (CPSIA/FCC/FDA/EPA/UL as applicable).
• Country of Origin, warnings (Prop 65 if relevant), safety statements.
• SDS/MSDS on file for chemicals/batteries; packaging marks correct.

Retail Readiness & Launch
• 7+ images; 200+ words in bullets + description.
• Reviews plan (Vine/Request a Review); seed Q&A.
• PPC ready (core keywords, harvesting, negatives).
• Promotions/coupons scheduled for launch window.

Tip: Keep a shared folder with certificates, labels, SDS, and manuals per ASIN for quick compliance responses.