

FAQ's About New Listings

Q. My listing recently went live, but when I search for it using my main keywords/search terms, it doesn't come up in the search results. Why is that?

A. New listings take a little time for the keywords/search terms to be indexed by Amazon. It's not instant and can take a few days, even up to 2 weeks for all keywords to be indexed. Until that happens, you may not be able to find your listing by searching on the keywords.

Q. I tried to edit my title, but it's not working. How can I fix this issue?

A. Most of the time we can edit our title without any problem. However, if you tried to edit and it didn't work, you can email seller support with your new title and very often they will make the edit for you.

Q. Amazon removed the conjoining words from my title (words like 'and' and 'of') and now it doesn't make sense. What to do about this?

A. It could be that you exceeded the character limit and Amazon removed the conjoining words to bring your title back within the limit. Try shortening your title a bit. If the conjoining words are still being removed, email seller support for help.

Q. My product is being displayed as an 'add-on' product. How do I get rid of that?

A. If your selling price is below \$10 (or thereabouts) and you are not getting sales yet, or you have had only a few sales, Amazon may automatically make your product an 'add-on'. This means that customers cannot purchase your product on its own. Instead they need to make other purchases at the same time. This is not a major issue, but it does tend to reduce sales.

If you notice that your product has become an 'add-on', try raising the price above \$10. Normally this will bump it out of the add-on program. Once you have some sales, you can try reducing the price again (if you wish to) because often, once a product is getting sales, it avoids becoming an add-on product, even when the price is below \$10.

Q. I'm the only seller on my listing, but I don't have the Buy Box. What can I do about that?

A. This occasionally happens with new listings created in new seller accounts, but the Buy Box always comes back. If it doesn't appear within a few days, try lowering the price of your listing. This often does the trick. Once you have few sales, you can start to increase the price again in increments. It's important to do it in increments because any sudden drastic increase in price, can cause the issue to be repeated.

Another reason why sometimes the Buy Box disappears, is when price is suddenly increased after running a sale. For example, if you have a new listing and you are running a 50% sale for a week, then at the end of the week when the price increases to the normal price, you might lose the Buy Box temporarily. If this happens, the solution is the same as above – drop the price again and increase it in increments over a period of several days.

Q. Why are some of my images not showing up on my listing?

It might be the device you are using. On some devices, you may need to click on the images before you can see all of them. However, if you don't think it's device related, contact seller support.

Q. I had sales the first week, but now my sales have slowed down/stopped and I don't know why?

A. Remember that new listings take time and effort to get established. Until they ARE established, you will get fluctuations. However, even established listings get fluctuations to some degree. This is the nature of retail, and in fact the nature of being in business for yourself.

Q. I set up a sale for my product, but on the listing page, it only shows the sale price and not the regular price as well. Is there any way to change this?

A. It's not always possible. Amazon used to always show the regular price with a strike through, alongside the sale price. However, now, very often only the sale price is displayed. One thing you can try, is to enter a 'manufacturer's suggested retail price' for your listing (do this by going into your listing set up), and then enter the sale price as 'your price', like in the screenshot below. **It doesn't always work, but you can try it.**

This would be your 'sale' price. You can change it back to your regular price after the sale ends

Your price ⓘ

\$ 16.99

Seller SKU ⓘ

S9-7V0W-TTOL

Sale Price ⓘ

\$ Ex: 219.99

Sale Start Date ⓘ

Sale End Date ⓘ

Manufacturer's Suggested Retail Price ⓘ

\$ 29.99