



基础运营一

Basic Operations I



分享人: Sally



◆ 亚马逊平台运营资深讲师

Senior Instructor of Amazon Platform Operations

◆ 创立电商公司, 主营亚马逊平台,

Founded an e-commerce company, focusing on the Amazon

◆ 年销售额上亿

Annual sales of more than 100 million

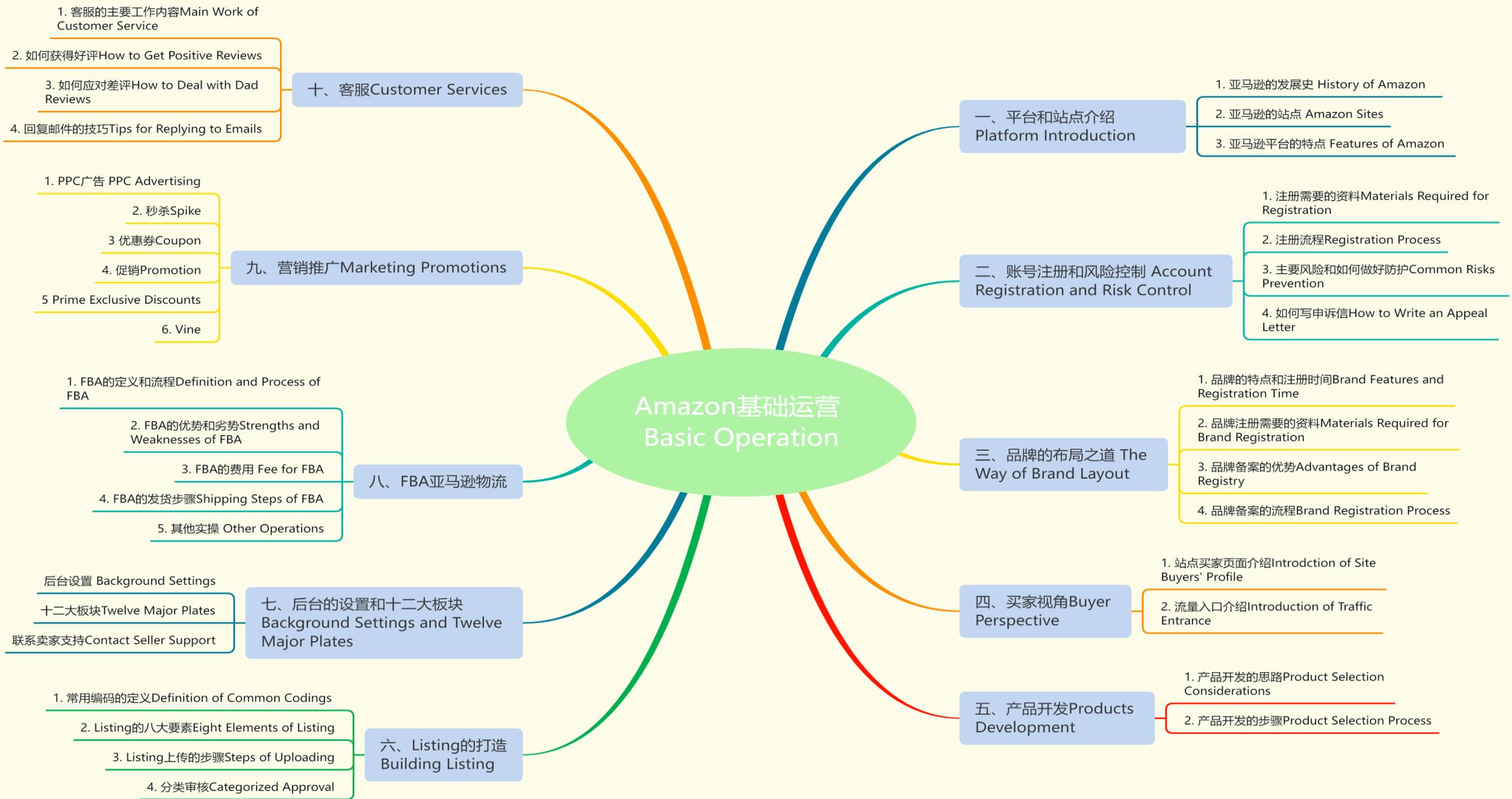
◆ 主编出版书籍《Amazon跨境梦》

Edite the published book "Amazon Cross-Border Dream"

◆ 5年行业培训经验, 11年亚马逊运营经验

5 years of training experience,

11 years of Amazon operation experience



目 录
Contens

1

平台介绍
Platform Introduction

2

账号注册
Account Registration

3

品牌布局
Brand Layout

4

买家视角
Buyer Perspective

5

产品研发
Products R&D

6

Listing打造
Listing Building

01

Amazon平台
和站点
Amazon Platform
and Sites

1

亚马逊发展史
History of Amazon

2

亚马逊的站点
Amazon Sites

3

亚马逊平台的特点
Features of the Amazon Platform

► 亚马逊的发展史History of Amazon

成立 Founding

1995年7月16日
杰夫·贝索斯
网络书店
July 16, 1995
Jeff Bezos
Online Bookstore

上市 Listing

1997年月
品类扩张
May 1997
Category Expansion

目标 Goal

最以客户为中心的公司
Most Customer-Centric
Company

▶ 亚马逊的站点 Amazon sites

1. 北美站 North American Sites

美国, 加拿大, 墨西哥

America, Canada, Mexico

2. 欧洲站 European Sites

英国, 法国, 德国, 意大利, 西班牙, 荷兰, 瑞典

UK, France, Germany, Italy, Spain, Netherlands, Sweden

3. 日本站 Japanese Site

4. 澳大利亚站 Australian Site

5. 中东站 Middle East Site

沙特阿拉伯, 阿联酋

Saudi Arabia, United Arab Emirates

6. 印度站 Indian Site

7. 新加坡站 Singaporean Site

	Australia
	Brazil (Brasil)
	Canada
	China (中国)
	Egypt (مصر)
	France
	Germany (Deutschland)
	India
	Italy (Italia)
	Japan (日本)
	Mexico (México)
	Netherlands (Nederland)
	Poland (Polska)
	Saudi Arabia (المملكة العربية السعودية)
	Singapore
	Spain (España)
	Sweden (Sverige)
	Turkey (Türkiye)
	United Arab Emirates
	United Kingdom
	United States

▶ 亚马逊平台的特点 Features of Amazon Platform

以客户体验为中心 Focus on customer experience

◆ 让客户获得更好的产品：品牌导向，Review 系统，搜索排名

Let customers get better products: brand orientation, Review system, search ranking

◆ 让客户获得更低的价格：跟卖

Let customers get lower prices: Sell Yours on Amazon

◆ 让客户获得更快的物流：FBA

Let customers get faster logistics: FBA

2. 以产品为根本 Products are fundamental

亚马逊平台的特点-跟卖 Feature - Sell Yours on Amazon

Back to results



Roll over image to zoom in

OtterBox Symmetry Series+ Clear Antimicrobial Case with MagSafe for iPhone 12/13 Pro Max - Stardust

Visit the OtterBox Store

★★★★★ 80 ratings

List Price: ~~\$59.95~~ Details

Price: **\$37.85** & FREE Returns

You Save: **\$22.10 (37%)**

Get \$50 off instantly: Pay \$0.00 ~~\$37.85~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Compatible Phone Models iPhone 13 Pro Max, iPhone 12 Pro Max

Brand OtterBox

Color Clear/Glitter

Special Feature Made for MagSafe, Antimicrobial Case

Theme Stardust

About this item

- Compatible with iPhone 13 Pro Max and iPhone 12 Pro Max
- Tested to survive 3X as many drops as military standard (MIL-STD-810G 516.6) with lasting antimicrobial technology *Helps protect the case exterior against many common bacteria. It does not protect you or the screen
- Compatible with Apple MagSafe charger and wireless charging, made with 50% recycled plastic and raised edges that protect camera and screen
- Thin profile slips easily into tight pockets, the one-piece design pops on and off in a flash and durable protection shields against drops, bumps and fumbles
- Includes OtterBox limited lifetime warranty (see website for details)

Compare with similar items

New & Used (15) from **\$30.80** & **FREE Shipping**.

Buy new: **\$37.85**

& FREE Returns

FREE delivery **Tuesday, April 5**

Or fastest delivery **Tomorrow, March 31**. Order within 3 hrs 47 mins

Deliver to New York 10010

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon.com

Sold by Amazon.com

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt



Enjoy fast, **FREE** delivery, exclusive deals and award-winning movies & TV shows with Prime
Try Prime and start saving today with **Fast, FREE Delivery**

Add a gift receipt for easy returns

New & Used (15) from **\$30.80** & **FREE Shipping**.

Share

Other Sellers on Amazon

\$37.85 Add to Cart

& **FREE Shipping**. Details

Sold by: Re-Com

\$49.90 Add to Cart

& **FREE Shipping**. Details

Sold by: Home & Above™

▶ 亚马逊平台的特点 Features of Amazon Platform

一、Amazon发展史 History of Amazon

1. 成立时间

Founding time

2. 上市时间 Listing time

3. 目标 Goals

二、Amazon站点 Amazon sites

1. 主流平台

Mainstream platform

三、Amazon特点 Features of Amazon

1. 以客户体验为中心

Focus on customer experience

2. 以产品为根本 Products are fundamental

02

账号注册和
风险控制
Account Registration
and Risk Control

1

注册需要的资料
Materials Required for Registration

2

注册流程
Registration Process

3

账户常见风险和防空
Common Risks and Prevention

4

如何写申诉信
How to Write an Appeal Letter

▶ 注册需要的资料 Preparation of materials for registration

注册准备的资料:

Materials for registration:

1. 电脑+网络 Computer + network
2. 信用卡+账单地址
Credit card + billing address
3. 邮箱 Email
4. 电话 Telephone number
5. 店铺名 Store Name
6. 收款账号 Recipient Account Number

审核 (US): Approval (US)

1. 营业执照 Business License
2. 法人身份证 Legal Person ID

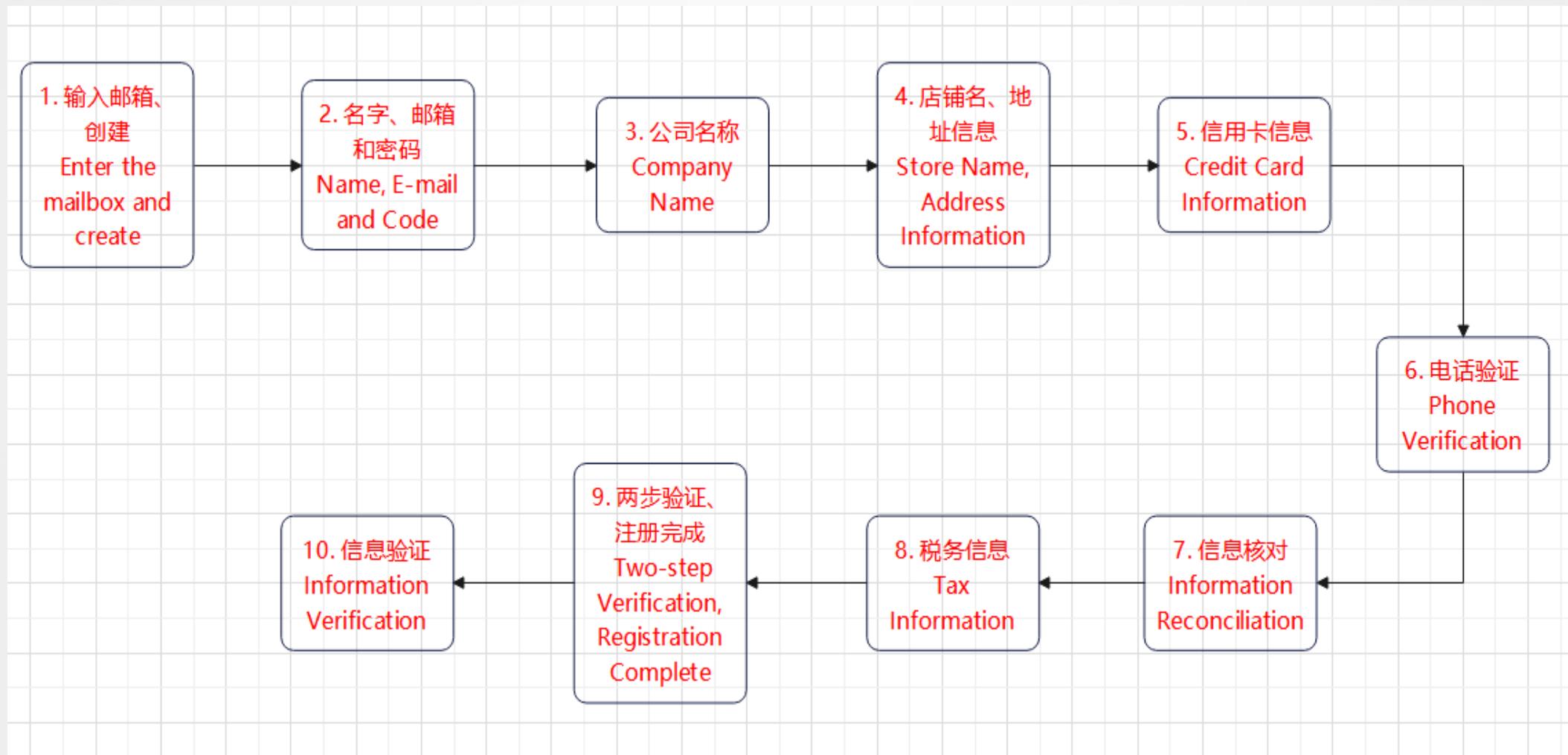
审核 (EU): Approval (EU)

1. 营业执照 Business License
2. 法人身份证 Legal Person ID
3. 法人户口本/护照 Legal Person
Account Book or Passport
4. 地址证明 Proof of Address

▶ 注册需要的资料- 收款账户 Materials for registration - recipient account number

1. 美国银行卡 U.S. bank card
2. 香港银行卡 Hongkong bank card
3. 中国或者当地的银行卡 Chinese or Local bank card
4. 第三方专门收款方：Third-party dedicated payee
Payoneer 、 WorldFirst 、 PingPong
Currencies Direct 、 其他others

注册流程介绍 Registration process



▶ 注册流程 - 1 Registration process - 1



Register and Start Selling Today

What is your email (phone for mobile accounts)?

E-mail or mobile number:

Do you want to use an existing Amazon.com account or complete a previous registration?

Create a new account
(you'll create a password later)

Use an existing account,
and my password is:

Continue

[Forgot your password?](#)

1. 输入邮箱

Enter your email address

2. 点击创建新的账号

click "creat new account"

3. 点继续

click "continue"

注册流程 - 2 Registration process - 2



Register and Start Selling Today

Create a new account

First and Last Name:

Email Address:

Re-type E-mail Address:

Password:

Re-type Password:

1. 姓名 Name

2. 邮箱 Email

3. 密码 Password

4. 继续 Continue

[Privacy Notice](#)

© 1996-2018, Amazon.com, Inc. or its affiliates

注册流程 - 3 Registration process - 3

amazon seller central

Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

If you are located outside of your Elected Country, as defined in the [Agreement](#), you also need to read and comply with this [important notice for international sellers](#).

Legal Name:

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.

Seller agreement

I have read and accepted the terms and conditions of the [Amazon Services Business Solutions Agreement](#)

If you are an international seller, read [this important information](#)

Continue

1. 公司名称 Company Name

2. 勾选 Tick

3. 继续 Continue

注册流程 - 4 Registration process - 4

Welcome 

Complete a few more steps to finish setting up your seller account.

If you don't have the requested information available, you can skip a step and return to it later. Your subscription will begin when you finish the setup process

Seller Information

Display name:

[Check availability](#) 

Address:

Address line 2:

City/Town

State/Province/Region:

Postal/ZIP code:

Country:

Phone number:

[Add extension](#)

Service

Selling on Amazon - Professional

[Change](#)

FAQs

[What is a display name?](#)

[Can I change my display name later?](#)

[Should I include my country code if I provide an international \(non-US\) phone number?](#)

1. 店铺名 Store Name

2. 地址, 城市, 州, 邮编, 国家, 电话号码 Address, City, State, Zip, Country, Phone Number

3. 保存, 继续 Save & Continue

[Skip Step](#)

[Save & Continue](#)

注册流程 - 5 Registration process - 5

Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number:

Expiration date:

07 / 2021

Cardholder name:

Billing address:

Co. Ltd -

Floor 4th Building Street

Guangdong

523000

China

+86 138 52

[Add new address](#)

[Skip Step](#)

[Save & Continue](#)

[Go to setup summary](#)

1. 信用卡卡号 Credit card number

2. 到期时间 Expiration time

3. 持卡人名字 Cardholder Name

4. 账单地址 Billing Address

5. 保存, 继续 Save & Continue

注册流程 - 6 Registration process - 6

Verify Your Identity

Select an option to receive a PIN to verify your phone number

Call SMS

Mobile number

+86 138 [redacted]
E.g. +1 206 266 1000

SMS Verification Language

Chinese

Text me now

Cancel

Next

Verify Your Identity

Mobile number

+86 138 [redacted]
E.g. +1 206 266 1000

✓ Verification Successfully Complete

Cancel

Next

1. 选择接听电话或者接收短信

Choose to answer the phone or receive a text message

2. 输入电话号码 Enter phone number

3. 选择需要的语言 Select the desired language

4. 选Text me now 或者 Call me now

Choose Text me now or Call me now

5. 验证完成后, 下一步 After the verification, Next

注册流程 - 7 Registration process - 7

Setting Up Your Account

Your Selling Plan

Completed

Current service: Selling on Amazon - Professional

[Change](#)

Seller Information

Completed

Display name:

Business address:

Floor 4th Building

Guangdong

523000

China

+86 138

[Change](#)

核对信息无误后，继续

Make sure all the information is correct, then continue

Charge Method

Completed

Credit card:

Expiration date:

Cardholder name:

Billing Zip code:

80

07/2021

523000

[Change](#)

Identity Verification

Completed

Tax Identity Information

Start

Continue

注册流程 - 8.1 Registration process - 8.1

Tax Information Interview

About You

Who will receive income from Amazon or its subsidiary?

Individual

Business

For U.S. tax purposes, are you a U.S. person?

Yes

No

Type of beneficial owner

Corporation

Tax Identity Information

Name of organization

Co. Ltd

Country of organization

China

1. 选个人或者公司 Choose Individual or Business

2. 是否为美国人身份 U.S. person or not

3. 公司还是个人 Business or Individual

4. 公司名称 Name of organization

5. 国家 Country of Organization

注册流程 - 8.2 Registration process - 8.2

Disregarded entity name (Optional)

Address

Permanent Address

Floor 4th Building 1st
000



Mailing address



Same as Permanent Address

Edit

Continue

1. 勾选右边跟永久地址一致

Tick " Same as Permanent Address

2. 继续

Click "continue"

注册流程 - 8.3 Registration process - 8.3

I consent to provide electronic signature for the information provided as per IRS Form W-8BEN-E

i If you provide an electronic signature, you will be able to submit your tax information immediately.

Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:

1. The entity identified on line 1 of this form is the beneficial owner of all the income to which this form relates, is using this form to certify its status for chapter 4 purposes, or is a merchant submitting this form for purposes of section 6050W,
2. The entity identified on line 1 of this form is not a U.S. person,
3. The income to which this form relates is (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an income tax treaty, or (c) the partner's share of a partnership's effectively connected income,
4. For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions, and
5. I agree that I will submit a new form within 30 days if any certification on this form becomes incorrect.

Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which the entity on line 1 is the beneficial owner or any withholding agent that can disburse or make payments of the income of which the entity on line 1 is the beneficial owner.

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. person, establish your chapter 4 status (if required), and, if applicable, obtain a reduced rate of withholding.

Signature (Type your full name)

[Redacted signature]

By typing my name on the given date, I acknowledge I am signing the tax documentation under penalties of perjury.

I certify that I have the capacity to sign for the entity identified on line 1 of this form.

Date

08-21-2018

1. 签名 Sign your full name

2. 勾选同意 Tick "Identify"

注册流程 - 8.4 Registration process - 8.4

Tax Information Interview

无需做任何动作

No need to click anything

Reference Id: A027497922XV40VHTVTJZ

Form W-8BEN-E	Certificate of Status of Beneficial Owner for United States Tax Withholding and Reporting (Entities)	SUBSTITUTE
----------------------	---	------------

Do NOT use this form for:

- U.S. entity or U.S. citizen or resident
- A foreign individual
- A foreign individual or entity claiming that income is effectively connected with the conduct of trade or business within the U.S. (unless claiming treaty benefits)
- A foreign partnership, a foreign simple trust, or a foreign grantor trust (unless claiming treaty benefits) (see instructions for exceptions)
- A foreign government, international organization, foreign central bank of issue, foreign tax-exempt organization, foreign private foundation, or government of a U.S. possession claiming that income is effectively connected U.S. income or that is claiming the applicability of section(s) 115(2), 501(c), 892, 895, or 1443(b) (unless claiming treaty benefits) (see instructions)
- Any person acting as an intermediary

Instead, use Form:

- W-9
- W-8BEN (Individual)
- W-8ECI
- W-8IMY
- W-8ECI or W-8EXP
- W-8IMY

Part I Identification of Beneficial Owner

1 Name of organization that is the beneficial owner Dongguan Fubosi Pet Products Co. Ltd	2 Country of incorporation or organization China
--	--

3 Name of disregarded entity receiving the payments (if applicable)

4 Type of beneficial owner:

<input type="checkbox"/> Individual	<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Disregarded entity	<input type="checkbox"/> Partnership	<input type="checkbox"/> Simple trust
<input type="checkbox"/> Grantor trust	<input type="checkbox"/> Complex trust	<input type="checkbox"/> Estate	<input type="checkbox"/> Government	<input type="checkbox"/> International organization
<input type="checkbox"/> Central bank of issue	<input type="checkbox"/> Tax-exempt organization	<input type="checkbox"/> Private foundation		

If you entered disregarded entity, partnership, simple trust, or grantor trust above, is the entity a hybrid making a treaty claim? If "Yes" complete Part III. Yes No

注册流程 - 8.5 Registration process - 8.5

City or town, state or province. Include postal code where appropriate.	Country		
<input type="text"/>	<input type="text"/>		
7 Reference number(s) (see instructions)			
<input type="text"/>			
Part II Certification			
<p>Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:</p> <ul style="list-style-type: none">• The entity identified on line 1 of this form is the beneficial owner of all the income to which this form relates, is using this form to certify its status for chapter 4 purposes, or is a merchant submitting this form for purposes of section 6050W,• The entity identified on line 1 of this form is not a U.S. person,• The income to which this form relates is: (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an income tax treaty, or (c) the partner's share of a partnership's effectively connected income, and• For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions. <p>Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which the entity on line 1 is the beneficial owner or any withholding agent that can disburse or make payments of the income of which the entity on line 1 is the beneficial owner.</p> <p>I agree that I will submit a new form within 30 days if any certification on this form becomes incorrect.</p>			
Sign Here	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Signature of individual authorized to sign for beneficial owner	Print Name	Date (MM-DD-YYYY)
<input checked="" type="checkbox"/> I certify that I have the capacity to sign for the entity identified on line 1 of this form.			
Above is preview of your tax form based on the information you have provided. Please review and submit the form, or make changes if needed.			
<input type="button" value="Make Changes"/>		<input type="button" value="Submit Form"/>	

无需做任何动作，直接提交表格

Nothing needed. Submit the form directly



► 注册流程 - 8.6 Registration process - 8.6

无需做任何动作，直接点击完成注册

Nothing needed. Just click "Complete Registration"

Tax Identity Information

1. Start Tax Interview

2. Tax Interview Completed

You have already provided your tax identity information and it is pending validation. During this time, you may not enter new tax identity information. After verification is complete, you may enter new information.

[Go to setup summary](#)

 [Complete Registration](#)

▶ 注册流程 - 9.1 Registration process - 9.1

Status



Enable Two-Step Verification

You must add Two-Step Verification to protect your account before you can access it. [Get help](#)

Return to sign in

Enable Two-Step Verification

开始两步验证

Enable Two-Step Verification

注册流程 - 9.2 Registration process - 9.2

amazon seller central

Step 1 of 3

Choose how you'll receive codes

Phone number Receive codes on your phone

Tell us the phone number where you'd like to receive Two-Step Verification codes. You should have this phone available whenever you sign into your Amazon account.

Receive code by:

Text message (SMS)

Voice delivery--you will receive an automated phone call

Enter the phone number where you want to receive codes.

United States +1 (e.g., 201-555-5555)

Send code

Message and data rates may apply.

Authenticator App Generate codes even when you don't have cell service

1. 选择接收短信或者电话Choose

receive a text message or a

phone call to receive codes

2. 选好国家后输入电话号码

Enter the phone number

3. 发送Code

Send code

注册流程 - 9.3 Registration process - 9.3

1. Alternate sign in method

Some devices are unable to display a second screen prompting you to enter a security code, but Two-Step Verification will still be required. Here's how it will work:

1. Sign in with your password. An error message will occur.
2. A security code will be sent to your preferred phone. You may also use an authenticator app.
3. Add ("append") the security code to the end of your password, and click "sign in" again.



You will then be signed in to your Amazon account.

2. Skip codes during sign in

You can choose not to require codes on trusted devices that you use frequently, like your personal computer. (Note: you turn on this setting separately for each browser that you use.)

Don't require codes on this browser

Got it. Turn on Two-Step Verification

1. 勾选在本设备上无需验证

Tick don't require codes on this browser

2. 开始两步验证 Start Two-step verification

3. 注册完成 Complete the registration

► 注册流程 - 10 Registration process - 10

注册完成后，需要页面提示上传：**身份证/护照 和 营业执照。**

After the registration is completed, the page prompts to upload: **ID card/passport and business license.**

卖家后台登陆地址: sellercentral.amazon.com (.com 换成对应国家站点的域名即可)

Seller background login address: sellercentral.amazon.com (.com can be replaced with the domain name of the corresponding country site)

文件要求: Documents requirements

1. 多页文件请合并到一个文件中进行上传

For multi-page files, please combine them into one file for uploading

2. 扫描或照片必须保持所有信息清晰可读

Scanned copies or photos must keep all information legible

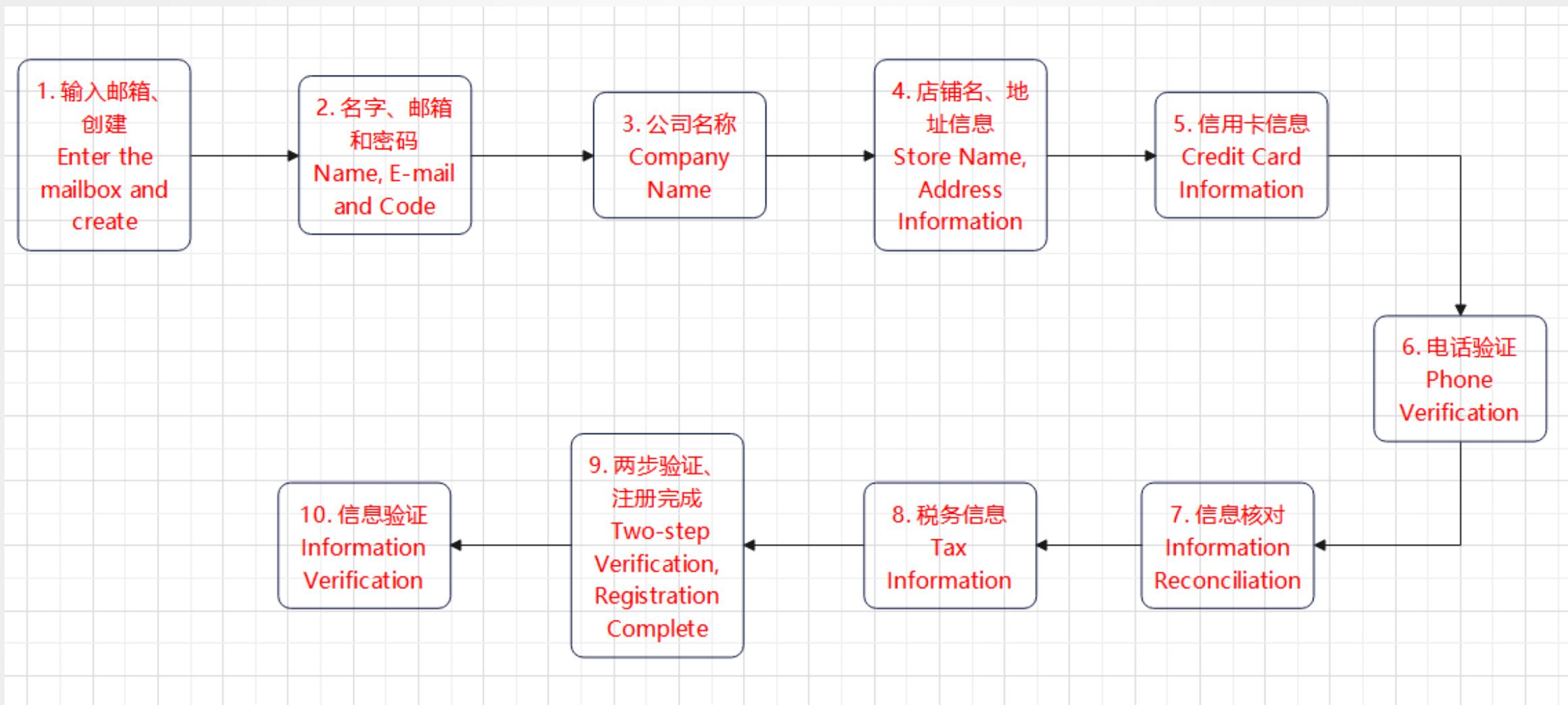
3. 卖家输入的信息务必与提交的文件中的信息相符

The information entered by the seller must match the information in the submitted documents

4. 不接受截屏 Screenshots are not accepted

5. 不接受黑白复印件 Black and white copies are not accepted

注册流程总结 Registration process summary



02

账号注册和
风险控制
Account Registration
and Risk Control

1

注册需要的资料
Materials Required for Registration

2

注册流程
Registration Process

3

账户常见风险和防空
Common Risks and Prevention

4

如何写申诉信
How to Write an Appeal Letter

▶ 主要风险和如何做好防护 Major risks and their prevention

1. 关联 Association
2. 账号被例行审核 Accounts are routinely approved
3. 后台指标超标 Platform indicators exceed the standard
4. 实物与描述不符 The object does not i line with its description
5. 转移销售 Transfer sales
6. 沟通违规 Communication violations
7. 更换信用卡或者收款账号 Change credit card or payment account
8. 账号关联 Account Association
9. 侵权 Infringement

▶ 主要风险和如何做好防护-关联 Major risks and its prevention - association

定义: Definition:

亚马逊通过技术手段获取卖家计算机相关信息，通过匹配关联因素判断多个账号是否是同一卖家在操作。

Amazon obtains the seller's computer-related information through technical means, and determines whether multiple accounts are operated by the same seller by matching related factors.

影响: Influence:

1. 关闭其中一个账号 Close one of the accounts
2. “连坐 ” Punished related-others

▶ 主要风险和如何做好防护-如何防关联
Major risks and its prevention - how to prevent association

核心：把自己手上的不同账号当做是多个陌生人的账号

Core: see your different accounts as the accounts of
multiple strangers

1. 干净的登录设备 clean/safe login devices
2. 干净的网络 clean/safe network
3. 干净的注册信息 clean registration information
4. 干净的账号内信息 clean account information

► 风险和如何做好防护-风险来源 Major risks and its prevention - risk source

1. 登录风险设备 Log in with risky devices
2. 网络 Network
3. 浏览器指纹 Browser fingerprint
4. 密码 Password
5. Flash 图片加载 Flash picture loading
6. Cookies
7. 注册信息 Registration Information
8. 账号内资料 Account information

▶ 如何写申诉信 - 思路 How to write a letter of appeal - method

思路:

1. 了解账号被关的直接原因, 承认错误
2. 解释发生这种情况的原因
3. 提出解决方法

What to do:

1. Understand the direct reason for account closure and admit mistake
2. Explain why this happened
3. Put forward solutions

▶ 如何写申诉信 - 步骤 How to write a letter of appeal - process

1. 收到亚马逊警告信的时候，我们才意识到...

When received the Amazon warning letter, we realized that...

2. 在收到警告信之前，你做了什么事情，具体罗列出自己的错误

What did you do before you received the warning letter, list your mistakes in detail.

3. 解释发生这种错误的原因

Explain why mistakes occurred.

► 如何写申诉信 - 步骤 How to write a letter of appeal - process

4. POA 以后的计划

- 1) 停止违规的行为
- 2) 学习亚马逊的规则
- 3) 学习知识产权的知识
- 4) 注册品牌并备案
- 5) 检查账户里面其他的Listing,及早发现问题
- 6) 夸夸FBA
- 7) 处理未发货的订单, 回复未回复的邮件
- 8) 跟买家道歉
- 9) 对于犯事的员工给予惩罚
- 10) 体现出自己的实力, 工厂

4. Plans beyond POA

- 1) Stop the violation
- 2) Learn Amazon's rules
- 3) Learn about intellectual property
- 4) Register the brand and put on record
- 5) Check other listings in the account to find problems early
- 6) Praise FBA
- 7) Handle unshipped orders and reply to unanswered emails
- 8) Apologize to the buyer
- 9) Punish employees who commit crimes
- 10) Show your strength, the factory

1

一、账户注册 Account registration

1. 资料 **Materials**
2. 流程 **Process**

2

二、账户的风险 Account risks

1. 常见风险 **Common risks**
2. 如何申诉 **How to appeal**

03

品牌布局之道 The Way of Brand Layout

1

品牌的特点和注册时间
Brand Features and Registration Time

2

品牌注册需要的资料
Materials Required for Brand Registration

3

品牌备案的优势
Advantages of Brand Registry

4

品牌备案的流程
Brand Registration Process

► 品牌的特点和注册时间 Brand features and registration time

特点: Features

1. 地域性 Region
2. 品类性 Category

注册时间: Registration time

TM: 3-7天 TM: 3-7 days

R: 8-12个月 R: 8-12 months

► 品牌注册需要的资料 Materials required for brand registration

1. 身份证（或者营业执照） ID card (or business license)
2. 品牌名称 Brand name
3. 需要注册的品类 Categories that need to be registered
4. 产品图片（要印品牌LOGO） Product pictures (printed with brand LOGO)
5. 品牌LOGO的图片 Brand LOGO picture



► 品牌备案的优势 Advantages of Brand Registration

1. 当被跟卖的时候向亚马逊投诉，有品牌才会被受理

When fraudulent selling happens, complaints to Amazon will be accepted only with a brand.

2. 可以有更多功能，如A+，旗舰店，品牌分析，后台有品牌的板块

More functions, such as A+, flagship store, brand analysis, and a section with brand in the background.

Brands

Brand Analytics

Brand Protection

Manage Experiments

Brand Dashboard

Brand Catalog Manager

Customer Reviews

Customer Engagement

Virtual Bundles

Brand Referral Bonus

All Brand Benefits

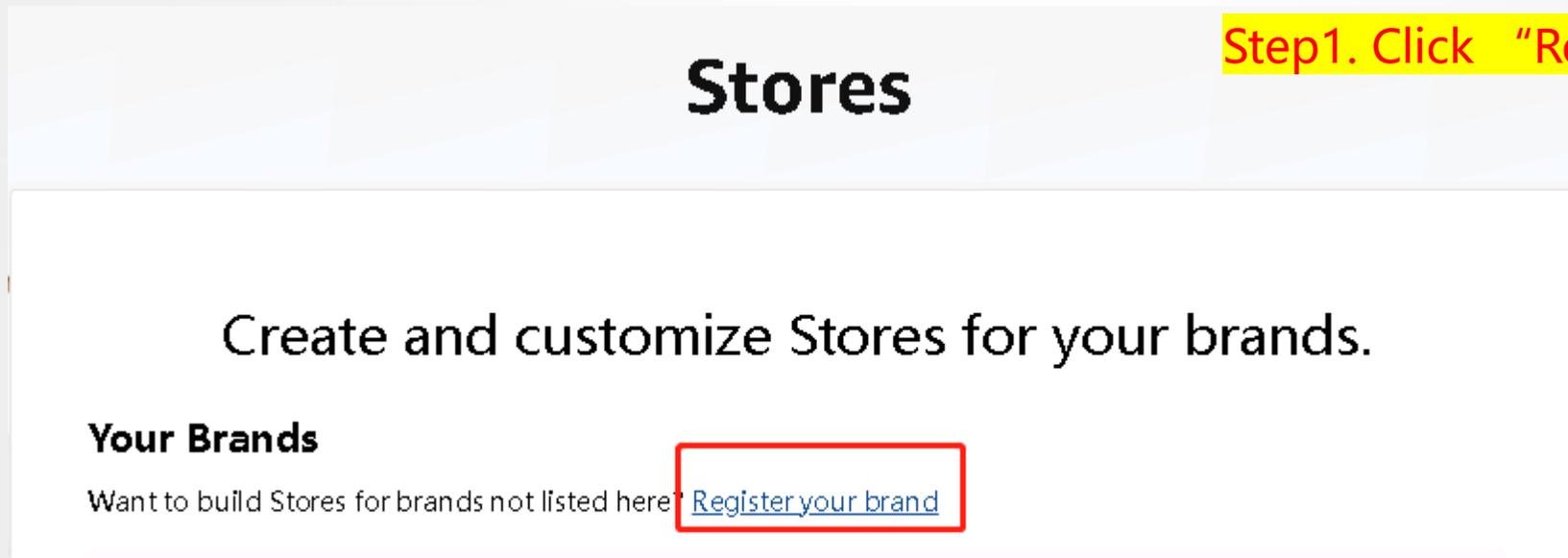
► 品牌备案的流程 - 1 Brand registration process-1

路径 Pathway



Step1. 点 Register your brand

Step1. Click "Register your brand"



► 品牌备案的流程 - 2 Brand registration process-2

Enroll a brand

Brand Information Selling account Information Distribution information

Brand Information

The following information will help us identify your brand and get you started in Brand Registry.

What is your brand name?

Please enter your trademark name. This includes the preferred form of capitalization for your brand name

Select a trademark office

United States - United States Patent and Trademark Office - USPTO▼

Please enter the registration or serial number

Verify

Examples: 9876543 and 12345678

Step2. 输入品牌名, 和serial number
Step2. Enter the brand name, and serial number

品牌备案的流程 2 - 查找 Serial Number - 1

Brand registration process-2 Find Serial Number-1

美国商标局: https://tmsearch.uspto.gov/bin/gate.exe?f=login&p_lang=english&p_d=trmk

进入网站后, 输入品牌名, 提交

On the website, enter the brand name and submit

Select A Search Option

- ▶ Basic Word Mark Search (New User)**
This option cannot be used to search design marks.
- ▶ Word and/or Design Mark Search (Structured)**
This option is used to search word and/or design marks. **NOTE:** You must first use the **Design Search Code Manual** to look up the relevant Design Codes.
- ▶ Word and/or Design Mark Search (Free Form)**
This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. **NOTE:** You must first use the **Design Search Code Manual** to look up the relevant Design Codes.

View Search History:

Plural and Singular Singular
 Live and Dead Live Dead

Search Term:

Field:

Result Must Contain:

► 品牌备案的流程 2 - 查找 Serial Number - 2

Brand registration process-2 Find Serial Number-2



Word Mark	ANKER
Translations	The wording ANKER has no meaning in a foreign language.
Goods and Services	IC 031. US 001 046. G & S: Aromatic sand being little Fruit, fresh; Grains for animal consumption; Litter for FIRST USE IN COMMERCE: 20220101
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMERALS
Design Search Code	05.13.25 - Bales of hay or straw ; Hay in bales ; Other 26.01.21 - Circles that are totally or partially shaded. 26.03.14 - Ovals, three or more ; Three or more oval 26.03.21 - Ovals that are completely or partially shaded 26.17.09 - Bands, curved ; Bars, curved ; Curved lines
Serial Number	97236938
Filing Date	January 25, 2022
Current Basis	1A
Original Filing Basis	1A
Owner	(APPLICANT) AMORNING INC CORPORATION CC
Attorney of Record	Jianmin Zhou
Description of Mark	Color is not claimed as a feature of the mark. The mark
Type of Mark	TRADEMARK
Register	PRINCIPAL
Other Data	The name(s), portrait(s), and/or signature(s) shown in
Live/Dead Indicator	LIVE

在左侧找到Serial number

Find the Serial number on the left

► 品牌备案的流程 - 3 Brand registration process-3

Product Information

Please provide a URL to your brand's official website. Providing your URL will help us better identify your brand (optional)

If you sell your products on other e-commerce sites, provide the URL to your storefront on those sites (optional)

Add more

Product images

Step3. 提交产品图片

Step3. Upload product images

Provide at least one image of your product or packaging that clearly shows your brand's name, logo or other distinguishing mark permanently affixed to the product. The images should show the product you sell or intend to sell on Amazon and shouldn't be computer generated.

File types accepted are .jpg, .png and .gif. File size should not exceed 5MB

Upload

or drag here to upload

► 品牌备案的流程 - 4 Brand registration process-4

您的产品是否具有UPC, ISBN, EAN或其他GTIN?

在亚马逊上销售的每件商品都采用与品牌关联的唯一标识码, 例如 UPC、EAN、ISBN 或 GTIN。您仍可通过提交GTIN 豁免资格请求发布没有 UPC、EAN、ISBN 或 GTIN 的商品。请注意: 品牌注册不授予 GTIN 豁免资格, 您只有在通过 GTIN 豁免流程获得批准后才能发布商品。

是 否



如果您在亚马逊销售商品并且您的商品没有 GTIN, 您需要提交 GTIN 豁免资格请求, 除非您的商品属于无需 GTIN 的类别。这不会影响您加入品牌注册, 但会影响您作为卖家发布商品。

为您的产品选择一个类别

添加类别 +

如果您在线销售您的产品, 请告知我们(可选)。

为什么这很重要? ▾

卖家和供应商账户信息

为什么这很重要? ▾

您的品牌目前是否已经与亚马逊建立了卖家或供应商关系?

卖家

供应商

两者都是

否, 我的品牌目前尚未与亚马逊建立卖家或供应商关系

制造和许可信息

为什么这很重要? ▾

您的品牌是否自己生产商品?

是

否

Step4. 是否有UPC, ISBN,EAN或者GTIN, 一定选择否;

根据实际情况填写信息

Step4. Definitely choose "no" to the question - Dose you product has UPC, ISBN, EAN or GTIN? ;

Enter other information based on actual conditions

► 品牌备案的流程 - 5 申请GTIN豁免 - 1 Brand registration process-5 Apply GTIN exemption - 1

The screenshot shows the Amazon Seller Central Help search interface. At the top, there is a 'Help' button and a search bar containing the text 'GTIN exemption'. Below the search bar, the 'SEARCH RESULTS' section is displayed. Underneath, there is a prompt 'Select to see recommended solution for:' followed by two buttons: 'Product ID Exemption (UPC/GTIN etc.)' and 'Trouble adding a product'. Below this, there is a 'More results' section with a toggle switch for 'Forum answers' which is currently turned on. A message box states 'No help articles found. Including forums threads in search results.' Below this message, a forum thread titled 'Gtin exemption' is listed, with a red arrow pointing to the title. The thread content reads: 'i heard you need to reapply for a gtin exemption every month. is that true?' and the location is 'in Forums › Selling on Amazon › General Selling Questions'.

Step 5. 方法：在搜索框中输入GTIN exemption, 找到后点击进入

Step 5. Method: Enter GTIN exemption in the search box, find it and click enter

► 品牌备案的流程 - 5 申请GTIN豁免 - 2 Brand registration process-5 Apply GTIN exemption - 2

选择类目，输入品牌名
Choose category, enter brand name

Apply for GTIN exemption

You need to share the barcode number (GTIN/UPC/EAN/JAN/ISBN) for the products that you want to sell on Amazon. If your product does not have a barcode, apply for exemption below.

Note: Exemption is provided for brand and category and you do not have to apply for exemption for each product. You will be able to add as many of your products on Amazon without applying for exemption again for that brand and category.

Product category *

Ex. Electronics

[+ Add more categories](#)

Select

Brand / Publisher *

For unbranded items or bundles enter "Generic"

[+ Add more brands/publishers](#)



Check for eligibility



一、品牌 Brand

1. 特点和时间 Features and time
2. 需要的资料 Information required
3. 备案的优势 Registration advantages
4. 备案流程 Registration process

04

买家视角
Buyer
Perspective

1

站点买家页面介绍
Introduction of Site Buyers' Profile

2

流量入口介绍
Introduction of Traffic Entrance

▶ 站点买家页面介绍 - 1 Introduction of site buyers' profile - 1

1-16 of over 30,000 results for "iphone 13 pro case"

Sort by: Featured

FILTERS

PRIME & DELIVERY

DELIVERY

Get It by Tomorrow

SHIPPING OPTIONS

International Shipping Eligible

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Free Shipping by Amazon

CATEGORIES

CELL PHONE CASES & COVERS

All Cell Phone Basic Cases

Cell Phone Crossbody & Lanyard Cases

Cell Phone Case & Cover Bundles

Flip Cell Phone Cases

CELL PHONE ACCESSORIES

All

Cell Phone Maintenance, Upkeep & Repairs

BRANDS

A - F

AEDILYS Ailun Apple CASEKOO

Case-Mate Caseology Diaclara elago

Elando ESR

G - M

Gear4 GVIEWIN Henpone Humixx

i-Blason ICEDIO JETech LifeProof

LUTTY Mangix MATEPROX Meifigno

CASETiFY CASETiFY iPhone 13 Pro Case - Show Your Colors
Shop CASETiFY >



CASETiFY Impact Case for iPhone 13 Pro - Black Cl...
★★★★☆ 77
prime

CASETiFY Impact Case for iPhone 13 Pro - Sierra B...
★★★★☆ 77
prime

CASETiFY Impact Case for iPhone 13 Pro - Acid Sm...
★★★★☆ 24
prime

Sponsored

RESULTS

Sponsored



TAURI [3 in 1] Defender Designed for iPhone 13 Pro Case 6.1 Inch, with 2 Pack Tempered Glass Screen Protector + 2 Pack Camera Lens Protector [Military Grade Protection] Shockproof Slim Thin
★★★★☆ ~ 4,874
Limited time deal
\$15.29 ~~\$17.99~~
Save 5% with coupon
prime Get it as soon as **Sat, Apr 2**
FREE Shipping on orders over \$25 shipped by Amazon

Sponsored



Mkeke Compatible with iPhone 13 Pro Case, Not Yellowing Shockproof 13 Pro Phone Clear Case with Protective Bumper Slim Cover Fit for iPhone 13 Pro 2021
★★★★☆ ~ 2,606
\$15.99 ~~\$24.99~~
Save 5% with coupon
prime Get it as soon as **Sat, Apr 2**
FREE Shipping on orders over \$25 shipped by Amazon

▶ 站点买家页面介绍 - 2 Introduction of site buyers' profile - 2

[← Back to results](#)



Roll over image to zoom in

TAURI [3 in 1] Defender Designed for iPhone 13 Pro Case 6.1 Inch, with 2 Pack Tempered Glass Screen Protector + 2 Pack Camera Lens Protector [Military Grade Protection] Shockproof Slim Thin

[Visit the TAURI Store](#)

★★★★☆ 4,875 ratings

25 answered questions

Amazon's Choice for "case iphone 13 pro"

Was: \$17.99 Details

With Deal: **\$15.29** Get **Fast, Free Shipping** with Amazon Prime & **FREE Returns**

You Save: \$2.70 (15%)

Coupon: Save an extra 5% when you apply this coupon. [Terms](#)

Get \$50 off instantly: Pay \$0.00 ~~\$15.29~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Extra Savings Promotion Available. 1 Applicable Promotion

Color: **Clear**



Compatible Phone Models iPhone 13 Pro, iPhone 13 Pro 6.1 inch

Brand TAURI

Color Clear

Special Feature Camera Lens Cover, Slim Fit, Military-grade Protection, Anti-yellowing, Screen Protector

Material Tempered Glass, Thermoplastic Polyurethane

About this item

- Material: TAURI Case made of new materials from germany, wrapped in a sophisticated scratch-resistant and anti-yellowing coating ensure the clear case stays new. Good protection while not bulky, impact-absorbing angle structure designed to disperse severe shocks.
- Compatible with Wireless Charger: TAURI Case come with a magnetic ring can be installed according to your preference that will make wireless charger more stable.
- Come with 2 Pack Screen Protector: TAURI Screen protector made with high quality 9H tempered glass protect your phone screen is rigid but ultra-thin, comfortable and sensitive touch make you feel nothing on screen. Hydrophobic and oleo-phobic coating make it anti-fingerprint and dirt-proof, giving you a ultimate bare-screen touch and the best visual feast.

\$15.29

Get **Fast, Free Shipping** with Amazon Prime & **FREE Returns**

FREE delivery Wednesday, April 6 if you spend \$25 on items shipped by Amazon

Or fastest delivery **Saturday, April 2**. Order within 18 hrs 52 mins

Deliver to New York 10010

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by Tauri

Packaging Shows what's inside. T...

Details

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

prime

Enjoy fast, **FREE** delivery, exclusive deals and award-winning movies & TV shows with Prime Try Prime and start saving today with **Fast, FREE Delivery**

Add an Accessory:

ORIBOX Privacy Glass Screen Protector for iPh... **\$9.33**

ORIBOX Glass Screen Protector for iPhone 13 an... **\$10.37**

ORIBOX Glass Screen Protector for iPhone 13 Pr... **\$12.99**

▶ 站点买家页面介绍 - 3 Introduction of site buyers' profile - 3

Buy it with



Total price: \$39.26

Add all three to Cart

FREE Shipping on orders over \$25.00 shipped by Amazon.

Share    

Have one to sell?

Sell on Amazon

 These items are shipped from and sold by different sellers. [Show details](#)

- ✓ **This item:** TAURI [3 in 1] Defender Designed for iPhone 13 Pro Case 6.1 Inch, with 2 Pack Tempered Glass Screen Pr... \$15.29
- ✓ TAURI [3 in 1] Defender Designed for iPhone 13 Case 6.1 Inch, with 2 Pack Tempered Glass Screen Protector + 2 Pac... \$16.99
- ✓ Ailun Glass Screen Protector Compatible for iPhone 13/13 Pro [6.1 Inch] Display 3 Pack Tempered Glass,Case Friendly \$6.98

Products related to this item

Page 1 of 169

Sponsored 



CASEKOO Crystal Clear Designed for iPhone 13 Pro Case, [Not Yellowing] [Military Dr...
★★★★☆ 8,783
\$19.98 ✓prime



CASEKOO Strong Magnetic Clear for iPhone 13 Pro Case [Non Yellowing] [Military...
★★★★☆ 296
\$21.99 ✓prime



JDHDL [3 in 1] Case Compatible for iPhone 13 Pro Max(6.7 inch), with [1 Pack Temper...
★★★★☆ 2
\$13.99 ✓prime



CASEKOO [Upgraded] Clear for iPhone 13 Pro Case, [Not Yellowing] [Anti-Fingerprint]...
★★★★☆ 200
\$21.99 ✓prime



CASEKOO Multi Defender for iPhone 13 Pro Case, [10FT Military Grade Protection], Cl...
★★★★☆ 687
\$18.99 ✓prime



CASEKOO Ultra Power Magnetic for iPhone 13 Pro Case [Compatible with MagSafe] [Mili...
★★★★☆ 43
\$22.98 ✓prime



CASEKOO Multi Armor for iPhone 13 Pro Case, [10 FT Military Drop Protection][Upgrad...
★★★★☆ 2,566
\$21.97 ✓prime



▶ 站点买家页面介绍 - 4 Introduction of site buyers' profile - 4

4 stars and above

Page 1 of 40

Sponsored ⓘ



CASEKOO Crystal Clear
Designed for iPhone 13
Pro Case, [Not
Yellowing] [Military Dr...
★★★★☆ 8,783
\$19.98 ✓prime



CASEKOO Strong
Magnetic Clear for
iPhone 13 Pro Case [Non
Yellowing] [Military...
★★★★☆ 296
\$21.99 ✓prime



CASEKOO [Upgraded]
Clear for iPhone 13 Pro
Case, [Not Yellowing]
[Anti-Fingerprint]...
★★★★☆ 200
\$21.99 ✓prime



CASEKOO Multi
Defender for iPhone 13
Pro Case, [10FT Military
Grade Protection], Cl...
★★★★☆ 687
\$18.99 ✓prime



CASEKOO Multi Armor
for iPhone 13 Pro Case,
[10 FT Military Drop
Protection][Upgrad...
★★★★☆ 2,566
\$21.97 ✓prime



GVIEWIN Case
Compatible with iPhone
13 Pro 6.1 Inch 2021,
Clear Floral TPU...
★★★★☆ 1,915
\$12.99 ✓prime



JRCMDS Crystal Clear
Case Compatible with
iPhone 13 Pro Case, [Not
Yellowing] [Mili...
★★★★☆ 269
\$12.99 ✓prime



▶ 站点买家页面介绍 - 5 Introduction of site buyers' profile - 5

From the brand

TAURI - One invest Full protection. >>>>

Better with TAURI

TAURI has a history of about ten years, we have always kept loving, crazy to stay Competitiveness. We have an excellent designer team, a patient after-sales department and a professional production department, in order to serve our hundreds of millions of customers worldwide.

Innovation

We keep on innovating so as to bring delicate products to satisfy all kinds of needs. Simple, stylish and protection is the goal of our efforts. Our principle is that everyone enjoys the slim beauty of the phone while getting the best smartphone protection.

Special offers and product promotions

- [Clip this coupon](#) to save 5% on this product when you buy from Tauri. [Here's how](#) ∨ (restrictions apply)
- Save 10% on this item when you purchase 1 or more iPhone 13 Pro Screen Protector offered by TAURI. [Here's how](#) ∨ (restrictions apply)

Add both to Cart

▶ 站点买家页面介绍 - 6 Introduction of site buyers' profile - 6

Compare with similar items



This item TAURI [3 in 1] Defender Designed for iPhone 13 Pro Case 6.1 Inch, with 2 Pack Tempered Glass Screen Protector + 2 Pack Camera Lens Protector [Military Grade Protection] Shockproof Slim Thin

Add to Cart



doeboe Compatible with iPhone 13 Pro Case 6.1 inch 2021, Full Body Cover Built-in Tempered Glass Screen Protector Transparent Protective Clear Phone Case, Soft TPU Shockproof Anti-Slip (Black)

Add to Cart



CASEKOO Crystal Clear Designed for iPhone 13 Pro Case, [Not Yellowing] [Military Drop Protection] Shockproof Protective Phone Case 6.1 inch 2021 (Clear)

Add to Cart



TAURI [3 in 1] Defender Designed for 13 Pro Max Case, with 2 Pack Tempered Glass Screen Protector + 2 Pack Camera Lens Protector Shockproof Slim Thin Cover Military Grade Drop Protection 6.7 Inch

#1 Best Seller

Add to Cart



Mkeke Compatible with iPhone 13 Pro Case, Not Yellowing Shockproof 13 Pro Phone Clear Case with Protective Bumper Slim Cover Fit for iPhone 13 Pro 2021

Add to Cart

Customer Rating	★★★★☆ (4875)	★★★★☆ (7)	★★★★☆ (8790)	★★★★☆ (9591)	★★★★☆ (2606)
Price	\$15 ²⁹	\$12 ⁹⁹	\$19 ⁹⁸	\$24 ⁹⁹	\$15 ⁹⁹
Shipping	FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime	FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime	FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime	FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime	FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime
Sold By	Tauri	doeboe	CASEKOO GA	Tauri	Mkeke
Color	Clear	Black	Clear	Crystal Clear	Clear
Compatible Phone Models	iPhone 13 Pro, iPhone 13 Pro 6.1 inch	iPhone 13 Pro	iPhone 13 Pro 2021, iPhone 13 Pro 6.1 inch	iPhone 13 Pro Max, iPhone 13 Pro Max 6.7 inch	iPhone 13 pro, iphone 13 pro 6.1 inch

▶ 站点买家页面介绍 - 7 Introduction of site buyers' profile - 7

Product Description



▶ 站点买家页面介绍 - 8 Introduction of site buyers' profile - 8

Have a question?

Find answers in product info, Q&As, reviews



All

Product Information

Customer Q&A's

Customer Reviews

Item model number **iPhone** 13 Pro

[See 1 matches from product info >](#)

Customer questions & answers

Q: Can it be also used for **iphone 11 pro?**

A: I buy this for my **iPhone** 13.

By [Vivian](#) on March 19, 2022

Q: Will this fit the **iPhone 11Pro Max?**

A: the **iPhone** 11 Pro is 6.1 inches. The **iPhone** 11 Pro max is 6.5 inches.. I love the Tauri case and there may be one that fits your phone. This isn't it

By [R Patzer](#) on December 19, 2021

[See 6 matching Q&A >](#)

▶ 站点买家页面介绍 - 9 Introduction of site buyers' profile - 9

Videos Page 1 of 2

Videos for this product



Customer Review: Best case for iPhone 13pro
Silvia cuervo



iPhone 13 Series installation video
Tauri



iPhone 13 Case video
Tauri



Maintenance and 24hr Round-Clock-Service
Tauri

[Upload your video](#)

Customer questions & answers

🔍 Have a question? Search for answers

▲ 4 votes ▼
Question: Why is "i21p" displayed on the packaging? is it compatible with iphone 13 pro 6.1 inch?
Answer: Dear Customer, Thanks for your question, This Product was designed for iPhone 13 Pro 6.1 inch and the label "i21 P" on the package means iPhone 2021 Pro.
By Tauri **SELLER** on September 19, 2021

▲ 0 votes ▼
Question: How's the sound when you're on speaker? Can the other end hear you well? Some case covers the speakers.
Answer: The speakers are not covered and it is extremely loud also it comes with two screen protectors as well and a camera lens protector I've already dropped my phone and already I'm satisfied with my purchase
By Josh H. on October 8, 2021
✓ See more answers (4)

▲ 0 votes ▼
Question: Does the magnet ring go on the outside or inside of the case?
Answer: I just looked at a bunch of videos from some competitors figured out the ring goes on the outside, there are two peelable protective plastics make sure you pill the one on the front off keep the other one in the inside to a line at my ring unfortunately is bent so it does not stick properly to the back of my case
By Christy Messina on December 13, 2021
✓ See more answers (4)

▲ 0 votes ▼
Question: What is the magnetic ring do? Put it on case and my phone won't charge on any of my wireless chargers
Answer: No
By Eufrasio on March 19, 2022

[See more answered questions \(21\)](#)

▶ 站点买家页面介绍 - 10 Introduction of site buyers' profile - 10

Product information

Package Dimensions	8.03 x 4.17 x 0.75 inches
Item Weight	3.84 ounces
ASIN	B09C5RGZWF
Item model number	iPhone 13 Pro
Customer Reviews	★★★★☆ 4,875 ratings 4.5 out of 5 stars
Best Sellers Rank	#77 in Cell Phones & Accessories (See Top 100 in Cell Phones & Accessories) #3 in Cell Phone Case & Cover Bundles #9 in Cell Phone Basic Cases
Special Features	Camera Lens Cover, Slim Fit, Military-grade Protection, Anti-yellowing, Screen Protector
Other display features	Wireless
Form Factor	Basic Case
Colour	Clear
Manufacturer	TAURI
Date First Available	August 9, 2021

Warranty & Support

Product Warranty: For warranty information about this product, please [click here](#)

Feedback

Would you like to [tell us about a lower price?](#) ▼

▶ 站点买家页面介绍 - 11 Introduction of site buyers' profile - 1

Products related to this item

Sponsored

Page 1 of 170



Product Name	Star Rating	Price
CASEKOO Strong Magnetic Clear for iPhone 13 Pro Case [Non Yellowing] [Military Dr...]	★★★★☆ 296	\$21.99 ✓prime
CASEKOO Crystal Clear Designed for iPhone 13 Pro Case, [Not Yellowing] [Military Dr...]	★★★★☆ 8,783	\$19.98 ✓prime
CASEKOO [Upgraded] Clear for iPhone 13 Pro Case, [Not Yellowing] [Anti-Fingerprint]...	★★★★☆ 200	\$21.99 ✓prime
CASEKOO Multi Defender for iPhone 13 Pro Case, [10FT Military Grade Protection], CL...	★★★★☆ 687	\$18.99 ✓prime
CASEKOO Multi Armor for iPhone 13 Pro Case, [10 FT Military Drop Protection][Upgrad...	★★★★☆ 2,566	\$21.97 ✓prime
CASEKOO Ultra Power Magnetic for iPhone 13 Pro Case [Compatible with MagSafe] [Mili...	★★★★☆ 43	\$22.98 ✓prime
ESR Metal Kickstand Case Compatible with iPhone 13 Pro Case, Patented Two-Way...	★★★★☆ 533	\$18.99 ✓prime

Customer reviews

★★★★☆ 4.5 out of 5

4,875 global ratings

Star Rating	Percentage
5 star	75%
4 star	13%
3 star	6%
2 star	2%
1 star	4%

How are ratings calculated?

By feature

Adhesion	★★★★☆ 4.3
Sturdiness	★★★★☆ 4.2
Value for money	★★★★☆ 4.2

See more

Review this product

Share your thoughts with other customers

Write a customer review

Reviews with images



See all customer images

Read reviews that mention

screen protector | iphone 13 pro | lens protector | camera lens

easy to install | cute stickers | new iphone | tempered glass

magnetic ring | phone case | highly recommend | great value

Top reviews

Top reviews from the United States

Jazzie

★★★★☆ One thing keeps me from being able to fully recommend this product

Reviewed in the United States on September 25, 2021

Color: Clear | **Verified Purchase**

The case is great. The fit is perfect.
The screen protector is great. The fit is perfect.
Instructions on how to install are simple and easy.

▶ 流量入口介绍 Introduction of traffic portal

1. 关键词搜索 Key word searching
2. 广告 Advertisement
3. 秒杀 Seckill
4. Coupon
5. Promotion
6. Best Sellers/New Release/Most Wished for/Gift Ideas
7. Newer Model
8. A+关联推荐 A+ associated recommendations
10. 品牌 Brand
11. 价格区间 Price range
12. Review星级 Review rating
13. 变体信息 (如: 尺码, 颜色)
Variety information (size, color etc.)

▶ 流量入口介绍 Introduction of traffic portal - Best Sellers

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Water Bottles

#1



Iron Flask Sports Water Bottle - 14 Oz, 3 Lids (Straw Lid), Leak Proof, Vacuum Insulated Stainless Steel, Double Walled, Thermo Mug,...

★★★★★ 91,119

\$17.95 - \$47.00

#2



Pogo BPA-Free Plastic Water Bottle with Chug Lid

★★★★★ 2,461

\$7.99 - \$21.10

#3



HYDRO CELL Stainless Steel Water Bottle w/ Straw & Wide Mouth Lids (64oz 40oz 32oz 24oz 18oz 14oz) - Keeps Liquids Perfectly H...

★★★★★ 44,587

\$12.74 - \$24.64

#4



Hydro Flask Wide Mouth Straw Lid - Stainless Steel Reusable Water Bottle - Vacuum Insulated

★★★★★ 28,580

\$39.95 - \$119.97

#5



Hydro Flask Wide Mouth Flex Cap Bottle - Stainless Steel Reusable Water Bottle - Vacuum Insulated

★★★★★ 20,333

\$24.26 - \$119.97

#6



#7



#8



#9



#10



- Any Department
- Sports & Outdoors
 - Accessories
 - Anti-Chafing Products
 - Ball Storage
 - Car Racks & Carriers
 - Casual Daypacks
 - Coach & Referee Gear
 - Electronics & Gadgets
 - Field, Court & Rink Equipment
 - Gear Repair Equipment
 - Gym Bags
 - Inflation Devices & Accessories
 - Memorabilia Display & Storage
 - Paracord
 - Reflective Gear
 - Sports Sunglasses
 - Sports Water Bottle Accessories
 - Sports Water Bottles**
 - Trophies, Medals & Awards

▶ 流量入口介绍 Introduction of traffic portal- NR MWF GI

#6



Nalgene Wide Mouth Water Bottle
★★★★★ 48,713
\$7.05 - \$29.95

#7



Simple Modern 1 Gallon Water Bottle with Push Button Silicone Straw Lid & Motivational Measurement Markers | Large Reusable Water Bottle
★★★★★ 163
\$13.99 - \$32.99

#8



CamelBak eddy Kids BPA Free Water Bottle
★★★★☆ 43,059
\$12.63 - \$39.99

#9



Thermoflask Double Stainless Steel Insulated Water Bottle with Two Lids, 18 Ounce, Black
★★★★★ 36,384
\$17.00 - \$89.00

#10



Hydro Flask Standard Mouth Flex Cap | Stainless Steel Reusable Water Bottle - Vacuum Insulated
★★★★★ 23,230
\$23.94 - \$59.99



New Releases
in Water Bottles



Most Wished For
in Water Bottles



Gift Ideas
in Water Bottles



一、买家视角
Buyer perspective

1. 买家页面
Buyer page

2. 流量入口
Traffic portal

05

产品开发
Products
Development

1

选品的思路
Product Selection Considerations

2

选品的步骤
Product Selection Process

▶ 选品的思路 - 1 Product selection consideration - 1

思路1: Consideration 1:

判断一个产品是否可以做 Whether a product can be chosen

- 1.) 市场足够大 (需求量足够大) Huge market (enough demand)
- 2.) 竞争足够小 (利润足够好) Little competition (enough profit)

▶选品的思路 - 1 测试购买法 Product selection consideration - Test Buy - 1

◀ Back to results



Roll over image to zoom in

Nalgene Sustain Tritan BPA-Free Water Bottle Made with Material Derived from 50% Plastic Waste, 32 OZ, Wide Mouth

Visit the Nalgene Store

★★★★★ 4,403 ratings | 31 answered questions

Amazon's Choice in Water Bottles by Nalgene

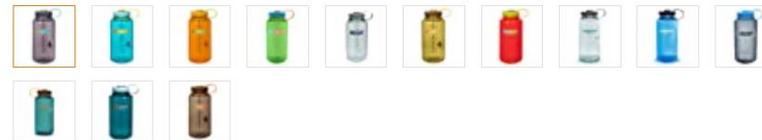
\$15³⁸

Get Fast, Free Shipping with Amazon Prime & FREE Returns

Get \$50 off instantly: Pay \$0.00 \$15.38 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: **Aubergine**



Material	Plastic
Brand	Nalgene
Capacity	1 Liters
Special Feature	Lightweight

\$15³⁸

Get Fast, Free Shipping with Amazon Prime & FREE Returns

FREE delivery **Wednesday, April 6** if you spend \$25 on items shipped by Amazon

Or fastest delivery **Saturday, April 2**. Order within 18 hrs 16 mins

Deliver to New York 10010

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon.com
Sold by Amazon.com

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

prime

▶选品的思路 - 1 测试购买法 Product selection consideration - Test Buy - 2



✓ **Added to Cart**

Color: Aubergine

Cart subtotal (1 item): **\$15.38**

Proceed to checkout

Go to Cart

For best experience [sign in to your account](#)

Shopping Cart

⚠ This seller has only **530** of these available. To see if more are available from another seller, go to the [product detail page](#).



Nalgene Sustain Tritan BPA-Free Water Bottle Made with Material Derived from 50% Plastic Waste, 32 OZ, Wide Mouth

Price

\$15.38

In Stock

Eligible for FREE Shipping & FREE Returns

This is a gift [Learn more](#)

Color: Aubergine

530

Delete

Save for later

Compare with similar items

Subtotal (530 items): **\$8,151.40**

►选品的思路 - 1 软件测试

Product selection consideration - 1 software test

付费软件: Payed software

<https://www.junglescout.com>

Jungle Scout PRO EXTENSION												
Average Monthly Sales		Average Sales Rank		Average Price		Average Reviews			Opportunity Score <i>i</i>			
102		80,382		\$12.97		15			6 Low Demand with low competition			
#	Add	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller	LQS
1	+	Laoganma (Lao Gan Ma) Chilisauc...	Lao Gan Ma	\$14.24	Grocery & ...	#9,748	277	\$3,944	26	4	FBA	3
2	+	Lao Gan Ma Spicy Chili Crisp (Chil...	Lao Gan Ma	\$10.99	Grocery & ...	#50,136	38	\$418	7	4.5	FBM	4
X	+	Chili in Oil (Chili Oil Sauce) - 7.41...	Lao Gan Ma	\$7.11	Grocery & ...	#35,458	62	\$441	14	3	FBA	2
4	+	Black Bean Sauce (Black Bean in ...	Lao Gan Ma	\$17.30	Grocery & ...	#25,900	96	\$1,661	20	4.5	FBA	3
5	+	Lao Gan Ma Chili sauce Bundle 3 ...	NineChef	\$17.99	Grocery & ...	#70,366	18	\$324	6	4	FBA	6
6	+	Lao Gan Ma Laoganma Fried Chili...	Lao Gan Ma	\$17.96	Grocery & ...	#94,054	6	\$108	5	4	FBA	3
7	+	Lao Gan Ma Triple Spices Hot Chi...	LAOGANMA...	\$11.99	Grocery & ...	#178,260	< 5	< \$60	3	3	FBA	3
8	+	Laoganma Fried Chili in Oil 7.41oz...	Lao Gan Ma	\$14.95	Grocery & ...	#54,146	34	\$508	9	4	FBA	3
9	+	Lao Gan Ma Spicy Chili Crisp Hot ...	Lao Gan Ma	\$16.99	Grocery & ...	#32,278	71	\$1,206	1	2	FBA	6

▶ 选品的思路 - 2 Product selection consideration - 2

思路2: Consideration 2:

分析产品的优缺点 pros and cons of the product

1.) 产品的优点 Pros of the product

2.) 产品的缺点, 尤其是买家急需改进的点

Cons of the product, especially those that buyers need to improve urgently

No.	Pros	Quantity	Cons	Quantity	Others
1	Easy to install	30	Bad Smell	40	Hope it comes with a strap to carry
2	Easy to clean	40	button broke after having it for three	30	
3	I am drinking water more	50	It can leak	20	

▶ 产品开发的步骤 Product development process

1. 找准关键词 Pinpoint keywords
2. 分析竞争对手 Analyze competitors
3. 分析自己的产品 Analyze your own products



一、产品开发 Product development

1. 思路 Consideration

2. 步骤 Process

06

Listing的打造 Building Listing

1

常用编码的定义
Definition of Common Codings

2

Listing的八大要素
Eight Elements of Listing

3

Listing上传的步骤
Steps of Uploading

4

分类审核
Categorized Approval

► 常用编码的定义 Definitions of Common Codings

1. UPC/EAN: 产品编码, 上传产品使用 如: 7950639005829

Product code, used for uploading the product, such as 7950639005829

购买官网/The official website of the purchase: <https://www.barcodestalk.com/>

编码中心/Coding Center: <http://www.ancc.org.cn/>

2. ASIN : 产品的身份证号, 唯一性 如: B012CODTUO

Product ID number, unique, such as B012CODTUO

3. SKU : 产品的编号, 自己命名 如: Sally00-Z01

Product number, name it yourself such as: Sally00-Z01

4. FNSKU: 产品在亚马逊仓库的编号 如: X000GRUH38

The serial number of the product in Amazon's warehouse, such as: X000GRUH38

▶ Listing八大要素 Eight elements of Listing

1. 关键词 Keywords
2. 标题 Title
3. 图片 Picture
4. 五点描述 Bullet points description
5. 详细描述 Detailed description
6. A+
7. Q & A
8. Review

▶ Listing八大要素 - 关键词 Eight elements of Listing-Keywords

用处： 标题, 图片, Search Terms, 描述, Q&A, Review

Uses: Title, Image, Search Terms, Description, Q&A, Review

1. 搜索框的结果 Search box results
2. Review
3. 同行标题 Peer Title
5. 后台报告 (广告, 品牌) Background reporting (advertising, branding)
4. 站外资源 Off-site resources
5. 相关工具 Related tools

▶ Listing 八大要素 - 标题 Eight elements of Listing-Title

1.商品名称应简洁。我们建议商品名称少于 80 个字符。

The product name should be concise. Less than 80 characters of product names is recommended .

2. 请勿全部使用大写字母。

Do not use all capital letters.

3. 标题里面每个单词的首字母大写（介词,连词和冠词除外）

Capitalize the first letter of each word in the title (except prepositions, conjunctions and articles)

4. 使用数字： [2] ， 而不是 [two]

Use numbers: [2] instead of [two]

► Listing 八大要素 - 标题 Eight elements of Listing-Title

5. 请勿使用非语言 ASCII 字符, 如 Æ, ©, or ®。

Do not use non-linguistic ASCII characters such as Æ, ©, or ®.

6. 商品名称应仅包含识别商品所需的最少信息。

Product names should contain only the minimum information necessary to identify the product.

7. 请勿使用主观性评价用语, 如 [Hot Item] 或 [Best Seller]

Do not use subjective evaluation terms such as [Hot Item] or [Best Seller]

8. 商品名称可以包含必要的标点符号, 如连字符 (-)、正斜杠 (/)、逗号 (,)、和号 (&) 和句点 (.)。

Product names may contain necessary punctuation such as hyphens (-), forward slashes (/), commas (,), ampersands (&), and periods (.).

► Listing 八大要素 - 图片 Eight elements of Listing-Pictures

1. 商品形象必须占据图片区域中 85% 或以上的面积。

The product picture must occupy 85% or more of the image area.

2. 最长边的分辨率最好不小于 1600 像素，最大不超过10,000 像素。

The resolution of the longest side should preferably not be less than 1600 pixels, and the maximum should not exceed 10,000 pixels.

3. 图片必须采用 JPEG (.jpg 或 .jpeg) 、TIFF (.tif)、PNG (.png) 或 GIF (.gif) 文件格式（不支持动图）。

Pictures must be in JPEG (.jpg or .jpeg), TIFF (.tif), PNG (.png) or GIF (.gif) file format (motion graphs are not supported).

4. 图片不得包含裸体或有性暗示意味。不得在真人模特上展示儿童、婴幼儿的紧身连衣裤、内衣和泳衣。

Pictures must not contain nudity or sexual implication. Bodysuits, underwear and swimsuits for children, infants and toddlers should not be displayed on live models.

► Listing 八大要素 - 图片 Eight elements of Listing-Pictures

5. 图片不得包含任何亚马逊徽标或商标、亚马逊徽标或商标的变体，或者任何容易让人混淆的与亚马逊徽标或商标相似的内容。

The picture must not contain any Amazon logo or trademark, variations of the Amazon logo or trademark, or anything that is confusingly similar to the Amazon logo or trademark.

6. 图片不得包含亚马逊商城使用的任何标记、标记的变体、任何容易让人混淆的与标记相似的内容。这包括但不限于“Amazon's Choice”、“优质的选择”、“Amazon Alexa”、“与 Alexa 合作”、“畅销商品”或“热卖商品”。

The picture must not contain any of the marks used in the Amazon marketplace, variations of the marks, or anything that is confusingly similar to the marks. This includes, but is not limited to, "Amazon's Choice," "Premium Choice," "Amazon Alexa," "Work with Alexa," "Best Sellers," or something like this

► Listing 八大要素 - 图片 - 主图1

Eight elements of Listing-Pictures -main picture 1

1. 主图片必须采用纯白色背景（RGB 色值为 255、255、255）

The main picture must have a pure white background (RGB color value 255, 255, 255)

2. 主图片必须是实际商品的专业照片（不得是图形、插图、实物模型或占位图片），不得展示无关配件或可能令买家产生困惑的道具。

The main picture must be a professional picture of the actual product (no graphics, illustrations, mock-ups, or placeholder images), and must not show extraneous accessories or props that may confuse buyers.

3. 主图片内的商品形象上方或背景中不得有文字、徽标、边框、色块、水印或其他图形。

There must be no text, logos, borders, color blocks, watermarks or other graphics above or in the background of the product picture in the main picture.

► Listing 八大要素 - 图片 - 主图1

Eight elements of Listing-Pictures -main picture 1

4. 主图片不得包含单个商品的多角度视图。

The main picture must not contain a multi-angle view of a single item.

5. 主图片展示的商品必须去除外包装

The product displayed in the main picture must be removed from the outer packaging.

6. 主图片不得展示处于坐姿、跪姿、靠姿或卧姿的真人模特，但可以使用辅助技术（轮椅和修复器等）展示各种物理移动设备。

The main picture should not show a live mannequin in a sitting, kneeling, leaning or lying position, but may show various physical mobility devices using assistive technology (wheelchairs, prosthetics, etc.).

7. 多件装服装商品和配饰的主图片必须采用平铺拍摄（不使用模特）。

► Listing 八大要素 - 图片 - 主图 2

Eight elements of Listing-Pictures -main picture 2

8. 无论人体模型是何种外观（透明、纯色、肉色、框架或衣架），服装配饰的主图片均不得展示人体模型的任何部位。

Regardless of the appearance of the mannequin (clear, solid, flesh-colored, framed, or hanger), the main picture for clothing accessories must not show any part of the mannequin.

9. 女装和男装的主图片必须在真人模特上展示商品。

Main pictures for women's and men's clothing must show the goods on a live model.

10. 儿童和婴幼儿服装的所有图片必须采用平铺拍摄（不使用模特）。

All images of children's and infant clothing must be taken flat (without models).

11. 鞋靴主图片必须展示单只鞋靴，呈 45 度角朝左摆放。

The main shoe image must show a single shoe, facing left at a 45 degree angle.

▶ Listing 八大要素 - 五点描述 - 目的 Eight elements of Listing-Bullet points - purpose

目的 Purposes:

1. 买家通过阅读Bullet Points, 可以更好的了解这个产品, 看看是否可以提升他们的生活品质。

By reading Bullet Points, buyers can better understand this product and see if it can improve their quality of life.

2. 引起买家购买的兴趣

Generate interest from buyers

► Listing 八大要素 - 五点描述 - 写法建议

Eight elements of Listing-Bullet Points-Writing suggestion

建议:

1. 核心点全大写
2. 简单, 短
3. 插入关键词
4. 写出买家关心的点
5. 场景化
6. 有保障条款
7. 巧用小符号

Suggestions:

1. All core points be capitalized
2. Simple, short
3. Insert keywords
4. Write down what the buyer cares about
5. Scenarios
6. Guarantee clause
7. Use small icons

► Listing 八大要素 - 五点描述 - 示例 1

Eight elements of Listing-Bullet Points-Example 1

简洁明了 Concise

- **Multiple Protections:** Non-slip Rubber Grip Cradles of the Bicycle Phone Mount Secures Your Device All-around to Guard Against Any Accidental Falls. Protect Your Device on Your next Thrilling Bicycle Journey Perfectly
- **Easy to Install and Remove:** Screw the Flipper to Hold Firmly and Remove the Bike Phone Mount Easily by Hand
- **Compatible for Most Devices:** As Wide as 1.97-3.94 Inches; This Phone Holder Frees Your Hands up so You Do Not Miss Any Fun on the Exciting Ride
- **Rotatable by 360 Degrees:** It Presents the Best Viewing Angle on Bike Handlebars Ranging from 18 - 40mm (0.71 - 1.57in) in Diameter
- **Practical and Useful:** Keeps Your Device Within Reach Anytime; Simple Push on the Button to Instantly Release Your Phone

► Listing 八大要素 - 五点描述 - 示例 2

Eight elements of Listing-Bullet Points-Example 2

- **AERATE YOUR WINE TO PERFECTION INSTANTLY** - The Vintorio Wine Aerator Pourer has a large aerating chamber and air intake system that utilizes the Bernoulli Effect to infuse your wine with the OPTIMAL amount of oxygen. Double the value of your wine by simply pouring yourself a glass!
- **KEEP YOUR TABLECLOTH SAFE FROM WINE STAINS** - The rubber stopper is tapered and ribbed to create a leak-free seal for wine bottles of all sizes and the acrylic pour spout is notched and ergonomically slanted for easy drip-less pouring. The aerator can be disassembled and run under water for effortless cleaning.
- **ELEGANTLY DESIGNED AND MADE WITH QUALITY MATERIALS** - The Vintorio Aerating Pourer is manufactured with high quality FDA approved materials. Its elegant design will add a level of refinement to your wine drinking experience and is the perfect gift for wine lovers.
- **SEE WHAT OUR CUSTOMERS HAVE TO SAY** - "This product needs to be in every household in the world... I was really blown away by quality demonstrated in every facet of the product. I cannot drink wine anymore without the Vintorio Aerator."- Edward "It made a \$12 bottle of red wine taste like \$25 bottle of wine :)" - sm354
- **LIFETIME MANUFACTURER'S GUARANTEE** - To prove how confident we are in our product, we offer a lifetime money back guarantee with every purchase! If you are not completely satisfied with your aerator, we will refund your purchase with no exception! The Vintorio Aerator Pourer is On Sale for a Limited Time Only! Click the Add to Cart Button Now! (*Beware of counterfeit products, Vintorio is the SOLE distributor of the Vintorio Wine Aerator Pourer)

顾客说"，终身质保

SEE WHAT OUR CUSTOMERS HAVE TO
SAY LIFETIME MANUFACTURER'S GUARANTEE

► Listing 八大要素 - 五点描述 - 示例 3

Eight elements of Listing-Bullet Points-Example 3

- DAYTIME NOTICEABLE TECHNOLOGY - Be visible when it matters the most. Did you know 75% of cycling accidents happen in daylight? The GATOR 320 AAA features the latest technology to keep you visible NOT ONLY at night but also at daytime. It produces an extraordinarily wide-beamed of light which is eye-catching from all angles. Keeping you and your LOVED ONES SAFE at all times!
- SUPER BRIGHT & LONG BATTERY LIFE - Generates a powerful beam illuminating your path at night and uses the latest technology to keep you visible during broad daylight. See the obstacles on the roadway, and be seen by other drivers. Three AAA batteries provides up to 48 hours of runtime . (Batteries not included)
- FREE TAIL LIGHT INCLUDED – Comes with both a headlight and a tail light (FREE FOR A LIMITED TIME) making your bicycle stand out with unmatched 360° visibility so you and your loved ones are safer in any low light conditions. Instantly improve your visibility & safety with our Ultra Bright LED bike light. You will be shocked and amazed at how bright it is! HURRY, Click the ADD TO CART Button Now!
- VERSATILE, MORE THAN A BIKE LIGHT - Can be used as an emergency flashlight, keep it inside your car, basement, attic, and emergency kit. Use it when you're running, jogging, hiking, camping, walking your dog, cycling, changing a tire, night time family/kids activities, power outage and MORE! Enjoy enhanced visibility and comfort knowing you'll be safe and secure at any time of the day. GET YOURS TODAY!
- ORDER NOW WITH NO RISK! 100% SATISFACTION GUARANTEE – The Gator 320 AAA is the BEST SELLER on Amazon for a reason! BEWARE OF CHEAP IMITATIONS. Only Gator 320 AAA sold by BLITZU (and Fulfilled by Amazon) are guaranteed to be the top quality, with excellent customer service. Keep one set for yourself and share one with a friend or family member. Every light purchase comes with a ONE-YEAR HASSLE-FREE WARRANTY and friendly customer service provided by BLITZU, Proud to be a USA Manufacturer.

小符号 Small icons

▶ Listing 八大要素 - 详细描述 - 示例 Eight elements of Listing-Description-Example

Product description

Size:3-Pack 150W Equal | Color:Warm White 3000k

No warm-up time:

When you flip the switch, it lights up instantly with a full 2300 lumens of high brightness and a stable, soft white color.

Pleasant on your eyes:

Flicker-free lighting for eye care, warm white 3000K to give off warm and comfortable everyday light without harsh glares, and CRI80+ to provide true color temperature experience, all are pleasant on your eyes.

Soft Warm White Color 3000 Kelvin:

If you like soft and inviting light in your home or workspace, then this bulb's 3000K warm white color is just right for you.

Widely application:

Standard A21 shape with E26 base, warm white 3000K, perfect bulb design without harsh glares and shadows, and true high efficiency 2300lm, ideal for your home, office, hotel, market, store, garage etc.

Long lifetime and 2 years warranty:

Long lifespan of 15,000 hours (14 years) - compared to just 1,000 hours (about 1 year) for a traditional incandescent or CFL bulb, reduce your re-lamp frequency.

Certifications and suitability:

UL listed for avoiding electrical shock and fire hazard

FCC and RoHS certifications

Suitable for damp locations

Non dimmable, not 3 way bulbs

Not compatible with photo controls, occupancy sensors, or timing devices

Not for use in totally enclosed luminaires

Ideal for both indoor and protected outdoor fixtures.

For reference:

20W LED = 150W - 200W incandescent light bulb = 40W - 42W compact fluorescent light bulb CFL

Notice: As with bulbs, turn power off before inspection, installation or removal.

▶ Listing 八大要素 - A+ 要点 Eight elements of Listing-A+

1. 体现出产品卖点 Demonstrate the selling points of the product
2. 选好模板 Select a template carefully
3. 搜集竞争对手的内容 Collect competitors' content

► Listing 八大要素 - A+ 示例版块
Eight elements of Listing-A+example section

使用方法 Instructions



How to use?

Step 1:

Clamp the can with gears and blades;



Step 1



Step 2



Step 3



Tips

► Listing 八大要素 - A+ 示例版块 2
Eight elements of Listing-A+example section2

产品款式展示 Product style display



► Listing 八大要素 - A+ 示例版块 3
 Eight elements of Listing-A+example section 3

产品对比 Products Comparison



LEFUN 720p Camera



LEFUN 1080p Camera



LEFUN 1536p Camera



LEFUN 1920P Camera

	LEFUN 720p Camera	LEFUN 1080p Camera	LEFUN 1536p Camera	LEFUN 1920P Camera
HD Resolution	720P	1080P	1536P	1920P
Remote View Control	Pan / Tilt / Digital Zoom	Pan / Tilt / Digital Zoom	Pan / Tilt / Digital Zoom	Pan / Tilt / Digital Zoom
Additional Feature	Motion detection/Two way audio/Night vision	Motion detection/Sound detection/Face detection/Two way audio/Night vision	Motion detection/Sound detection/Face detection/Two way audio/Night vision	Motion detection/Sound detection/Face detection/Two way audio/Night vision/Deterrent Alarm
App Compatibility	Android / iOS / Windows	Android / iOS / Windows	Android / iOS / Windows	Android / iOS / Windows
Sound Detection	X	✓	✓	✓
Motion Tracking	X	✓	✓	✓

► Listing 八大要素 - A+ 示例版块 4 Eight elements of Listing-A+example section 4

产品卖点 Product' selling points



1080P High Definition & AI Human Detection

1080P high definition live view & AI human detection with message push: Optional AI human detection is available. The human detection can intelligently identify human in the video, and only detects human, decreasing the false alarms triggered by flying birds, fallen leaves or other objects. When it detects human's moving, alert notification will be pushed by your app, email or your FTP.



One-button Call & 2-Way Audio

Support one-button call. Families can make a phone call to your app via the button on the top of the camera. You can easily contact your baby/families in a few seconds without extra fees. Perfect for children or elder care.

2-way Audio enables you to talk with your families at any time by app without delay.



Wide View Angle

103 degree view angle also allows you to monitor larger space and details in your home.

With the mount for Foscam baby monitor X1, you can see all the wonderful moments from your baby.



Baby Monitor with Mount & Night Vision

9 infrared LEDs lets you watch your baby clearly even in the dark without disturbance. The flexible baby monitor mount made of aluminum alloys and with 360° rotating bracket head allows you to bend and rotate it easily to adjust various angles to get the perfect view of your infant.

► Listing 八大要素 - A+ 示例版块 5
Eight elements of Listing-A+example section 5

包装清单 Package



Foscam Baby Monitor with Mount

Foscam flexible baby monitor with mount is made of aluminum alloys and with 360° rotating bracket head. It's easy to bend and rotate it and position the baby monitor at the ideal distance and angle for convenient viewing.

Works with Alexa by APP & Firmware Upgraded. Just free you hands with voice command to your Echo Show to watch live streaming now and you can control the Foscam cameras anytime, anywhere.

What's in the package:

- 1x Foscam Baby Monitor X1
- 1x Mount
- 1x Baseplate of Mount
- 1x Power Adapter & Line
- 1x Ethernet Cable
- 1x Quick Setup Guide
- 1x Screw Bag

► Listing 八大要素 - Q&A Eight elements of Listing-Q&A

1. 可以放什么内容? What?
2. 注意事项? Notes
3. 怎么做? How

Customer questions & answers

🔍 Have a question? Search for answers

▲
0
votes

Question: Will this water bottle fit in car cup holders?
Answer: Yes it will fit in most cup holders
By KickFlipThriffs [SELLER](#) on June 23, 2021
▼ See more answers (3)

▲
0
votes

Question: Where is it made?
Answer: Plastic
By Amazon Customer on August 8, 2021

▲
0
votes

Question: Does the top screw off to accommodate ice cubes?
Answer: yes
By GoalSports [SELLER](#) on October 22, 2021
▼ See more answers (2)

▲
0
votes

Question: How do I get rid of the intense plasticity taste/smell?? Ive washed multiple times. Its getting the best of me.
Answer: My bottle didn't come with a plastic smell.
By jaymillz on March 23, 2021
▼ See more answers (1)

See more answered questions (7)

► Listing 八大要素 - Review - 买家页显示 Eight elements of Listing-Review -customer image

Baby Nasal Aspirator - Electric Nose Suction for Baby - Automatic Booger Sucker for Infants - Battery Powered Spot Sucker Mucus Remover for Kids Toddlers

by Watolt



1,620 ratings

29 answered questions

Customer reviews

★★★★☆ 4.5 out of 5

1,619 customer ratings



By feature



See more

Review this product

Share your thoughts with other customers

Write a customer review

Customer images



See all customer images

1,426 customer reviews

Top Reviews

Catherine S.

★★★★★ It suctions really well has lights and sounds

April 27, 2019

Color: Blue | Verified Purchase

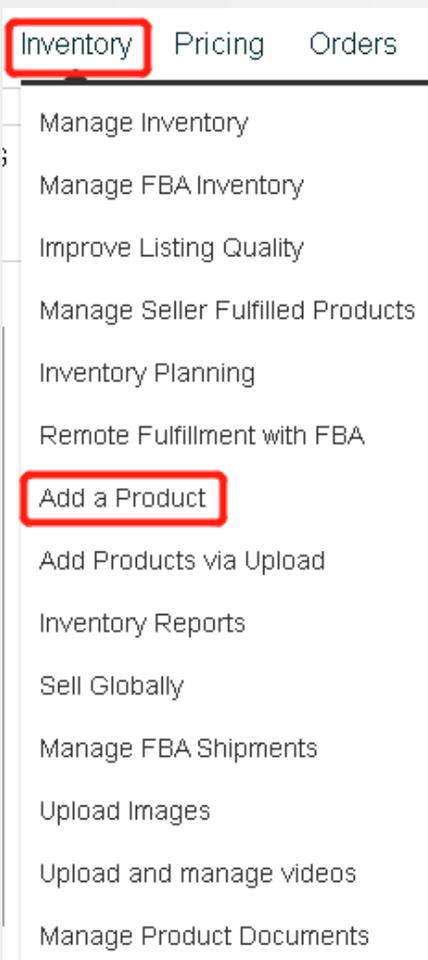
The music and flashing lights had my 9m old's attention as soon as I turned it on. I actually got to suction his nose without squirming and tears. I had purchased another brand before and returned it as I could hold it to my hand and not feel suction. The three ways to increase suction is what really attracted me to this product and I could tell right away it was working. Would definitely recommend to another mom.



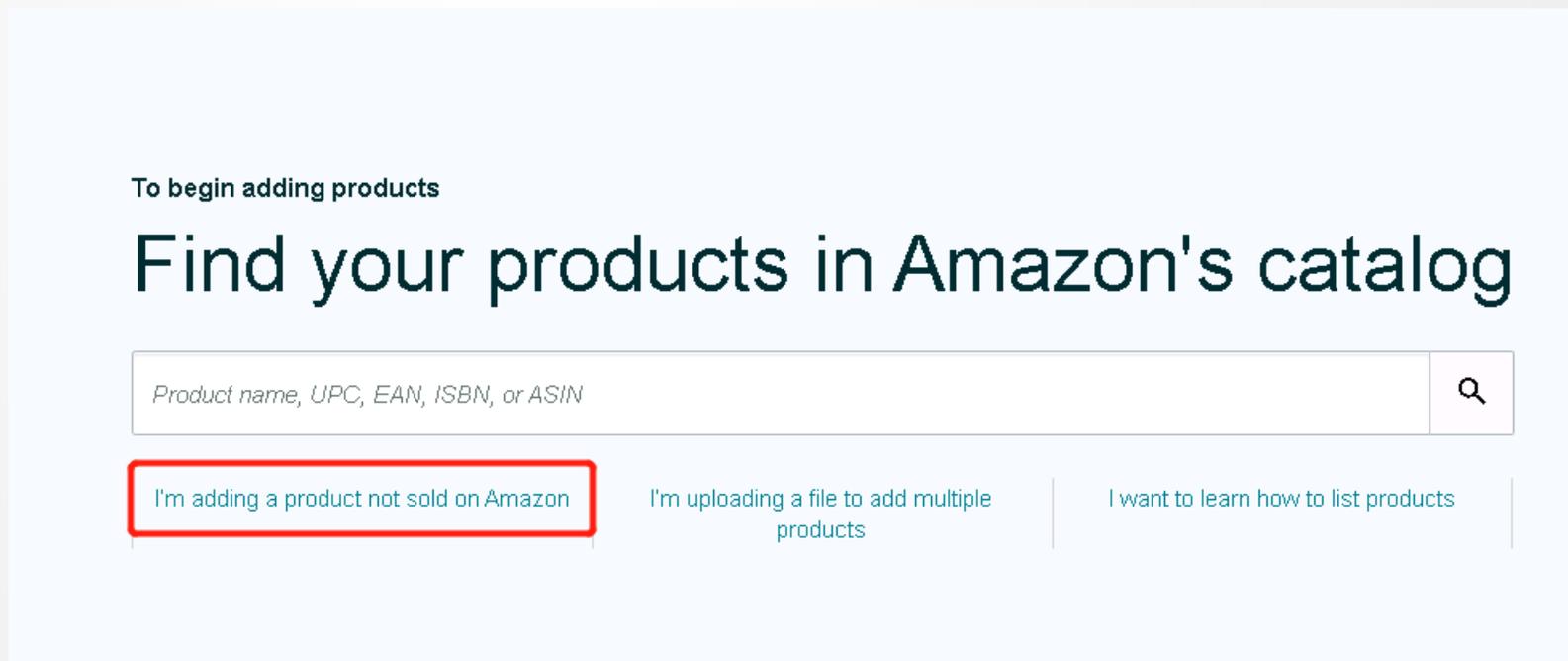
▶ Listing 八大要素 - 总结 Eight elements of Listing-Review - summary

1. 关键词 Keywords
2. 标题 Title
3. 图片 Picture
4. 五点描述 Bullet Points
5. 详细描述 Description
6. A+
7. Q & A
8. Review

► Listing 上传步骤 - 1 Listing process - 1



Step1. 路径 Pathway



► Listing 上传步骤 - 2 Listing process - 2

Select a product type

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. [See if your product already exists on Amazon.](#)

Favorites

You haven't added any favorite categories yet.

Search

[What is a Product Type?](#)



Browse

[What is a Product Type?](#)

Select a category

- ☆ Appliances >
- ☆ Arts, Crafts & Sewing >
- ☆ Automotive >
- ☆ Baby Products >
- ☆ Beauty & Personal Care >
- ☆ Books >
- ☆ CDs & Vinyl >
- ☆ Cell Phones & Accessories >
- ☆ Clothing, Shoes & Jewelry >
- ☆ Collectibles & Fine Art >

Step2. 查找类目 Search for the category

► Listing 上传步骤 - 3 Listing process - 3

What is a Product Type?

Step3. 确定类目

Select the product type

Search

Bottle

18 matching categories found

- ☆ **Product Type:** BOTTLE
Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > Water Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Sports & Outdoors > Outdoor Recreation > Accessories > Sports Water Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Sports & Outdoors > Outdoor Recreation > Camping & Hiking > Hydration & Filtration > Water Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles [Select](#)
- ☆ **Product Type:** BABY BOTTLE
Baby Products > Feeding > Bottle-Feeding > Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > Sports Nutrition Shaker Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Health & Household > Diet & Sports Nutrition > Sports Nutrition > Shaker Bottles [Select](#)
- ☆ **Product Type:** BOTTLE
Health & Household > Diet & Sports Nutrition > Weight Loss > Supplements > Supplements Shakers [Select](#)
- ☆ **Product Type:** COFFEE
Grocery & Gourmet Food > Beverages > Bottled Beverages, Water & Drink Mixes > Cold-Brew Coffee & Concentrate [Select](#)

Listing 上传步骤 - 上传页面 - 简易版

Listing process - uploading page - express edition

Vital Info Variations Offer Images

Listing Language English More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Variations ? Does the product have variations? Yes No

Product ID ? ? 🔒
Once submitted, this field cannot be changed

*** Product Name** ?

*** Brand Name** ?
 This product does not have a brand name [Learn more about brand name policy](#)
To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

*** Manufacturer** ?

*** Unit Count** ?

*** Unit Count Type** ?

Cancel Save and finish

Listing 上传步骤 - 上传页面 - 详细版

Listing process - uploading page - detailed version

Vital Info Variations Offer Compliance Images Description Keywords More Details

Listing Language English More attributes

[Sports & Outdoors](#) > [Sports & Outdoor Recreation Accessories](#) > [Sports Water Bottles](#)

When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Variations Does the product have variations? Yes No

Product ID

Once submitted, this field cannot be changed

*** Product Name**

*** Brand Name**

This product does not have a brand name [Learn more about brand name policy](#)

To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

*** Manufacturer**

*** Unit Count**

*** Unit Count Type**

Size

Size Map

Color

► Listing 上传步骤 - 4 Listing process - 4

Vital Info Variations **!** Offer Compliance Images Description Keywords More Details

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Variations **?** Does the product have variations? Yes No

Product ID **?**
Once submitted, this field cannot be changed

*** Product Name** **?**

*** Brand Name** **?**
 This product does not have a brand name [Learn more about brand name policy](#)
To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

*** Manufacturer** **?**

*** Unit Count** **?**

*** Unit Count Type** **?**

Size **?**

Size Map **?**

Color **?**

Color Map **?**

Step 4. Product name(Title), Brand name, Manufacturer, Unit Count, Unit Count Type

原则：打星号的一定要填，没打星号的根据产品情况填。 Principle: mandatory fields have a asterisk (*); optional fields should be entered based on actual conditions

► Listing 上传步骤 - 5 Listing process - 5

Step 5. Variations, 非必填, 产品有变体就填 (稍后演示)

Variation, optional, enter if the product has variations (present later)

Vital Info **Variations** Offer Compliance Images Description Keywords More Details

Listing Language ? English ▼ More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Choose Variation type:

Style Name Design Color Size Material Type Item Display Weight Package Quantity

Cancel Save and finish

Listing 上传步骤 - 6 Listing process - 6

Step 6. SKU, Price, Condition

Vital Info Variations **Offer** Compliance Images Description Keywords More Details

Listing Language English More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

You have the option to save as inactive now and add its offer back in later.
 Let me skip the offer data and add it later.

Seller SKU ABC-123 Once submitted, this field cannot be changed

Product Tax Code A_GEN_NOTAX

Shipping-Template Migrated Template

*** Standard Price** USD\$ 19.99

Sale Price USD\$ Ex: 50.00

Sale Start Date MM/DD/YYYY

Sale End Date MM/DD/YYYY

List Price USD\$ Ex: 50.00

*** Quantity** 100

*** Condition** New Once submitted, this field cannot be changed

Condition Note Dust cover missing. Some scratches on the front.

Max Order Quantity 5

Handling Time 5

Offering Can Be Gift Messaged -Select-

Is Gift Wrap Available -Select-

Offer Start Date MM/DD/YYYY

Restock Date MM/DD/YYYY

Fulfillment Channel

- I will ship this item myself (Merchant Fulfilled)
- Amazon will ship and provide customer service (Fulfilled by Amazon)

► Listing 上传步骤 - 7 Listing process - 7

Vital Info Variations Offer **Compliance** Images Description Keywords More Details

Listing Language English More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sp

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Please provide the Executive Number (EO) required for sale into California. ?

legal_compliance_certification_date_of_issue

Please provide the expiration date of the EO Number. ?

Regulatory Organization Name ?

legal_compliance_certification_status

Legal Compliance Certification ?

legal_compliance_certification_geographic_jurisdiction

Step 7. 非必填, 与产品符合就填

Optional, enter if it suits your product

► Listing 上传步骤 - 8 Listing process - 8

Vital Info Variations Offer Compliance **Images** Description Keywords More Details

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Your image recommendations

Upload your recommendations for product images.

See image guidelines ▶

+ Upload multiple files or drag and drop 1 or more files below.

Uploaded: 0 of 9 images. Maximum 9 images are allowed. You can arrange the order after uploading.

 Upload	 Upload	 Upload	 Upload
MAIN			
 Upload	 Upload	 Upload	 Upload
 Upload			

Step 8. 上传图片 Upload images

► Listing 上传步骤 - 9 Listing process - 9

Vital Info Variations Offer Compliance Images **Description** Keywords More Details

Listing Language English More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

i When multiple sellers sell the same product through a single detail page, we combine and present the best product to provide the best experience.

Product Description ?

Key Product Features ?

-
-
-
-

[Add More](#) | [Remove Last](#)

Cpsia Warning ?

Cancel Save and finish

Step 9. 建议填上详细描述和五点描述

Description and bullet points are recommended

► Listing 上传步骤 - 10 Listing process - 10

Step 10. 建议填上搜索关键词

Key words for searching are recommended

Vital Info Variations Offer Compliance Images Description **Keywords** More Details

Listing Language ? English ▼ More attributes

[Sports & Outdoors](#) > [Sports & Outdoor Recreation Accessories](#) > [Sports Water Bottles](#)

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Search Terms ?

► Listing 上传步骤 - 11 Listing process - 11

Step 11. 非必填，与产品相关就填

Optional, enter if it is related with your product

Vital Info Variations Offer Compliance Images Description Keywords **More Details**

Listing Language English More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

i When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

GTIN Exemption Reason ?

controller_type

Manufacturer Part Number ?

Model Number ?

Style Name ?

Listing 上传步骤 - 单变体 Listing process - single variation

amazon seller central

Vital Info **Variations** Offer Compliance Images Description Keywords More Details

Listing Language English

More attributes

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles



When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Choose Variation type:

Style Name Design Color Size Material Type Item Display Weight Package Quantity

A required value is missing for the specified variation theme.

Color ?

Add

Example: Red, Navy Blue, Pink, Green

Red X

White X

Blue X

Shirts in the sizes Small, Medium, and Large, and in the colors White and Black, list all those terms. This is necessary even if you don't carry every combination, or are temporarily out of stock on some. You can delete any invalid variations on the Manage Your Inventory (MYI) page. See an example, and Learn more.

Your variation child ASINs have been created. To complete your listings, find the variation child listings in your inventory and select 'Edit' to add an image for each variation child. Please note that each variation child listing requires an image to be active on the Amazon website.

Apply Changes

Delete selected

Undelete selected

3 variations

Condition Note

* Color	Seller SKU	Product ID	Product ID Type	* Condition	* Standard Price	* Quantity	Color Map
<input type="checkbox"/>				-Select-	USD\$		
<input type="checkbox"/> Red			-Select-	-Select-	USD\$		
<input type="checkbox"/> White			-Select-	-Select-	USD\$		
<input type="checkbox"/> Blue			-Select-	-Select-	USD\$		

Listing 上传步骤 - 双变体 Listing process - double variations

Vital Info **1 Variations** Offer Compliance Images Description Keywords More Details

the best experience.

Choose Variation type:

Style Name Design Color Size Material Type Item Display Weight Package Quantity

A required value is missing for the specified variation theme.

List all your variants for the variation types below.

For the fields below, list the variations that exist for your products. For example, if you're selling Pirate Shirts in the sizes Small, Medium, and Large, and in the colors White and Black, list all those terms. This is necessary even if you don't carry every combination, or are temporarily out of stock on some. You can delete any invalid variations on the Manage Your Inventory (MYI) page. See an example, and Learn more.

Size Add

Example: 2T, 6X, 12, Small, X-Large, 18 months, 14 Tall, 28Wx32L

Color Add

Example: Red, Navy Blue, Pink, Green

选好变体类型，按照提示填入信息
Select the type of variation,
enter information with reminders

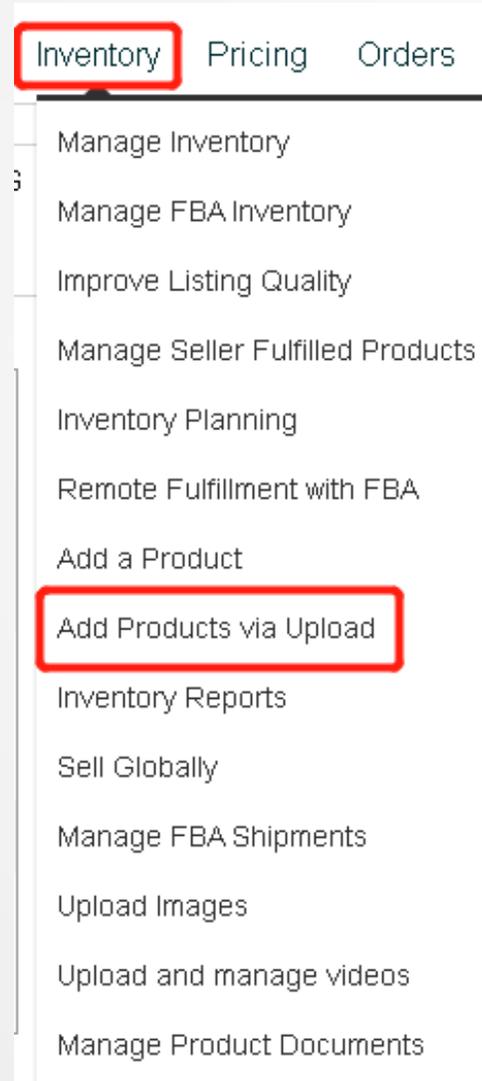
Your variation child ASINs have been created. To complete your listings, find the variation child listings in your inventory and select 'Edit' to add an image for each variation child. Please note that each variation child listing requires an image to be active on the Amazon website.

Apply Changes Delete selected Undelete selected **4 variations**

Size Map Condition Note

* Size	* Color	Color Map	Seller SKU	Product ID	Product ID Type	* Condition	* Standard Price	* Quantity
<input type="checkbox"/>		<input type="text"/>				-Select-	USD\$	
<input type="checkbox"/>	Small	Red	<input type="text"/>	<input type="text"/>	-Select-	-Select-	USD\$	
<input type="checkbox"/>	Small	White	<input type="text"/>	<input type="text"/>	-Select-	-Select-	USD\$	
<input type="checkbox"/>	Medium	Red	<input type="text"/>	<input type="text"/>	-Select-	-Select-	USD\$	
<input type="checkbox"/>	Medium	White	<input type="text"/>	<input type="text"/>	-Select-	-Select-	USD\$	

► Listing 上传步骤 - 表格上传 2.
Listing process - upload the form 2.



Step2. 1 查找类目

Search in the inventory

► Listing 上传步骤 - 表格上传 2.2

Listing process - upload the form 2.2

Step2. 2 选中类目 Select the product type

Step 1: Select the types of products you want to sell

Search tool: [Clear Search](#) [What is a Product Type?](#) [Variation Wizard](#)

[Add all](#) 43 results found for bottle

<input type="button" value="Select"/>	Product Type : BOTTLE Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > Water Bottles
<input type="button" value="Select"/>	Product Type : BOTTLE Sports & Outdoors > Outdoor Recreation > Accessories > Sports Water Bottles
<input type="button" value="Select"/>	Product Type : BOTTLE Sports & Outdoors > Outdoor Recreation > Camping & Hiking > Hydration & Filtration > Water Bottles
<input type="button" value="Select"/>	Product Type : BOTTLE Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles
<input type="button" value="Select"/>	Product Type : THERMOS Home & Kitchen > Kitchen & Dining > Storage & Organization > Thermoses > Insulated Beverage Containers > Thermoses
<input type="button" value="Select"/>	Product Type : THERMOS

► Listing 上传步骤 - 表格上传 2.3 Listing process - upload the form 2.3

Step 1: Select the types of products you want to sell

Search tool:

🔍 bottle

Search

Clear Search

Step2. 3 选中类目 Select the product type [Product Selection Wizard](#)

[Add all](#) 43 results found for bottle

Select

Product Type : BOTTLE

Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > Water Bottles

Select

Product Type : BOTTLE

Sports & Outdoors > Outdoor Recreation > Accessories > Sports Water Bottles

Select

Product Type : BOTTLE

Sports & Outdoors > Outdoor Recreation > Camping & Hiking > Hydration & Filtration > Water Bottles

Select

Product Type : BOTTLE

Sports & Outdoors > Sports & Outdoor Recreation Accessories > Sports Water Bottles

Select

Product Type : THERMOS

Home & Kitchen > Kitchen & Dining > Storage & Organization > Thermoses > Insulated Beverage Containers > Thermoses

Product Type : THERMOS

Summary of your selected products

[Remove All](#)

Selected classifications

Product Type

Field Name

Valid Values

✕

Sports Water Bottles

BOTTLE

item_type_keyword

sports-water-bottles

▶ Listing 上传步骤 - 表格上传 2.4

Listing process - upload the form 2.4

Step2. 4 选站点 Select marketplaces

Step 2: Select marketplaces

Select from your available marketplaces below. Selecting additional marketplaces will add offer data columns such as price for each. Product data you provide will apply to the listing in the marketplace in which you submit your template. If a detail page for your listing does not yet exist in the other marketplaces, Amazon will attempt to translate and create it automatically, which can take up to 48 hours. If you use Build International Listings, please review your connection settings as they may overwrite selections made in individual file uploads.

- Americas
 - Amazon.com
 - Amazon.ca
 - Amazon.com.br
 - Amazon.com.mx
- Japan
 - Amazon.co.jp

⚠ Global Selling Tool Overlap

One or more marketplaces are target marketplaces of active Build International Listings connections, if offers are submitted against these marketplaces using a global template they will be excluded from BIL: [Amazon.ca](#), [Amazon.com.br](#), [Amazon.com.mx](#)

▶ Listing 上传步骤 - 表格上传 2.5 Listing process - upload the form 2.5

Step 3: Select the type of template

Template Language

English instructions and I will enter English product information ▾

Please select a mode.

Advanced Custom

Step2. 5 下载模板 Download the template

The Custom option allows you to choose attribute groups associated with the above selected products that you can add to your template. This option includes the "Required" attribute fields. .

Available Attribute Groups

Add >

< Remove

Add All >

Selected Attribute Groups

Required Attributes (only)
Images
Variation
Basic
Discovery
Product Enrichment
Dimensions
Compliance
FBA
Offer
B2B

Generate Template

SportsWaterBo... .xlsm ^

► Listing 上传步骤 - 表格上传 2.6.1

Listing process - upload the form 2.6.1

Step2. 6.1 填写表格 Fill in the form

TemplateType Version=20: TemplateSignature settings=at Use ENGLISH to fill this template. The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.												
Product Type	Seller SKU	Brand Name	Product ID	Product ID Type	Product Name	Manufacturer	Item Type Keyword	Unit Count	Unit Count Type	Standard Price	Quantity	Main Image URL
feed_product	item_sku	brand_name	external_product_id	external_product_id_type	item_name	manufacturer	item_type	unit_count	unit_count_type	standard_price	quantity	main_image_url
bottle	SKU1	ABCD	123456789	UPC	, 34oz Nonslip G	ABCD	sports-water-bottles	1.00	Count	19.99		
bottle	SKU2	ABCD	12300789	UPC	, 34oz Nonslip G	ABCD	sports-water-bottles	1.00	Count	19.99		
bottle	SKU3	ABCD	123456700	UPC	, 34oz Nonslip G	ABCD	sports-water-bottles	1.00	Count	19.99		

Listing 上传步骤 - 表格上传 2.6.2

Listing process - upload the form 2.6.2

Basic						Discovery					
Update Delete	Product Exemption Reason	Manufacturer Part Number	Product Description	Model Name	Model Number	Color	Color Map	Design	Size	Material Type	Search Terms
update_delete	gtin_exemption_reason	part_number	product_description	model_name	model	color	color_map	pattern	size	material_type	generic_keywo
Update		SKU1	ABCD Sports Water			Red	Red			ABS	Sports bottle
Update		SKU2				White	White			ABS	Sports bottle
Update		SKU3				Blue	Blue			ABS	Sports bottle

Update Delete	Pr
update_delete	gt
Update	▼
Update	
PartialUpdate	
Delete	

Step2. 6.2 填写表格 Fill in the form

Listing 上传步骤 - 表格上传 2.6.3

Listing process - upload the form 2.6.3

| Key Product Features |
|--|--|--|--|--|
| bullet_point1 | bullet_point2 | bullet_point3 | bullet_point4 | bullet_point5 |
| cat on your hands will ca |
| a detachable transparent silicone bottle sleeve, has superb anti-slip effect ,don't worry if sweat on your hands will ca | a detachable transparent silicone bottle sleeve, has superb anti-slip effect ,don't worry if sweat on your hands will ca | a detachable transparent silicone bottle sleeve, has superb anti-slip effect ,don't worry if sweat on your hands will ca | a detachable transparent silicone bottle sleeve, has superb anti-slip effect ,don't worry if sweat on your hands will ca | a detachable transparent silicone bottle sleeve, has superb anti-slip effect ,don't worry if sweat on your hands will ca |

Step2. 6.3 填写表格 Fill in the form

Fulfillment								
Package Height	Package Height Unit Of Measure	Package Width	Package Width Unit Of Measure	Package Length	Package Length Unit Of Measure	Package Weight	Package Weight Unit Of Measure	Fulfillment Center ID
package_height	package_height_unit_of_measure	package_width	package_width_unit_of_measure	package_length	package_length_unit_of_measure	package_weight	package_weight_unit_of_measure	fulfillment_center_id
1.00	IN	2.00	IN	3.00	IN	1.00	LB	AMAZON_NA
1.00	IN	2.00	IN	3.00	IN	1.00	LB	AMAZON_NA
1.00	IN	2.00	IN	3.00	IN	1.00	LB	AMAZON_NA

Is this product a battery or does it utilize batteries?
batteries_required
No
No
No

Applicable Dangerous Goods Regulations
supplier_declared_dg_hz_regulation1
Not Applicable
Not Applicable
Not Applicable

Max Order Quantity	List Price	Minimum Advertised Price	Item Condition	Offer Condition Note	Currency
max_order_quantity	list_price	map_price	condition_type	condition_note	currency
5			New		USD
5			New		USD
5			New		USD

► Listing 上传步骤 - 表格上传 - 变体
Listing process - upload the form - variation

填写变体信息 (有变体才需要填)

Enter the variation information (enter if it is related)

Variation						
Parentage	Parent SKU	Variation Theme	Relationship Type	Package Level	Package Contains Quantity	Package Contains Identifier
parent_chil	parent_sku	variation_theme	relationship_type	package_level	package_contains_quantity	package_contains_identifier
Parent		Colour	Variation			
Child	SKU-ALL	Colour	Variation			
Child	SKU-ALL	Colour	Variation			

► Listing 上传步骤 - 表格上传 - 3
Listing process - upload the form -3

Add Products via Upload

[Learn more](#) [Seller University](#) [Selling application status](#)

[Download an Inventory File](#) [Upload your Inventory File](#) [Monitor Upload Status](#) [Upload Documents for Products](#)

Upload file



Drag and drop file or

[+ Browse files](#)

Accepted file formats: [Excel](#), TSV

Email alert
Send an email alert when the upload is complete.

[Upload file](#)

Step3. 上传表格 Upload the file

► Listing 上传步骤 - 表格上传 - 4 Listing process - upload the form - 4

Step4. 等待上传成功 Wait for the successful uploading

Add Products via Upload [Learn more](#) [Seller University](#) [Selling application status](#)

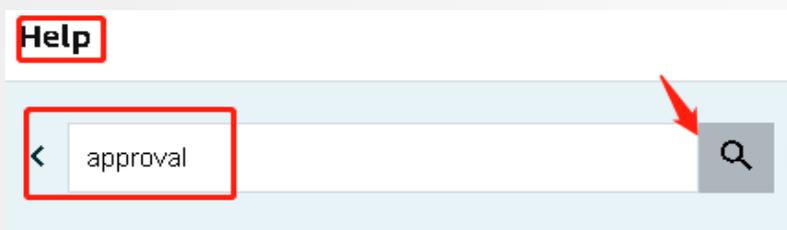
[Download an Inventory File](#) [Upload your Inventory File](#) **Monitor Upload Status**

i View the status of your last 11 inventory file uploads. If your processing report shows errors, modify your inventory file and upload it again. [Learn more](#)

Date/Time of Upload	Filename	Batch ID	Upload Status	Actions
April 1, 2021 10:00 AM PDT	Inventory File	18	Upload Status Done Total Number of Records Submitted: 5	Download your Processing Report.

► 分类审核 - 需要批准的分类和商品

Categorized approval - categories and products that require approval



Categories and products that require approval

- Postage stamps
- Collectible Coins
- Entertainment Collectibles
- Fine Art
- Holiday Selling Requirements in Toys & Games
- Jewelry
- Join Amazon Subscription Boxes
- Made in Italy
- Music & DVD
- Services
- Sports Collectibles
- Streaming Media Players
- Video, DVD, & Blu-ray
- Watches
- Sony PlayStation Requirements in Video Games

路径 Pathway

需要批准的分类和商品

- 邮票
- 硬币收藏品
- 娱乐收藏品
- 艺术品
- “玩具和游戏” 假日销售要求
- 珠宝首饰
- 加入亚马逊订阅箱
- Made in Italy
- 音乐和 DVD
- 服务
- 体育收藏品
- 流媒体播放器
- 视频、DVD 和蓝光光盘
- 钟表
- 视频游戏中关于 Sony PlayStation 的要求

► 分类审核 - 步骤 1 Categorized approval - step 1

Step1 找到需要的做审核的类目 Find the category that requests approval

Product Category	Submit Application
Jewelry	Request Approval
Music	Request Approval
Video, DVD & Blu-ray	<u>Request Approval</u>
Watches	Request Approval

► 分类审核 - 步骤 2.1 Categorized approval - step 2.1

Selling application for Category

You are requesting approval to sell in the Watches category.

Submit documents

At least 1 purchase invoice for products from a manufacturer or distributor

Document must meet the following requirements:

- Dated on or after Oct 3, 2021 (within 180 days)
- Includes your name and address, matching the information in your selling account
- Include the name and address of the manufacturer or distributor
- Show the combined purchase of at least 10 units
- Omit pricing information (optional)
- Please note that we may verify your submitted documentation by contacting product vendors you identify in your application.

Drop files here

or

Select files

File types: pdf, docx, png, gif, jpg. Maximum file size: 10 MB

Step2.1 上传所需文件

Submit required documents

► 分类审核 - 步骤 2.2 Categorized approval - step 2.2

Provide contact information

Email addresses Best email to contact you for questions

Use commas to separate addresses

Optional Phone Best number to call you for questions

Step2.2 上传所需文件

Submit required documents

Review and agree to the selling conditions

I agree that the products I sell in this category are:

- My products have UPCs or are registered in the Amazon Brand Registry Program.
- All products I intend to sell are NEW.
- All products I intend to sell are authentic. Counterfeit, replica, or knock-off products are prohibited on Amazon.

By clicking on Agree and Submit, I agree to the selling conditions.

Save draft

Agree and Submit



一、Listing

1. 常见编码 Common codings
2. Listing八大要素 Eight elements of listing
3. Listing上传的步骤 Steps of listing
4. 分类审核 Categorized approval

A

M

a

z

o

n

感谢观看

Thanks

