亚马逊上传产品流程图

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                          ┌──────────┐      ┌──────────────────┐
              ┌────► 单个上传 ──►│ Add a product │ ──►│ Create a new product │
              │           └──────────┘      └──────────────────┘
┌────────┐    │                    ┌──────────────────┐
│ 整理上传 │───┤                    │ Copy to a new product │
│ 产品信息 │    │                    └──────────────────┘
└────────┘    │           ┌──────────┐
              └────► 批量上传 ──►│ Add products via upload │──│ Download template │
                          └──────────┘
```
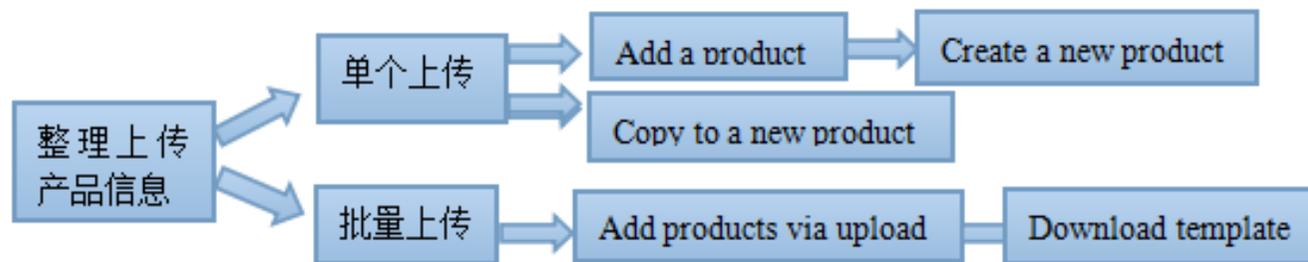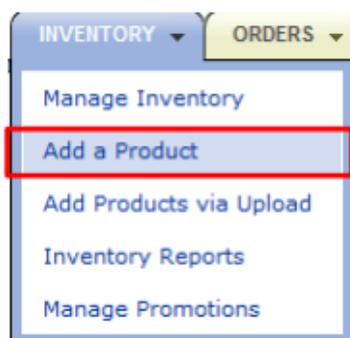
单个产品上传流程

创建新商品

- 进入卖家后台，点击屏幕左上角Inventory下面的Add a product

- 在Add a product页面点击Create a new product

- 在列表中选择商品详细品类，在搜索框里输入关键字可以搜索品类，点击Select确认品类。

INVENTORY ▾	ORDERS ▾
Manage Inventory	
Add a Product	
Add Products via Upload	
Inventory Reports	
Manage Promotions	

Add a product

The product you are adding may already exist on Amazon. S

Video Tutorials | Upload multiple products

Find it on Amazon

Enter your product name, UPC, EAN, ISBN or ASIN

If it is not in Amazon's catalog: **Create a new product**

创建新商品

Create a new product: Classify
To start creating a detail page, first classify your product.   Learn more

Search for your product's category

| Example: mp3 player, baseball glove, DVD, guitar, etc | **Find category** |

The product you are adding may already exist on Amazon: **Find it on Amazon**

Browse for your product's category

All Product Categories > Apparel > Other Apparel

Apparel (23)	Costumes (14)	
Appliances (41)	Dresses (3)	
Arts, Crafts & Sewing (100)	Headwear (16)	
Automotive (5)	Maternity (78)	
Baby Products (11)	Outerwear (3)	
Beauty (8)	Pants (7)	**Other Apparel**
Books	Shirts (11)	**Select**
Camera & Photo (114)	Shorts (2)	
Cell Phone Accessories (37)	Skirts (5)	
Computer & Video Games (4)	Sleepwear (6)	
Computers (9)	Socks & Hosiery (10)	
Electronics (15)	Specialty Apparel (159)	
Everything Else (3)	Suits (10)	
Grocery (33)	Sweaters (10)	
Health & Personal Care (9)	Swimwear (26)	
Home & Garden (5)	Undergarments (37)	
Industrial & Scientific (9)	**Other Apparel**	

搜索品类

- 如果不确定您的商品品类，可以使用品类搜索功能，输入品类关键字后，进行搜索。

- 找到品类后按照正确的品类添加新商品。

编辑保存

- 输入商品基本信息如SKU，标题，描述，品牌，生产厂商，功能，图片，价格，关键字，UPC码等。

- 确认所有标识为红星的信息都填上以后屏幕下方的Save and finish按钮会由灰色变成橘黄色，点击Save and finish创建商品。

- 在首次创建商品的过程中图片不会马上上传，要等商品信息都输入完毕，点击Save and finish按钮的时候图片才会上传。

∗ Vital Info	∗ Offer	Images	Description	Keywords	More Details

All Product Categories > Electronics > Other Electronics   Next

∗ Title:
(A short title for the product, including the color and size if applicable. This will be displayed in bold on the product page and in the title bar of the browser window.)

Example: Acme Z325L - 50" Plasma TV

∗ Manufacturer:
(Specify the manufacturer for your product.)

Example: Amcme International

Color:
(The color of the item.)

Example: Red, Navy Blue, Pink, Green

Screen Dimensions:
(Dimensions of the screen (WxHxD))

Example: 20"x15"x1.5"

Cancel   **Save and finish**

创建成功

- 添加成功后在Manage Inventory页面出现该商品
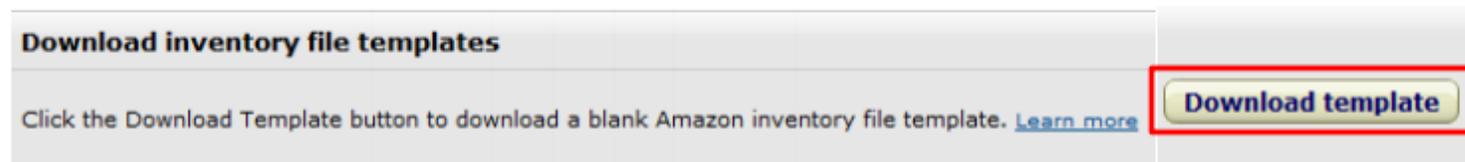
- 注商品全部信息将会在15分钟内更新完毕，刚刚上传的商品不会马上在前台显示

批量产品上传流程

批量上传-下载模版

- 进入卖家后台点击Inventory->Add Products via Upload
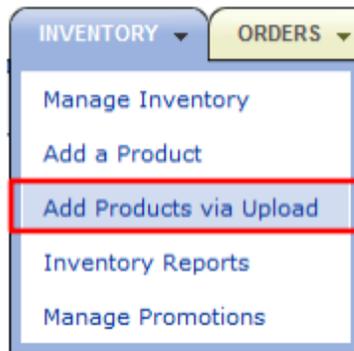
- 在Add Products via Upload页面点击Download Template按钮，进入下载模版页面

批量上传-下载模版

- 在下载模版页面找到相应的模版File Template，点击Inventory File Template链接开始下载

批量上传-模版简介

- 下载成功后双击打开Excel　Flat.File.ClothingAccessories._TTH_

- 批量上传模板包含很多工作表，如Instructions，Image Info，Data Definitions，Clothing Template，Examples，Valid Values等等

Data Definitions	Clothing Template	Examples	Valid Values	Optimizing Attributes	Size Guideline

- Instructions是简介，Image Info是图片要求。

- Data Definitions是对整个批量上传模板各个字段的解释。

- Template是商品数据填写表格，如Consumer Electronics，Clothing Template。

- Example是例子。

- Valid Value是某些字段要填写的正规值（下拉菜单值）。

批量上传-模版简介

- 首先进入Data Definitions表，查看各个字段解释。B列为字段名，C列为字段解释，D列为字段正规值，D列为例子，F列显示该字段是否是必填项Required和Desired为必填，其他为选填

	Field Name	Definition and Use	Accepted Values	Example	Required?
How to complete your ConsumerElectronics product templates					
Basic Product information - These attributes need to be populated for all your items.					
sku		A unique identifier for the product, assigned by the merchant. The SKU must be unique for each product listed. After you have established a SKU for a product, please do not try changing it without first deleting the associated product from our systems through a delete feed.	An alphanumeric string; 1 character minimum in length and 40 characters maximum in length.	15700	Required
standard-product-id		A standard, numeric string that uniquely identifies the product. This could be a Global Catalog ID (GCID), UPC, EAN or GTIN. This is a required field if product-id-type is provided.	The product-id must have a specific number of characters according to type: GCID (16 alphanumeric characters), UPC (12 digit number), EAN (13 digit number) or GTIN(14 digit number). Please ensure that leading zeros do not get lost when the file is exported from excel to text. This can be accomplished by formatting the numbers in these cells as text, and double checking your .txt file to ensure that no errors have occurred while exporting your file.	012345678912	Required
product-id-type		The type of standard, unique identifier entered in the product-id field. This is a required field if product-id is provided.	Select one of the following options: Global Catalog ID (GCID), UPC, EAN or GTIN	UPC	Required
title		A short title for the product, including the colour and size if applicable. This will be displayed in bold on the product page and in the title bar of the browser window.	An alphanumeric string; 1 character minimum in length and 500 characters maximum in length. Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.	Acme Z325L - 50" Plasma TV	Required
brand		The brand or manufacturer of the product. Populate this field if you want your brand name displayed on the Amazon.com site.	An alphanumeric string; 1 character minimum in length and 50 characters maximum in length.	Acme	Desired

Data Definitions / General Consumer Electronics / Valid Values /

批量上传-添加商品信息

- 进入商品信息模版后按照Data Definition的要求输入必填信息，每行一个商品。

批量上传-查找商品品类(Product_Type)

- 在Data Definition 或者Valid Value工作表中可以找到Product_Type字段应该填写的正规值

How to complete your Home product templates

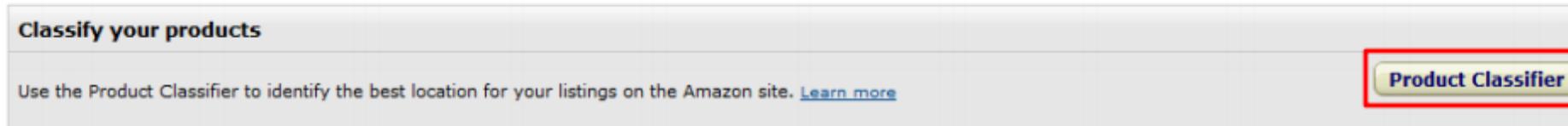| Group	Label Name	Definition and Use	Accepted Values	Example	Required?
	ProductType	Identify the product types. For all **Indoor** products, choose from: Kitchen, BedAndBath, ArtAndCraft, Furniture or the general category Product type of Home. For all **Outdoor** products, including outdoor furniture, please choose from: OutdoorLiving or SeedsAndPlants	Select one of the following options: Art BedAndBath FurnitureAndDecor Home Kitchen OutdoorLiving SeedsAndPlants	BedAndBath	Required

CF
product_type
Antenna
AudioVideoAccessory
AVFurniture
BarCodeReader
Battery
BlankMedia
CableOrAdapter
CarAlarm
CarAudioOrTheater
CarElectronics
ConsumerElectronics
DigitalVideoRecorder
DVDPlayerOrRecorder
GPSOrNavigationAccessory
GPSOrNavigationSystem

Valid Values

L	M	N
bullet-point5	**item-type**	**product_type**
bullet-point5	**item-type**	**product_type**
		ConsumerElectronics
		ConsumerElectronics
		ConsumerElectronics
		ConsumerElectronics
		Speakers
		Speakers
		Speakers
		Speakers
		Speakers

批量上传-查找详细品类(Item-Type)

- 在Add Products via Upload页面点击Product Classifier

Classify your products

Use the Product Classifier to identify the best location for your listings on the Amazon site. Learn more

Product Classifier

- 在Product Classifier页面中间输入您要搜索的商品关键字，比如mp3 player, handbags等，关键字不要太长否则找不到品类，然后点击 Search按钮。

Product Classifier beta

Select the classifications for the products in your catalog, and then download an Excel file with the values. Learn more

Example: mp3 player, baseball glove, DVD, guitar, etc   **Search**

All classifications

Appliances ▶
Arts, Crafts & Sewing ▶
Automotive ▶
Baby ▶
Beauty ▶
Cell Phones & Accessories ▶
Clothing & Accessories ▶
Electronics ▶
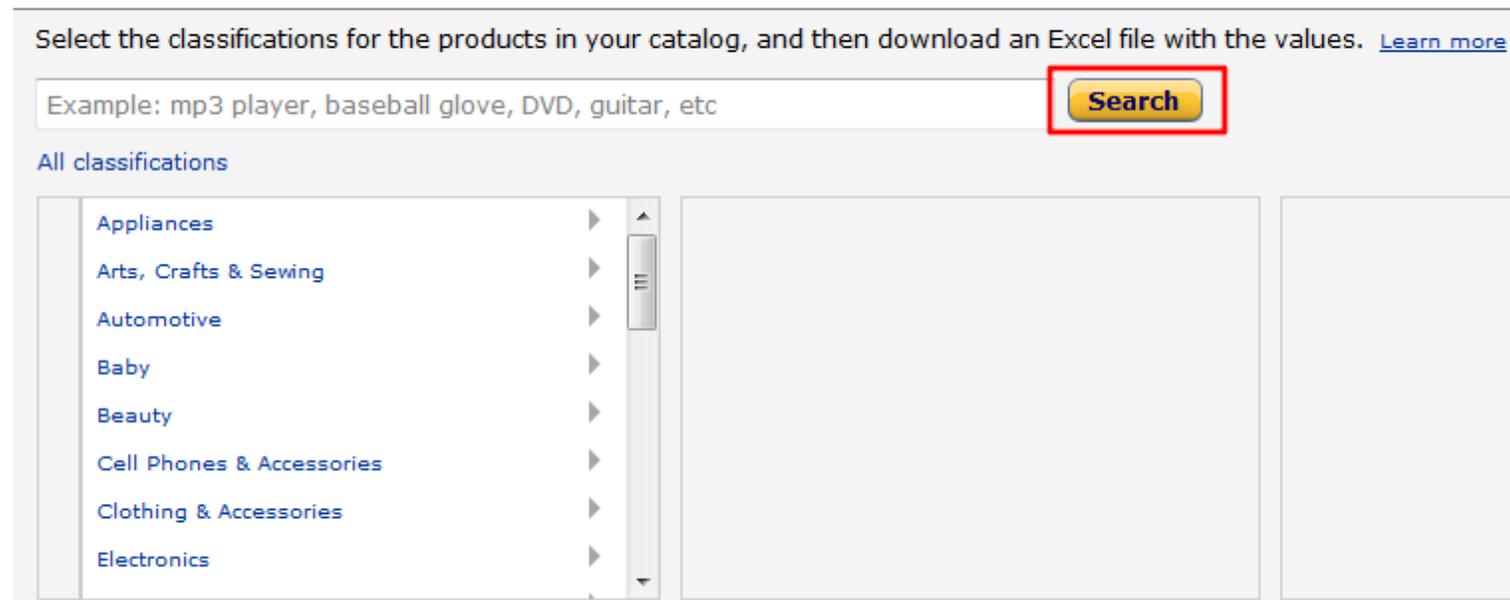
批量上传-查找详细品类(Item-Type)

- 在搜索结果中找到最接近您商品的品类，点击前面的加号后商品的品类关键字就会显示在下面的列表中Valid Values列了。

- 注：英国平台流程一样，只是英国平台的item-type名称和正规值不同，英国叫做Recommended browsed node，正规值是Node ID列（数字）.

批量上传-保存文本文件

- 商品信息输入完毕后确认所有必填信息都正确添加，并且UPC和SKU没有重复，保存成文本文件制表符分隔形式。
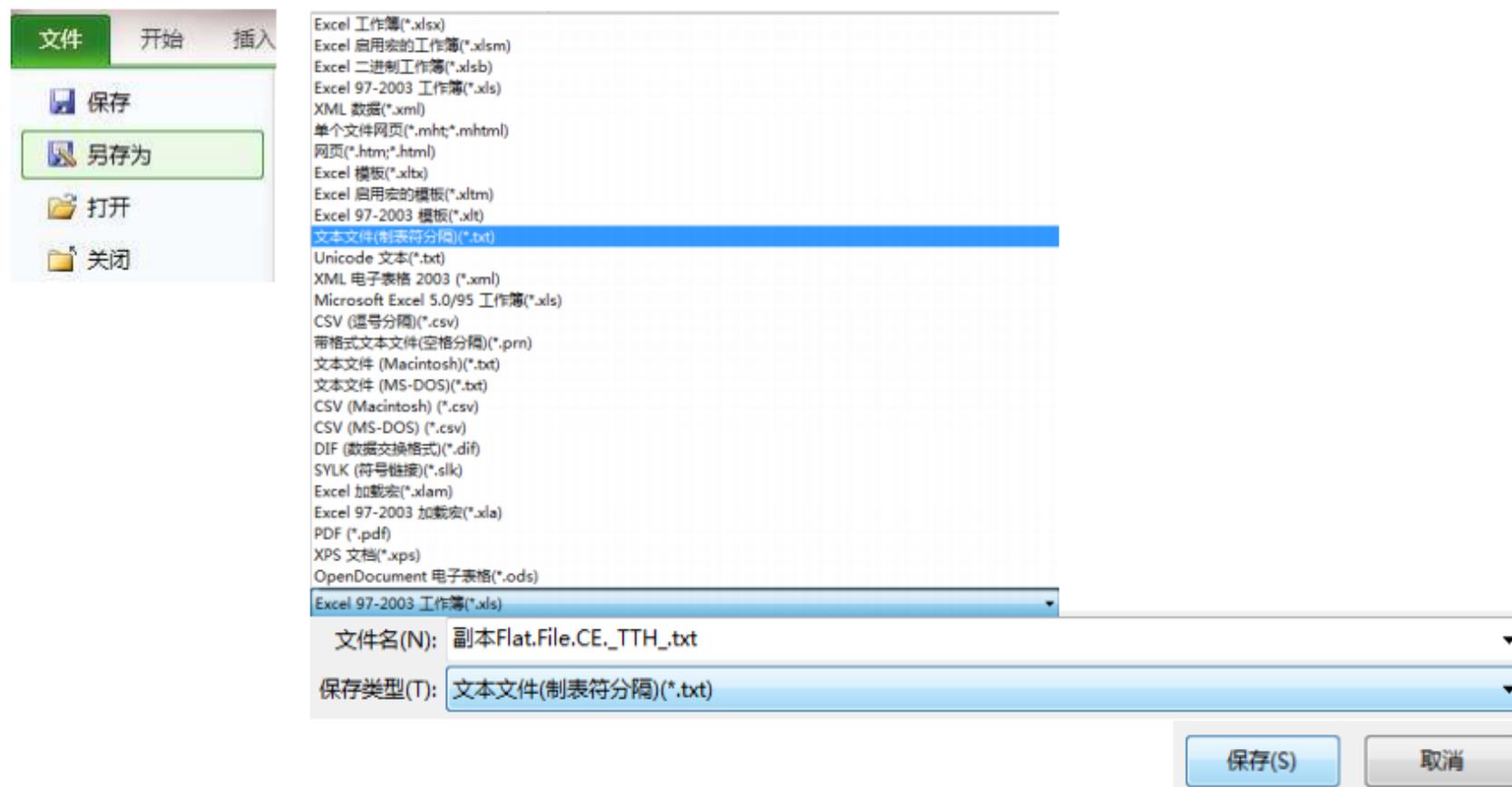
批量上传-上传

- 在Upload inventory files下拉菜单中选择"Inventory Files for non-Media Categories", 在Locate your inventory file to upload 中浏览选择已经做好的txt文件, 点击Upload Now。

- 注：不要选择Purge, 否则所有已有商品均会被删除掉。

批量上传-结果报告

- 上传结束后，上传结果会显示在Inventory file upload status里面。
- 点击屏幕右边的Refresh刷新上传结果。
- 点击屏幕右边的View Processing Report下载报告，然后用Excel打开。

批量上传-修改错误

- 上传报告会提示详细的错误信息，包括SKU，错误代码，错误原因等，请查明原因后修改批量上传模板里数据，保存为文本文件后再次上传更新

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Feed Processing Summary:															
2		Number of records p		57												
3		Number of records s		54												
4																
5	original-re	sku	error-cod	error-typ	error-message											
6	16	HR462TRM	8560	Error	SKU HR462TRM, Missing Attributes standard_product_id,missing_keyset_reason. SKU HR462TRM does not match any ASIN. Cr										
7	16	HR462TRM	20005	Error	Cannot associate image with an existing product. For more details, see http://sellercentral.amazon.com/gp/errorcode/20005										
8	17	HR462TRX	8560	Error	SKU HR462TRXL, Missing Attributes standard_product_id,missing_keyset_reason. SKU HR462TRXL does not match any ASIN. C										
9	17	HR462TRX	20005	Error	Cannot associate image with an existing product. For more details, see http://sellercentral.amazon.com/gp/errorcode/20005										
10	43	SL00252BM	8560	Error	SKU SL00252BM, Missing Attributes standard_product_id,missing_keyset_reason. SKU SL00252BM does not match any ASIN. C										
11	43	SL00252BM	20005	Error	Cannot associate image with an existing product. For more details, see http://sellercentral.amazon.com/gp/errorcode/20005										

- 常见错误为，

  - 必填项为空-SKUxxx,Missing Attributes...，A value is required for the "item-type" field.

  - UPC已经使用-SKUxxx, ASINxxx, ('item_name' Merchant: 'xxxxxx' / Amazon: 'Generic xxxxxx', The product_id provided with xxx corresponds to ASIN xx

  - 图片URL不能下载-Image URL invalid

  - 正规值字段填写错误-SKUxxx product type field contains invalid value…

上传注意事项

1. 商品基本信息填写规则

1. 商品名称：
   a. 每个字的首字母必须大写（除了 a, an, and, or, for, on, the 之类的词），不能全大写或者全小写。
   b. 不能有特殊字符，不能有中文输入法状态下输入的标点符号；商品标题不能有商标符号；如有数字描述请用阿拉伯数字不要使用 文字例如：要写 2 不要写 Two。商品名称不能有自己的 SKU 号码或者其他编码。
   c. 如包含批量销售，请在商品名称后面添加（pack of X）。
   d. 不能过长，不能有重复关键字或者不同单词描述同一个意思的关键字。
   e. 如果有多个用途只写一种用途或兼容信息，其他请在 Bullet Points 或者 Description 里填写。例如：某电池适用于某电脑的各种机型，不能写超过 2 款机型。

2. Brand Name 是必填项，并且要将 Brand Name 显示在标题的最前面，大小写要保持一致，电子类无品牌商品要注明无品牌。
   a. 例如：[Brand] + [Product name] - "MYBRAND Cell Phone Case for iPhone5 Black"
   b. 例如：[Brand] + [Product name] - "Generic Cell Phone Case for iPhone5 Black"

3. 不能有公司，促销，物流，运费或其他任何与商品本身无关的信息，例如：
   a. "Free Shipping", "2 days express delivery"
   b. "Best Seller", "Hot Item", "Latest design, New Fashion, Fashion 2013"
   c. "Your Company Name", "Money-back Satisfaction Guarantee"
   d. "Customizable please email me your idea or design",
   e. "Please go to my website or amazon store for more colors and more designs"
   f. "Please tell me your size."

4. Product Description 里面多写一些信息并且想要分行显示则需要在每行后面添加一个
，您还可以添加简单的标签如，<b> <i> <u>，除此之外其他标签都不可以添加。

5. Bullet point 1-5 （Product Features）要填写至少要一个，并且要首字母要大写。

6. Search Term 1-5 要填写至少要一个。

7. 珠宝类商品名称中要有材质信息， Metal Type, Material Type，德国平台要额外填写 Season, Model Year。

8. 非服饰类商品有不同颜色的，请单独创建一个新商品，品名里面写清楚颜色，不能把几个颜色混写在一起，不能随机发货。

9. 如果是按照重量计算快递费用请填写 Shipping Weight。

2. 图片要求

Pure white background

No additional text

No graphics/illustrations
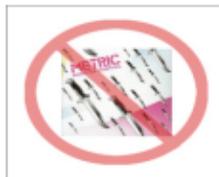
No inset images

No poor quality images

No watermark/logo
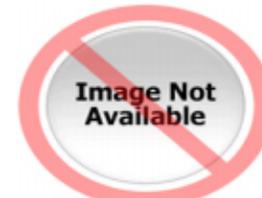
Product not within packaging

No multiple views

Product not too small in frame

No accessories

No placeholder images