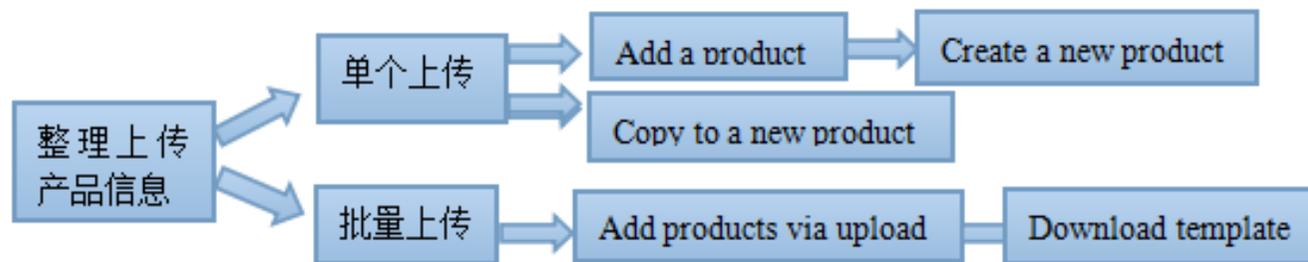


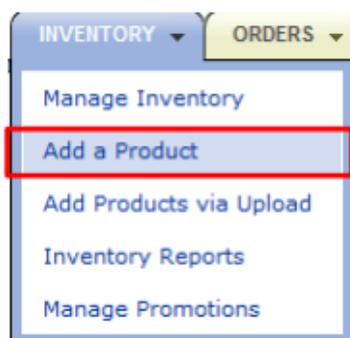
亚马逊上传产品流程图



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。



Add a product

The product you are adding may already exist on Amazon. See [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

Debug mode (internal only)

All Product Categories > Apparel > Other Apparel

Apparel (23)

Appliances (41)

Arts, Crafts & Sewing (100)

Automotive (5)

Baby Products (11)

Beauty (8)

Books

Camera & Photo (114)

Cell Phone Accessories (37)

Computer & Video Games (4)

Computers (9)

Electronics (15)

Everything Else (3)

Grocery (33)

Health & Personal Care (9)

Home & Garden (5)

Industrial & Scientific (9)

Costumes (14)

Dresses (3)

Headwear (16)

Maternity (78)

Outerwear (3)

Pants (7)

Shirts (11)

Shorts (2)

Skirts (5)

Sleepwear (6)

Socks & Hosiery (10)

Specialty Apparel (159)

Suits (10)

Sweaters (10)

Swimwear (26)

Undergarments (37)

Other Apparel

Other Apparel

Select

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。

Search for your product's category

mp3 **Find category**

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

All categories with: mp3

1 to 14 of 14 Possible Categories

Refine Your Search	Categories
Electronics (12) Software (1) Toys & Games (1)	Children's MP3 Players Found In: Toys & Games > Toy Electronics
	MP3 Player Cassette Adaptors Found In: Electronics > Portable Electronic I
	MP3 Player Docking Speaker Systems Found In: Electronics > Portable Electronic I

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.)		<input type="text"/> Example: Acme Z325L - 50" Plasma TV			
* Manufacturer: (Specify the manufacturer for your product.)		<input type="text"/> Example: Amcme International			
Color: (The color of the item.)		<input type="text"/> Example: Red, Navy Blue, Pink, Green			
Screen Dimensions: (Dimensions of the screen (WxHxD))		<input type="text"/> 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

Congratulations! Your product is now listed for sale on Amazon.



Premium Chrome Aluminum Skin Hard Back Case Cover for Apple iPhone 4 4G 4S Silver

- **ASIN:** B005JHIYLG
- **SKU:** 1

NEW Tell your friends about your listing: [f](#) [t](#)

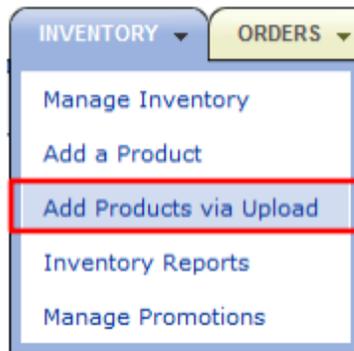
You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems. [Edit details](#)

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Available	Your Price +Shipping
<input type="checkbox"/>								
<input type="checkbox"/>	Actions ▼	Active	1	B005JHIYLG	Premium Chrome Aluminum Skin Hard Back Case Cover for Apple iPhone 4 4G 4S Silver	05/28/2013 17:58:24	<input type="text" value="1"/>	\$ <input type="text" value="1.00"/>

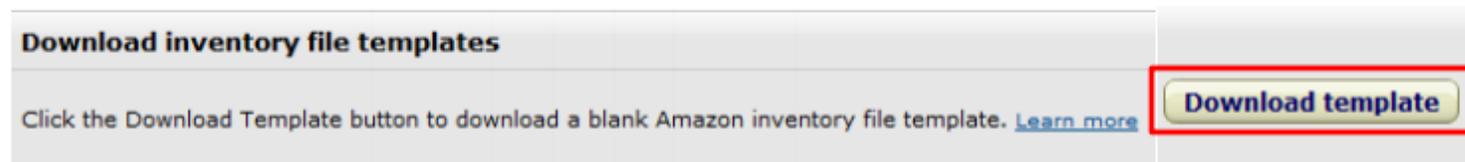
批量产品上传流程

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

You are registered with Release Package

Use the following template versions.

4.1

Category	File Template	Style Guide	Browse Tree Guide
Automotive Parts & Accessories	Parts & Accessories Tires & Wheels	Automotive Parts & Accessories	BTG
Baby	Inventory File Template	Baby	BTG
Beauty	Inventory File Template	Beauty	BTG
Books *	Inventory File Template	Learn more	**
Camera & Photo	Inventory File Template	See Consumer Electronics.	See Consumer Electronics. MCG
Cell Phones & Accessories (Wireless)	Inventory File Template	See Consumer Electronics.	BTG

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



- 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

	A	B	C	D	E	F
1	How to complete your ConsumerElectronics product templates					
2		Field Name	Definition and Use	Accepted Values	Example	Required?
3	Basic Product information - These attributes need to be populated for all your items.					
4		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
5		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
6		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
7		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
8		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

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。

	A	B	C	D	E	F	G	H	I	J	K
1	TemplateType=Ch Version=2012.02 This row for Amazon.com use only. Do not modify or delete.										
2	sku	product-name	product-id	product-id-type	brand	product-description	bullet-point1	bullet-point2	bullet-point3	bullet-point4	bullet-point5
3	sku	product-name	product-id	product-id-type	brand	product-description	bullet-point1	bullet-point2	bullet-point3	bullet-point4	bullet-point5
4											
5											
6											
7											
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28											

Navigation: Instructions | Image Info | Data Definitions | **Clothing Template** | Examples | Valid Values | Optimizing

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

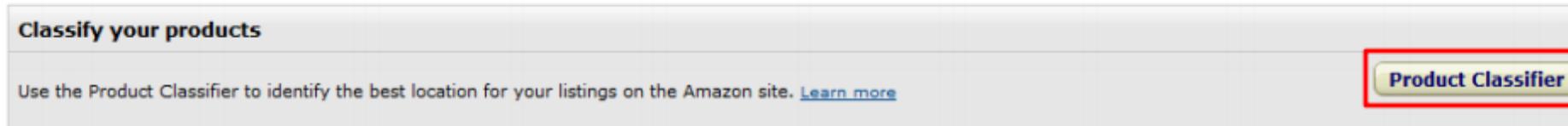
CF
product_type
Antenna
AudioVideoAccessory
AVFurniture
BarCodeReader
Battery
BlankMedia
CableOrAdapter
CarAlarm
CarAudioOrTheater
CarElectronics
ConsumerElectronics
DigitalVideoRecorder
DVDPlayerOrRecorder
GPSOrNavigationAccessory
GPSOrNavigationSystem

Valid Values

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

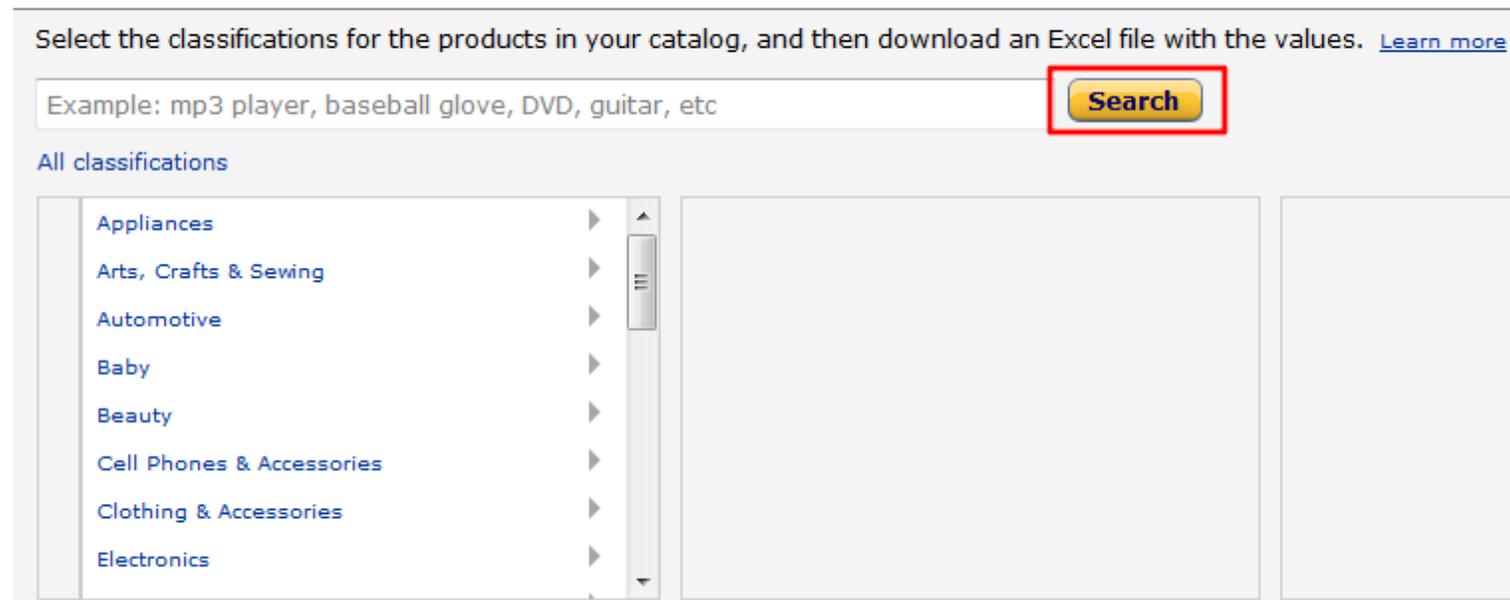
批量上传-查找详细品类 (Item-Type)

- 在Add Products via Upload页面点击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*



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）。

Product Classifier beta

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

mp3 player

Search results [Browse All](#)
45 results found for 'mp3 player'

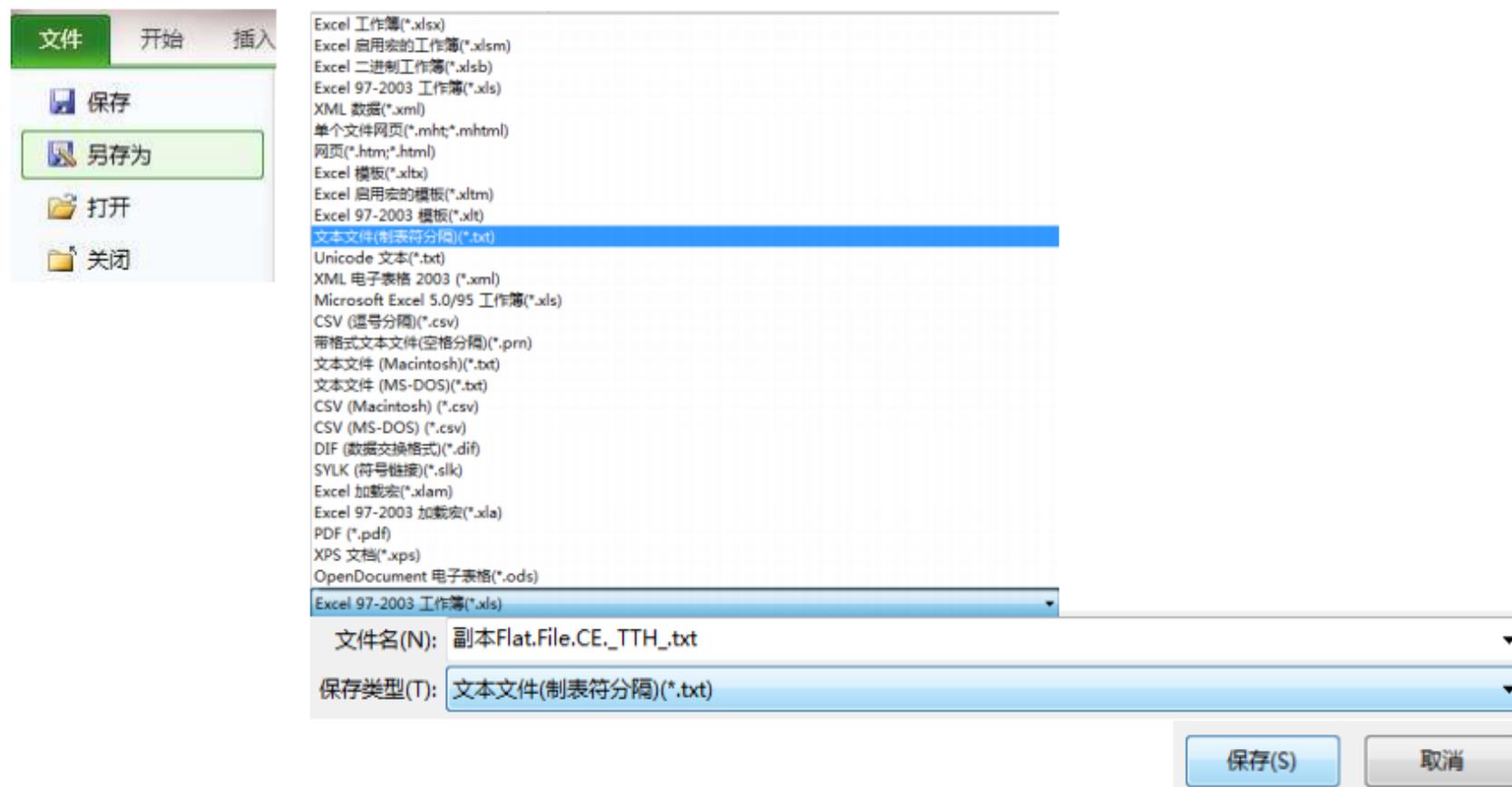
	Found in:
<input checked="" type="checkbox"/> MP3 Players	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Players
<input type="checkbox"/> Headphones	Electronics > Accessories & Supplies > Audio & Video Accessories > Headphones
<input type="checkbox"/> Headphones	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Headphones
<input type="checkbox"/> Cases	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Cases
<input type="checkbox"/> Speaker Systems	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Speaker Sy...
<input type="checkbox"/> Travel Chargers	Cell Phones & Accessories > Accessories > Chargers > Travel Chargers
<input type="checkbox"/> Travel Chargers	Electronics > Cell Phones & Accessories > Accessories > Chargers > Travel Chargers
<input type="checkbox"/> Travel Chargers	Electronics > Accessories & Supplies > Cell Phone Accessories > Chargers > Travel Chargers
<input type="checkbox"/> Belt Holsters & Clips	Cell Phones & Accessories > Accessories > Cases & Covers > Belt Holsters & Clips

Having trouble finding the right classification for your product?
Check the [browse tree guides](#) for this category or [send us your feedback](#).

Selected classifications	Node ID	Field Name	Valid Values
Clear all			
<input checked="" type="checkbox"/> MP3 Players	1264866011	item_type_keyword	mp3-players OR mp4-players

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。

Upload inventory files

Save the filled-out (or completed) Amazon inventory file template as a text file, select

Inventory Files for non-Media Categories ▼

Inventory Files can be used to create new listings and add products to the Amazon catalog (BMVD). [Learn more](#)

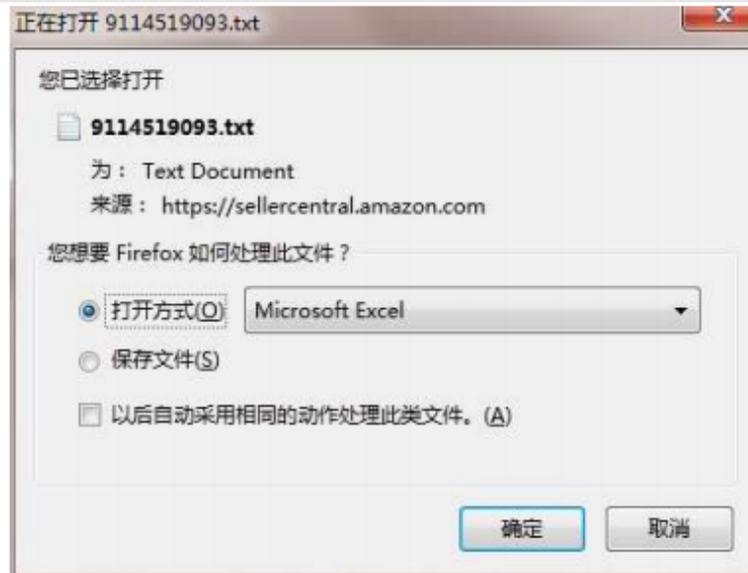
Purge all my listings and replace them with this file. [Learn more](#)

Locate your inventory file to upload:

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。

Inventory file upload status Refresh			
View the status of your last 10 inventory file uploads. If your processing report shows errors, modify your inventory file and upload it again. Learn more			
Date & Time	Batch ID	Status/Results	Actions
1/23/13 7:35:06 AM PST	6428625676	Status: Done Number of records processed from this upload: 4 Number of records that were activated: 4 Number of records with errors: 0	View Processing Report



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-code	error-type	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

- 商品名称：
 - 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。
 - 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。
 - 如包含批量销售，请在商品名称后面添加（pack of X）。
 - 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。
 - 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。
- 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。
 - 例如：[Brand] + [Product name] - "MYBRAND Cell Phone Case for iPhone5 Black"
 - 例如：[Brand] + [Product name] - "Generic Cell Phone Case for iPhone5 Black"
- 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：
 - "Free Shipping", "2 days express delivery"
 - "Best Seller", "Hot Item", "Latest design, New Fashion, Fashion 2013"
 - "Your Company Name", "Money-back Satisfaction Guarantee"
 - "Customizable please email me your idea or design",
 - "Please go to my website or amazon store for more colors and more designs"
 - "Please tell me your size."
- 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， <i> <u>，除此之外其他标签都不可以添加。
- Bullet point 1-5（Product Features）要填写至少要一个，并且要首字母要大写。
- Search Term 1-5 要填写至少要一个。
- 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。
- 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。
- 如果是按照重量计算快递费用请填写 Shipping Weight。

2. 图片要求

Image Examples



Pure white background

No additional text



No graphics/illustrations

No inset images

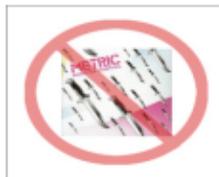
No poor quality images



No watermark/logo

Product not within packaging

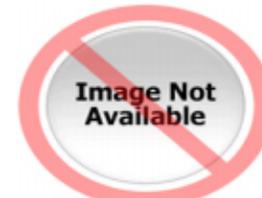
No multiple views



Product not too small in frame



No accessories



No placeholder images