

Update the Backend Keywords Manually and via Flat File

Purpose

Why are we doing this process?

The process of updating backend keywords allows us to effectively target specific search terms and ensure that our products appear in relevant search results.

How does this fit into the big picture?

Updating the backend keywords manually and via flat file is crucial for optimizing product discoverability and improving search rankings on the Amazon platform.

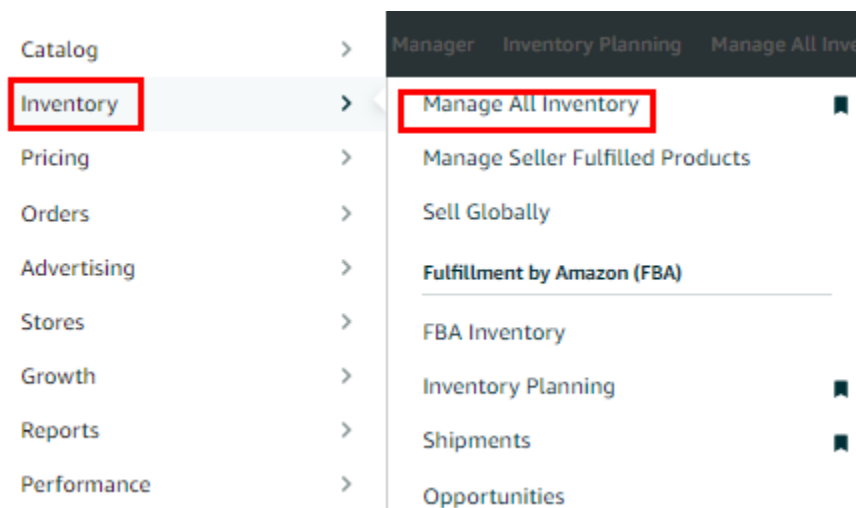
Procedure

Last Update: Feb 6, 2023

Manual Update

Manually updating listings is advised when there are less than five listings (including dupe SKUs) that need to be updated. Follow these steps:

1. Go to Inventory > Manage Inventory



2. Search for the ASIN that you want to update. Make sure the filters are set to “All” for the Status and Fulfilled By.

Manage Inventory [Learn more](#) | [Take the tour](#)

Action on 0 selected **Search** 681 product(s)

Filters: **Status:** ☒ All ☐ Active ☐ Inactive ☐ Incomplete ☐ Listing Removed ☐ Search Suppressed **Fulfilled By:** ☒ All ☐ Amazon ☐ Merchant

3. Click the “Edit” button. Sometimes, this button is on the far right. If there are dupe SKUs, meaning for one ASIN there are multiple SKUs, and we need to update them as well.

Manage Inventory [Learn more](#) | [Take the tour](#)

Action on 0 selected **Search** 3 product(s)

Filters: **Status:** ☒ All ☐ Active ☐ Inactive ☐ Incomplete ☐ Listing Removed ☐ Search Suppressed **Fulfilled By:**

☐	Save all	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created ▼ Status Changed Date
☐	Edit ▼	Inactive (Out of Stock)		MEGAPINT-8315-FBA-PATCH New	0507Z14VGWQ	Disabled	Momstir MEGA PINT 12oz Stainless Steel Wine can. B09YYZJYRR	05/07/2022 10:28:05 05/07/2022 10:29:02
☐	Edit ▼	Active		MEGAPINT-8315-FBA New	0523ZT9BXX8	Disabled	Momstir MEGA PINT 12oz Stainless Steel Wine an. B09YYZJYRR	04/29/2022 09:10:21 05/23/2022 11:03:34
☐	Edit ▼	Active		MEGAPINT-8315 New	0427ZKS9VAF	Disabled	Momstir MEGA PINT 12oz Stainless Steel Wine an. B09YYZJYRR	04/27/2022 13:42:51 05/17/2022 23:09:37

4. Input the correct value of the attribute on its respective seller contribution box then click Save and finish.

Search Terms (?) pint glass beer glasses 16 oz johnny depp merchandise tall tumbler cup water glassware brewery glass drinking home restaurant holiday mugs ceramic ultimate piece unbreakable desperados gifts brewing copas cerveza chaser cocktail set vasos vidrio pirates caribbean fan mixing elder john

pint glass beer glasses 16 oz johnny depp merchandise tall tumbler cup water glassware brew

Cancel

Save and

5. Sometimes, it takes 15 minutes or less, and sometimes, it takes hours for the updates to stick on the backend. Just monitor this and report once complete. You'll know if they are sticking on the backend by using the Find function (Ctrl + F or Command + F). If the values inside the seller contribution box as well as those on top of it are highlighted, this means they are absorbed by Amazon's system.

Search Terms (?) pint glass beer glasses 16 oz johnny depp merchandise tall tumbler cup water glassware brewery glass drinking home restaurant holiday mugs ceramic ultimate piece unbreakable desperados gifts brewing copas cerveza chaser cocktail set vasos vidrio pirates caribbean fan mixing elder john

pint glass beer glasses 16 oz johnny depp merchandise tall tumbler cup water glassware brew

Via Flat File

Updating listings via flat file is encouraged when updating listings in bulk. Follow these steps:

1. Save a backup of the latest category listings report. Click [here](#) to view SOP.
2. Download the correct flat file template. Go to Inventory > Add Products via Upload > Download an Inventory File.

amazon seller central Catalog **Inventory** Pricing Orders Advertising S

MARKETPLACES 3

OPEN ORDERS 402

BUYER M 0

Restock Inventory

 Not a Day Over Fabulous Wine Glas...
SKU: MOM9894
ASIN: B0893SJ2VG [Dismiss](#)

Sales in the last 30 days	3
Days of Supply	0
Total Inventory	0
Recommended Quantity	2

Restock Now

< Back Next >

Manage Inventory

Manage FBA Inventory

Improve Listing Quality

Inventory Planning

Add a Product

Add Products via Upload

Inventory Reports

Sell Globally

Manage FBA Shipments

Upload Images

Upload and manage videos

Manage Product Documents

Manage Overstocked ASINs

Cash Flow

are overstocked

for Outlet deals

benefit from a price

amazon seller central Catalog Inventory Pricing Orders Advertising Stores

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 50 inventory file uploads. If your processing report shows errors, modif

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

Search tool:

Q Example: shoes, camera, basketball, etc.

Search

Clear Search

What is a Product Type?

OR

Product Classifier:

Appliances



Arts, Crafts & Sewing



Automotive



Baby Products



Beauty & Personal Care



Books



CDs & Vinyl



Cell Phones & Accessories



To find the correct category path, you may check the product detail page (PDP) of the listing.



Asobu Whiskey Glass and Insulated Tumbler Sleeve...

20% off coupon

★★★★★ 2,264

\$23.99 ✓prime

Home & Kitchen › Kitchen & Dining › Dining & Entertaining › Glassware & Drinkware › Tumblers & Water Glasses



Roll over image to zoom in



Mothers Day Gifts Mama Bear - Personalized 30oz Stainless Steel Tumbler - Mothers Day Gift For Mom - Custom made Cup with Child's Name - 1-4 - Travel Mug for Hot and Cold Drinks

Brand: Age of Sage

\$29⁹⁹

Get \$100 off instantly: Pay \$0.00 upon approval for a new Amazon Store Card.

Brand	Age of Sage
Number of Items	1
Unit Count	1.0 Count

About this item

- **FUN WINE TUMBLER:** This stainless steel insulated tumbler is a must-have for a Mom who doesn't yet have her own. It will surely become her favorite cup.
- **DOUBLE WALL INSULATION:** Our cup features unique double-walled insulation. The tumbler is designed to keep your drinks hot for up to four (4) hours and cold for up to ten (10) hours.

Once the correct category is selected, tick the correct marketplace and click “Generate Template”.

Summary of your selected products

Remove All	Selected classifications	Product Type	Field Name	Valid Values
X	Tumblers & Water Glasses	DRINKING CUP	item_type_keyword	tumblers

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 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 24 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.mx

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.com, Amazon.com.mx

Step 3: Select the type of template

Template Language

English instructions and I will enter English product information ▼

Please select a mode.

Advanced Custom

The Advanced option contains all attributes groups associated with the above selected products. This option includes "Required", "Preferred", and "Optional" attribute groups.



3. Fill out the columns of the bare minimum attributes needed in updating the listing.
 1. SKU
 2. Update Delete - always use **PartialUpdate**
 3. Fulfillment Center ID
 4. Quantity (if FBM)

Seller SKU	Quantity	Update Delete	Fulfillment Center ID
item_sku	quantity	update_delete	fulfillment_center_id

4.

MAMABEAR-8308		PartialUpdate	AMAZON_NA
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Seller SKU	Quantity	Update Delete	Fulfillment Center ID
item_sku	quantity	update_delete	fulfillment_center_id
MAMABEAR-8308-FBM	579	PartialUpdate	DEFAULT

5. Fill out the columns that need to be updated. So if the task is to upload the search terms and subject matter, add the correct values for the Search Terms and Subject Matter.
6. Once done, save the flat file and upload it on Seller Central. Go to Inventory > Add Products via Upload > Upload your Inventory File. Refresh the page first before attaching and make sure you're on the right Amazon store. Then click "Upload file".

amazon sellercentral Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B Brands Learn **Momstir**

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

Validation completed
Momstir - MAMABEAR-8308.xlsm

Replace Reset

File Type* Inventory Files for Specific Categories/ Listing
Inventory Files can be used to create new list products to the Amazon catalog. [Learn more](#)

Processing report format
☒ Excel
☐ Text
 The Excel format highlights errors and warnings in the cell where they occurred, making it easy to visually pinpoint issues with your submission

Email alert ☐ Remember my email address for future alerts
 Send an email alert when the upload is complete.

Upload file

6. It may take some time for the updates to stick to the backend. Just continue to monitor the listing. To know if the values are sticking on the backend, use Ctrl + F (Windows) or Command + F (Mac) and then paste them. The values on the seller contribution box as well as those on top (currently saved on Amazon) should be highlighted as seen below.

Search Terms ?

mama bear cup mother tumbler customized customised mug cubs child names travel mug personalized
 mother day cup boys girls custom engraved grandma stainless steep personalizado vaso baso regalo
 mama bear cup mother tumbler customized customised mug cubs child names travel mug pe

FAQs

- This is a question?