

Amazon Seller Training

商品刊登

日程

- 商品刊登的两个方法
- 两个方法的特点和区别
- 方法一：“单个刊登”的操作
- 方法二：“批量上传”的操作
- 已上传产品的查看、编辑

如何将商品信息，刊登到Amazon后台？

- 方法一：单个刊登（后台填写）
- 方法二：批量上传（模版上传）

两个方法的特点和区别

- 单个刊登

优点：后台直接填写，直观易操作

不适用：款数多的情况速度过慢，大量修改信息时不便查找

建议：产品款数较少的卖家可選用

- 批量上传

优点：一次性可上传大批产品，快速高效

不适用：模版填的不正确时会报错，需要修改

建议：产品款数较多的卖家可選用，模版填写需要认真学习

方法一：单个刊登的操作

- 选项一：创建一个新品
- 选项二：销售亚马逊平台已有商品

单个刊登——创建一个新品

- 步骤一：登录Amazon美国后台<https://sellercentral.amazon.com>
- 步骤二：点导航栏中“INVENTORY”菜单下的“Add a Product”
- 步骤三：点“Create a new product”

Add a product

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

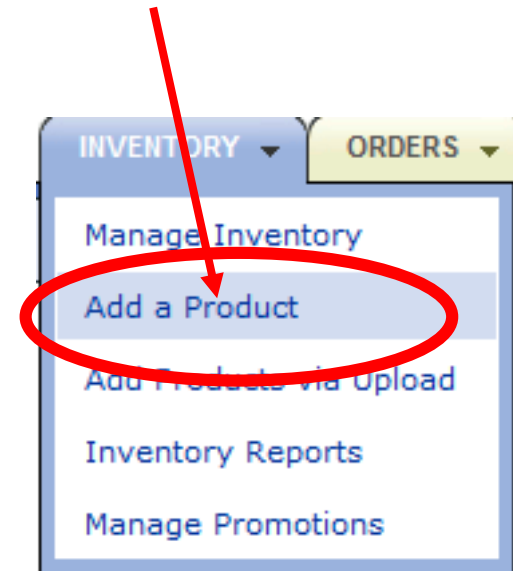
[Video Tutorials](#) | [Upload multiple products](#)

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](#)



单个刊登——创建一个新品

- 步骤四：选择分类

1. 可通过关键词搜索

2. 也可用分类树查找

3. 点“Select”确认

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](#)

Note: If you do not see your product's category listed below, it may be restricted. [Click here](#) for more information on restricted categories.

Browse for your product's category

Debug mode (internal only)

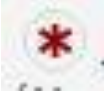
[All Product Categories](#) > [Apparel](#) > [Athletic Apparel](#) > [Boxing Apparel](#) > [Boxing Robes](#)

Boxing Apparel (1)	Boxing Robes
Boxing Robes	
Cycling Apparel (1)	
Cycling Gloves	
Martial Arts Uniforms (1)	
Rock Climbing Apparel (1)	

« **Boxing Robes** »

Select

单个刊登——创建一个新品

- 步骤五：填写商品信息，所有带红色星号  的为必填项
所有必填项填完后，点“Save and finish”保存即可
(注：保存后，上传的图片才会显示)

* 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"x1.0"			

Cancel

Save and finish

单个刊登——创建新品的多属性-变体

- “多属性商品”一般适用于：服饰类，珠宝首饰等类商品，我们称之为“变体商品”
- 这种商品的展示形式如下，买家可以选择“尺寸和颜色”
- 当买家选择不同颜色时，商品的图片会随之变化，选择不同尺寸和颜色时，价格库存等都将随之变化



Champion
Champion Men's Jersey Tee
★★★★☆ (38 customer reviews)

Price: **\$6.29 - \$17.00**
Sale: Lower price available on select options

Size: 选择尺寸

Select 选择颜色

Select
XXX-Large
Small
Medium
Large
X-Large
XX-Large
XXX-Large

• cotton
• Not applicable
• shirts closure
• Machine Wash
• Set in 1x1 rib collar
• Self fabric neck tape
• Imported

单个刊登——创建新品的多属性-变体

- 在商品的Vital Info或者More Details标签下找到Variation Theme
- 在Variation Theme中选择变体主题如尺寸、颜色，或尺寸+颜色

* Vital Info * Offer Images Description Keywords More Details

All Product Categories > Apparel > Dresses > Other Dresses Next

*** Product Name:**
(Max. 250 characters. Please include the size and color of the item in the Product Name, if available.)
Example: Tommy Bahama 'Shades of Paradise' Polo Large Blue

*** Brand Name:**
(Max. 50 characters)
Example: Ralph Lauren; North Face; Patagonia

*** Department:**
(List one per line. List the department in which the product is found. Select from the following 5 departments: mens, womens, boys, girls, baby-boys, baby-girls, unisex-adult, unisex-child, unisex-baby.)

Package Quantity:
(Quantity of the item for sale in one package)
Example: 2

Size:
(The numeric or text version of the item's size.)
Example: X-Large, 6-12 Months, 20 Plus, 32Wx 34L

Color:
(The color of the item.)
Example: Red, Navy Blue, Pink, Green

Variation Theme:
(How your products vary.)
- Select -
Size
Color
Size, Color

*** EAN or UPC:** or UPC? [Show alternatives...](#)

Next

Cancel

Save and finish

单个刊登——创建新品的多属性-变体

- 选择变化主题后，点击Variations标签，进入添加尺寸颜色页面
- 在Size, Color菜单里面添加您的商品尺寸，颜色
- 点击Add variations 按钮创建变体主题的组合

* Vital Info Variations Offer Images Description Keywords More Details

All Product Categories > Apparel > Dresses > Other Dresses [Next](#)

List all your variation terms for the themes 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. On the next page, you'll be able to remove any invalid variations. See an example, and [Learn More](#).

Go to the [Offer Tab](#) to enter more offer information.

Size: [Add another](#)
(The numeric or text version of the item's size.)
List as many as you know exist.
Example: X-Large, 6-12 Months, 20 Plus, 32Wx 34L

Color: [Add another](#)
(The color of the item.)
List as many as you know exist.
Example: Red, Navy Blue, Pink, Green

[Add variations](#)

After defining your variations, all possible combinations will appear below.

Your Current Variations

0 variations

0 variations [Next](#)

Cancel

Save and finish

单个刊登——创建新品的多属性-变体

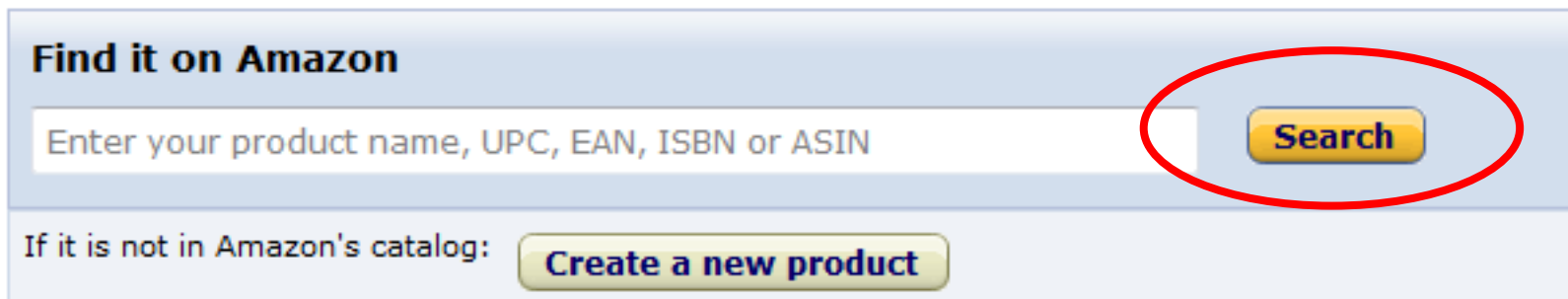
- 在Variation Matrix里面会出现不同的尺寸颜色组合
- 在每个组合后面添加：SKU, UPC, Condition, Your Price（价格），Sale Price（促销价格），Sale start date, Sale end date（促销开始，结束日期），Quantity（数量）后，保存

The screenshot shows the 'Variations Matrix' interface. It features a table with 11 columns: Remove, Color, Size, Seller SKU, EAN or UPC, Condition, Condition Note, Your price, Sale price, Sale start date, Sale end date, and Quantity. The table contains 4 rows of variations. A red oval highlights the first row of the table, which is currently empty. The second row shows a variation with Color 'Large' and Size 'Blue'. The third row shows a variation with Color 'Large' and Size 'Red'. The fourth row shows a variation with Color 'Small' and Size 'Blue'. The fifth row shows a variation with Color 'Small' and Size 'Red'. The 'Condition' column has a dropdown menu with '- Select -' and an 'APPLY TO ALL' button. The 'Your price' and 'Sale price' columns have input fields with '\$' and 'APPLY TO ALL' buttons. The 'Sale start date' and 'Sale end date' columns have input fields with '(mm/dd/yyyy)' and 'APPLY TO ALL' buttons. The 'Quantity' column has an input field and an 'APPLY TO ALL' button. At the bottom of the interface, there are 'Cancel', 'Save and finish', and 'Next' buttons.

Remove	Color	Size	Seller SKU	EAN or UPC	Condition	Condition Note (Add your comments about the condition)	Your price (Price based on condition)	Sale price (A sale price must have a start & end date)	Sale start date (mm/dd/yyyy)	Sale end date (mm/dd/yyyy)	Quantity
<input type="checkbox"/>					- Select - APPLY TO ALL		\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Large	Blue	<input type="text"/>	<input type="text"/>	- Select -		\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Large	Red	<input type="text"/>	<input type="text"/>	- Select -		\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Small	Blue	<input type="text"/>	<input type="text"/>	- Select -		\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Small	Red	<input type="text"/>	<input type="text"/>	- Select -		\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

单个刊登——销售亚马逊平台已有商品

- 亚马逊允许卖家：销售已经在亚马逊平台创建好了的商品
- **卖家必须确认：**商品的所有信息完全一致才能销售已有商品, 包括UPC、品牌、厂商、包装、及商品各种参数。并且，卖家必须有该品牌拥有者的授权经销许可。
- 步骤一：在“Add a new product”页面的搜索框中，输入要销售商品的标题或者UPC，EAN，ASIN，点击搜索
- 步骤二：搜索出商品以后，确认UPC跟您的商品外包装上的UPC完全一致后，点击Sell yours按钮



Find it on Amazon

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

Search

If it is not in Amazon's catalog: [Create a new product](#)

单个刊登——跟卖一个前台已有的产品

- 步骤三：在商品信息录入页面，只需输入：Condition（新旧程度）、Your price（价格）和Quantity（数量），点击“Save and finish”

Amazon Product Summary

iPhone 4 Graphic Case - Hot Pink/Black Leopard
[\(View amazon detail page\)](#)
ASIN: B00400V0J2

Competing Marketplace Offers:
27 [All](#) from \$2.73 + \$0.00 shipping
26 [New](#) from \$2.73 + \$0.00 shipping
1 [Used](#) from \$2.00 + \$4.99 shipping

List Price
\$17.99

Amazon Sales Rank
396

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

Seller SKU:
(Unique Identifier. If you don't enter a SKU we'll create one for you.)

*** Condition:** - Select -

Condition Note:
(Add your comments about the condition)

2000 bytes left
Example: Dust cover missing. Some scratches on the front.

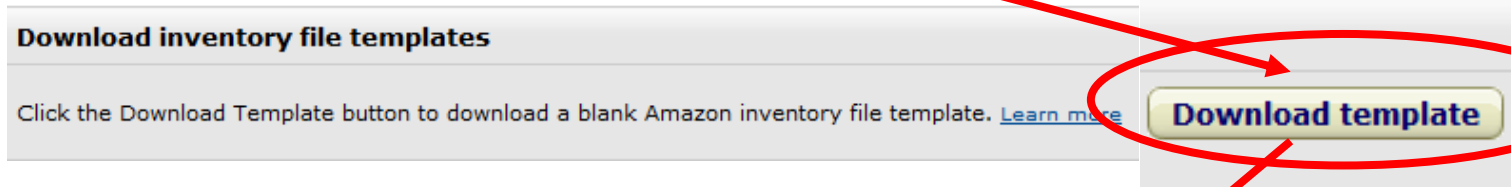
Low price: Select condition to view low price
(Lowest price for selected condition) [Learn more](#)

*** Your price:** \$ + \$0.13 shipping
(Price based on condition) [Learn more](#)
Example: 50.00

Sale price: Sale price: \$
(A sale price must have a start & end date)
Sale start date: Sale end date:

方法二：批量上传的操作

- 进入卖家后台点击Inventory->“Add Products via Upload”
- 点击“Download Template”，点分类下载模版



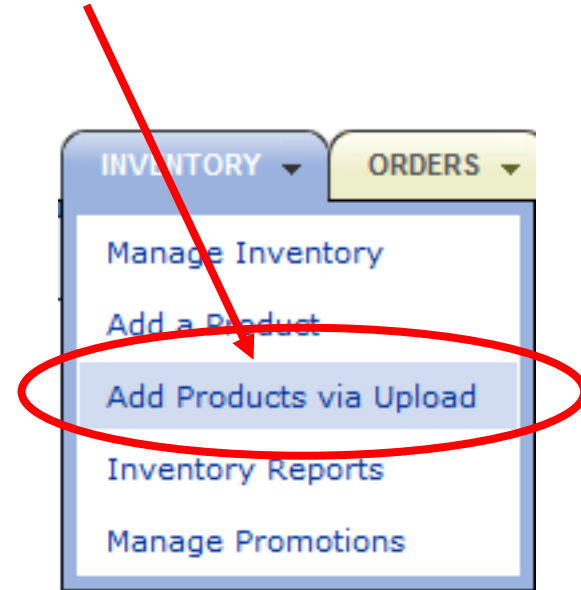
Templates for specific categories

You are registered with Release Package 4.1

Use the following template versions.

File templates	Style guides	Browse tree guide (BTG)
Automotive & Powersports (Parts & Accessories) Automotive & Powersports (Tires & Wheels)	Automotive & Powersports (PDF) Motorcycles & ATVs (PDF)	Automotive and Powersports BTG
Baby	Baby (PDF)	Baby BTG
Beauty	Beauty (PDF)	Beauty BTG
Books	Use Book Loader Use UIEE Format to List Books	There is no separate BTG available for this category.
Camera & Photo	See Consumer Electronics.	See Consumer Electronics.
Cell Phones & Accessories (Wireless)	See Consumer Electronics.	Cell Phone & Accessories BTG
Clothing & Accessories	Clothing & Accessories (PDF)	Clothing & Accessories BTG

Try our new [Lite Clothing Template!](#) This template has fewer fields and is easier to use than the standard clothing template.



方法二：批量上传的操作—模版简介

- 下载成功后，用微软Office软件（WPS不适用），打开Excel表格
- 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



- **Template** —— 商品数据填写表格，如Consumer Electronics , Clothing Template...
- **Valid Value** —— 某些字段要填写的正规值（下拉菜单值）
- Instructions —— 简介， Image Info —— 图片要求
- Data Definitions —— 对整个批量上传模板各个字段的解释
- Example —— 例子

方法二：批量上传的操作—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

E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	
1	How to complete your inventory template				
2	G	Field Name	Local Label Name	Definition and Use	
3	Basic - These are attributes that are important to buyers and should be populated for all your items. Some are required				
4		item_sku	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 e leng
5		item_name	Product Name	A short title for the product. This will be displayed in bold on the product page and in the title bar of the browser window. For the Parent of Variation Products: [Brand] + [department/(Special Size, if applicable)] + [product name] For Child Products: [Brand] + [department/(Special Size, if applicable)] + [product name] + [size] + [color]	An e leng

Navigation: Instructions | Images | **Data Definitions** | Template | Example | Valid Values | (+)

Status: 就绪

方法二：批量上传的操作—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SKU（一款商品）

1	A	B	C	D	E	F	G	H
1	TemplateType=Clothing	Version=2014.0409	The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.					
2	SKU	Product Name	Product ID	Product ID Type	Brand Name	Product Description	Item Type Keyword	Style Number
3	item_sku	item_name	external_product_id	external_product_id_type	brand_name	product_description	item_type	model
4								
5								
6								
7								
8								
9								
10								
11								

Instructions Images Data Definitions **Template** Example Valid Values

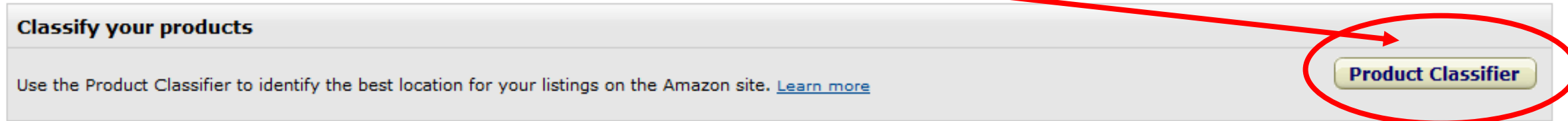
方法二：批量上传的操作—查找商品品类 (Product_Type)

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

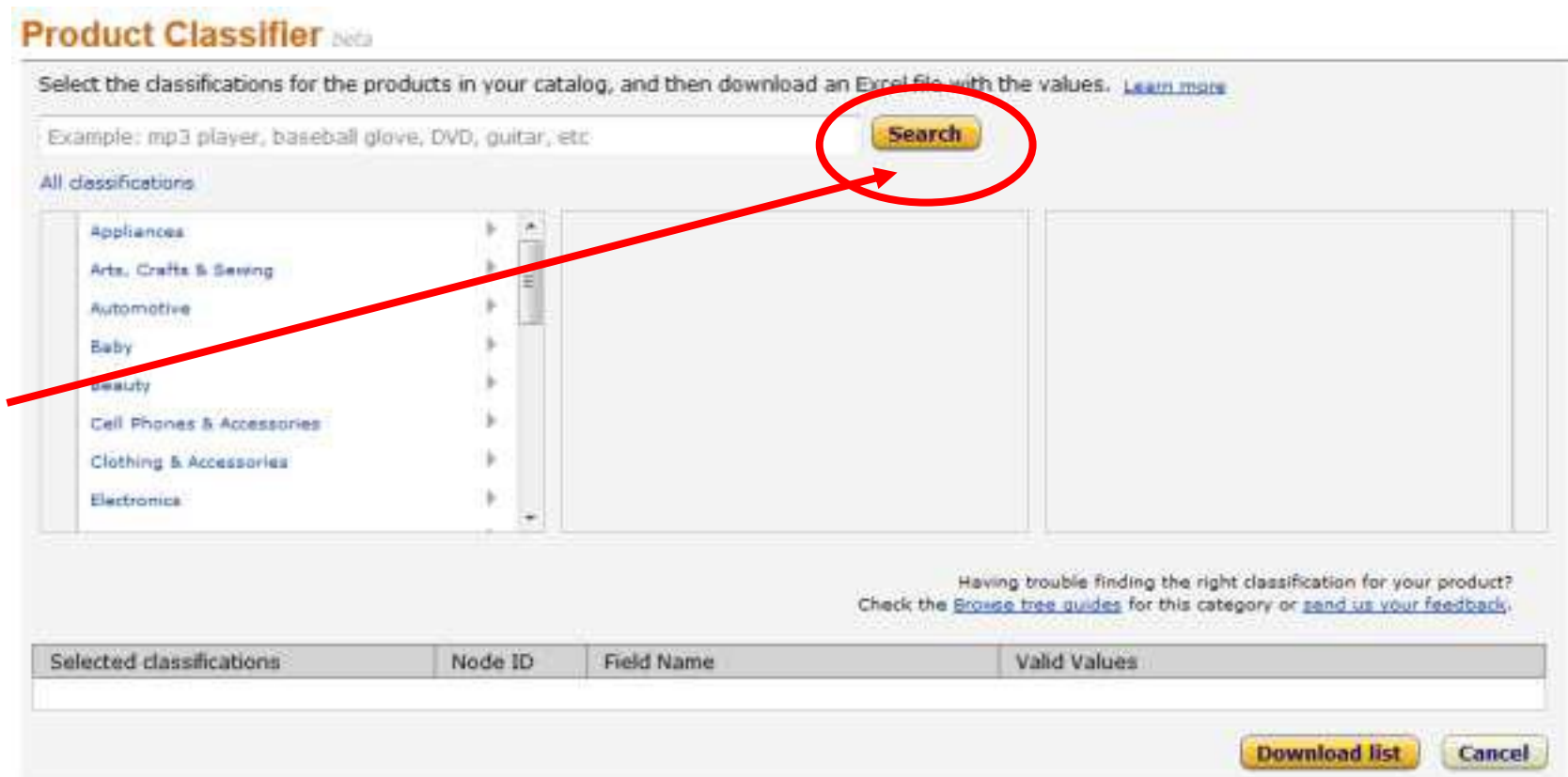
D
Product Type
feed_product_type
GolfClubHybrid
GolfClubIron
GolfClubPutter
GolfClubWedge
GolfClubWood
GolfClubs
SportingGoods

方法二：批量上传的操作—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



方法二：批量上传的操作—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“+”号，商品的品类关键字就会显示在下面的列表中Valid Values列

- 注：英国平台叫做 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:	Found in:
+ MP3 Players	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Players
+ Headphones	Electronics > Accessories & Supplies > Audio & Video Accessories > Headphones
+ Headphones	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Headphones
+ Cases	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Cases
+ Speaker Systems	Electronics > Portable Audio & Video > MP3 Players & Accessories > MP3 Player Accessories > Speaker Sy...
+ Travel Chargers	Cell Phones & Accessories > Accessories > Chargers > Travel Chargers
+ Travel Chargers	Electronics > Cell Phones & Accessories > Accessories > Chargers > Travel Chargers
+ Travel Chargers	Electronics > Accessories & Supplies > Cell Phone Accessories > Chargers > Travel Chargers
+ 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			
× MP3 Players	1264866011	item_type_keyword	mp3-players OR mp4-players

方法二：批量上传的操作—查找详细品类 (Item-Type)

- 把查到的正规值，添加到template中“Item Type Keyword”字段

	Item Type Keyword	
n	item_type	
	mp3-players OR mp4-players	
	mp3-players OR mp4-players	
	mp3-players OR mp4-players	
	mp3-players OR mp4-players	
	mp3-players OR mp4-players	

方法二：批量上传的操作—产品图片

- 主图链接Main Image URL必须填写，需要是.jpg格式结尾的链接

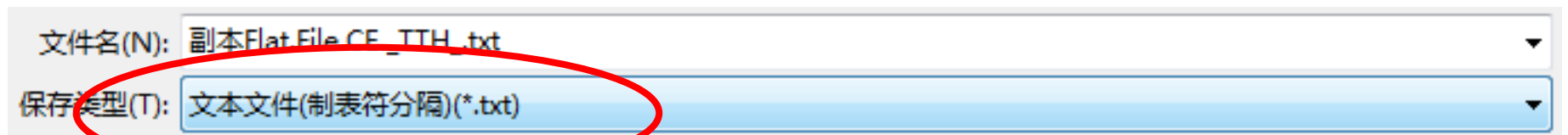
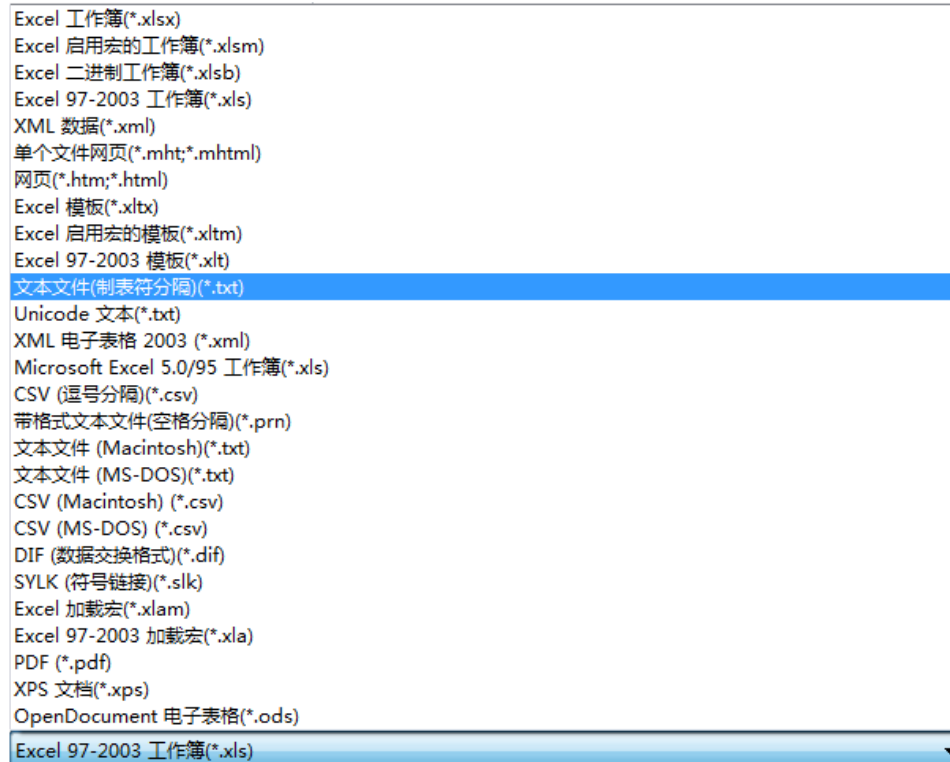
BA	BB	BC	BD	BE	BF	BG	BH
Image - These attributes provide links to images for a product							
Main Image U	Other Image UR	Other Image UR	Other Image UR	Other Image UR	Other Image UR	Other Image UR	Other Image UR
main_image_url	other_image_url1	other_image_url2	other_image_url3	other_image_url4	other_image_url5	other_image_url6	other_image_url7
http://hk3.image4.pushauction.com/direct/d4/d479a982-a295-4608-a3f0-23d890b0c7e9/59/59dd1afc-9941-d607-84d2-afa4f27fd4d5.jpg							
http://hk3.image4.pushauction.com/direct/d4/d479a982-a295-4608-a3f0-23d890b0c7e9/59/59dd1afc-9941-d607-84d2-afa4f27fd4d5.jpg							
http://hk3.image4.pushauction.com/direct/d4/d479a982-a295-4608-a3f0-23d890b0c7e9/59/59dd1afc-9941-d607-84d2-afa4f27fd4d5.jpg							

- 可使用Photobucket等网站上传图片



方法二：批量上传的操作—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”格式



方法二：批量上传的操作—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) inventory file template as a tab-delimited text file and upload your file below. [Learn more](#)

Inventory Files for non-Media Categories ▼

Inventory Files can be used to create new listings and add products to the Amazon catalog. Use this option if your file is for products in categories other than Books, Music, Video and DVD (BMVD). [Learn more](#)

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

Locate your inventory file to upload: 未选择文件.

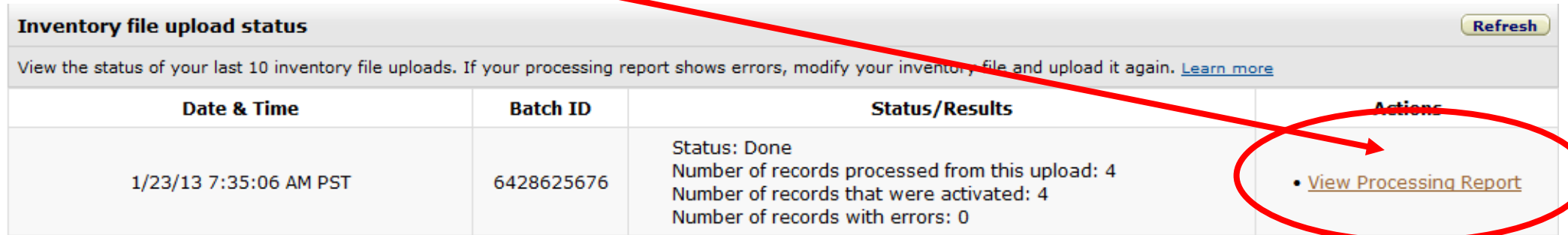
Processing Report Format [?](#) Text Excel **NEW**

Notify me with an e-mail when my inventory file is uploaded : [?](#)

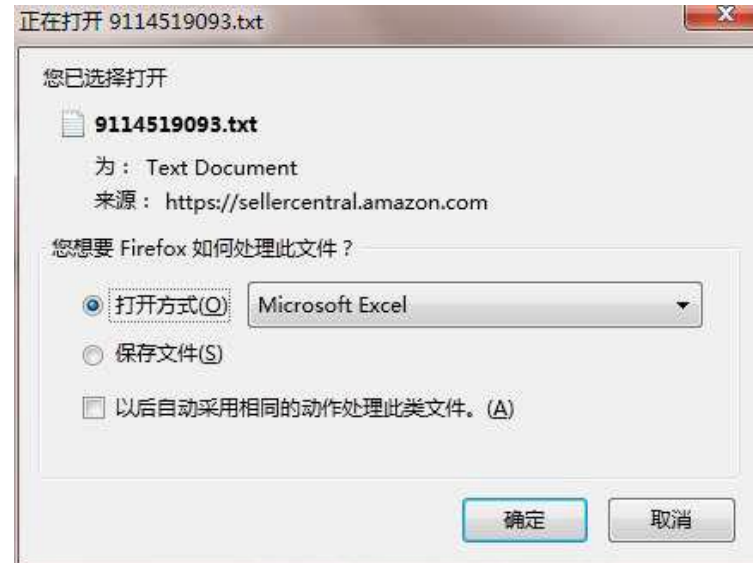
Click the "Check my file" button to check your file for common warnings or errors. Note: This feature won't add your listings to Amazon. [Learn more](#) **NEW**
This option also suggests variations for Clothing & Accessories and Shoes Inventory Files.

方法二：批量上传的操作—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



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



方法二：批量上传的操作—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）
- 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

	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-resku		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. Cre											
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. Cr											
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. Cr											
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:

- 必填项为空: “SKUxxx, Missing Attributes... , A value is required for the "itemtype"”
- UPC已经使用: “SKU xxx, ASIN xxx, ('size' Merchant: 'Small' / Amazon: 'X-Small'). The product_id provided with xxx, but some of the information submitted contradicts information in the Amazon catalog.”
- 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...”

方法二：批量上传的操作—多属性商品

- 在批量上传模板中创建父子类关系主要用到以下字段, 粉色的4个字段标识了商品之间的父子关系定义
- – Parent-child, – Parent-sku, – Relationship-type, – Variation-theme
- – Color Name, – Size Name

A	B	BK	BS	BT	BU
TemplateType=Clothing	Version=2014.0409	Variation - Populate these attributes if your product is available			
SKU	Product Name	Parentage	Parent SKU	Relationship Type	Variation Theme
item_sku	item_name	parent_child	parent_sku	relationship_type	variation_theme
AA	XXX Women's Dresses	parent			sizecolor
AA-001	XXX Women's Dresses Red Large	child	AA	Variation	sizecolor
AA-002	XXX Women's Dresses Red Small	child	AA	Variation	sizecolor
AA-003	XXX Women's Dresses Blue Large	child	AA	Variation	sizecolor

方法二：批量上传的操作—多属性商品

- SKU “101-P”“MyBrand Women’s Fleece Pullover Sharon Lady” 是父商品，
 - – SKU要体现出该商品是父商品并且跟子商品的SKU类似
 - – Title要体现出该商品是父商品，不能出现颜色尺寸文字，命名规则为[Brand] + [department/target audience] + [product name/style]
 - – parent-child (父子商品) 字段要填写Parent来定义该商品为父商品
 - – parent-sku(父商品SKU)字段为空
 - – relationship-type(关系类别)字段为空
 - – Variation-theme(变体类型) 字段是来定义这一组商品是按照什么来进行变体的，该字段可以选择
 - 为Size, Color和SizeColor，此例中我选择了SizeColor意思就是这组商品将有尺寸颜色不同的子商品
 - – 父商品的颜色尺寸等字段要为空，因为父商品只是一个集合，没有真实的尺寸颜色
 - – 父商品不能填写价格和数量信息，父商品必须有一个主图

sku	product-name	parent-child	parent-sku	relationship-type	variation-theme	color	color-map	size	size-map
101-P	MyBrand Women’s Fleece Pullover Sharon Lady	Parent			SizeColor				
101SB	MyBrand Women’s Fleece Pullover Sharon Lady Size Small Black	Child	101-P	Variation	SizeColor	Black	Black	Small	Small
101MB	MyBrand Women’s Fleece Pullover Sharon Lady Size Medium Black	Child	101-P	Variation	SizeColor	Black	Black	Medium	Medium
101LB	MyBrand Women’s Fleece Pullover Sharon Lady Size Large Black	Child	101-P	Variation	SizeColor	Black	Black	Large	Large
101SR	MyBrand Women’s Fleece Pullover Sharon Lady Size Small Red	Child	101-P	Variation	SizeColor	Red	Red	Small	Small
101MR	MyBrand Women’s Fleece Pullover Sharon Lady Size Medium Red	Child	101-P	Variation	SizeColor	Red	Red	Medium	Medium
101LR	MyBrand Women’s Fleece Pullover Sharon Lady Size Large Red	Child	101-P	Variation	SizeColor	Red	Red	Large	Large

方法二：批量上传的操作—多属性商品

- SKU “101SB, 101MB, 101LB”等都是子商品，
- – SKU要体现出该商品是子商品并且SKU跟父商品类似
- – Title要体现出该商品是子商品，必须填写颜色尺寸文字，命名规则为[Brand] + [department/target audience] + [product name] + [size] + [color]
- – parent-child (父子商品) 字段填写Child来定义该商品为子商品
- – parent-sku(父商品SKU)字段不能为空, 要填写该商品的父商品的SKU如101-P
- – relationship-type(关系类别)字段不能为空，要填写文字“Variation”
- – variation-theme(变体类型) 字段应跟父商品一样SizeColor
- – 子商品的颜色尺寸等字段要填写，并且同样的尺寸颜色组合不能重复出现
- – 子商品必须填写价格和数量信息
- – 子商品必须有一个主图，并且要和商品颜色保持一致

sku	product-name	parent-child	parent-sku	relationship-type	variation-theme	color	color-map	size	size-map
101-P	MyBrand Women's Fleece Pullover Sharon Lady	Parent			SizeColor				
101SB	MyBrand Women's Fleece Pullover Sharon Lady Size Small Black	Child	101-P	Variation	SizeColor	Black	Black	Small	Small
101MB	MyBrand Women's Fleece Pullover Sharon Lady Size Medium Black	Child	101-P	Variation	SizeColor	Black	Black	Medium	Medium
101LB	MyBrand Women's Fleece Pullover Sharon Lady Size Large Black	Child	101-P	Variation	SizeColor	Black	Black	Large	Large
101SR	MyBrand Women's Fleece Pullover Sharon Lady Size Small Red	Child	101-P	Variation	SizeColor	Red	Red	Small	Small
101MR	MyBrand Women's Fleece Pullover Sharon Lady Size Medium Red	Child	101-P	Variation	SizeColor	Red	Red	Medium	Medium
101LR	MyBrand Women's Fleece Pullover Sharon Lady Size Large Red	Child	101-P	Variation	SizeColor	Red	Red	Large	Large


方法二：批量上传的操作—常见问题

- **Sample data file**产品收集表，不可用于直接上传。但内容可复制到摸版中使用
- 请用微软的**Excel**软件编辑摸版，**WPS**软件编辑的上传会报错
- 模版表头三行不能修改、删除，摸版所有列不能删除、更换位置
- 摸版中部分字段有正规值，不能随意填写，需到**Valid Values** 中查找
- 父商品不需要填**UPC**号码，不需要填价格、库存、颜色、尺寸等信息
- 后台下载正确的上传摸版，另存为“**文本文件制表符分隔**”格式上传

已上传产品的查看、编辑—添加成功

- 添加成功后，在“Manage Inventory”页面，会出现该商品记录

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



iPhone 4 Graphic Case - Hot Pink/Black Leopard

[\(View amazon detail page\)](#)

- **ASIN:** B00400VOJ2
- **SKU:** PT-Q3BI-6ZXZ

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

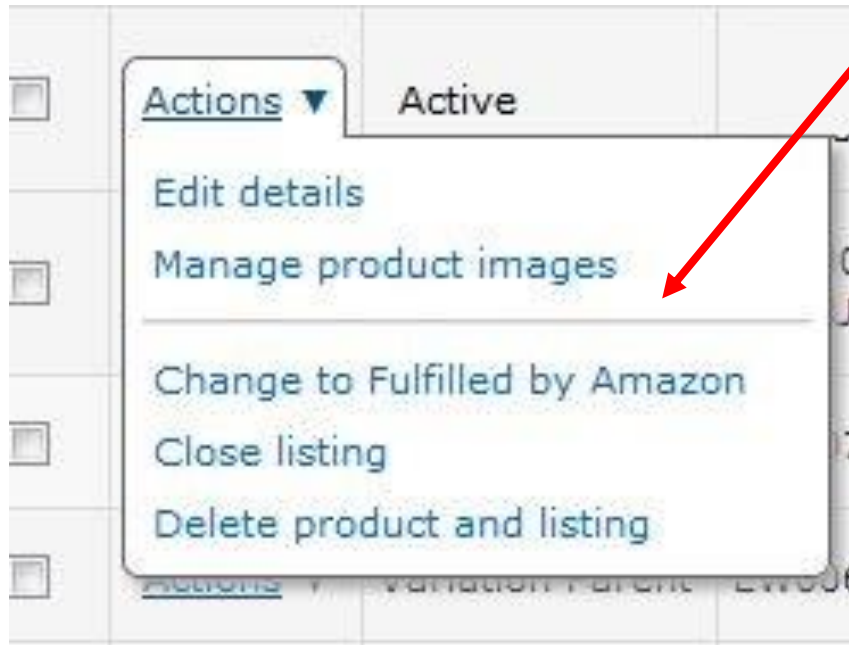
You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems. Edit details Copy to a new product Add another condition

Low Price Settings NEW

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Available	Condition	Your Price +Shipping	Low Price +Shipping	Buy Box Price +Shipping	Fulfilled By
<input type="checkbox"/>	Actions ▼	Active	MYSKU	B00400VOJ2	iPhone 4 Graphic Case - Hot Pink/Black Leopard	10/08/2012 23:10:59	<input type="text" value="10000"/>	New	\$ <input type="text" value="0.01"/> -	\$2.73 + \$0.00	\$2.80 + \$0.00	Merchant
<input type="checkbox"/>	Actions ▼	Variation Parent	LWQP110001	B008R51COI	Leweiyin Silk and Chiffon Mini Cheongsam with Patterned Blooming Peony	07/30/2012 20:04:19		New				

已上传产品的查看、编辑

- 点击父商品前面的“+”号，会显示其下所有的子商品
- 点击每行商品记录前的Actions下拉菜单，可以：编辑产品信息、上传更换图片、删除、转为亚马逊物流等



Listing 卖家店铺抓取

如果卖家SKU多且图片质量合格，可以向Listing申请店铺抓取服务，将卖家的ebay或速卖通店铺抓取下来，导入成flatfile, 修改后直接上传

- SKU（具体标准待确认，根据类目不同，基本大于等于1000SKU)
- 图片质量（白底，无文字水印logo)
- 目前只能抓取ebay, aliexpress和部分卖家官网。
- SF中联系Onboarding申请

Integration Listing

北美站点，英国欧洲站点，分别可以支持站点内cross listing

- US&CA
- UK&EU
- 卖家后台操作

谢谢