

Etail Systems Tip Sheet

Objective: To add your products to Amazon with as much information as possible, so Amazon can index your items properly. (If you already have products listed on Amazon, please see the bottom of this walkthrough)

The following tells you how to achieve this;-

If you'd like all of your products Amazon enabled (this means they can be sent to Amazon, it doesn't send them automatically), please contact us as we can do this for you. If you only want certain to be Amazon enabled, please follow the steps below.

You need to go in to every product and set it up for Amazon. Go to 'Products' & search for the products you want to put on Amazon. Click the search button without entering any information in the boxes to bring up all your products. Click the 'Edit Product' button.

The screenshot shows the Etail Systems interface. At the top, there's a navigation bar with 'Products' highlighted. Below it, a search bar contains '3 Pairs Mens Socks in Black'. The results table shows two items:

	CHL	Product	Reference / Description / Price	Skus	Depts	Info	Relations	Status	Image	Edit
1	Amazon		NA0101 3 Pairs Mens Socks in Black 2.99	1	1		Associated: 8 Recommended: 0 Related: 4	Live		Edit Product
2			BEAR0001 / CMB756 Bear Grylls Arctic Down Gilet Bodywarmer 74.99	3	1		Associated: 0 Recommended: 0 Related: 0	Suspended		Edit Product

Once you're in the product, click the mini tab 'Additional Info & Overrides'.

The screenshot shows the 'Additional Info & Overrides' tab selected. Below the tab, there's a section for 'Additional descriptions'.

You need to scroll around 2/3 of the way down the page to the 'Channels' heading, & make sure the 'Amazon Enabled' box is ticked.

If you only want certain SKUs of a product going to Amazon, you also need to go and edit the SKU which you want to be Amazon enabled. To do this, click the 'Prices / SKUs' button, then edit the SKU you wish & scroll down until you see 'Amazon Active' & tick the box. Don't forget to click 'Update SKU' to save your changes.

You then need to click the 'View Amazon Details' button.

Click 'Import Title & Description', which will import the description from your COMS product description. You can edit the text if need be. You can also add bullet points in the boxes below. We wouldn't recommend putting prices in the descriptions (as below) as you'd have to manually change these if prices altered.

If you have a lot of HTML in your description, you will need to take this out, as Amazon doesn't accept it. Very basic HTML should be fine.

Amazon Product Attributes

Primary Info .CO.UK

Primary Marketplace

FBA Product ☐

Amazon Title: 3 Pairs Mens Socks in Black 73 characters remaining

Amazon Product Description: FORMAL 3 PACK SOCKS IN BLACK WORK LEISURE WITH LYCRA WASHABLE 50% OFF UK 6-1135% Cotton 60% PolyesterRRP £5.99 1890 characters remaining

[Import Title & Description >>](#)

Technical Details Bullet Points

Technical Detail / Bullet Point 1... 500 characters remaining

Technical Detail / Bullet Point 2... 500 characters remaining

Technical Detail / Bullet Point 3... 500 characters remaining

Select 'feed type' in the drop down below, then the 'product type'. If appropriate, use the SKU Variation Mapping.

NB: If Amazon accepts both Size & Colour (or whatever your attributes are) variations, then tick the tick box just above the 'Clear SKU Mappings' button, or it'll only send the first attribute's information to Amazon.

To get the Category numbers for Amazon (also called 'Node IDs'), you need to download the 'Browse Tree Guides' (BTG) file when you are logged in to your Amazon Seller Central account.

There are more 'General Attributes' if applicable. Select an option from the dropdown and click the little green + button to add it to your listing.

Select Feed Type: **Apparel**

Select Product Type: **Sockshosiery**

SKU Variation Mapping

Amazon Map	SKU Attribute Map
Size	<input type="checkbox"/> 500 characters remaining
Color	<input type="checkbox"/> 500 characters remaining
Size-Color	<input type="checkbox"/> 500 characters remaining

[Clear SKU Mappings](#)

Browse Category 1: **116239031**

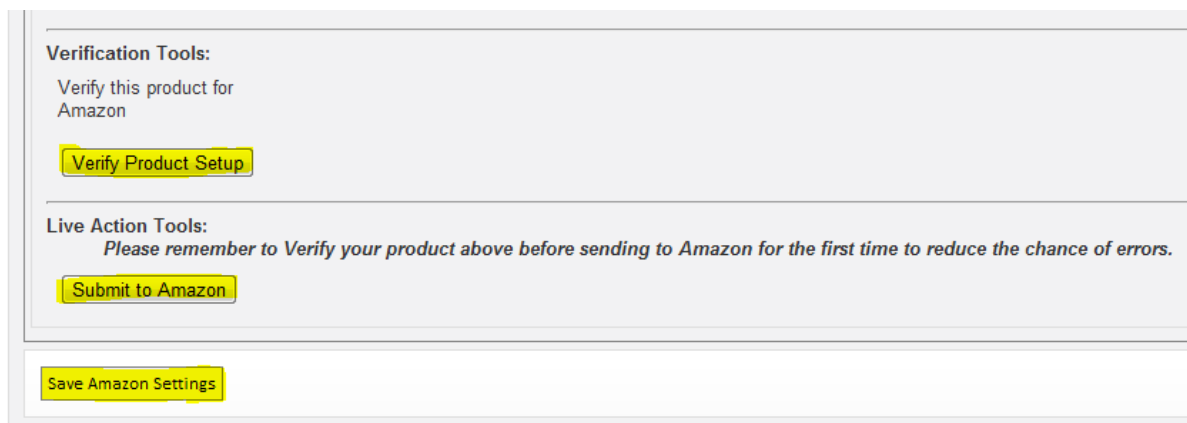
Browse Category 2: Numbers Only...

Sockshosiery Attribute Specifics (desired)

General Attributes	SKU Mapping	Values
Apparel Closure Type		<input type="text"/> +
Chest Size		<input type="text"/> +
Collar Type		<input type="text"/> +
Cup Size		<input type="text"/> +
Inner Material		<input type="text"/> +
Neck Size		<input type="text"/> +
Occasion Lifestyle		<input type="text"/> +
Outer Material		<input type="text"/> +
Style Name		<input type="text"/> +
Waist Size		<input type="text"/> +
Waist Size Unit Of Measure		<input type="text"/> +

You then need to verify your product, by clicking the button 'Verify Product Setup'. If there's anything wrong with the listing, it will tell you what it is. You must fix any errors before the system will let you continue.

Once this is done, you can submit it to Amazon by the 'Submit to Amazon' button. You then need to click 'Save Amazon Settings'.



The screenshot shows a web interface for adding products to Amazon. It features two main sections: 'Verification Tools' and 'Live Action Tools'. The 'Verification Tools' section includes the text 'Verify this product for Amazon' and a yellow button labeled 'Verify Product Setup'. The 'Live Action Tools' section includes a reminder: 'Please remember to Verify your product above before sending to Amazon for the first time to reduce the chance of errors.' and a yellow button labeled 'Submit to Amazon'. Below these sections, there is a separate yellow button labeled 'Save Amazon Settings'.

If you already have products listed on Amazon, to make COMS & Amazon work together, you need to make sure the **Merchant SKU on Amazon** matches with the **Client SKU Ref in COMS**. COMS will then automatically keep the stock control up to date & have a link with the Amazon listing & COMS listing of that product.

Once your Amazon details are in COMS, your orders will also automatically be imported & you can start managing your orders from within your back office.

If you have any questions or need help using this feature, please email support@etailsystems.com or call 0844 482 0908.