

Successful Sales



on
Amazon



Presented by Nick Hawks

amazon.com



Amazon - Statistics & Facts

Published by [J. Clement](#),

Amazon.com is an international e-commerce company offering online retail, computing services, consumer electronics, digital content as well as other local services such as daily deals and groceries. According to recent industry figures, Amazon is the leading e-retailer in the United States with [514 billion U.S. dollars in 2022 net sales](#), up from 487 billion in 2021. The majority of the company's revenues are [generated through e-retail sales of electronics and other products](#), followed by third-party seller revenues.

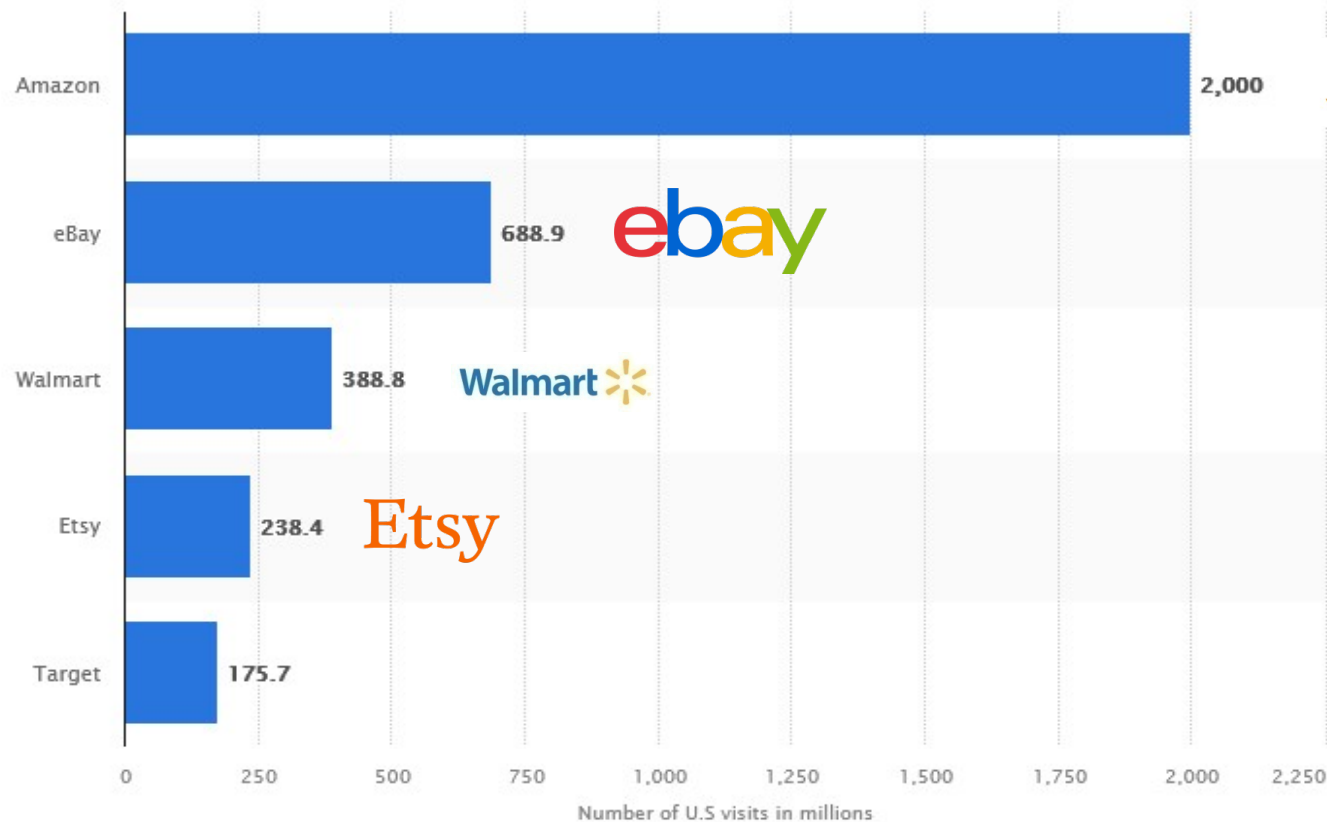


The logo for amazon.com, featuring the word "amazon" in a bold, black, sans-serif font, with a small registered trademark symbol (®) to the upper right. Below the word is a curved orange arrow pointing from the 'a' to the 'z'.

amazoncash



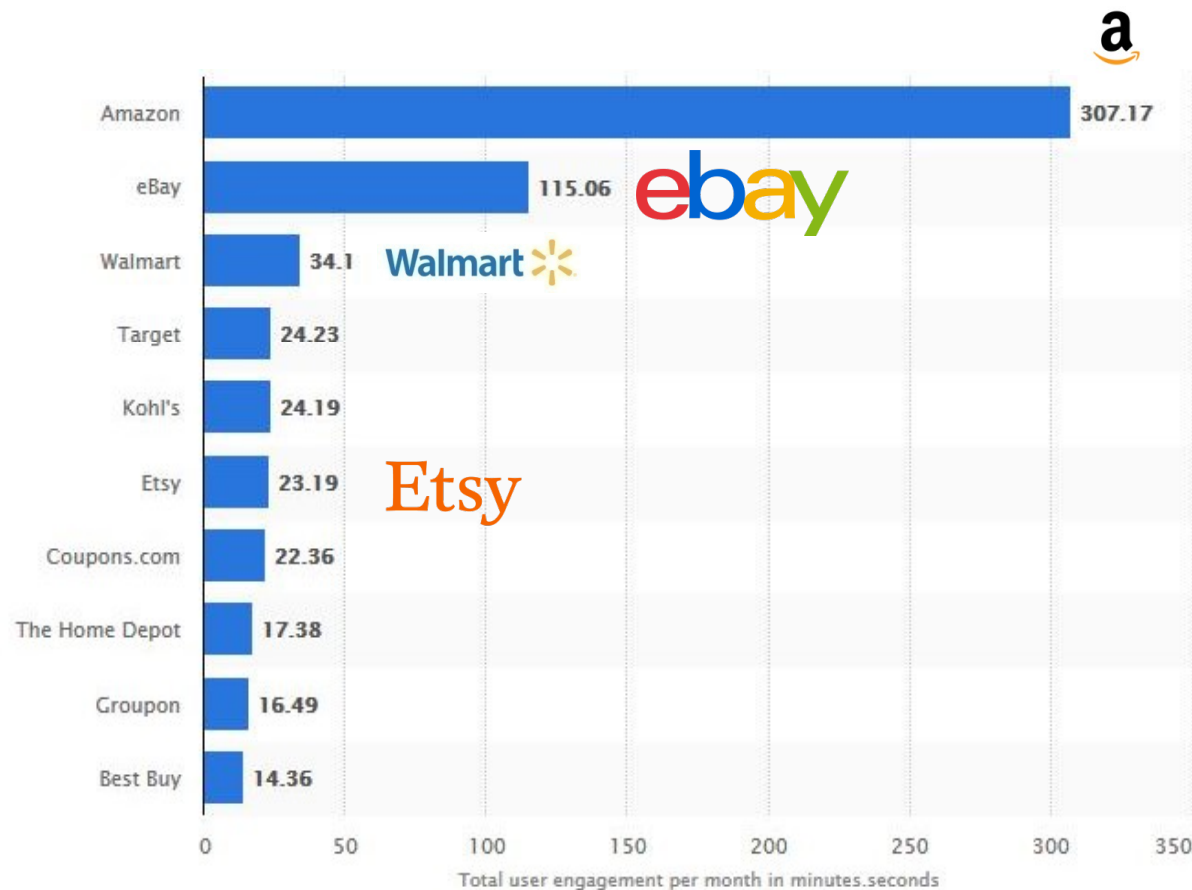
STATS



This stat presents the visits to the most popular online marketplaces in the United States as of 2022 per month.

That's 2 Billion visits per month.

STATS

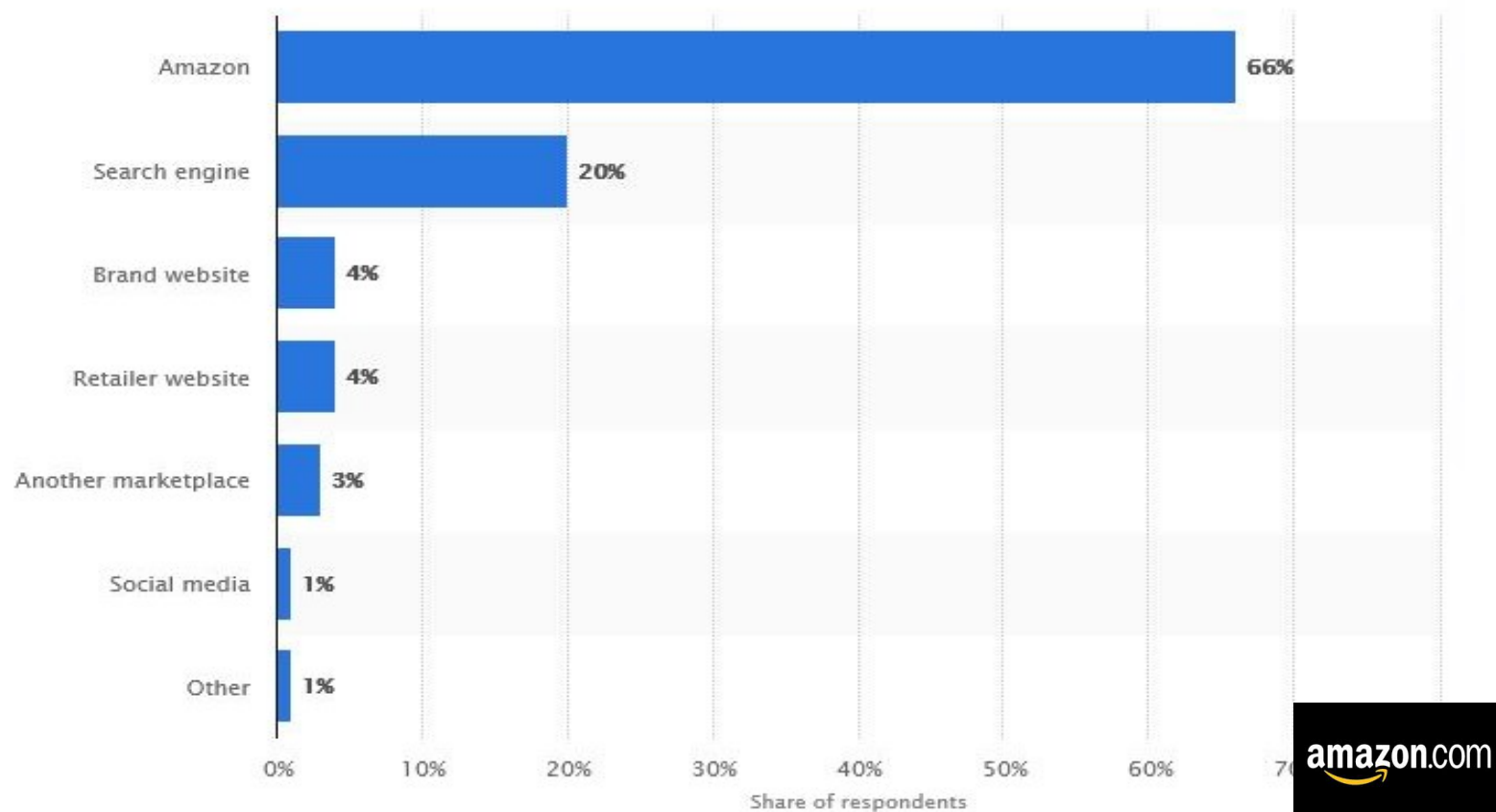


The most popular e-commerce retail sites in the US as of 2022. The leading e-commerce retailer that had the highest user engagement per month was Amazon, with 5 hours, 7 minutes and 17 seconds per user per month.

eBay was ranked second with an average monthly user engagement of almost 2 hours per month.



Most important platforms when first researching products online according to Amazon users in the United States as of 2022





Almost Everyone Price Checks on Amazon



Amazon almost always jumps to the tops of shoppers' list for price checking, with 9 out of 10 shoppers checking out the marketplace for what the best deals are. When consumers do that, it's because they're looking for the best all-around package of price, customer service and shipping speed.

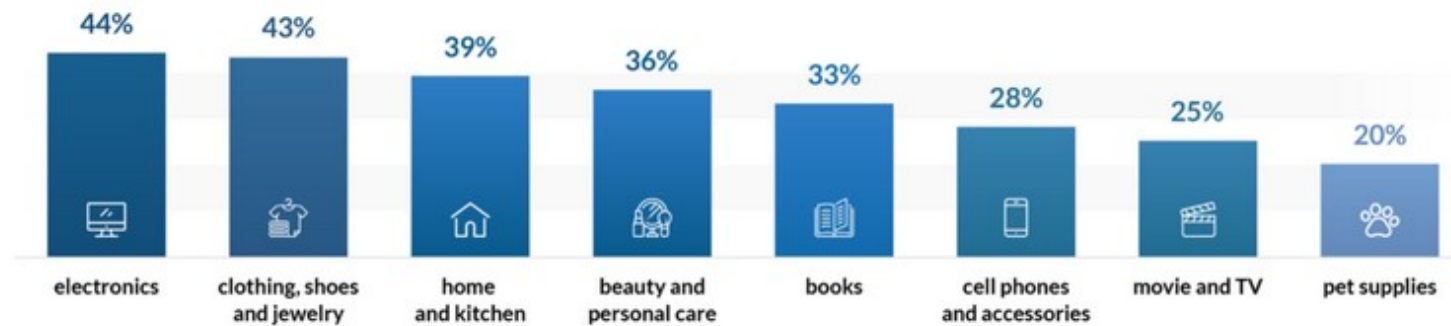
amazon.com

Amazon totally dominates US ecommerce

US ecommerce market share:



The most frequently bought products on Amazon



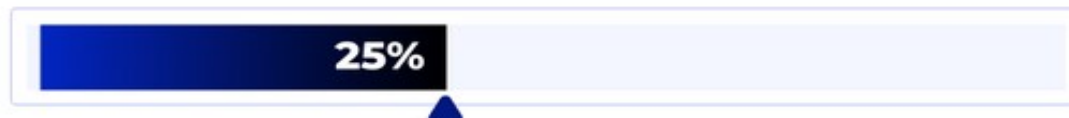
amazon.com

Three-quarters of sellers are profitable in 2022, despite serious disruptions due to supply chain issues and the continued COVID-19 pandemic.

Amazon seller earnings rise over time as sellers gain ecommerce experience



63% of sellers achieve profitability within **one year** of launching their business on Amazon.



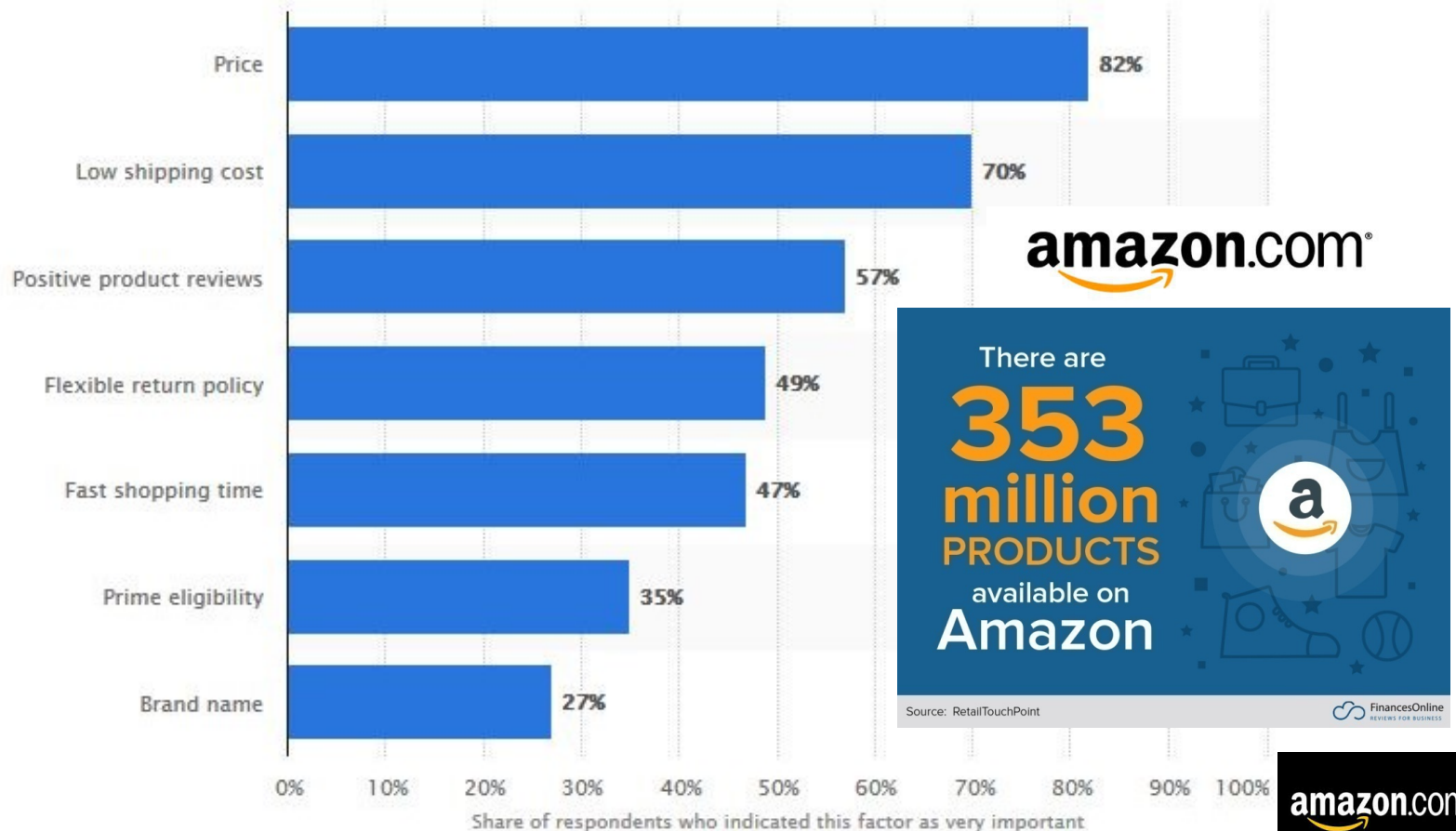
25% of sellers with **2 or fewer years** in business on Amazon are earning over \$100,000 in annual ecommerce revenue.



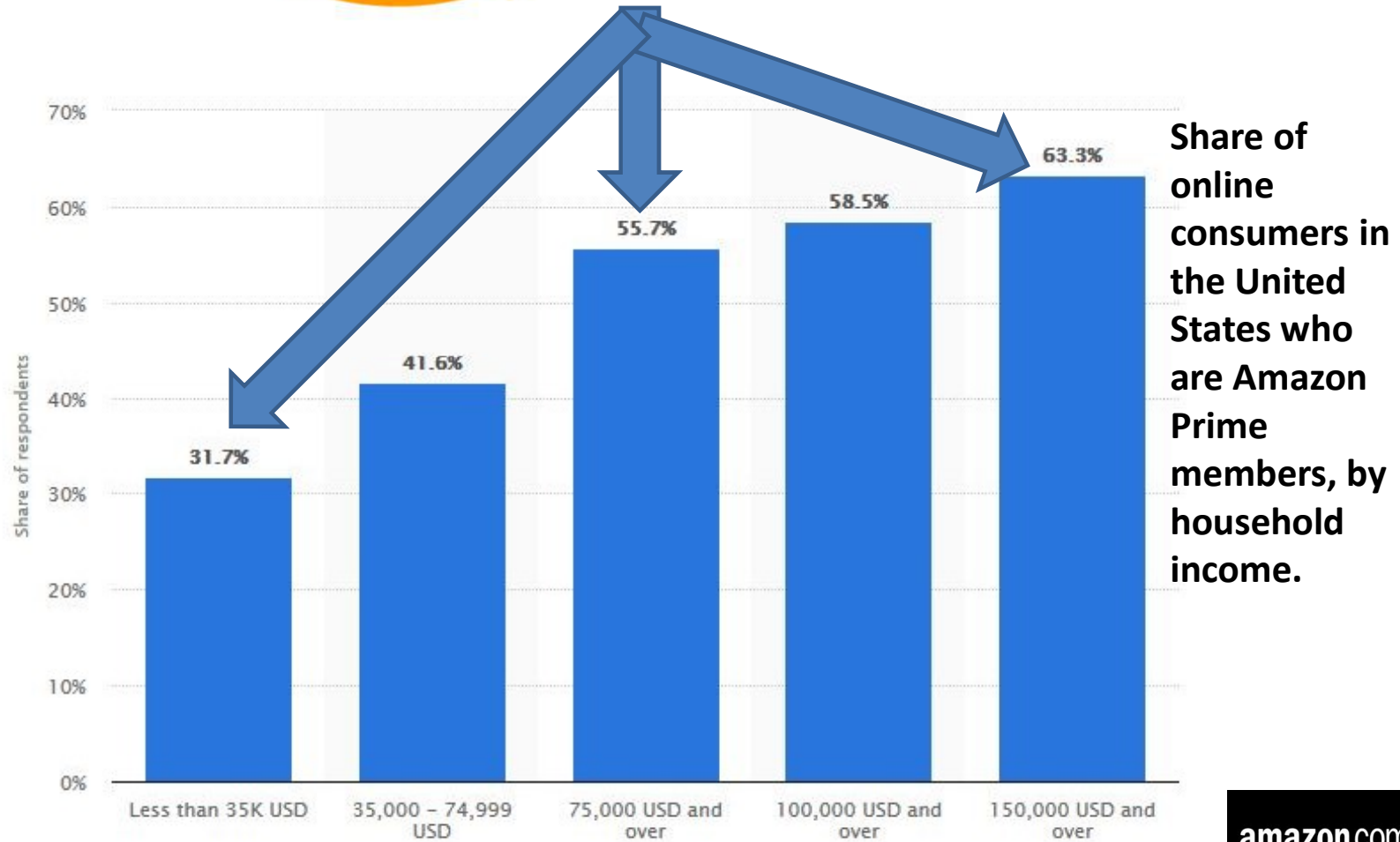
60% of sellers with **3+ years** in business on Amazon are earning over \$100,000 in annual ecommerce revenue.



Most important factors driving purchasing decisions on Amazon among Amazon buyers as of 2022



amazon.com[®]



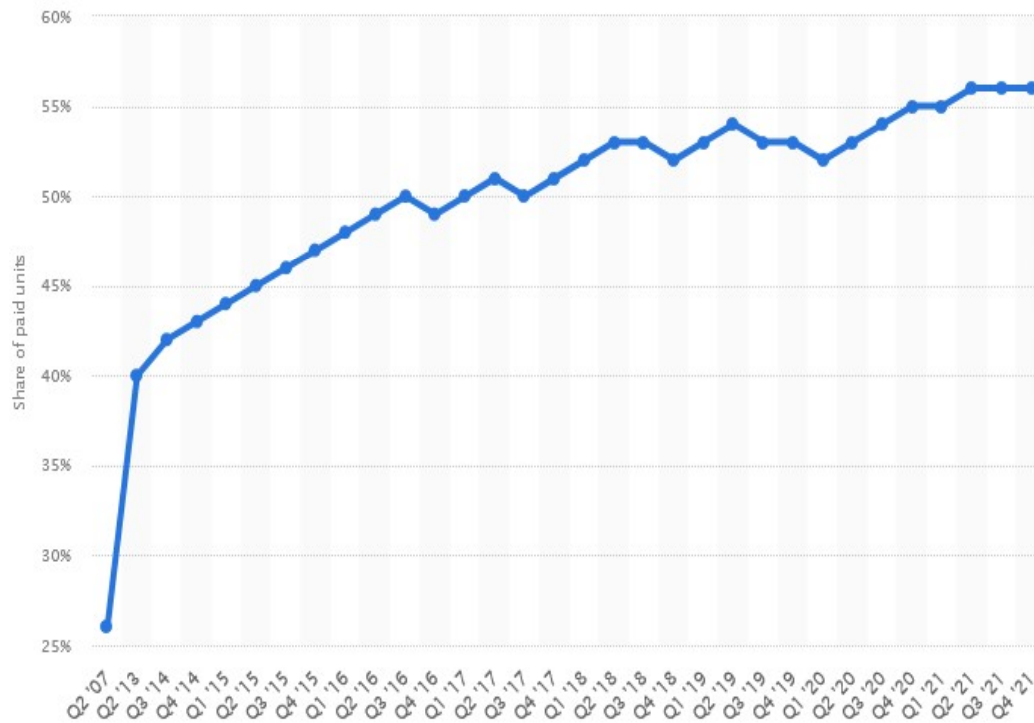
amazon.com



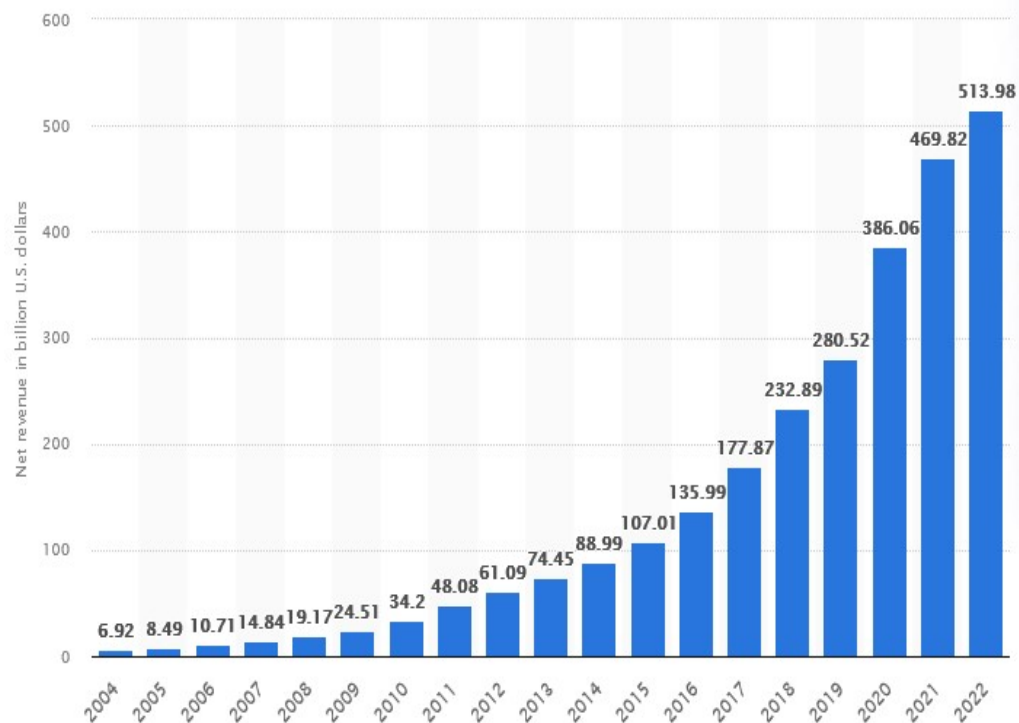
3rd Party Sellers

Amazon not only boasts a hugely successful online retail platform but also a thriving digital marketplace which is seamlessly integrated with the main retail shopping experience. In 2021, 56% of items were sold by third-party sellers.

Nearly three-quarters of Amazon seller businesses had between just one and five employees.



amazon.com®



Shop at Home



amazon **Money Machine**



Amazon Sales Per Second, Minute and Hour

- Each second, Amazon records \$4,722.
- Each minute, those sales amount to \$283,000.
- And in an hour, that averages more than \$17 million.

 **amazon.com**



Prime Members Spend a Lot

There are over 100 million [Amazon Prime](#) members around the world (more Prime members than non), and they typically spend over \$1,000 a year. This might be an extra incentive to fulfil with Amazon, or at least make your items Prime-eligible.

For those without a Prime membership, they tend to spend a little less freely than their Prime counterparts. About three-quarters of non-Prime shoppers spend between \$100 to \$500 a year on Amazon.



Amazon's Share of the US Ecommerce Market is 45%

[Amazon](#) itself has an inventory of about 12 million items across all its categories and services. But if you go broader and look at all the items that Marketplace sellers list, that number expands to about 350 million. It's a lot of competition, yes, but it's also a lot of visibility and sales.

According to [Statista](#), **Amazon was responsible for 45% of US ecommerce spending in 2019** — a figure which is expected to rise to 47% in 2020.



Almost 1 in 3 Americans Have a Prime Membership

The US Amazon Marketplace is a huge one, with over 95 million Americans claiming a Prime membership. They make up close to two-thirds of Amazon's total US audience.

Millennials Are the Biggest Audience

Millennials might get a bad rap in some areas, but not when it comes to using Amazon. They outpace [Baby Boomers](#) by a ratio of two to one for using Amazon as a shopping tool.

Amazon is Taking Over Traditional Brick-and-Mortar Categories

One of the biggest changes in shopping behaviour is the home improvement industry. Before, buyers would head to their local hardware store and have a pro help them pick out products in person, but Amazon's 1.1 million home improvement items display a clear shift away from offline shopping in that area.

 amazon.com



How Selling on Amazon Works



List your products

If a product is already available on Amazon, just add the quantity, condition, and price for your offer. Professional Sellers can add large batches of items using bulk listing tools.



Customers can see your products on Amazon

With features like 1-Click and a brand millions trust, Amazon helps customers make quick, easy, worry-free purchases.



Ship products to customers

Amazon notifies you when customers place an order. Use Fulfillment by Amazon and let Amazon do the shipping—or handle shipping yourself.



Get paid

Amazon deposits payment into your bank account at regular intervals, and then notifies you that your payment has been sent.

Have questions? [Check out our FAQ](#) ➔

"With Amazon, we can sell our innovative products to customers around the globe."

Bernie Thompson, Founder, Plugable Technologies



Please note: All new Selling on Amazon subscriptions include access to sell on Amazon.com as well as Amazon.ca. Fees, available product categories, and selling requirements may vary between the two marketplaces.

*Offer limited to new Professional Selling on Amazon subscriptions only. Offer is not available to sellers who have previously registered to list on Amazon.com. Offer includes one month of subscription fees only (you will be charged other fees, including referral fees, for items that sell on Amazon). A credit of \$39.99 will be posted to your seller account to offset one month of subscription fees charged. Other limitations apply. After the trial period, Amazon will automatically charge your credit card the monthly subscription fee at the beginning of every month thereafter.





amazon FBA

Fulfilment
by
amazon



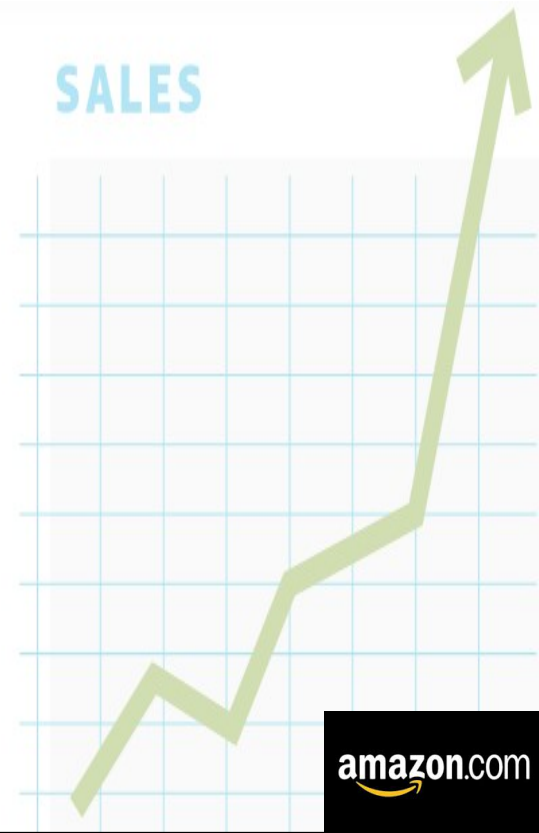
✦ New Seller Incentives ✦

Over \$50K in potential benefits

Ready to sell? Launch your brand today with a powerful playbook for new sellers and over \$50K in potential benefits.

- ✓ Get 5% back on your first \$1,000,000 in branded sales
- ✓ Try FBA with free inbound shipping, storage, removals, and returns
- ✓ Get \$50 credit for Sponsored Products CPC ads—bids are up to you
- ✓ Get a head start on brand protection, product reviews, and more

SALES



How FBA works

Fulfillment by Amazon can help decrease fulfillment headaches as you scale your business.

▶ Watch video

Step 1: Set up FBA

Create your [Amazon selling account](#), and login to Seller Central to [set up FBA](#).

Step 2: Create product listings

Once you [add products](#) to the Amazon catalog, [specify FBA inventory](#).

Step 3: Prepare products

Prepare the products for safe and secure transportation to a fulfillment center, according to [Amazon packing guidelines](#) and [shipping and routing requirements](#).

Step 4: Ship products to Amazon

Create a shipping plan, print Amazon shipment ID labels, and send shipments to Amazon fulfillment centers. Learn more about [sending inventory to Amazon](#).

Fulfillment
by
amazon



Your products are eligible for Amazon Prime FREE Two-Day Shipping, FREE Shipping, and more.

Prime members love FREE Two-Day Shipping, and all Amazon.com customers can get free shipping on eligible orders. When you list products for FBA, they are eligible for free shipping, too. Qualified FBA listings are displayed with the Prime logo, so customers know that Amazon handles packing, delivery, customer service, and returns.

amazon.com

FBA fulfillment fees (apparel)

Fee per unit includes picking and packing your orders, shipping and handling, customer service, and product returns. Fees are based on the weights and dimensions of your product.

Learn more about product size tiers on Seller Central Help. ↗



Size tier	Max dimension	Shipping weight ¹	Fulfillment fee
Small standard	15" x 12" x 0.75"	4 oz or less	\$3.43
		4+ to 8 oz	\$3.58
		8+ to 12 oz	\$3.87
		12+ to 16 oz	\$4.15
Large standard	18" x 14" x 8"	4 oz or less	\$4.43
		4+ to 8 oz	\$4.63
		8+ to 12 oz	\$4.84
		12+ to 16 oz	\$5.32

amazon.com

FBA fulfillment fees (non-apparel)

Fee per unit includes picking and packing your orders, shipping and handling, customer service, and product returns. Fees are based on the weights and dimensions of your product.

[Learn more about product size tiers on Seller Central Help.](#) ↗



Size tier	Max dimension	Shipping weight ¹	Fulfillment fee
Small standard	15" x 12" x 0.75"	4 oz or less	\$3.22
		4+ to 8 oz	\$3.40
		8+ to 12 oz	\$3.58
		12+ to 16 oz	\$3.77
Large standard	18" x 14" x 8"	4 oz or less	\$3.86
		4+ to 8 oz	\$4.08
		8+ to 12 oz	\$4.24
		12+ to 16 oz	\$4.75
		1+ to 1.5 lb	\$5.40

amazon.com

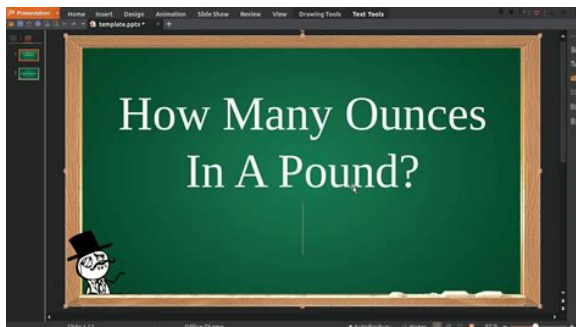
FBA fulfillment fees Small and Light

The Small and Light program offers reduced fulfillment costs on qualified items, allowing you to pass the savings to your customers. Fee per unit includes picking and packing your orders, shipping and handling, customer service, and product returns. Fees are based on the weights and dimensions of your product.

Learn more about product size tiers on Seller Central Help. ↗



Size tier	Max dimension	Shipping weight ¹	Fulfillment fee
FBA Small & Light small standard	15" x 12" x 0.75"	4 oz or less	\$2.47
		4+ to 8 oz	\$2.54
		8+ to 12 oz	\$2.61
		12+ to 16 oz	\$3.15
FBA Small & Light large standard	18" x 14" x 8"	4 oz or less	\$2.66
		4+ to 8 oz	\$2.77
		8+ to 12 oz	\$2.94
		12+ to 16 oz	\$3.77



amazon.com

FBA storage fees *

Inventory storage fees are charged monthly based on the daily average volume (measured in cubic feet) for the space your inventory occupies in Amazon fulfillment centers. The volume measurement is based on unit size when properly packaged and ready to ship.

Month	Standard size	Oversize
January - September	\$0.87 per cubic foot	\$0.56 per cubic foot
October - December	\$2.40 per cubic foot	\$1.40 per cubic foot



Estimate your FBA fees

Enter your fulfillment costs and see profitability comparisons between your fulfillment method and FBA. Fees are calculated based on the standard FBA storage and fulfillment fees, as outlined above.

Compare fulfillment options with the [Amazon revenue calculator](#) ↗

Product examples

Product	Size tier	Dimension	Unit weight	Shipping weight range ¹	Fulfillment fee
T-shirt	Large standard size (Apparel, 12+ to 16 oz)	14" x 10" x 0.76"	12.32 oz	12+ to 16 oz	\$5.32
Baby Cot	Small oversize	24" x 7.5" x 6"	7.90 lb	7+ to 8 lb	\$12.67 <i>(\$9.73 for first 1 lb plus \$0.42 for each additional 1-lb interval)</i>
Monitor	Large oversize	54" x 35" x 3.5"	41 lb	47+ to 48 lb	\$89.98 <i>(\$89.98 for first 90 lb) ²</i>

EXAMPLES

amazon.com

Amazon Fulfillment

Sales price

\$ 14.99

Amazon fees

\$3.54

Fulfillment cost

\$6.10

Storage cost

\$0.12

January-September

October-December

Monthly storage cost per unit

\$0.12

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.12

Other costs

\$5.00

Cost of goods sold

\$ 5.00

Miscellaneous cost

\$

Fulfillment by amazon

98%

Cost of doing business

Estimated cost per unit

\$14.76

Net profit per unit

\$0.23

Estimated sales

1

Net profit

\$0.23

Net margin

1.57%

No profit

T-shirt

Your fulfillment

Sales price

\$ 14.99

Shipping charge

\$ 3.99

Amazon fees

\$4.22

Fulfillment cost

\$1.00

Labor

\$

Packing material

\$ 1.00

Shipping to customer

\$

Customer service

\$

Storage cost

\$0.00

Enter your storage costs for a more accurate comparison

Monthly storage cost per unit

\$ 0

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.00

Other costs

\$5.00

Cost of goods sold

\$ 5.00

amazon.com

Estimated cost per unit

\$10.22

Net profit per unit

\$8.76

Estimated sales

1

Net profit

\$8.76

Net margin

46.15%

32% profit

After \$4 shipping

Amazon Fulfillment

Sales price

\$100

Amazon fees

\$17.99

Fulfillment cost

3 lb. Coffee maker

\$14.57

Storage cost

\$0.59

January-September

October-December

Monthly storage cost per unit

\$0.59

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.59

Other costs

\$0.00

Cost of goods sold

Miscellaneous cost

Fulfillment by amazon

33% commission

Estimated cost per unit

\$33.15

Net profit per unit

\$66.85

Estimated sales

1

Net profit

\$66.85

Net margin

66.85%

Your fulfillment

Sales price

\$100

Shipping charge

\$10

Amazon fees

\$19.69

Fulfillment cost

\$2.00

Labor

\$

Packing material

\$2.00

Shipping to customer

\$

Customer service

\$

Storage cost

\$0.00

Enter your storage costs for a more accurate comparison

Monthly storage cost per unit

\$0

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.00

Other costs

\$0.00

Cost of goods sold

amazon.com

22% commission

Estimated cost per unit

\$21.69

Net profit per unit

\$88.31

Estimated sales

1

Net profit

11% difference

\$88.31

Net margin

80.28%

Amazon Fulfillment

Sales price

\$ 100

Amazon fees

\$17.99

Fulfillment cost

\$14.57

Storage cost

\$0.59

January-September

October-December

Monthly storage cost per unit

\$0.59

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.59

Other costs

\$20.00

Cost of goods sold

\$ 20.00

Miscellaneous cost

\$

Fulfilment by amazon

53%

Cost of doing business

Estimated cost per unit

\$53.15

Net profit per unit

\$46.85

Estimated sales

1

Net profit

47% profit

\$46.85

Net margin

46.85%

Your fulfillment

Sales price

\$ 100

Shipping charge

\$ 10

Amazon fees

\$19.69

Fulfillment cost

\$2.00

Labor

\$

Packing material

\$ 2.00

Shipping to customer

\$

Customer service

\$

Storage cost

\$0.00

Enter your storage costs for a more accurate comparison

Monthly storage cost per unit

\$ 0

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.00

Other costs

\$20.00

Cost of goods sold

\$ 20.00

amazon.com

42% cost of doing business

Estimated cost per unit

\$41.69

Net profit per unit

\$68.31

Estimated sales

1

Net profit

58% profit after shipping

\$68.31

Net margin

62.10%

How to Register on Amazon

Presented by Nick Hawks

The Amazon logo, featuring the word "amazon.com" in white lowercase letters on a black background. A yellow curved arrow is positioned below the text, starting under the 'a' and ending under the 'n', pointing to the right.

➤ If you are new to Amazon and don't have an Amazon account you will need to go to www.amazon.com to register.



[Your Account](#) | [Help](#)

Registration

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

My mobile phone number is: (Optional)

[Learn more](#)

Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

Create account

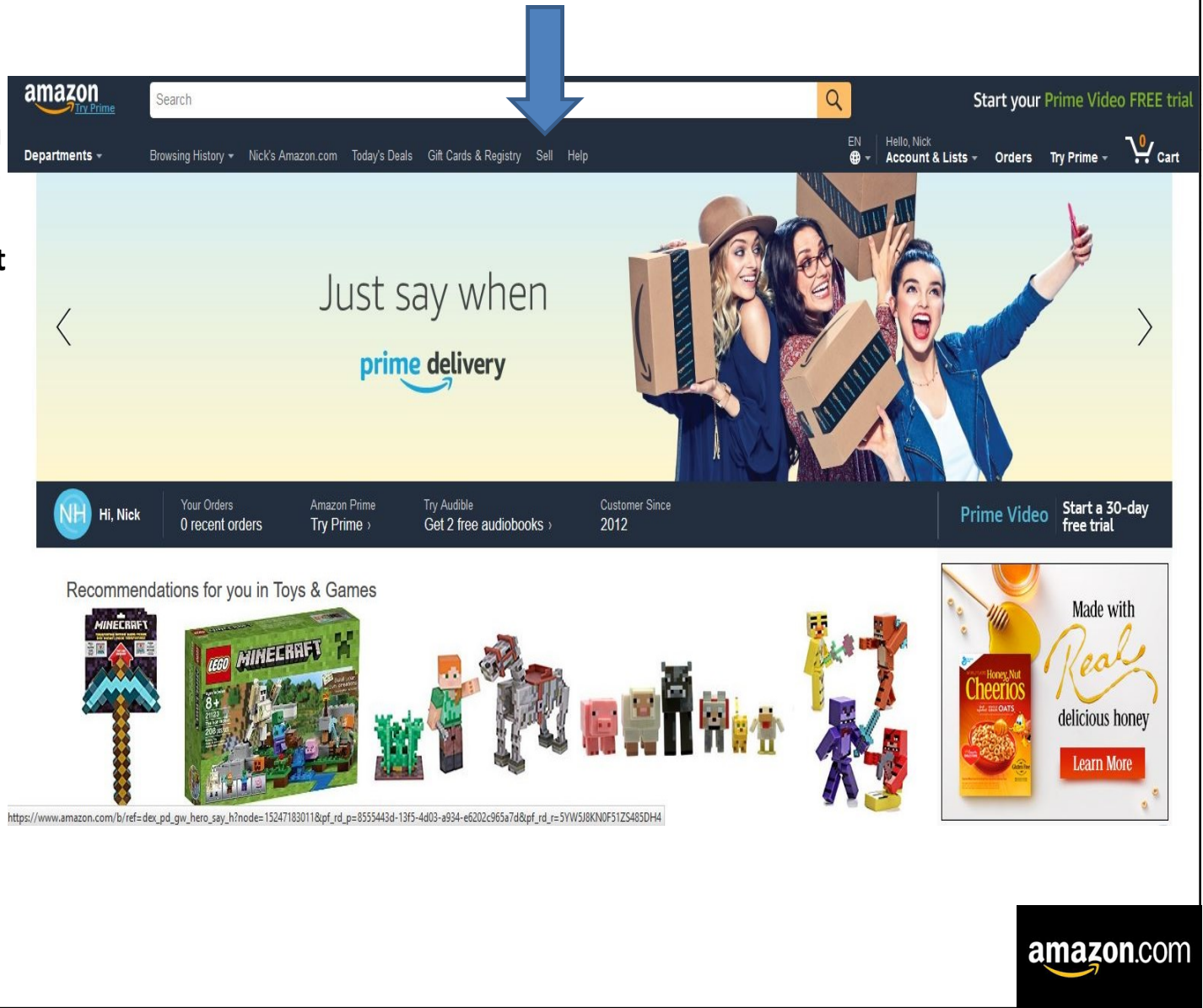
By creating an account, you agree to Amazon.com's [Conditions of Use](#) and [Privacy Notice](#).

[Conditions of Use](#) [Privacy Notice](#)

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amazon.com

➤ After you register you will need to click on the “sell” link at the top of Amazon’s home page.



The screenshot shows the Amazon.com homepage. At the top, there is a navigation bar with the Amazon logo, a search bar, and links for 'Departments', 'Browsing History', 'Nick's Amazon.com', 'Today's Deals', 'Gift Cards & Registry', 'Sell', and 'Help'. A blue arrow points to the 'Sell' link. To the right of the navigation bar, there are links for 'Start your Prime Video FREE trial', 'Hello, Nick', 'Account & Lists', 'Orders', 'Try Prime', and a shopping cart icon. Below the navigation bar is a large banner for 'Just say when prime delivery' featuring three women holding Amazon boxes. Underneath the banner is a dark blue bar with user information: 'Hi, Nick', 'Your Orders 0 recent orders', 'Amazon Prime Try Prime', 'Try Audible Get 2 free audiobooks', 'Customer Since 2012', 'Prime Video Start a 30-day free trial'. Below this bar is a section titled 'Recommendations for you in Toys & Games' showing various Minecraft and LEGO products. At the bottom right, there is an advertisement for Honey Nut Cheerios. A URL is visible at the bottom of the page: https://www.amazon.com/b/ref=dex_pd_gw_hero_say_h?node=15247183011&pf_rd_p=8555443d-13f5-4d03-a934-e6202c965a7d&pf_rd_r=5YVW5J8KN0F51ZS485DH4

amazon.com



➤ Next choose the selling option that best suits your needs if asked.

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

"With Amazon, we can sell our innovative products to customers around the globe."
Bernie Thompson, Founder, Plugable Technologies



1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

What can I sell as a professional?

Sell as an Individual

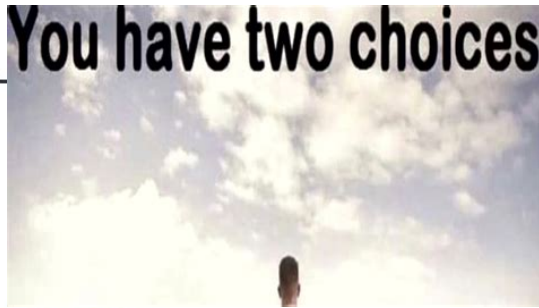
You plan to sell fewer than 40 items a month
\$0.99 per item + other selling fees

What can I sell as an individual?

amazon.com

Plans

You have two choices



Individual

Professional

\$0.99 / item sold
+ additional selling fees

\$39.99 / month
+ additional selling fees

Overview

This plan might be right for you if...

- You sell fewer than 40 units a month
- You're still deciding what to sell
- You don't plan to advertise or use advanced selling tools
- You sell more than 40 units a month
- You want to advertise your products
- You want to qualify for top placement on product detail pages
- You want to use advanced selling tools, like APIs and reports
- You want to sell products in restricted categories

1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees
What can I sell as a Professional? ⓘ

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees
What can I sell as an Individual? ⓘ

amazon.com

	Individual	Professional
Selling plan features		
Add new products to the Amazon catalog	✓	✓
Grow your business with Fulfillment by Amazon	✓	✓
Apply to sell in additional categories		✓
Access <u>brand owner tools</u> like A+ Content and Stores		✓
Save time creating listings in bulk		✓
Manage inventory with feeds, spreadsheets, and reports		✓
Qualify for top placement on product detail pages		✓
Increase selling efficiency with API integration		✓
Set your own shipping fees for non-media products *		✓
Attract shoppers with on-site advertising tools		✓
Run promotions including free shipping		✓

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories



1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

[What can I sell as a Professional?](#)

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees

[What can I sell as an Individual?](#)

Steps to Start Selling

- 1 **Decide what you want to sell**
More than 20 product categories are open to all sellers, and at least 10 more are available only to Professional Sellers.
[Learn more about categories](#)

- 2 **Choose a selling plan**
Sell just a few items and pay no monthly fee with the Individual plan or choose the Professional subscription for unlimited selling. The Professional selling plan is ideal if you plan to sell more than 40 items per month.
[Learn more about plans & pricing](#)

- 3 **Register and set up your account**
To start selling, choose the account that fits your goals, and then register online. You'll be able to set up shipping options, notification preferences, and other account details during registration.
[Sell as a Professional](#) ✓
[Sell as an Individual](#) ✓

amazon.com

➤ **Most per-item fees will be \$0.99.**

➤ **If you use the Amazon fulfillment service (FBA) you will incur an additional fee.**

➤ **It's free to list items but Amazon charges a fee or commission when the item sells.**

Selling Fees

Per-item fees

Professional Selling Plan: no per-item fee
Individual Selling Plan: \$0.99 fee for each item sold

When your item sells, Amazon collects the amount paid by the buyer (including the item price and any shipping, gift wrap, or other charges). Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. Only Professional Sellers can offer gift wrap.

Shipping Fees (Fulfilling Orders)

When you fulfill orders yourself, Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. We charge these shipping rates based on the product category and shipping service selected by the buyer, and then pass the amount on to you.

[View shipping credits for Professional Sellers](#)

[View shipping credits for Individual Sellers](#)

For products that Amazon fulfills for you, in addition to the **Selling on Amazon fees**, you will be charged fees for order fulfillment, storage and optional services. See [Fulfillment by Amazon fees page](#) for more information or [learn more about Fulfillment by Amazon](#).

Referral Fees

Sellers pay a referral fee on each item sold. Items in several categories have a per-item minimum referral fee (i.e., sellers pay the greater of the referral fee or the per-item minimum referral fee).

For media products (books, music, video, DVD, software, and video games), Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the item price, excluding any taxes collected through Amazon tax collection services.

For non-media products, Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the total sales price (the total amount paid by the buyer including the item price and any shipping or gift wrap charges), excluding any taxes collected through Amazon tax collection services.

Variable Closing Fees

For each media item that is sold, sellers also pay a variable closing fee.

Want More Information About Fees?

[View the Selling on Amazon Fee Schedule](#)

[Sign up now](#)

amazon.com

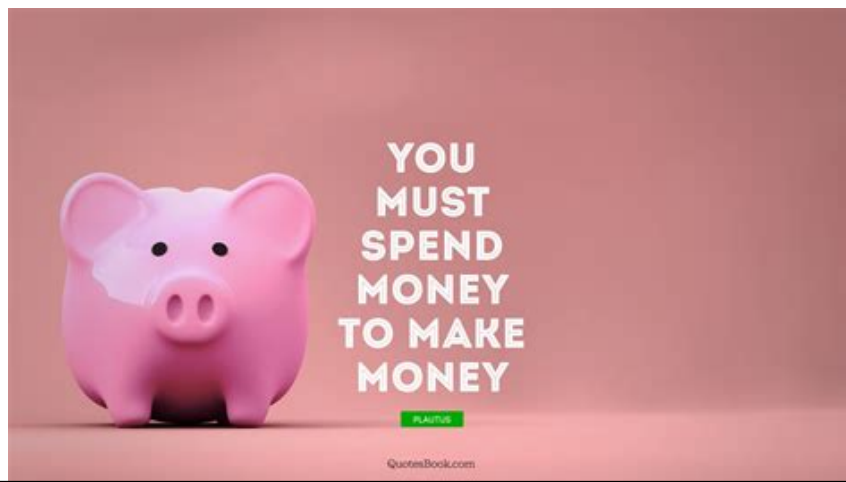
Category	Referral fee percentage	Referral fee minimum
Categories with fixed referral fees		
Amazon Device Accessories	45%	\$0.30
Appliances - Compact	<ul style="list-style-type: none"> · 15% for the portion of the total sales price up to \$300.00, and · 8% for any portion of the total sales price greater than \$300.00 	\$0.30
Appliances - Full-size	8%	\$0.30
Automotive and Powersports	12%	\$0.30
Base Equipment Power Tools	12%	\$0.30
Baby Products	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$10.00 or less, and · 15% for products with a total sales price greater than \$10.00 	\$0.30
Backpacks, Handbags, and Luggage	15%	\$0.30
Beauty, Health, and Personal Care	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$10.00 or less, and · 15% for items with a total sales price greater than \$10.00 	\$0.30
Business, Industrial, and Scientific Supplies	12%	\$0.30
Clothing and Accessories	17%	\$0.30

Category	Referral fee percentage	Referral fee minimum
Computers	8%	\$0.30
Consumer Electronics ¹	8%	\$0.30
Electronics Accessories ²	<ul style="list-style-type: none"> · 15% for the portion of the total sales price up to \$100.00, and · 8% for any portion of the total sales price greater than \$100.00 	\$0.30
Eyewear	15%	\$0.30
Fine Art	<ul style="list-style-type: none"> · 20% for the portion of Sales Proceeds up to \$100 (with a minimum Referral Fee of \$1.00); · 15% for any portion of Sales Proceeds greater than \$100 up to \$1,000; · 10% for any portion of Sales Proceeds greater than \$1,000 up to \$5,000; and · 5% for any portion of Sales Proceeds greater than \$5,000 	--
Footwear	15%	\$0.30
Furniture	<ul style="list-style-type: none"> · 15% for the portion of the total sales price up to \$200.00, and · 10% for any portion of the total sales price greater than \$200.00 	\$0.30
Gift Cards	20%	--
Grocery and Gourmet	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$15.00 or less, and · 15% for products with a total sales price greater than \$15.00 	--



Category	Referral fee percentage	Referral fee minimum
Home and Kitchen	15%	\$0.30
Jewelry	- 20% for the portion of the total sales price up to \$250.00, and - 5% for any portion of the total sales price greater than \$250.00	\$0.30
Lawn and Garden	15%	\$0.30
Lawn Mowers and Snow Throwers	- 15% for products with a total sales price of up to \$500.00, and - 8% for products with a total sales price greater than \$500.00	\$0.30
Media - <u>Books</u> , DVD, Music, Software, Video	15% ²	--
Musical Instruments and AV Production	15%	\$0.30
Office Products	15%	\$0.30
Pet Supplies	15%, except 22% for veterinary diets	\$0.30
Sports and Outdoors	15%	\$0.30
Tires	10%	\$0.30
Tools and Home Improvement	15%	\$0.30

Category	Referral fee percentage	Referral fee minimum
Toys and Games	15%	\$0.30
Video Games and Gaming Accessories	15%	--
Video Game Consoles	8%	--
Watches	<ul style="list-style-type: none"> 16% for the portion of the total sales price up to \$1,500.00 3% for any portion of the total sales price greater than \$1,500.00 	\$0.30
Everything Else *	15%	\$0.30



amazon.com

amazon Seller Registration

Step-By-Step

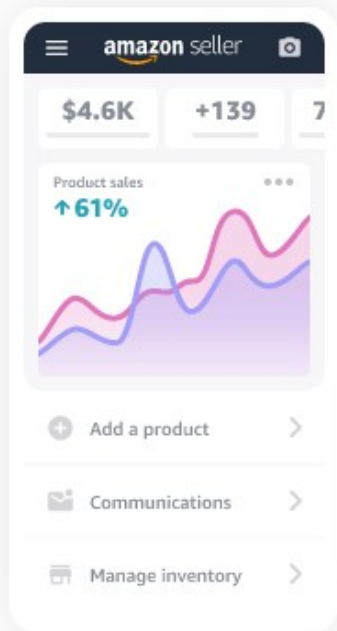
Also Includes:

- ✓ Documents Required To Become A Seller
- ✓ Mistakes To Avoid
- ✓ Common Queries

▶ Includes Video Tutorial



amazon.com



Create an Amazon seller account

You can use your customer account to start selling, or you can create a new Amazon seller account with your business email. Residents of these countries are eligible.

Before you sign up, make sure you're ready with the following:

- Business email address or Amazon customer account
- Internationally chargeable credit card
- Government ID (identity verification protects sellers and customers)
- Tax information
- Phone number
- A bank account where Amazon can send you proceeds from your sales



[Create your Amazon seller account](#) ↗

Adding your products

What can you sell on Amazon? It depends on the product, the category, and the brand.

Some categories are open to all sellers, some require a Professional seller account, some require approval to sell, and some include products that cannot be sold by third-party sellers.

The table below provides an overview of Amazon product categories, but visit Seller Central Help to learn more about restrictions, and how to request approval. If you ship orders with Fulfillment By Amazon, be sure to review the specific list of FBA product restrictions.

amazon.com



amazon seller central

Sign in to your account

E-Mail address: 12teachyou@hotmail.com

Password:

[Sign in](#)

[Forgot your password?](#) | [Help](#)

Not already selling on Amazon?

[Register now](#) to sell your products to millions of Amazon.com customers.

[For Amazon.ca sellers](#)

amazonwebstore

30-DAY FREE TRIAL

Your site—Amazon's Technology.
Scalable and Efficient eCommerce!

[Learn More](#)



Advertisement

➤ Click here to register as a seller.

Learn more about our products

Selling on Amazon

Put your products in front of tens of millions of Amazon shoppers. With no per-item listing fees Amazon can help you grow your business.

[Learn More](#)

Fulfillment by Amazon

Enable your listings on Amazon to qualify for Amazon Prime and Free Shipping on orders over \$35 with world-class fulfillment.

[Learn More](#)

Amazon Webstore

Amazon Webstore lets you create professional, branded eCommerce websites, backed by the expertise, security and reliability of Amazon.

[Learn More](#)

Amazon Product Ads

Drive qualified traffic to your website through highly targeted placements. Advertise your products to millions of shoppers using Amazon Product Ads.

[Learn More](#)

Amazon Payments

With Amazon Payments, hundreds of millions of Amazon customers can pay on your site with the information already stored in their Amazon accounts.

[Learn More](#)

Amazon Sponsored Products

Promote your Amazon listings with keyword-targeted ads. Bid to get on page 1 of search results on Amazon and pay only when your ad is clicked.

[Learn More](#)





Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process

Click here to create a new account using a different e-mail address. [Click here](#)

If you do not have this information handy right now, please collect it and then return to the product detail page. After you re-enter your item information, you will return to this page to begin your registration.

Seller Agreement

Legal Name:

Nick Hawks

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.

Amazon Services Business Solutions Agreement:



I have read and accepted the terms and conditions of the [Agreement](#)

Continue

[Privacy Notice](#)



Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

If you are located outside of your Elected Country, as defined in the [Agreement](#), you also need to read and comply with this [important notice for international sellers](#).

If you are located outside the US, you also need to read and comply with this important [notice for international sellers](#)

If you cannot comply with the requirements of this registration, please do NOT continue with this registration process.



Would you like to use an existing Amazon account? [Click here](#)

Create a new account

First and Last Name:

Email Address:

Re-type E-mail Address:

Password:

Re-type Password:

Legal Name:

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.



Seller Agreement

I have read and accepted the terms and conditions of the

☐ [Amazon Services Business Solutions Agreement](#)



Would you like to use an existing Amazon account? [Click here](#)

Create a new account

First and Last Name: Nick Hawks

Email Address: 12teachyou@hotmail.com

Re-type E-mail Address: 12teachyou@hotmail.com

Password:

Re-type Password:

Legal Name: Nick Hawks

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.



Seller Agreement

I have read and accepted the terms and conditions of the

☒ [Amazon Services Business Solutions Agreement](#)



Continue

[Privacy Notice](#)

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Welcome Nick Hawks.

Complete a few more steps to finish setting up your seller account.

If you don't have the requested information available, you can skip a step and return to it later. Your subscription will begin when you finish the setup process

Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number:

Expiration date: 12 / 2014

Cardholder name:

Address:

Address line 2:

City/Town:

State/Province/Region:

Postal/ZIP code:

Country: United States

Phone number: [Add extension](#)

[Go to setup summary](#)

[Skip Step](#)

[Save & Continue](#)



This is a
four step
process.

Your account setup is 25% complete. (1/4)

Service

Selling on Amazon - Individual

FAQs

[Why do I need to provide credit card information?](#)

[Will you start charging my credit card right now?](#)

[Can I provide a different credit card after I open my account?](#)



amazon seller central REGISTRATION

Search Help | Settings

Seller Information

Display name: Nick Hawks [Check availability](#)

Business address: Nick Hawks

[Add new address](#)

[Go to setup summary](#)

[Skip Step](#)

[Save & Continue](#)

Your account setup is 50% complete. (2/4)

Service

Selling on Amazon - Individual

FAQs

[What is a display name?](#)

[Can I change my display name later?](#)

[Should I include my country code if I provide an international \(non-US\) phone number?](#)

amazon.com



Verify Your Identity

- ☒ Call me
☐ Send me a text message

1. Add telephone number

Telephone Number [Add extension](#)

For international phone numbers, please include the complete phone number with the country code (including a leading "+"). Example: +1 (123) 456-7890

[Show instructions for dial up connections](#)

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)

Your account setup is 75% complete. (3/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)



amazon seller central REGISTRATION

Search Help | Settings

Verify Your Identity

1. Add telephone number

2. Call in progress

Please key in the following PIN when prompted.

Your PIN: 4460

If you have not yet received a call at the number indicated above, please wait. This page will automatically update with what you need to do next.

3. Phone verification complete

Your account setup is 75% complete. (3/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)

amazon.com



amazon seller central REGISTRATION

Search Q Help | Settings

Verify Your Identity

1. Add telephone number

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)



Complete Registration

Your account setup is 100% complete.
(4/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)

[Rate this page](#) | [Contact Seller Support](#) | English

Nick Hawks

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amazon.com

**How to add a product to Amazon
that is already in Amazon's product
catalog.**

amazon.com

Amazon jargon: Seller Central

Seller Central is the website where sellers log in to monitor their Amazon sales activity. You can manage inventory, update pricing, communicate with buyers, review account health, contact selling partner support, and add new products.

Product listing details

To start selling a product on Amazon, you'll create a product listing in Seller Central (or via API). A product listing includes:

- A product identifier, such as GTIN, UPC, ISBN, or EAN to specify the exact item you're selling. You can get a UPC code directly from GS1, or request an exemption.
- A SKU, which is a product ID you create to track your own inventory
- Offer details, including price, product condition, available quantity, and shipping options
- Product details like name, brand, category, description, and images
- Keywords and search terms to help buyers find your product

If another seller already offers the same product, you'll match an existing listing (which means some details will already be in place, like the product identifier). If you're the first seller to offer a product, you'll create a new listing.

➤ If you are not signed in you will need to click here.

The image is a screenshot of the Amazon.com homepage. At the top, the Amazon logo is on the left, and navigation links like "Your Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help" are in the center. On the right, there's a "Sprint" banner for "The Cut Your Bill in Half Event" and a "Switch now" button. Below the navigation bar, there's a search bar and a "Go" button. A large blue arrow points from the text "If you are not signed in you will need to click here." to the "Sign in" button in the top right corner. The main banner features a "Free One-Day Shipping" promotion for "Amazon Fashion" with "WATCHES & JEWELRY FOR VALENTINE'S DAY". Below this, there's a section for "Movies Included with Prime Membership at No Additional Cost" with a "See more" link. This section displays a row of movie covers: "Jack Ryan: Shadow Recaller", "Catching Fire", "Barefoot", "I, Frankenstein", "The Last Legion", "Star Trek Into Darkness", and "Labor Day". To the right of the movies, there's a "Shop Gifts for Valentine's Day" section with images of a bag, a book, and a box.

amazon
Try Prime

Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search All

Go Hello, Sign in Your Account Try Prime Cart Wish List

Sign in
New customer? Start here.

Amazon Fashion
Free One-Day Shipping
WATCHES & JEWELRY FOR VALENTINE'S DAY

Movies Included with Prime Membership at No Additional Cost See more

JACK RYAN: SHADOW RECALLER
CATCHING FIRE
BAREFOOT
I, FRANKENSTEIN
THE LAST LEGION
STAR TREK INTO DARKNESS
LABOR DAY

Shop Gifts for Valentine's Day

amazon.com

➤ Amazon sign-in page.

amazon.com[®]

amazon

[Your Account](#) | [Help](#)

Sign In

What is your e-mail address?


My e-mail address is:

Do you have an Amazon.com password?

☐ No, I am a new customer.

☒ Yes, I have a password:

[Forgot your password?](#)

Sign in using our secure server 

Sign In Help

Forgot your password? [Get password help.](#)

Has your e-mail address changed? [Update it here.](#)

[Conditions of Use](#) [Privacy Notice](#)
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amazon.com



Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

"With Amazon, we can sell our innovative products to customers around the globe."
Bernie Thompson, Founder, Pluggable Technologies



1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

What can I sell as a professional? 

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees

What can I sell as an individual? 

➤ For most of us we will choose the
"Sell as an Individual" link.



amazon.com

amazon.com[®]



amazon
Try Prime

Nick's Amazon.com Today's Deals Gift Cards Sell Help

Free One-Day Shipping on Valentine's Day Jewelry & Watches >

Shop by
Department ▾

Search

All ▾

Go

Hello, Nick
Your Account ▾

Try
Prime ▾

0 Cart ▾

Wish
List ▾

Sell Your Stuff

Make money by selling your stuff on Amazon.com. It's easy, it's fast, and it doesn't cost you a penny until your item sells.

Search for the Item You'd Like to Sell

- If you are already a seller click here.
- Follow the steps on the next page.



New to selling? [Click here](#) to become a seller (you'll be asked to sign in to your Amazon account).
Already a seller? [Click here](#) to login.



Search by ISBN, UPC, or ASIN:

Start selling

Amazon jargon: ASIN

Every product offered for sale on Amazon gets an automatically generated ASIN (Amazon Standard Identification Number), which is different from a GTIN or SKU. Multiple sellers may offer the same ASIN.

amazon.com



Watch the video Below



Video 1:20

Understand product IDs

Amazon uses product identifiers to ensure accurate listings.

Click Link Below



https://youtu.be/HqEh_Byu-8E



Video 4:27

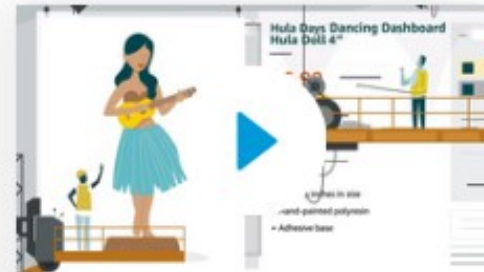
Listing process intro

Learn how sellers add products to Amazon stores.

Click Link Below



<https://youtu.be/3Nu9WGRaPR8>



Video 1:51

How to create great Amazon listings

Put some work into the details and construct a page that converts.

Click Link Below



<https://youtu.be/EDOR5el29zA>

➤ Click the “add product” link.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with links for INVENTORY, ORDERS, REPORTS, and PERFORMANCE. Below this, a dropdown menu for 'Manage Inventory' is open, showing options like 'Add a Product' and 'Manage Inventory'. A large blue arrow points directly to the 'Add a Product' link. The main content area features a 'started on Amazon' banner, a 'Performance' section with 'Seller Rating' and 'Account Health', and a 'More Selling Tools' section with links to 'Increase Product Visibility with Sponsored Products' and 'Fulfillment by Amazon Revenue Calculator'. On the right side, there are widgets for 'Payments Summary', 'Manage Your Case Log', and 'Unshipped orders'. The bottom right corner of the page features the Amazon logo and the text 'amazon.com'.

➤ Type into the box
your products name.

The screenshot shows the Amazon Seller Central interface. At the top, the navigation bar includes the 'amazon seller central' logo, a hamburger menu, and tabs for 'INVENTORY', 'ORDERS', 'REPORTS', and 'PERFORMANCE'. To the right of the tabs are a country selector (USA), a URL dropdown (www.amazon.com), a search bar, and links for 'Messages', 'Help', and 'Settings'.

The main content area features a 'Add a Product' section. It includes a sub-header 'Add a Product' and a note: 'The product you are adding may already exist in our catalog for the product you want to sell and save yourself some time.' Below this are links for 'Learn more' and 'Video Tutorials'. A dropdown menu is open under the 'Add a Product' link, showing 'Manage Inventory' and 'Add a Product'.

Below the 'Add a Product' section is a 'Find it on Amazon' box. It contains a search input field with the placeholder text 'Enter your product name, UPC, EAN, ISBN or ASIN' and a yellow 'Search' button. Below the search box is a link 'If it is not in Amazon catalog:' and a 'Create a new product' button. A large blue arrow points from the bottom left towards the search input field.

On the right side of the page, there is an advertisement for 'Learn how to earn 25,000 Membership Rewards points' with an 'OPEN' button. Below the advertisement is a large Amazon logo and a shopping cart icon.

At the bottom of the page, there are links for 'Rate this page' and 'Contact Seller Support' on the left, and 'Nick Hawks' and '© 1999-2014, Amazon.com, Inc. or its affiliates' on the right.

➤ Next click the search button.

amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE [www.amazon.com](#) Search Messages Help Settings

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.
[Learn more](#) | [Video Tutorials](#)

Find it on Amazon

If it is not in Amazon's catalog:

Advertisement

amazon

amazon.com

➤ Your product is likely to be displayed in the search results.

➤ If so just click the “Sell yours” button.

amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE www.amazon.com Search Messages | Help | Settings

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.
[Learn more](#) | [Video Tutorials](#)

Pay with Amazon Pay on your site using Amazon information [Learn more](#)

Advertisement

Find it on Amazon

Kohler Forte 10433-BN Kitchen Faucet Search

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





Narrow your results

Category
All Categories
[Tools & Home Improvement \(4\)](#)

Can't Find it?

If your product is not in the Amazon catalog, you may create a new product detail page.
Create a new product

1 to 4 of 4 Results

	KOHLER K-10433-VS Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Stainless UPC: 650531236975 EAN: 0650531228055 See all product details	Sell yours
	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel UPC: 650531224774 EAN: 0650531224774 See all product details	Sell yours
	KOHLER K-1041319-BN Forte Kitchen Faucet Sprayhead, Vibrant Brushed Nickel UPC: 650531227263 EAN: 0650531227263 See all product details	Sell yours
	Kohler 1041321-BN Handle: Brushed Nickel Replacement Handle for Kohler K-10433-vs Forte Single Control Pullout Kitchen Sink Faucet	

amazon.com

➤ Amazon will fill in most of the item information for you.

➤ You will still need to enter some info as shown.



Amazon Product Summary



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

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

ASIN: B000MFA4IG
Manufacturer: KOHLER

Competing Marketplace Offers

[15 All](#) from \$212.27 + \$0.00 shipping
[14 New](#) from \$237.85 + \$0.00 shipping
[1 Used](#) from \$212.27 + \$0.00 shipping

List Price
~~\$342.55~~


Amazon Sales Rank
65,317

Vital Info	Offer	Images	Description	Keywords	More Details
Next					
Seller SKU: (Unique Identifier. If you don't enter a SKU we'll create one for you.)		<input type="text"/>			
Condition:		New <input type="button" value="v"/>			
Condition Note: (Add your comments about the condition)		<div><div></div><div>Example: Dust cover missing. Some scratches on the front.</div></div>			
Low price: (Lowest price for selected condition) Learn more		\$237.85 + \$0.00 shipping Match Low Price			
Your price: (Price based on condition) Learn more		\$ 229.37 + \$7.99 shipping Example: 50.00			
Sale price: (A sale price must have a start & end date)		Sale price: \$ <input type="text"/> Sale start date: <input type="text"/> <input type="text"/> Sale end date: <input type="text"/> <input type="text"/>			
Quantity:		1 <input type="text"/>			



➤ You can start your item as soon as you submit it or start it in the future.

Handling time (in days): (Default is 1-2 days)

Start selling date: 

Restock Date:

Seller Warranty Description:

Import Designation: - Select -
(If made in US from imported materials select "Made in USA and Imported," if some units are from US and some imported select "Made in USA or Imported," If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")
Example: Made in USA or Imported

Country as Labeled:
(Complete only if Import Designation is "Imported." Select country shown on product label.)
Example: CN

Shipping Method: ☒ I want to ship this item myself to the customer if it sells.
☐ I want Amazon to ship and provide customer service for my items if they sell. [Learn more](#)

Shipping Options:

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
Standard Shipping	<input checked="" type="checkbox"/> 4 - 14 business days		\$7.99	
	<input type="checkbox"/> 3 - 5 business days <small>Qualified sellers have the option to offer reduced shipping times. Learn more</small>		\$7.99	
Expedited Shipping	<input type="checkbox"/> 2 - 6 business days		\$13.42	
	<input type="checkbox"/> 1 - 3 business days <small>Qualified sellers have the option to offer reduced shipping times. Learn more</small>		\$13.42	Enter a price to see the shipping fee

* If Sold
 Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.

[Next](#)

[Cancel](#) [Save and finish](#)

➤ Amazon will provide the Technical Details, Product Description, and Additional Info for you.



Product Information

Color: Vibrant Brushed Nickel

Technical Details

Part Number	K10433-BN
Item Weight	5 pounds
Product Dimensions	11.2 x 10.5 x 11.8 inches
Item model number	10433-BN
Color	Vibrant Brushed Nickel
Style	Transitional
Finish	Brushed Nickel
Material	nickel
Installation Method	Deck Mounted
Item Package Quantity	1
Flow Rate	2.2 GPM
Number of Handles	1
Certification	No
Warranty Description	Lifetime Warranty

Additional Information

ASIN	B000MFA4IG
Customer Reviews	★★★★☆ 222 reviews 3.6 out of 5 stars
Best Sellers Rank	#85,317 in Home Improvement (See top 100)
Shipping Weight	7 pounds (View shipping rates and policies)
Shipping	This item is also available for shipping to select countries outside the U.S.
Shipping Advisory:	This item must be shipped separately from other items in your order. Additional shipping charges will not apply.
Date First Available	September 14, 2004

Warranty & Support

Manufacturer's warranty can be requested from customer service. [Click here](#) to make a request to customer service.

Feedback

Would you like to update product info, give feedback on images, or tell us about a lower price?

amazon.com



Product Description

Color: Vibrant Brushed Nickel

Product Description

Product Features: Premium metal construction of faucet body and handles ensures reliability. Covered by Kohler's faucet lifetime limited warranty. Kohler finishes are guaranteed to resist corrosion and tarnishing. Fluid design lines offer a versatile addition to your kitchen decor. High arch gooseneck spout allots more space to work and greater access to all areas of the sink. Features a pullout spray faucet head with a 33" hose. Includes escutcheon (cover plate) for sinks with 3 faucet holes. Designed to install easily with standard U.S. plumbing connections. All hardware needed for installation is included. **Product Technologies / Benefits:** **MasterClean:** The sprayface features an easy-to-clean surface that withstands mineral buildup. **Product Specifications:** Overall Height: 11-13/16" (measured from counter top to the highest point on faucet). Spout Height: 8-11/16" (measured from counter top to spout outlet). Spout Reach: 10-1/8" (measured from center of faucet base to center of spout outlet). Flow Rate: 1.8 GPM (gallons-per-minute). Maximum Deck Thickness: 1-1/2". One hole required for faucet installation. **Faucet Centers (Distance Between Handle Installation Holes):** 0. One handle included with the faucet. ADA compliant. Low lead compliant – meeting federal and state regulations for lead content.

Amazon.com

Forté Single Control Pullout Kitchen Sink Faucet

The Kohler K-10433 Forté Single-Control Pullout Kitchen Sink Faucet is an easy-to-use, multifunction faucet. Its convenient pullout sprayhead has optimal height and reach for effectively filling and cleaning large pots and pans. Additionally, installation is easy and fast, and the Kohler ceramic valves and finish ensure a long-lasting product that can withstand the demands of daily use.



2 spray options are easily controlled with a side-to-side diverter (shown in Polished Chrome).
[View larger](#)



The versatile sprayer nozzle easily releases from the faucet--even if you have soapy hands.

texture selections, including authentic hand-brushed finishes. Forté kitchen faucets are offered in Polished Chrome, Brushed Chrome, Vibrant Polished Brass, Vibrant French Gold, Vibrant Brushed Nickel, and Vibrant Brushed Bronze. For even greater durability, Forté kitchen faucets feature one-piece self-contained ceramic valves that exceed industry standards for longevity and allow for straightforward volume and temperature control.

Forté Kitchen Faucets

Expanding its current offering of single-control kitchen faucets, Kohler introduces Forté kitchen faucets, boasting attractive transitional style, fluid lines, and exceptional performance. The beautifully crafted handle of Forté provides comfortable hand control, and the faucet's integrated cast body and spout make it exceptionally easy to keep clean. Available with an escutcheon for single-hole or three-hole installations and an optional sidespray, Forté is perfect for roomy single and double-basin sinks. Its 6-inch spout height allowing more clearance for taller containers, and its generous 9-inch spout reach makes it ideal for handling larger pots.

Single Lever for Convenience

The Forté faucet's single lever makes it easy to operate: simply flip up the lever to turn on the water and move the lever left to right to find the desired temperature. Once you find the right temperature, leave the lever in place and turn the faucet on and off as needed. A high-temperature control lets you preset a maximum setting to eliminate scalding.

Versatile Sprayhead for Multiple Uses

The ergonomic sprayhead pulls out of the faucet with a counterweighted, braided-nylon hose that moves quietly and efficiently. The ball-joint swivel sprayhead ensures smooth operation, which means you can control it with minimal effort. Also, the MasterClean sprayface resists mineral buildup and is easy to clean. The two spray options are easily controlled with a side-to-side diverter that allows for either a traditional or palm grip--convenient for both right- and left-handed users. For further ease of use, the spray-pattern memory recalls the last setting used, and a high-temperature limit stop and temperature memory feature maintain a safe, ideal water temperature.

Durable Construction Lasts Longer

The Forté faucet's premium metal construction ensures a long life, and the finish is bonded to the faucet to resist scratches, corrosion, and tarnishing. All Forté faucets come in several finishes that exceed industry durability standards two times and boast distinctive color and texture selections. Forté kitchen faucets are offered in Polished Chrome, Brushed Chrome, Vibrant Polished Brass, Vibrant French Gold, Vibrant Brushed Nickel, and Vibrant Brushed Bronze. For even greater durability, Forté kitchen faucets feature one-piece self-contained ceramic valves that exceed industry standards for longevity and allow for straightforward volume and temperature control.



Durable and elegant, Forté kitchen faucets come with a lifetime warranty (shown in Vibrant Stainless Steel).

Easy Installation

Installation is fast and easy with 25-inch flexible supply hoses, a quick connection between the sprayhead and valve, and an easy-to-tighten installation ring. The Forté faucet features an ADA-compliant lever handle and swing spout with a pullout sprayhead and hose. The spout reach is 10-1/8 inches, and the faucet clears 8-11/16 inches. The Forté has a maximum flow rate of 2.2 gallons (8.3 liters) per minute with a low-flow aerator option available.

Forté Single-Control Pullout Kitchen Sink Faucet At a Glance

- Single-control faucet with optimal reach
- Convenient pullout sprayhead
- Durable construction and finish
- Easy to install
- Lifetime limited warranty



Customer Questions & Answers

Have a question? Ask the owners here

Ask

Don't see what you're looking for? Submit your question to our community by clicking the 'Ask' button above.

▲
1
▼
vote

how does spray work?

A: There is a button on the end of the faucet. You just push it for spray. Then you push it the other way to single stream. Works really great. You don't have to continue to hold it. I am very, very happy with this faucet and it looks quite modern and elegant too.,

[See all 9 answers](#)

Answered on August 17, 2013

▲
0
▼
votes

Hi, I need a new spray button - the button kept falling in the sink and is not battered by the garbage disposal. How do I acquire just the button?

A: One of my buttons also came off, I glued it back on and haven't had any issues since. Try calling Kohler 1-800-4-KOHLER (1-800-455-4537), these have lifetime warranty, I bet they will send you another button. Then glue it on.

[See all 2 answers](#)

Answered on July 05, 2013

▲
0
▼
votes

Is this a good model to use if my sink is below a window? How much space do I need between sink and wall?

A: My unit is below a window. This model is not as tall as some I saw. It is just shy of 12" in total height. I did not install the base which might make it taller, I don't know. I measured and it is approximately 2 3/4" from the wall. I am very happy with the looks and use of this faucet.

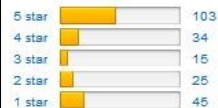
[See all 6 answers](#)

Answered on March 13, 2014

[See all 16 answered questions](#)

Customer Reviews

★★★★☆ (222)
3.6 out of 5 stars



[See all 222 customer reviews](#)

Easy to use buttons switch from stream to spray mode.

D. Cressman

I called Kohler directly and they agreed to send me a replacement valve.

Rockiron

It was easy to install, works very well, and looks great.

Colin P. Callahan

Most Helpful Customer Reviews

125 of 125 people found the following review helpful

★★★★☆ Looks Nice, but this product is not up to Kohler standards
By Keith on September 26, 2009

Color Name: Vibrant Stainless

I am an experienced general contractor and put 100% Kohler Forte plumbing fixtures, Kohler tub, sink, shower, etc in my own home. This is the only Kohler product I am not happy with. When new it seemed to work great. With age (1 year) the Pull Out faucet won't go all the way back in and the plastic seems to be holding it out leaving a 1/16 gap. I have checked and there is no build up or other obstruction other than the original poor design. Not going all the way back in means it may not seat pointed down causing water to stream in any direction the pull out happens to pointed. It is not family proof! I will be replacing it with



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Customer Images



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Handling time (in days): <small>(Default is 1-2 days)</small>	2
Start selling date: <small>(mm/dd/yyyy)</small>	01/10/2015
Restock Date:	
Seller Warranty Description:	Item must be returned in the original box and in an undamaged and uninstalled condition to be eligible for a refund.
Import Designation: <small>(If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")</small>	Made in USA or Imported <small>Example: Made in USA or Imported</small>
Country as Labeled: <small>(Complete only if Import Designation is "Imported." Select country shown on product label.)</small>	<small>Example: CN</small>
Shipping Method:	<input checked="" type="radio"/> I want to ship this item myself to the customer if it sells. <input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more

Shipping Options:

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
Standard Shipping	<input checked="" type="checkbox"/> 4 - 14 business days	\$7.99	\$36.59	\$200.77
	<input type="checkbox"/> 3 - 5 business days <small>Qualified sellers have the option to offer reduced shipping times. Learn more</small>	\$7.99	\$36.59	\$200.77
Expedited Shipping	<input checked="" type="checkbox"/> 2 - 6 business days	\$13.42	\$37.41	\$205.38
	<input type="checkbox"/> 1 - 3 business days <small>Qualified sellers have the option to offer reduced shipping times. Learn more</small>	\$13.42	\$37.41	\$205.38

* If Sold
Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.

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Add a product
Preferences: 3 columns hidden

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

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel
ASIN: B000MFA4IG
SKU: MU-CCR2-VHN9

Tell your friends about your listing:

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

Action on 0 selected
Search SKU, Title, ISBN, ASIN
Search
Filters: 1 applied
1 product(s)

Selected Filters:
Status: All
Reset all filters


Filters:
Status

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37	\$212.27 + \$0.00	Edit <div> </div>


25 results per page
Save all

amazon.com

➤ Click on the “Fee Preview” drop down arrow to see your Amazon selling fees.

SKU: MU-CCR2-VHN9
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](#)

Action on 0 selected ▾
Search SKU, Title, ISBN, A: [Search](#) Filters: 1 applied ▾ 1 product(s)
Selected Filters: Status: All [Reset all filters](#)
Filters: Status ▾

Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	
Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59 ▾	\$ 229.37	\$212.27 + \$0.00	Edit ▾


Fee Preview ×

Type	Amount
Amazon Referral Fee	\$35.60
Variable Closing Fee	\$0.00
Per Item Fee	\$0.99
Fee Estimate	\$36.59 ¹

¹ The fees shown are estimated based on your listed price (not your discounted or promotional price) and include referral fees, variable closing fees, and per-item fees (if applicable). The fee estimate does not take into account gift wrap and does not include other selling fees, such as monthly subscription fees or fees for any optional services. [Selling on Amazon Fees](#)

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Add a product

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



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

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

Action on 0 selected ▾

Search SKU, Title, ISBN, A:

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters: Status: All

Reset all filters

Filters: Status ▾

<input checked="" type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$212.27 + \$0.00	Relist ▾

25 results per page ▾

Save all

➤ You will receive an email from Amazon confirming your items listing.

Amazon Listing Created - KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Amazon Services (seller-notification@amazon.com)

[Add to contacts](#) 11:52 AM

Actions ▾

To: 12teachyou@hotmail.com ✉

Dear Nick Hawks,

Thank you for listing your product on Amazon.com. Your item will be available for purchase on our site within minutes, but it may take up to 15 minutes to appear in your inventory. Please do not relist your item if you do not see the open listing immediately.

Listing details:

Product Name: KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

Quantity remaining: 1

Total quantity sold: 0

Price: \$229.37

Amazon commission (if sold): (Standard Shipping) \$36.59

Standard Shipping credit (if sold): \$7.99

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Condition: New



Comments:

Listing ID: 1231OSSJK12

SKU: MU-CCR2-VHN9

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➤ This is how it appears on Amazon.

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[Tools & Home Improvement](#) [Kitchen & Bath Fixtures](#) [Kitchen Fixtures](#) [Kitchen Faucets](#) [Kitchen Sink Faucets](#) [Touch On Kitchen Sink Faucets](#)





Roll over image to zoom in

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel






by Kohler

★★★★☆ 222 customer reviews | 16 answered questions

List Price: ~~\$342.66~~
Price: **\$237.85** & **FREE Shipping**
You Save: **\$104.70 (31%)**

Only 3 left in stock.
Ships from and sold by **Adams Quality Plumbing**.

Color: **Vibrant Brushed Nickel**

 \$238.58  \$155.00  \$278.78  **\$237.85**  \$185.08

- KOHLER ceramic disc valves exceed industry longevity standards two times for a lifetime of durable performance
- Premium material construction for durability and reliability
- KOHLER finishes resist corrosion and tarnishing, exceeding industry durability standards over two times
- Features MasterClean sprayface that resists mineral buildup and is easy to clean
- High-temperature limit stop allows you to preset a comfortable maximum temperature to eliminate scalding

[See more product details](#)

17 new from **\$205.53** | 1 used from **\$212.27**

New Year New You

This Item Is Eligible for Our KOHLER Faucet Promotion


This item is eligible for our promotion of up to 25% off on select KOHLER Faucets when shipped and sold by Amazon.com. Discount reflected in price.. [See details and all eligible products.](#)

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Buy new: **\$237.85**

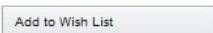
Qty:

\$237.85 + Free Shipping
In Stock. Sold by **Adams Quality Plumbing**

 **Add to Cart**


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Buy used: **\$212.27**


 **Add to Wish List**

Other Sellers on Amazon


\$236.36
+ \$11.98 shipping
Sold by: **FAUCETS AND ACCESSORIES**

 **Add to Cart**


\$250.75
+ Free Shipping
Sold by: **Faucets and More**

 **Add to Cart**




\$256.91
& FREE Shipping. [Details](#)
Sold by: **Amazon.com**

 **Add to Cart**



18 used & new from **\$205.53**

Have one to sell?  **Sell on Amazon**

Frequently Bought Together

 +  + 

Price for all three: **\$293.70**

 **Add all three to Cart**  **Add all three to Wish List**

These items are shipped from and sold by different sellers. [Show details](#)

- ✓ **This item:** KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and ... **\$237.85**
- ✓ KOHLER K-1893-C-BN Soap or Lotion Dispenser with Transitional Design, Vibrant Brushed Nickel **\$33.99**
- ✓ KOHLER K-9110-BN Air Gap Body with Cover, Vibrant Brushed Nickel **\$21.86**



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1

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2

IDENTIFY

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

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Browse for your product's category

All Product Categories

Apparel (4)

Appliances (83)

Arts, Crafts & Sewing (260)

Automotive (4)

Baby Products (10)

Beauty (2)

Books

Camera & Photo (142)

Cell Phone Accessories (52)

Computer & Video Games (7)

Computers (9)

Electronics (16)

Everything Else (2)

Health & Personal Care (5)

Home & Garden (5)

Industrial & Scientific (10)

Jewelry (2)

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76

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Note: : If you do not see your product's category listed below, it may either require approval or be restricted. [Click here](#) to learn more.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment

Home & Garden (5)	Agricultural Equipment (9)	2-Handle Tub & Shower Faucets
Industrial & Scientific (10)	Appliance Replacement Parts (14)	3-Handle Tub & Shower Faucets
Jewelry (2)	Construction Heavy Machinery (7)	Bar Sink Faucets
Kindle Accessories (15)	Electrical Equipment (82)	Bar Sinks
Music (1)	Hand Tools (70)	Bathroom Fixture Hardware Parts
Musical Instruments Equipment & Accessories (5)	Hardware & Construction Equipment (246)	Bathroom Fixture Installation & Mounting Kits
Office Products (6)	Lighting (64)	Bathroom Hardware
« Patio, Lawn & Garden (6)	Plumbing Equipment (114)	Bathroom Sink & Tub Drain Strainers
Pet Supplies (15)	Power Tool Accessories (114)	Bathroom Sink Drains
Shoes (1)	Power Tools (96)	Bathroom Sink Faucet Replacement Parts
Software (14)	Other Tools & Home Improvement	Bathroom Sink Faucets
Sporting Goods (80)		Bathroom Sinks (5)
Tools & Home Improvement (11)		Bathroom Vanities
Toys & Games (28)		Bathroom Vanity Sidesplashes
Video & DVD (1)		Bathroom Vanity Suites
Watches (2)		Bathtub & Shower Diverter Valves

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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 either require approval or be restricted. [Click here](#) to learn more.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks

2-Handle Tub & Shower Faucets
3-Handle Tub & Shower Faucets
Bar Sink Faucets
Bar Sinks
Bathroom Fixture Hardware Parts
Bathroom Fixture Installation & Mounting Kits
Bathroom Hardware
Bathroom Sink & Tub Drain Strainers
Bathroom Sink Drains
Bathroom Sink Faucet Replacement Parts
Bathroom Sink Faucets
Bathroom Sinks (5)
Bathroom Vanities
Bathroom Vanity Sidesplashes
Bathroom Vanity Suites
Bathtub & Shower Diverter Valves

Pedestal Sinks
Vanity Sinks
Vessel Sinks
Wall Mounted Sinks
Other Bathroom Sinks

Wall Mounted Sinks

Select

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Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?

[Show alternatives...](#)

➤ Vital Info will need to be provided.

1 CLASSIFY 2 IDENTIFY ←

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Product Name: (Max. 250 characters)			<input type="text" value="Kohler Wall Sink"/> Example: Olympus Camedia C-50 Digital Camera		
Manufacturer: (Specify the manufacturer for your product)			<input type="text" value="Kohler"/> Example: Robert Bosch Ltd		
Brand Name: (Max. 50 characters)			<input type="text" value="Kohler"/> Example: Sonny Brook Hams		
Model Number: (Indicate the model number of the product, as assigned by the manufacturer, here. Note that this should be distinct from Model Name and Manufacturer Part Number.)			<input type="text" value="abc-123"/> Example: AK3-AT1-GL-M-X, MC700LL/A		
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)			<input type="text" value="abc-123"/> Example: LE		
GTIN Exemption Reason: (Reason for getting an exemption from having a unique identifier for an item.)			<input type="text" value="CustomProductBundle"/>		
Related Product ID Type: (Indicates the type of the related_product_id for a listing.)			<input type="text" value="- Select -"/>		
Related Product ID: (Identifies the product related to this listing.)			<input type="text" value="013803086706, 0013803086706"/> Example: 013803086706, 0013803086706		
Package Quantity: (Quantity of the item for sale in one package)			<input type="text" value="1"/> Example: 1		
* UPC or EAN:			<input type="text"/> Don't have a UPC or EAN? Show alternatives...		
Next					

Cancel Save and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.

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* fields are required

Don't have all the required information?
[Show alternatives...](#)

➤ Condition, Price, Quantity, Start Time, and other info to be added on the "Offer" tab.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
You have the option to save as inactive now and add its offer back in later. <input type="checkbox"/> Let me skip the offer data and add it later.					
Seller SKU: (Unique Identifier. If you don't enter a SKU we'll create one for you.)		<input type="text"/>			
Condition:		New			
Condition Note: (Add your comments about the condition)		<input type="text"/>			
		Example: Dust cover missing. Some scratches on the front.			
* Your price: (Price based on condition)		\$ <input type="text"/>			
		Example: 50.00			
Sale price: (A sale price must have a start & end date)		Sale price: \$ <input type="text"/>			
		Sale start date: <input type="text"/> Sale end date: <input type="text"/>			
Quantity:		1			
Handling time (in days): (Default is 1-2 days)		1			
Start selling date: (mm/dd/yyyy)		02/05/2015			
Restock Date:		02/28/2015			
Seller Warranty Description:		<input type="text"/>			
Import Designation: (If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")		Made in USA			
		Example: Made in USA or Imported			
Country as Labeled: (Complete only if Import Designation is "Imported." Select country shown on product label.)		<input type="text"/>			
		Example: CN			
Shipping Method:		<input checked="" type="radio"/> I want to ship this item myself to the customer if it sells. <input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more			

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2
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Listing Assistant

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[Show alternatives...](#)

➤ Upload your picture.

* Vital Info

* Offer

Images

Description

Keywords

More Details

All Product Categories > Tools & Home Improvement > Plumbing
Equipment > Bathroom Sinks > Wall Mounted Sinks

Next

MAIN



[Product images style guideline](#)

Listings that are missing a main image will not appear in search or browse until you fix the listing.

Choose images that are clear, information-rich, and attractive.

Images must meet the following requirements:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks, or inset images. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.
- Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.





1
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2
IDENTIFY

Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?

[Show alternatives...](#)

➤ Add your description.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Key Product Features: (Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)			24"L x 21"W Constructed of vitreous china Example: Delicious honey-apricot glaze		
Product Description: (The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)			American design, this Bancroft® 24" lavatory basin with faucet drilling for 8" centers combines subtle lines and graceful curves for universal appeal. Constructed of durable, nonporous vitreous china, it complements the Bancroft Suite of products and maintains its lustrous beauty for years to come. Example: This ham has been smoked for 12 hours... Next		
Cancel Save and finish					

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.



Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

➤ **Keywords are needed for Search Engine Optimization (SEO).**

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Intended Use: (For what activities, events, locations, or conditions is the product intended to be used?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Target Audience: (For whom is the product intended?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Other Attributes: (What are additional attributes of the product?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text"/>			
Subject Matter: (What is the product's subject? What is the product about?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Search Terms: (Provide specific search terms to help customers find your product.)		<input type="text" value="Bathroom Sink"/> <input type="text" value="Kohler"/> <input type="text"/> <input type="text"/> <input type="text"/> Example: Dark Chocolate, Apples, Cookies			
Platinum Keywords: (For Platinum Merchants only)		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Add More Remove Last Example: Platinum			
Next					
<div> Cancel Save and finish </div>					

Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

➤ More details are entered on this tab.

➤ Click the “Next” button and submit the product.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks					
<p>Manufacturer's Suggested Retail Price: \$ 229.90 <small>(Manufacturer's suggested retail price (MSRP)--not the price for which you plan to sell it. Don't know the MSRP? Leave it blank.)</small> Example: 49.99</p>					
<p>Consumer Notice: (This product is subject to Prop 65 rules and regulations) - Select - - Select - - Select -</p>					
<p>Hazardous Material Type: (Hazardous Material Type) - Select - Example: Gasoline, Fuel Cell, Butane</p>					
<p>Voltage: (If applicable, the Voltage of the product, if applicable. Input a number only--do not enter units.) - Select - Example: 240.0</p>					
<p>Wattage: (The wattage rating of the product. Input a number only--do not enter units.) - Select - Example: 6.2</p>					
<p>Horsepower: (The available horsepower of the product. Input a number only--do not enter units.) - Select - Example: 10.0</p>					
<p>Is Discontinued by Manufacturer: (Is this item no longer produced by the manufacturer?) <input type="checkbox"/> Example: true</p>					
<p>Color: (The color of the item.) Almond Example: Red, Navy Blue, Pink, Green</p>					
<p>Size: (The numeric or text version of the item's size.) 24"L x 21"W Example: 2T, 6X, 12, Small, X-Large, 18 months, 14 Tall, 28Wx32L</p>					
<p>Product Dimensions: (The dimensions and weight of the product itself, without its packaging.) Length: 24 Height: 12 Width: 21 Inches</p>					

Next

amazon sellercentral

INVENTORYORDERSREPORTSPERFORMANCE

www.amazon.com

Search

Messages | Help | Settings

You are participating in **New Manage Inventory Page**. [Feedback](#) | [Exit Beta](#)


All Inventory

Manage Inventory ^{BETA} [Learn more](#)

Add a product

Preferences: 3 columns hidden

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



Kohler Wall Sink
SKU: TY-HXHU-3EGZ

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

Action on 0 selected

Search SKU, Title, ISBN, ASIN

Search


Filters: 1 applied

1 product(s)

Selected Filters: Status: All

Reset all filters

Filters: Status

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + -	\$197.86 + \$0.00	Relist

25 results per page

Save all

amazon.com

**How to add a product to
Amazon with your mobile
device.**

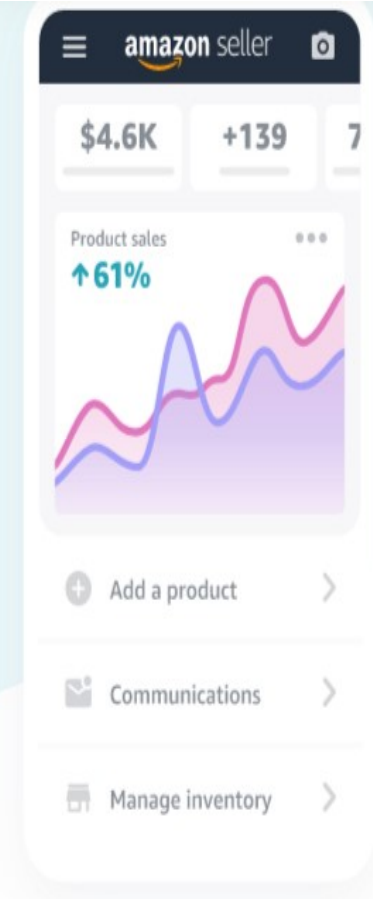
amazon.com



Home > Tools > Amazon seller app

Manage your online business on the go with the Amazon seller app

The Amazon Seller app allows you to manage online business details remotely by creating listings, tracking sales, fulfilling orders, responding to customers, and more—all from your mobile device.



amazon.com

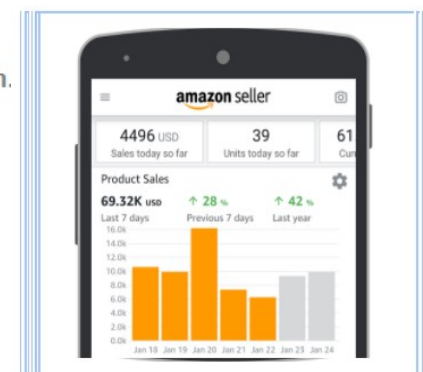


Manage pricing

- Get product-level pricing details and make pricing changes and updates.
- Get a “fee preview” of a product--estimated fees if the product is sold.
- View low price match and Featured Offer price.
- View competitor offers.
- Use the profitability calculator to estimate product margin, which tells you how much the product sells for above the actual cost of the product itself.

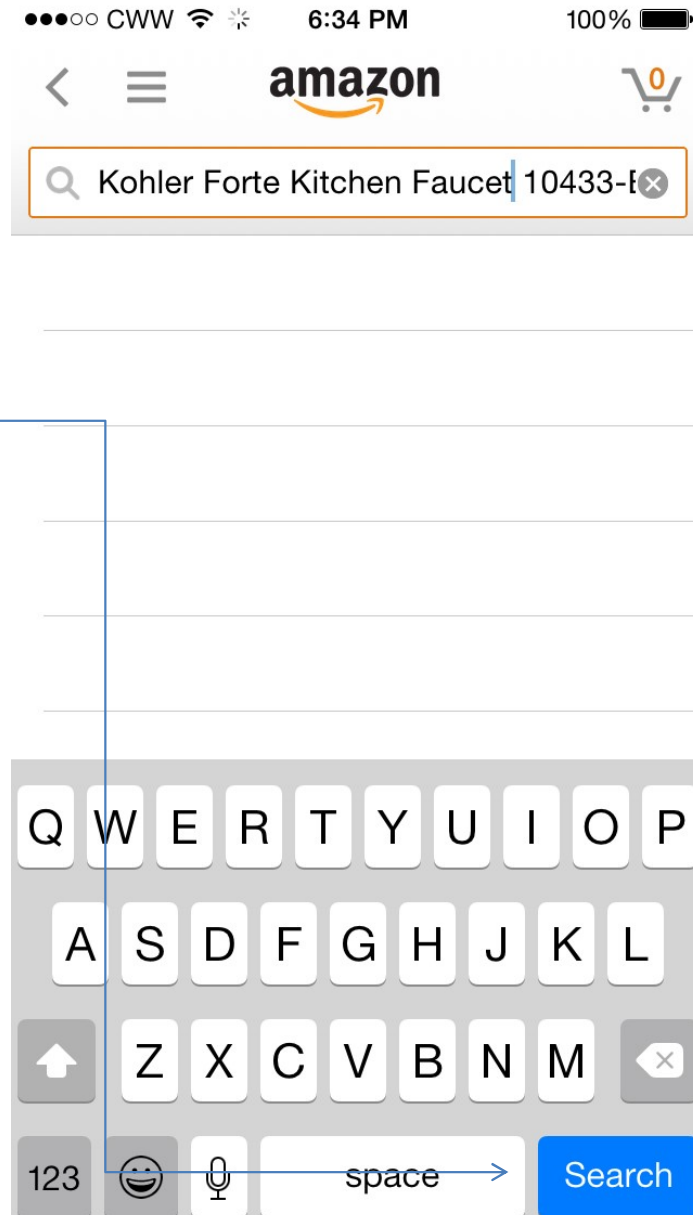
Track and analyze sales

- Get a quick status update by tracking sales and keeping an eye on sales growth.
- Drill down into product-level sales over time.
- View top-selling products.
- Use charts to track year-to-date sales performance and sales by date range.
- Compare performance to past years and monitor key performance indicators.



➤ Go to your Amazon Seller app on your mobile device and search for the item you want to sell.

➤ To list your item it has to be found in the search results.




amazon.com

➤ Tap the item in the results list that you want to sell.




●●●○ CWW 6:36 PM 99%


< ≡ amazon > 0

Q Kohler Forte Kitchen Faucet Brus... 

2 Results Filter



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matc...
by Kohler
\$264.64 ~~\$352.85~~ Prime
Get it by **Monday, Feb 9**
FREE Shipping on orders over \$35
18 offers from **\$202.21**
★★★★☆ (233)
See more choices



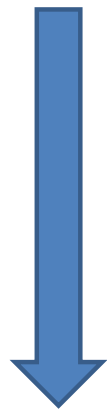
KOHLER K-1041319-BN Forte Kitchen Faucet Sprayhead, Vibrant Brushed Nickel
by Kohler
\$127.65 ~~\$149.00~~ Prime
Only 2 left in stock - order soon.
FREE Shipping on orders over \$35
2 offers from **\$127.65**
★★★★★ (4)

Kohler Forte Kitchen Faucet Brushed Nickel K-10433-BN

See all 5,164 results

amazon.com

➤ The item will be displayed. Scroll down to find the “Sell on Amazon” option.



Kohler

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



(233)

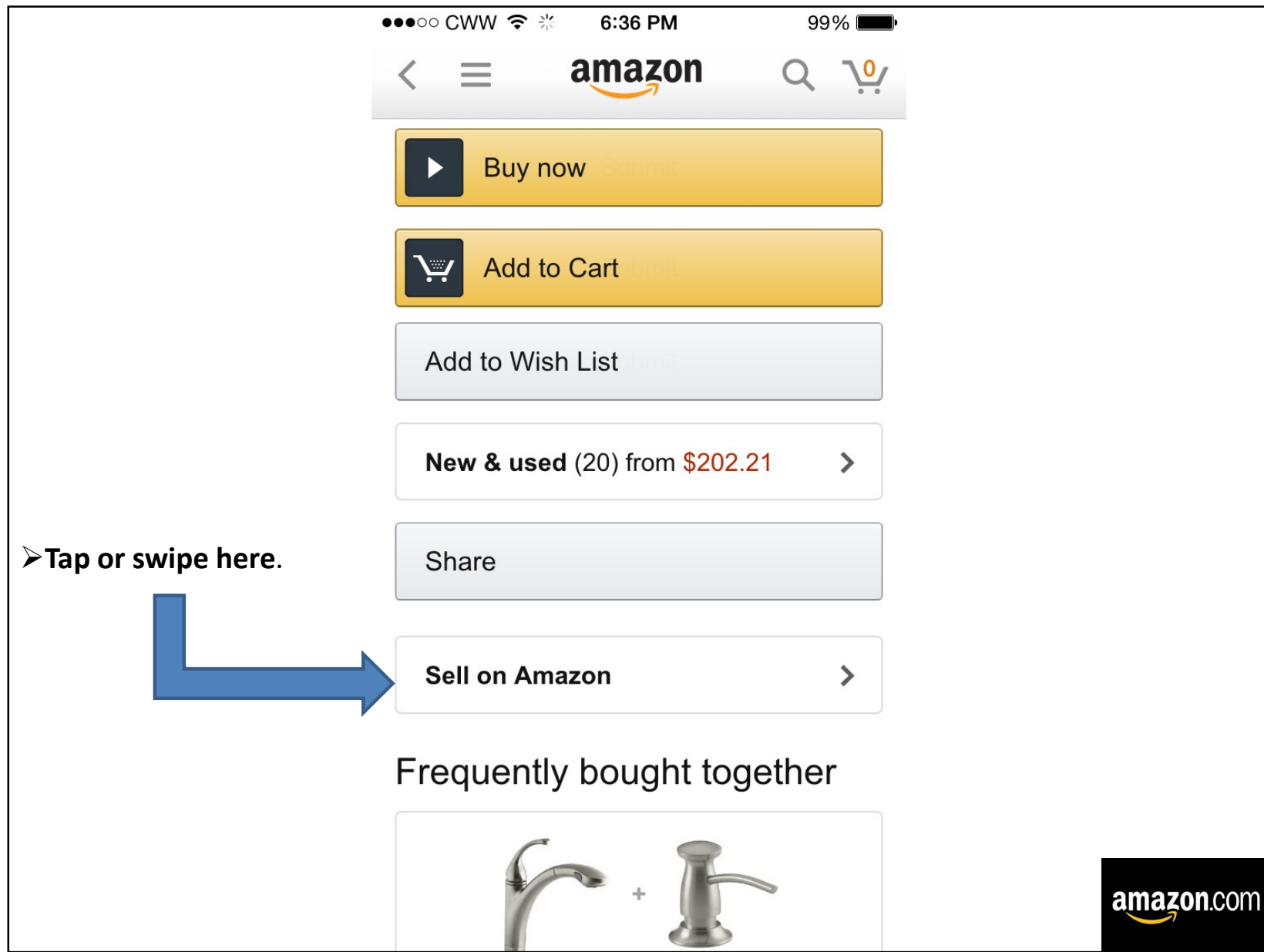


List Price: ~~\$352.85~~

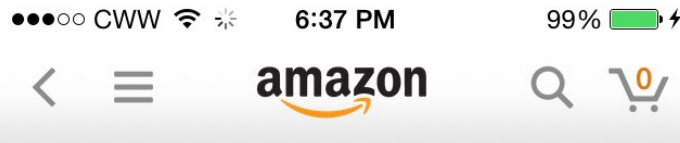
Price: **\$264.64**

FREE Shipping.

amazon.com



➤ You will begin to fill in the Product details.



Your item

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Product details



Item Condition

- Select -



Condition Note



amazon.com

CWW 6:37 PM 99%

< ☰ amazon 🔍 0

Quantity

Standard Price

\$

SKU

Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping	Shipping credit
<input checked="" type="radio"/> 4 - 14 business days	\$7.99
<input type="radio"/> 3 - 5 business days*	\$7.99
Expedited Shipping	
<input type="radio"/> 2 - 6 business days	\$13.42

amazon.com

Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping	Shipping credit
<input checked="" type="radio"/> 4 - 14 business days	\$7.99
<input type="radio"/> 3 - 5 business days*	\$7.99
Expedited Shipping	
<input type="radio"/> 2 - 6 business days	\$13.42
<input type="radio"/> 1 - 3 business days*	\$13.42
*Qualified sellers have the option to offer reduced shipping times.	

Cancel

Continue

➤ Amazon will prefill all the pictures and description sections.



Your item

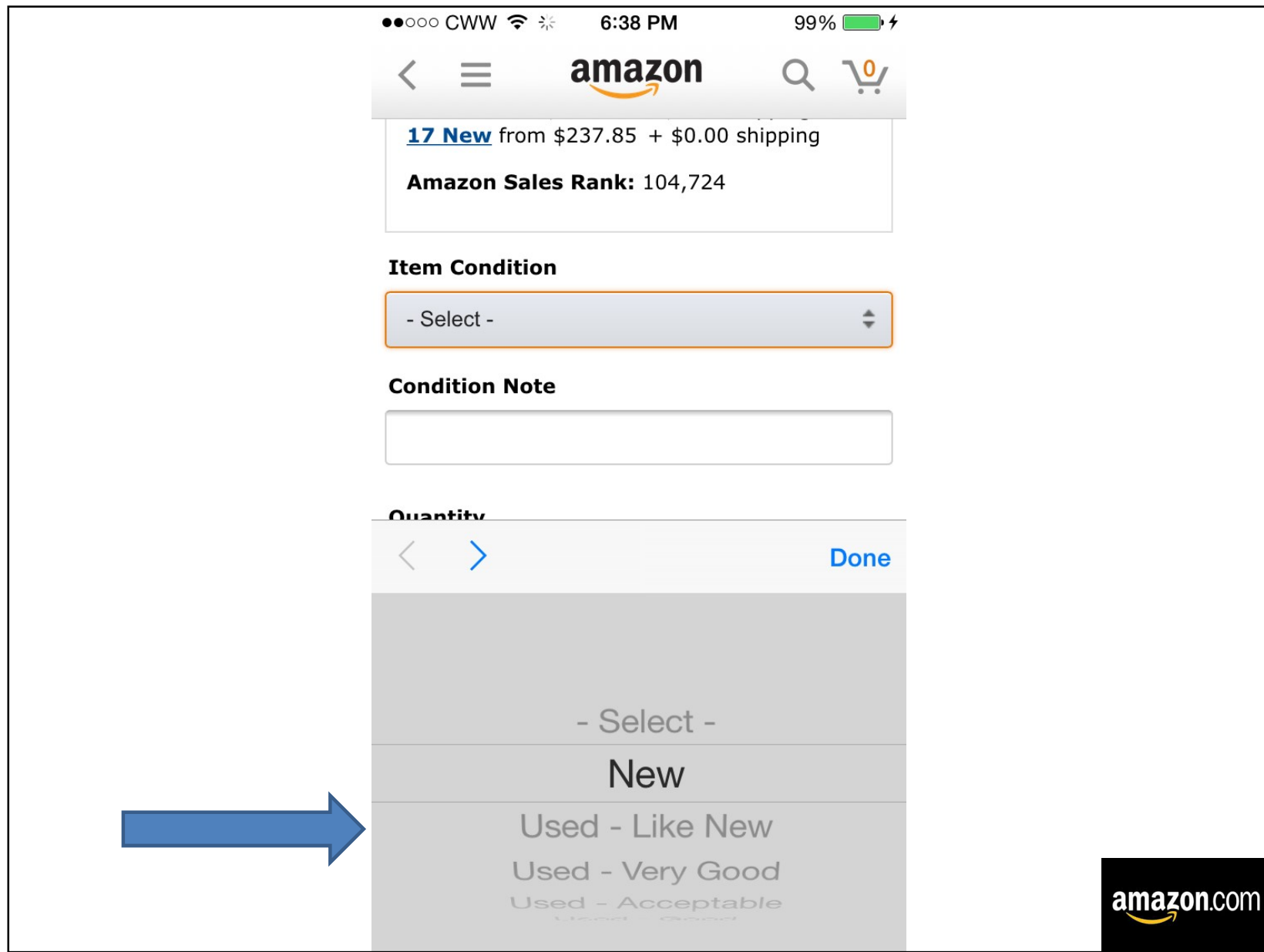
KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Product details

ASIN: B000MFA4IG
Product Name: KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel
Product ID: 650531224774
Product ID Type: upc
Brand Name: Kohler
Manufacturer: KOHLER

amazon.com



➤ The lowest price that the item is currently on Amazon for sale will be shown.

➤ You have the option of matching it by tapping the “Match Low Price” button.

CWW 6:38 PM 99%

< ☰ amazon 🔍 0

Quantity

1

Standard Price

Lowest price for **New**

\$237.85 + \$0.00 shipping

Match Low Price

\$

SKU

Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping

Shipping credit

amazon.com

Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

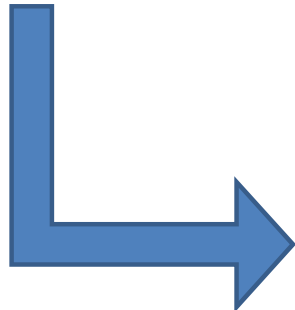
Standard Shipping	Shipping credit
<input checked="" type="radio"/> 4 - 14 business days	\$7.99
<input type="radio"/> 3 - 5 business days*	\$7.99
Expedited Shipping	
<input type="radio"/> 2 - 6 business days	\$13.42
<input type="radio"/> 1 - 3 business days*	\$13.42
*Qualified sellers have the option to offer reduced shipping times.	

Cancel

Continue

➤ Review the listing and submit it by touching here.

➤ It's that easy!!!



●●●○○ CWW 6:40 PM 99%

amazon

Condition Note:	
Quantity:	1
Standard Price:	\$227.61
SKU:	3U-VM3L-QXBQ
Your shipping methods:	Standard Shipping
Amazon fees (if sold):	\$36.33 for Standard Shipping
Shipping credit (if sold):	\$7.99 for Standard Shipping
Total you will receive (if sold):	\$199.27 for Standard Shipping Please refer to your seller agreement for more information on applicable selling fees and credits.

Submit your listing

(You can always add information later)

amazon.com

Understanding Amazon Seller Central

Presented by Nick Hawks

The logo for Amazon.com, featuring the word "amazon.com" in white lowercase letters on a black background. A yellow curved arrow is positioned below the "a" and "m", pointing from the "a" to the "m".

Take the next steps towards seller success on Amazon.com



Amazon Merchant Notifications (merchant-notifications@amazon.com) [Add to cc](#) Actions ▾
To: 12teachyou@hotmail.com ✉

Congratulations from Amazon Marketplace!

We're excited to welcome you, Nick Hawks, as our newest Amazon Marketplace seller! Below are a few simple steps to get you started and on your way to becoming a successful seller:

1. Review the Getting Started Guide for Selling on Amazon:
<https://sellercentral.amazon.com/help/getting-started-guide>
2. Get familiar with your seller account:
<https://sellercentral.amazon.com>

You can use your seller account to:

- Enter your deposit method information to receive payment for your sales
- Confirm shipment of your orders
- Obtain shipping addresses and packing slips
- View your inventory and list additional products for sale
- Contact customers and reply to their inquiries using Communication Manager
- Find answers to your questions about Selling on Amazon in our Seller Help pages

3. Add a new listing to start selling now:
Click on "Add a Listing" from within your seller account.

amazon.com



Help

[Seller Central Help](#): [Account Settings](#): [Getting Started](#): **Getting Started Guide**

Getting Started Guide

We've put together a guide to introduce you to tools you'll need to manage your inventory and sales on Amazon.com. It's a quick way to know what you'll need to master as you launch as well as some advanced tools you'll want to use as your business grows. We are honored you chose to sell on Amazon.



1. Amazon Basics



2. Setting up shop



3. Listing your products



4. Manage your business

Get Started

Frequent Questions

[Where can I learn more about Individual selling plans?](#)

[Which categories can I sell in?](#)

[How can I get my products up on Amazon.com and start selling?](#)

[What are UPCs and do I need them for listing my products?](#)

[How do I get seller support?](#)

[What are the selling fees?](#)

Other Resources

[New Seller Training Center](#)

Try the New Seller Training Center to access videos, Help content, and links to important tools that we think you'll find useful.

[New Seller Glossary](#)

Understand what a term on Amazon means.

amazon seller university

Get started with Amazon

Global Selling

Was this page helpful?

- ☐ Yes
☐ No

Browse This Section

- ◆ Amazon Basics
- ◆ Managing Your Business
- ◆ Welcome
- ◆ Preparing Your Product Information
- ◆ Reviewing Your Business Information
- ◆ Setting Up Your Seller Profile
- ◆ Listing Your Products
- ◆ New Seller Glossary
- ◆ Tips for New Sellers
- ◆ Setting Up Shop

Related Topics

- ◆ **Getting Started Guide**
- ◆ Individual Selling Plan
- ◆ Shipping Overview
- ◆ Things you didn't know you needed to know to sell on Amazon.com

More ways to get help

Visit the [Seller Forums](#) to get help from other sellers:

[Ask other sellers](#)

Or get help from Amazon:

[Contact Seller Support](#)



COMMON NEW SELLER QUESTIONS

1. How and when will I get paid?

To receive payment for your sales, you must provide a deposit method and valid credit card information for your seller account. Generally, Amazon Payments first settles your account 21 days after you register and the settlement process repeats every 7 days. Learn more:

<https://sellercentral.amazon.com/help/getting-paid-faq>

2. How will I know when my item sells?

You'll receive an e-mail titled "Sold, Ship Now" for all new orders. You can also view orders by selecting "Manage Orders" in your Seller Account. Learn more:

<https://sellercentral.amazon.com/help/manage-orders>

3. How do I modify or delete my existing listings?

You can manage existing listings on the Manage Inventory page of your seller account. Learn more:

<https://sellercentral.amazon.com/help/modify-or-delete-a-product-listing>

Still have questions? Find answers in the Getting Started Selling FAQ:

<https://sellercentral.amazon.com/help/getting-started-selling-faq>

Thank you for selling on Amazon.com!
Amazon Services



amazon seller central
INVENTORY
ORDERS
REPORTS
PERFORMANCE
www.amazon.com
Search
Messages | Help 6 | Settings

Your Orders (Amazon.com)
In last day: 0
In last 7 days: 0
Pending: 0
Unshipped: 0
Return requests: 0
View your orders

Performance
Seller Rating
Rating: N/A
Account Health
Good
Customer Feedback
Just Launched (No feedback yet.)
Claims Requiring Actions
A-to-z Guarantee claims 0
Chargeback claims 0
Learn how to share your side
Buyer Messages
Messages waiting for response (In the last 7 days)
Under 24 hour target 0
Over 24 hour target 0
Seller Forums
Is anyone else experiencing a ver...
Posted by bastables on 12/29/14
Rating?
Posted by woodencove... on 8/13/14

amazon services
Dear Seller,
Welcome to the Amazon.com Marketplace!
There are more than two million sellers worldwide who sell their products on Amazon. More than a third of all items ordered by Amazon customers are sold by sellers like you – an indication of how much our customers value shopping with sellers. We are delighted that you have joined the Amazon Marketplace.
We have spent many years improving the tools sellers need to run a successful business on Amazon. You will get to use the API interfaces for high volume tasks such as adding inventory and modifying prices. You will get access to real time demand and sales data to help you grow your business on Amazon. You can choose to use our very successful global Fulfillment by Amazon (FBA) services, designed to help you provide a great fulfillment experience to customers and grow your sales. You can find more details about our complete set of selling tools on Seller Central (amazonservices.com).
As you get started on Amazon, I want to share with you four time-tested success factors for selling on Amazon: 1) Add as many products as you can. Customers love selection. 2) Make sure you use the highest quality data and images to describe each of your products. Customers love high quality selection and product information. 3) Price competitively. Customers love low prices. 4) Honor your shipment promise to customers. You can use FBA to offer customers fast, free and reliable shipping. That's it. You can expect us to work hard to continue inventing ways to help you succeed in these four areas.
Finally, we offer free phone and email support for any of your questions on the marketplace. We have many knowledgeable

Click here to verify or add your bank account info.

Payments Summary
Bank account information is missing or invalid for your seller account. Verify Bank Account Information
Balance
\$0.00
Manage Your Case Log
View your case log
Unshipped orders
Amazon.ca: 0
Amazon.com: 0
All: 0

How To Add Bank Account In amazon

amazon.com



amazon seller central



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Messages | Help



Settings

Deposit Method

You can enter a bank account located in [a country supported by Amazon](#).

Funds earned through Selling on Amazon and Amazon WebStore accounts will be disbursed to the same bank account.

If you are registered for both Selling on Amazon and Amazon WebStore accounts, when you update your bank account information for one of the accounts, the information will be updated for both accounts. [Learn more](#)

Amazon.ca

Add

Bank Account Number: None (click Add button to set)

Amazon.com

Add

Bank Account Number: None (click Add button to set)

Go Back

How To Add

Bank Account In



Nick Hawks

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Messages | Help **6**

Settings

Deposit Method

You can enter a bank account located in [a country supported by Amazon](#).

Funds earned through Selling on Amazon and Amazon WebStore accounts will be disbursed to the same bank account.

If you are registered for both Selling on Amazon and Amazon WebStore accounts, when you update your bank account information for one of the accounts, the information will be updated for both accounts. [Learn more](#)

Amazon.com Deposit Method

Bank Location

Bank Location Country: United States ▼

Where You Will Be Paid (Default)

9-Digit Routing Number:

(Federal ABA Number) Provide a routing number for Automated Clearing House (ACH) or electronic funds transfers instead of wire transfers. Please contact your bank for assistance.

See Check Sample below. (9 digits)

Bank Account Number:

Your account must be enabled to receive deposits through the Automated Clearing House (ACH). Please contact your bank for assistance.

See Check Sample below. (Between 3 and 7 numeric)

Re-type your Bank Account Number:

Account Holder Name:

Example: John Doe. Match what your bank has on file using ISO basic Latin characters.

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amazon.com



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www.amazon.com

Search



Messages | Help 6 | Settings

Your Orders
(Amazon.com)

In last day: 0
In last 7 days: 0
Pending: 0
Unshipped: 0
Return requests: 0

[View your orders](#)

Performance

[Seller Rating](#)
Rating: N/A

[Account Health](#)
Good

[Customer Feedback](#)
Just Launched (No feedback yet.)

Claims Requiring Actions
A-to-z Guarantee claims: 0
Chargeback claims: 0
[Learn how to share your side](#)

[Buyer Messages](#)
Messages waiting for response (In the last 7 days)
Under 24 hour target: 0
Over 24 hour target: 0

Getting started on Amazon (don't show this again)

Selling with us is easy. Follow these steps to quickly get your products in front of millions of customers and view our [Getting Started Guide](#) to find lots of tips that will help you succeed.

Headlines

[\(see all\)](#)

New Requirements for Products That Are or Contain Lithium Batteries

Jan 27, 2015

The U.S. Department of Transportation (DOT) updated the regulations governing shipping lithium batteries in August 2014, with a mandatory compliance date of February 6, 2015. Each seller is obligated to comply with all laws and regulations applicable to t...
[Learn more](#)

More Selling Tools

Increase Product Visibility with Sponsored Products

Dec 4, 2014

Amazon Sponsored Products offers Professional sellers the opportunity to advertise their products on Amazon.com using keyword-targeted ads. [Learn more](#)

Fulfillment by Amazon Revenue Calculator

Sep 19, 2013

Check out the cost benefits of using Fulfillment by Amazon with the [FBA Revenue Calculator](#). [Learn more](#)

Payments Summary

Balance
\$0.00

Manage Your Case Log
[View your case log](#)

Unshipped orders

Amazon.ca:	0
Amazon.com:	0
All:	0

Maximize Earnings With An
Amazon
Inventory Management System

amazon.com

amazon seller central

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SearchMessages | Help6 | Settings

Manage Orders

Date RangeLast 7 daysSearchAdvanced Search

Total unshipped: 0 orders | Total pending: 0 orders

All orders placed in the last 7 day(s) in all marketplaces | Clear all filters

Print packing slips for selected ordersGO

Order Date	Order Details	Shipping	Status	Action
No orders found.				

Print packing slips for selected ordersGO

Rate this page | Contact Seller Support

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amazon.in

All

EN

Buy AgainSuraj's Amazon.InToday's Deals

Your Account > Your Orders

Your Orders

Search all orders

OrdersBuy AgainOpen OrdersCancelled Orders

29 orders placed in past 6 months

amazon.com

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Messages | Help 6 | Settings

Payments [Learn more](#)

Your next scheduled transfer initiation date is **Jan 19, 2015***. However, if your available balance remains \$0.00, no transfer will be initiated on this date.

*Transfers can take 3-5 business days to complete and actual transfer amount is subject to change. View our [Help page](#) for more information about when you will be paid.

Statement View
Transaction View
All Statements
Date Range Reports

How did this statement begin?	Beginning Balance	Previous statement's unavailable balance	\$0.00
		Subtotal	\$0.00
What events occurred during the statement period?	Orders	Product charges	\$0.00
		Promo rebates	\$0.00
		Amazon fees	\$0.00
		Other (shipping & gift wrap credits)	\$0.00
		Subtotal	\$0.00
	Refunds	Product charges	\$0.00
		Subtotal	\$0.00
What is the result?	Closing Balance	Total balance	\$0.00
When will you be paid?	Transfer amount scheduled to initiate on Jan 19, 2015*		\$0.00

*Transfers can take 3-5 business days to complete. The current amount displayed is an estimate and may vary from the amount transferred based on new activity in your seller account, including: product sales, fees, refunds, chargebacks, and A-to-z Guarantee claims.

[View transactions for this period](#)

Questions and answers

- [Why didn't I get paid?](#)
- [How do I get paid?](#)
- [When will I get paid?](#)
- [Can my account be reviewed and my selling privileges be restored?](#)
- [Why was I charged a higher referral fee than what is listed in the Referral Fees table in Seller Help?](#)

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www.amazon.com

Search

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Customer Satisfaction

Summary NEWAccount HealthSeller RatingCustomer FeedbackReports

Account Health [Learn more](#)

✓ [Order Defect Rate](#)

✓ [Cancellation Rate](#)

✓ [Late Shipment Rate](#)

✓ [Policy Violations](#)

✓ [On-Time Delivery](#)

✓ [Contact Response Time](#)

Notifications

Your Amazon.com Seller Account
12/29/14

Unread (0) | All

Customer Feedback [Learn more](#)

NEW SELLER

	30 days	90 days	365 days	Lifetime
Positive	-	-	-	-
Neutral	-	-	-	-
Negative	-	-	-	-
Count	0	0	0	0

Seller Rating [Learn more](#)

Your rating: N/A out of 100

Rating Trend

Excellent

Very Good

Good

Fair

1st Jul1st Aug1st Sep1st Oct1st Nov1st Dec

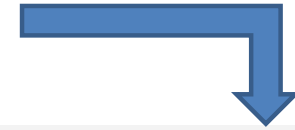
Amazon Account Health Checkup - Seller Updates

Amazon

★★★★

amazon.com

➤ Hover your mouse on the "Settings" link.



The screenshot displays the Amazon Seller Central dashboard. At the top, the navigation bar includes the 'amazon seller central' logo, a search bar, and links for 'Messages', 'Help', and 'Settings'. The 'Settings' link is highlighted with a green circle and a hand cursor. Below the navigation bar, the 'Add a Product' section is visible, featuring a search bar and a 'Search' button. To the right of the 'Add a Product' section, a dropdown menu is open, showing options like 'Logout', 'Account Info', 'Notification Preferences', 'Login Settings', 'Return Settings', 'Shipping Settings', and 'Your Info & Policies'. The bottom of the page shows a footer with 'Rate this page', 'Contact Seller Support', and copyright information. The Amazon logo is in the bottom right corner.

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

Rate this page | Contact Seller Support

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Go Hello, [Name] Try Prime Cart Wish List

Your Watchlist Your Video Library **Settings** Getting Started Help

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Seller Account Information



View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Use the 'Edit' buttons to change any of the fields below.

Selling Plan

[Modify Plan](#)

Selling on Amazon Individual

Vacation Settings

[Edit](#)

Current Status of Listings: Active (Listings available for sale on Amazon)

Seller Information

[Edit](#)

Display Name: Nick Hawks
The name displayed to buyers on Amazon.

Customer Service E-mail: 12teachyou@hotmail.com

Customer Service Reply-to E-mail: 12teachyou@hotmail.com

Customer Service Phone: None (click Edit button to set)

Storefront Link: None (click Edit button to set)

Exceptions: None (click Edit button to set)

Business Address

[Edit](#)

Business Address:



Legal Entity

[Edit](#)

Legal Name: Nick Hawks

Tax identity information: None
[Launch interview wizard](#) | [Learn more](#)

Deposit Method

[Add](#)

Deposit Method Information: None (click Add button to set)



Notification Options



View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)



Default Email Address

Notifications not listed below are sent to the primary account holder's Sign In email address, 12teachyou@hotmail.com

Order Notifications

[Edit](#)

Merchant Order Notifications (Sold, Ship Now):	Email Enabled (12teachyou@hotmail.com)
Pending Returns Reminder:	Email Enabled (12teachyou@hotmail.com)
Claims Notifications:	12teachyou@hotmail.com

Listing Notifications

[Edit](#)

My listing has been created:	Enabled (12teachyou@hotmail.com)
My listing has closed:	Enabled (12teachyou@hotmail.com)

Other Notifications

[Edit](#)

Business Updates:	12teachyou@hotmail.com
Technical Notifications:	12teachyou@hotmail.com
Emergency Contact:	

Amazon Seller SMS Text Messaging

Receive text message notifications on your mobile phone. All you need to get started is to provide your mobile phone number. [Learn more](#)

[Sign up now](#)

AMAZON

now

Delivered: Your package with 3 Lbs, Single Origin Unroasted Green Coffee Beans, Specialty Grade From Single Nicaraguan Estate, Direct Trade was delivered.

[Press for more](#)

amazon.com

Shipping Settings



Ships From Location

Edit

Shipping Country: United States

Shipping ZIP or Postal Code: 27007

Default Shipping

Edit

Standard : Normal Transit time: 4 - 14 business days ([view rate table](#))Expedited : No ([view rate table](#))Two Day ([Learn more](#)) : No ([view rate table](#))
(One day handling time plus two days transit time) :One Day ([disabled](#)) : No ([view rate table](#))International : No ([view rate table](#))International Expedited : No ([view rate table](#))

amazon Shipping Setting
Easy Ship and Self Ship



➤ There are six sections to explore.

The screenshot shows the Amazon Seller Central interface. At the top, the navigation bar includes 'amazon seller central', a 'P' icon with a red notification badge, and links for 'INVENTORY', 'ORDERS', 'REPORTS', and 'PERFORMANCE'. A search bar and links for 'Messages', 'Help', and 'Settings' are on the right. The main heading is 'Your Information & Policies'. Below it, a blue arrow points from the top right towards the heading. The text says: 'Use these pages to add custom content about your business and policies to the Amazon website. To get started, simply select the page you want to review from the list below. [Learn more](#)'. A list of links is displayed in three columns: 'About Seller', 'Seller Logo', 'Shipping', 'Privacy Policy', 'Frequently Asked Questions', and 'Custom Help Pages'. A large blue curved arrow points from the 'About Seller' link to the 'Frequently Asked Questions' link. At the bottom, the Amazon logo is centered, with a red arrow pointing to it that says 'RETURNS POLICY'. Below the logo, the text 'Amazon Return Policy' is written. In the bottom right corner, there is an 'amazon.com' logo. Footer text includes 'Rate this page | Contact Seller Support', 'Nick Hawks', and '© 1999-2014, Amazon.com, Inc. or its affiliates'.

amazon seller central P INVENTORY ORDERS REPORTS PERFORMANCE www.amazon.com Search Messages Help Settings

Your Information & Policies

Use these pages to add custom content about your business and policies to the Amazon website.

To get started, simply select the page you want to review from the list below. [Learn more](#)

- About Seller
- Seller Logo
- Shipping
- Privacy Policy
- Frequently Asked Questions
- Custom Help Pages

Rate this page | Contact Seller Support

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RETURNS POLICY

Amazon Return Policy

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Your Information & Policies (Optional)

Use this page to add custom content about your business and policies to the Amazon Web site.

Select Page to Edit

- About Seller
- Seller Logo

- Shipping
- Privacy Policy

- Frequently Asked Questions
- Custom Help Pages

About Seller

The About Seller page allows you to introduce your business to your customers and build your brand. Use this section to describe how your business started, how long you've been around, what your company philosophy is, whether you have a physical store, and/or how many employees you have. Feel free to elaborate on these topics and others. [Learn more](#)

Do not include URLs or e-mail addresses on any listings, images, or supporting information, and do not hyperlink to your site from any part of the Amazon process. Any attempt to divert Amazon users to another website or sales process is prohibited. Specifically, any advertisements, marketing messages (special offers) or "calls to action" that lead, prompt, or encourage Amazon users to leave the Amazon website are prohibited.

Note: There's no need to insert customer service contact information here. We'll take care of this automatically with the information you provide in the configuration section under the Account Info tab.

About Seller Help Content:
(Max 10,000 characters)

DESIGN VIEW

CODE VIEW

B *I* U [List Icons]



Cancel

Save



Your Information & Policies (Optional)

Use this page to add custom content about your business and policies to the Amazon Web site.

Select Page to Edit

- About Seller
- Seller Logo

- Shipping
- Privacy Policy

- Frequently Asked Questions
- Custom Help Pages

Company Logo (Optional)

Do not include URLs or e-mail addresses on any listings, images, or supporting information, and do not hyperlink to your site from any part of the Amazon process. Any attempt to divert Amazon users to another website or sales process is prohibited. Specifically, any advertisements, marketing messages (special offers) or "calls to action" that lead, prompt, or encourage Amazon users to leave the Amazon website are prohibited.

Image Location:

Browse...

No file selected.

Upload

Seller Logo:

Note: Logo images must be 120 pixels wide by 30 pixels tall, and they must have no animation. Image files should be in .jpg or .gif format.

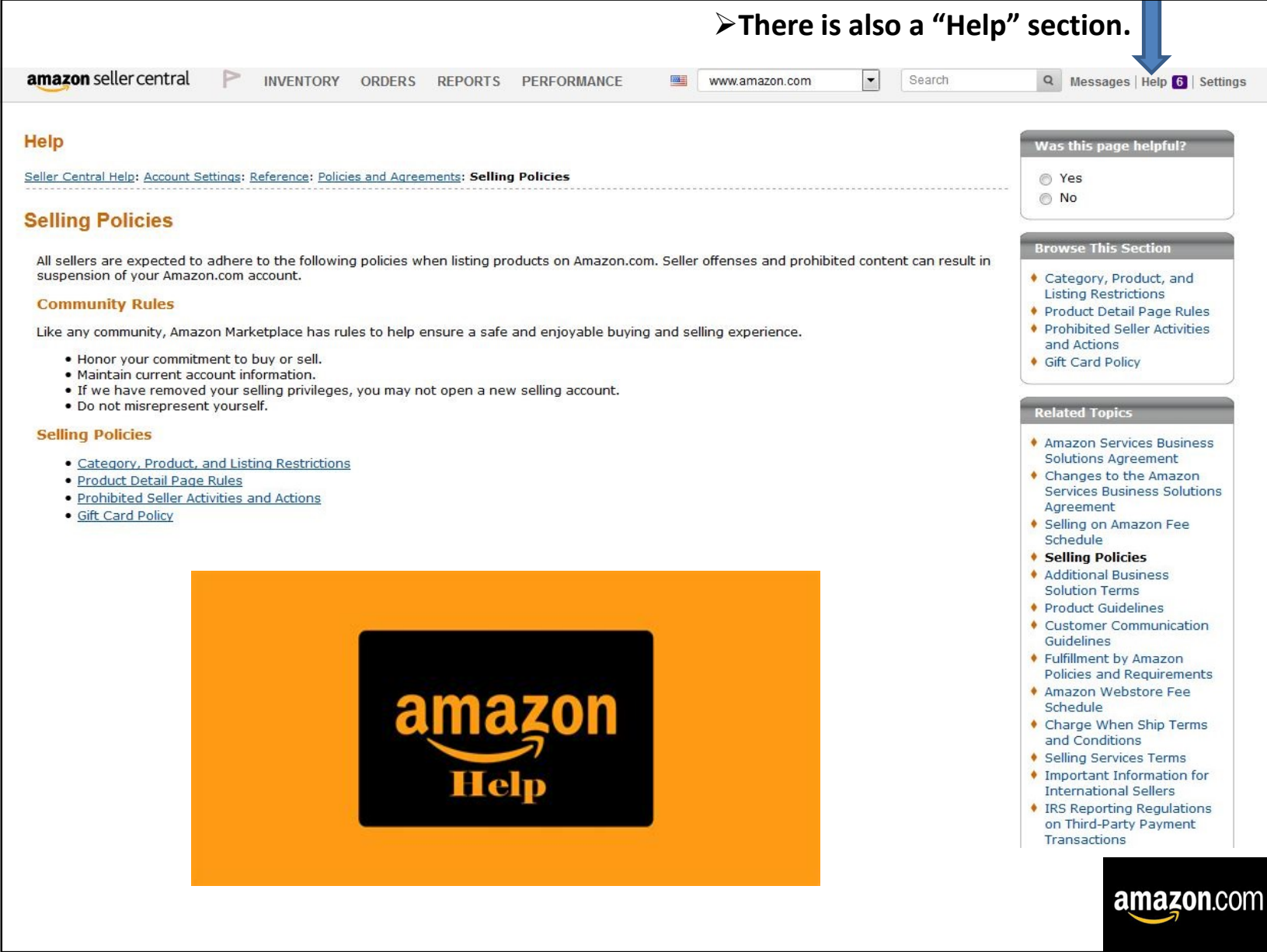
[Rate this page](#) | [Contact Seller Support](#)

Wick Hawks

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➤ There is also a “Help” section.



amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE [www.amazon.com](#) Search Messages | **Help** 6 | Settings

Help

[Seller Central Help](#): [Account Settings](#): [Reference](#): [Policies and Agreements](#): **Selling Policies**

Selling Policies

All sellers are expected to adhere to the following policies when listing products on Amazon.com. Seller offenses and prohibited content can result in suspension of your Amazon.com account.


Community Rules

Like any community, Amazon Marketplace has rules to help ensure a safe and enjoyable buying and selling experience.

- Honor your commitment to buy or sell.
- Maintain current account information.
- If we have removed your selling privileges, you may not open a new selling account.
- Do not misrepresent yourself.

Selling Policies

- [Category, Product, and Listing Restrictions](#)
- [Product Detail Page Rules](#)
- [Prohibited Seller Activities and Actions](#)
- [Gift Card Policy](#)



Was this page helpful?
☐ Yes
☐ No


Browse This Section

- ◆ [Category, Product, and Listing Restrictions](#)
- ◆ [Product Detail Page Rules](#)
- ◆ [Prohibited Seller Activities and Actions](#)
- ◆ [Gift Card Policy](#)

Related Topics

- ◆ [Amazon Services Business Solutions Agreement](#)
- ◆ [Changes to the Amazon Services Business Solutions Agreement](#)
- ◆ [Selling on Amazon Fee Schedule](#)
- ◆ **Selling Policies**
- ◆ [Additional Business Solution Terms](#)
- ◆ [Product Guidelines](#)
- ◆ [Customer Communication Guidelines](#)
- ◆ [Fulfillment by Amazon Policies and Requirements](#)
- ◆ [Amazon Webstore Fee Schedule](#)
- ◆ [Charge When Ship Terms and Conditions](#)
- ◆ [Selling Services Terms](#)
- ◆ [Important Information for International Sellers](#)
- ◆ [IRS Reporting Regulations on Third-Party Payment Transactions](#)

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www.amazon.com

Search

Messages | Help 6 | Settings

Help

[Seller Central Help](#): [Account Settings](#): [Reference](#): [Policies and Agreements](#): [Selling Policies](#): [Category, Product, and Listing Restrictions](#): **Restricted Products**

Restricted Products

Customers trust that they can always buy with confidence on Amazon.com. Products offered for sale on Amazon.com must comply with all laws and regulations and with Amazon's policies. The sale of illegal, unsafe, or other restricted products listed on these pages, including products available only by prescription, is strictly prohibited.

We take product safety and these restrictions very seriously. Sellers should carefully review the "Examples of Permitted and Prohibited Listings" sections in each Restricted Product category before listing a product. If you sell a Restricted Product, we may immediately suspend or terminate your selling privileges and destroy inventory in our fulfillment centers without reimbursement. In addition, if we determine that a seller's account has been used to engage in illegal activity, remittances and payments may be withheld or forfeited. The sale of illegal or unsafe products can also lead to legal action, including civil and criminal penalties.

We are constantly innovating on behalf of our customers and working with regulators, third party experts, vendors, and sellers to improve the ways we detect and prevent illegal and unsafe products from reaching our marketplace. We work hard on this issue every day because we know that our customers trust that they are buying safe and legal products when they shop on Amazon.com. Amazon encourages you to report listings that violate Amazon's policies or applicable law by contacting Seller Support. We will investigate each report thoroughly and take any appropriate actions.

Additional Related Policies

Certain categories require you to obtain [pre-approval](#) from Amazon before listing in those categories. If you are listing products that are prohibited in certain U.S. jurisdictions, you must inform customers in the listing conditions of such shipping restrictions. Such products are not eligible for FBA. In addition, there are restrictions on the import and export of many products. If you wish to list items for international purchase, you are responsible for conducting proper research to ensure that the items listed comply with all applicable laws and regulations.

Examples of Permitted and Prohibited Listings

The examples provided in these Help pages are not all-inclusive and are provided solely as an informational guide. We encourage you to consult with your legal counsel if you have questions about the laws and regulations concerning your products. Even where a product is listed as an "Example of Permitted Listings," all products and listings must also comply with applicable laws. In addition, any links provided are for informational purposes only, and Amazon does not warrant the accuracy of any information provided in these links.

Additional information and resources for sellers on our Restricted Products policy are available [here](#).

Was this page helpful?

☒ Yes
 ☐ No

Browse This Section

- Additional Information and Resources for Sellers on our Restricted Products Policy
- Alcohol
- Amazon Device Accessories
- Animals & Animal Products
- Art - Fine Art
- Art - Home Décor
- Automotive and Powersports
- Clothing
- Cosmetics & Skin/Hair Care
- Currency, Coins, Cash Equivalents, and Gift Cards
- Defense and Dual-Use Items
- Drugs, Drug Paraphernalia & Dietary Supplements
- Electronics
- Food & Beverage
- Gambling & Lottery
- Hazardous & Dangerous Items
- Human Parts & Burial

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Restricted Products

- [Additional Information and Resources for Sellers on our Restricted Products Policy](#)
- [Alcohol](#)
- [Amazon Device Accessories](#)
- [Animals & Animal Products](#)
- [Art - Fine Art](#)
- [Art - Home Décor](#)
- [Automotive and Powersports](#)
- [Clothing](#)
- [Cosmetics & Skin/Hair Care](#)
- [Currency, Coins, Cash Equivalents, and Gift Cards](#)
- [Defense and Dual-Use Items](#)
- [Drugs, Drug Paraphernalia & Dietary Supplements](#)
- [Electronics](#)
- [Food & Beverage](#)
- [Gambling & Lottery](#)
- [Hazardous & Dangerous Items](#)
- [Human Parts & Burial Artifacts](#)
- [Intellectual Property Violations](#)
- [Jewelry & Precious Gems](#)
- [Laser Pointers and Related Products](#)
- [Medical Devices & Accessories](#)
- [Offensive Products](#)
- [Postage Meters & Stamps](#)
- [Other](#)
- [Recalled Products](#)
- [Sexual Wellness](#)
- [Stolen Property & Lock Picking Devices](#)
- [Surveillance Equipment](#)
- [Tobacco & Tobacco-Related Products](#)
- [Warranties, Service Plans, Contracts, and Guarantees](#)
- [Weapons](#)

- ♦ [Intellectual Property Violations](#)
- ♦ [Jewelry & Precious Gems](#)
- ♦ [Laser Pointers and Related Products](#)
- ♦ [Medical Devices & Accessories](#)
- ♦ [Offensive Products](#)
- ♦ [Postage Meters & Stamps](#)
- ♦ [Other](#)
- ♦ [Recalled Products](#)
- ♦ [Sexual Wellness](#)
- ♦ [Stolen Property & Lock Picking Devices](#)
- ♦ [Surveillance Equipment](#)
- ♦ [Tobacco & Tobacco-Related Products](#)
- ♦ [Warranties, Service Plans, Contracts, and Guarantees](#)
- ♦ [Weapons](#)

Related Topics

- ♦ [Restricted Products](#)
- ♦ [Listing Restrictions](#)

More ways to get help

Visit the [Seller Forums](#) to get help from other sellers:

[Ask other sellers](#)

Or get help from Amazon:

[Contact Seller Support](#)

Restricted Products on Amazon



amazon.com

How Manage Your Amazon Inventory.

amazon.com

➤ Go to your Seller Central page.

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Search



Messages | Help | Settings

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.

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amazon webstore QUICK SITE MIGRATION
Free Assessment



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

Search

If it is not in Amazon's catalog:

Create a new product

[Rate this page](#) | [Contact Seller Support](#)

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The product you are adding may already exist in our catalog for the product you want to sell and save yourself some time.

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Manage Inventory

Add a Product



Learn how to earn **25,000**
Membership Rewards[®] points[†]
[†] Terms and limitations apply.



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

Search

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All Inventory

Manage Inventory BETA [Learn more](#)

Add a product

Preferences: 3 columns hidden

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



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

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

Action on 0 selected ▾

Search SKU, Title, ISBN, ASIN

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters: Status: All

Reset all filters

Filters: Status ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37	<div>Edit Manage Images Clone Add another condition Change to Fulfilled by Amazon Match low price Close Listing Delete product and listing</div>

25 results per page ▾

Save all

amazon.com

All Inventory

Manage Inventory ^{BETA} [Learn more](#)

Add a product

Preferences: 3 columns hidden

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



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

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

Action on 0 selected ▾

Search SKU, Title, ISBN, A:

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters: Status: All

Reset all filters


Filters: Status ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed) ✓ Update Successful. It may take up to 15 minutes for the change to take effect.		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$212.27 + \$0.00	Edit ▾

25 results per page ▾

Save all

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Search

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Add a Product

The product you are adding may already exist on Amazon. Search for a product you want to sell and save yourself some time.
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Payments

Tax Document Library

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[†]Terms and limitations apply.

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Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product
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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

Customer Satisfaction

Feedback

A-to-z Guarantee Claims

Chargeback Claims

Performance Notifications



Learn how to earn 25,000 Membership Rewards* points†


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How To **RANK YOUR PRODUCTS** **ON** **AMAZON**



The Amazon A10 Algorithm



All you need to know

What is the Amazon A10 Algorithm?



Amazon's A10 algorithm is the most recent version of the Amazon search and ranking algorithm. Updated in 2020 from the Amazon "A9" algorithm, A10 puts more weight to several ranking factors, making it more sophisticated at matching customer searches with relevant products.

Ranking in organic search results is key for achieving success on Amazon.

Doing so allows you to benefit from the millions of shoppers on Amazon, using the platform's search engine to find their next online purchase.

Amazon's own software decides which products show up in the search results, in which order, for each search a customer performs.

So, appeasing that algorithm – known as A10 – is central to success when selling on Amazon.

Competition for places is fierce, with more than 2 million sellers on the Amazon marketplace all trying to do the same thing. So understanding everything about how the A10 algorithm works is vital.

Differences from the Amazon A9 Algorithm

The A10 algorithm is not a massive change to Amazon's search engine. At its core, it still works in many of the same ways. It's still designed to show popular, high-performing and relevant products for customers' searches.

Sales history, sales velocity and conversion rate are all still strong product ranking factors.

Basically, if your product sells a lot, and maintains a strong conversion rate, you should rank high, assuming your listing is optimized for the right keywords.

Product reviews are still important too, not just as a ranking factor, but to boost your conversion rate and generate more sales.

Aside from that, there are some subtle but significant changes to the way Amazon ranks products, which are important to understand if you want to master Amazon SEO.



amazon.com

Focus shifts to relevance



Relevance and popularity have always been the core of Amazon's search platform. It uses a text match system to match keywords with relevant product listings.

In the past though, it may have skewed slightly towards popularity/performance metrics. Meaning Amazon liked to promote products that made a lot of money.

The Amazon A10 algorithm puts a greater focus on relevance, and matching the right product to the right search. They're not as concerned about making as much money as possible from a single sale, as they are making customers happy, so they come back and buy again, and again, and again.



amazon.com

Rank Authority

Seller authority as a ranking factor

One of the biggest changes is the introduction of seller authority in ranking.

No longer is the product the only thing that's important for the Amazon algorithm. Now, it favors products sold by Amazon merchants with a proven history of performance and reliability.

Some seller authority factors include:

- Sales history (a proven history of selling products on Amazon)
- Seller feedback rating
- Performance and account health metrics (return rate, number of A to Z claims)



Seller authority also includes the size of your product catalog. Sellers who sell more products are seen in a favorable light under A10, likely intended to push big brands higher.

Impressions & click-through rate weighed in search ranking

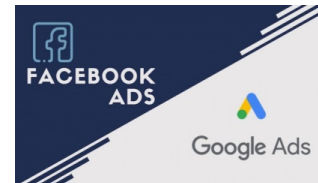
$$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} = \text{CTR} \quad \text{(CLICK-THROUGH RATE)}$$

The new Amazon algorithm takes into account the impressions and click-through rate (CTR) your product generates.

Impressions are when your product shows up anywhere in the Amazon ecosystem, such as search results, Pay-Per Click (PPC) campaigns, or on Amazon partner sites. While click-through rate is how often your product generates clicks from these views.

The new algorithm still values sales history, but it also values the metrics above, which show engagement from Amazon customers.

More power to off-site traffic




Sales from external traffic (meaning customers who came to your product from outside of Amazon, such as [Facebook](#) or [Google Ads](#)) have always been powerful for Amazon rankings.

With A10, this traffic is even more valuable. Driving traffic to your products is thus a great way to rank higher and increase search visibility.

amazon.com


Internal sales

The Amazon A10 algorithm now also weighs “internal sales” a little higher. These are not organic sales – instead, sales that come from other areas within Amazon, such as the “Frequently Bought Together” box.



**Inside Sales:
What Your Company
Needs to Know**

Frequently bought together



Total price: **\$164.99**

[Add both to Cart](#)


[Add both to List](#)

One of these items ships sooner than the other. [Show details](#)


- ☒ This item: SHOGUN Fight Jiu Jitsu Gi Tao Premium 450g Pearl Weave Cotton BJJ \$155.00
- ☒ Sanabul Brazilian Jiu Jitsu BJJ Pro Belts \$9.99

4 stars and above


Sponsored @




Hayabusa Ultra-Lightweight Pearlweave Jiu Jitsu Gi - Black, A1
★★★★☆ 160
\$119.00 prime




Hayabusa Lightweight Jiu Jitsu Gi - Grey, A0
★★★★☆ 561
\$129.99 prime




Hayabusa Warrior Gold Weave Jiu Jitsu Gi - White, A0
★★★★☆ 125
\$119.00 prime



Sanabul Essentials V.2 Ultra Light Pre Shrunk BJJ Jiu Jitsu Gi (Grey, A2) See Speci...
★★★★☆ 4,729
\$65.48 prime



Hayabusa Goorudo 3 Gold Weave Jiu Jitsu Gi - White, A2
★★★★☆ 411
\$149.00 prime










Hayabusa Marvel Hero Elite Adult Jiu Jitsu Gi - The Punisher, A1
★★★★☆ 94
\$199.00 prime

Page 1 of 4





Sponsored products related to this item

Sponsored @




Page 1 of 35

New & Used (2) from **\$112.76** + FREE Shipping

Share    

Have one to sell?
[Sell on Amazon](#)



SHOGUN Fight Jiu Jitsu Gi Ultra Light "Kanjii" 350gsm Pearl...
★★★★☆ 74
\$99.00 prime

Sponsored @

More sales from internal widgets like these can improve your search rankings

amazon.com

Less ranking benefit for PPC sales



Finally, A10 gives a little less product ranking power to sales generated from PPC campaigns.

This is not to say PPC campaigns are now worthless. It's still really valuable to use sponsored links to push your products up the search page, or target other product listings. However, it's not a great way to increase your organic rankings, despite being great for your overall sales velocity.



1 – Prioritize customer experience and account health metrics

It's clear that Amazon wants you to provide a first-class experience for their customers. So make it a priority to stay in Amazon's good books and provide that first-class customer experience.

Do things that will result in positive seller feedback, such as going above and beyond with customer service. Make sure you have shipments inspected, and the products you send to Amazon are the highest quality, without any defects.

The screenshot shows the Amazon Seller Central Feedback page. On the left, there are five star reviews with their respective dates and reviewer names. On the right, there is a summary table showing the percentage of positive, neutral, and negative feedback over different time periods.

	30 days	90 days	12 months	Lifetime
Positive	99%	99%	99%	99%
Neutral	0%	0%	0%	0%
Negative	1%	1%	1%	1%
Count	100	125	127	127

Maintain good seller feedback to increase your seller authority in the new algorithm

Not only will superb seller feedback and account health help you win and keep the Buy Box, it will now help your product rank higher.



2 – Increase your range

Product range is another thing factored into a seller's account health. This didn't matter with the A9 algorithm, but in the A10 era, you may be able to rank higher than another seller if you sell more products.

Thus, it's a good idea to expand your store on Amazon, rather than launching one product and focusing on that alone. A wider range will also lessen your risk should one product lose rankings or be suspended.

3 – Conduct in-depth keyword research and optimization

This is not such a new development for the A10 algorithm. But with this update, it's all the more important to make sure your keyword research is extensive and has covered all possible angles.

The new A10 algorithm focuses more on relevance than A9 did, and also values the total impressions your product generates across Amazon. In-depth keyword research, and optimizing your listing to include as many search terms as possible, will help you show up for more searches, and increase your chances to show up on "related products" sections across the site.

Make sure your Amazon listings feature the most important keywords in the right places, such as your product title, bullet points and product description.



How To Rank Your Products On Amazon – The Ultimate Guide

If you want success on Amazon, you need to understand how Amazon's Search Algorithm works – right?

Sounds obvious, but you'd be surprised...

Most sellers have no idea how Amazon ranks and delivers search results; let alone how (easily) exploitable it can be!

Ranking Factors

amazon.com

But before we get into the meat of the matter, here are some basics you should know...

Introducing A10 Amazon's Product Search Algorithm

OFFICIAL STATEMENT

[quote name="Amazon"]Our work starts long before a customer types a query. We've been analyzing data, observing past traffic patterns, and indexing the text describing every product in our catalog before the customer has even decided to search.[/quote]

As we can see here, much of the work is done before the customer even touches the keyboard. Once the customer actually hits "Enter" to perform a search, the A10 algorithm delivers results through a two-step process:

[quote name="Amazon"]Once we **determine which items are good matches** to the customer's query, our ranking algorithms **score them to present the most relevant results** to the user.[/quote]

Let's Start

amazon.com



On the whole, **ranking in Amazon is more straightforward than Google** because you're essentially cutting the work in half. This is because there's no such thing as off-page SEO for Amazon; they only use internal factors to determine how a product ranks. Backlinks, social media, domain authority... These are all things you don't need to worry about on Amazon.

That being said, there are a few simple rules you must always remember about Amazon. **These 3 rules are critically important to making the most of this guide, so make sure you read them twice:**

- Amazon's top goal in everything they do is always maximize Revenue Per Customer (RPC)
- Amazon tracks every action that a customer takes on Amazon, right down to where their mouse hovers on the page
- The A10 algorithm exists to connect the data tracked in #2 to the goal stated in #1





So far, so good?

Core Pillars Of The A10 Algorithm

From A10's website and from the information that Amazon makes available to us through their [Seller Central](#) (login required), we can group Amazon's ranking factors into three equally important categories:

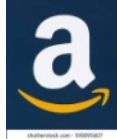
Conversion Rate* – These are factors that Amazon has found have a statistically relevant effect on conversion rates. Examples of conversion rate factors include customer reviews, quality of images and pricing.

Relevancy – Remember the first step in the A10 algorithm? They gather the results, and then they decide how to list them. Relevancy factors tell A10 when to consider your product page for a given search term. Relevancy factors include your title and product description.

Customer Satisfaction & Retention – How do you make the most money from a single customer? Make them so happy that they keep coming back. Amazon knows that the secret to max RPC lies in customer retention. It's a lot harder to get someone to spend \$100 once than \$10 ten times. Customer Retention factors include seller feedback and Order Defect Rate.



It's simple really...



More sales mean higher rankings – and higher rankings mean more sales!

It sounds like a vicious cycle, but luckily there are still many ways for new sellers to compete.

MYTH-BUSTING THE

A10

ALGORITHM

FACTORS THAT AFFECT THE NEW AMAZON ALGORITHM:



- ✓ Seller Authority
- ✓ Sales History
- ✓ Impressions
- ✓ Internal Sales
- ✓ Click-Through Rate (CTR)
- ✓ Conversion Rate (CVR)
- ✓ Organic Sales
- ✓ Pay-Per-Click (PPC) Sales

some OTHER



amazon.com

ANSWERED QUESTIONS

Has a Small Effect

This is one of those metrics that Amazon doesn't specifically state they track. But, it's data they have access to and Q&A's are listed close to the top of the product page, which typically means it's important for conversions.

Furthermore, there products like [this \(me-approved\) Philips Sonicare electric toothbrush](#), which ranks #1 for the keyword "electric toothbrush" over other equally rated best-sellers because it has almost twice as many customer Q&A's than any other listing in the category:



Philips Sonicare HX5610/30 Essence 5600 Rechargeable Electric Toothbrush, White

by Philips

★★★★★ = 2,836 customer reviews | 144 answered questions

#1 Best Seller in Sonic Toothbrushes

List Price: \$69.99
Price: \$39.95 & FREE Shipping. Details
You Save: \$30.04 (43%)

In Stock.

Ships from and sold by Amazon.com in easy-to-open packaging. Gift-wrap available.

Want it Friday, Nov. 21? Order within 4 hrs 57 mins and choose Two-Day Shipping at checkout. Details

Color: White

Product Packaging: Frustration-Free Packaging

Standard Packaging Frustration-Free Packaging

- Up to 2x better plaque removal versus a manual toothbrush
- Includes soft-grip handle designed for comfort and control, 1 contoured brush head, charger base, and travel case
- Patented sonic technology- dynamic cleaning action drives fluid between teeth and along the gum line to gently remove plaque
- 2-minute smarttimer ensures dentist recommended brushing time
- Ships In Certified Frustration-Free Packaging

This item ships internationally. Learn more

Qty: 1

Add to Cart

Turn on 1-Click ordering

Add to Wish List

Other Sellers on Amazon

Price	Shipping	Sold by	Action
\$665.99	+ \$11.99 shipping	Comp Sales	Add to Cart
\$674.99	+ \$11.69 shipping	Sold by: Neotail	Add to Cart
\$675.00	+ \$11.69 shipping	Sold by: 305MIA65	Add to Cart

31 new from \$650.00

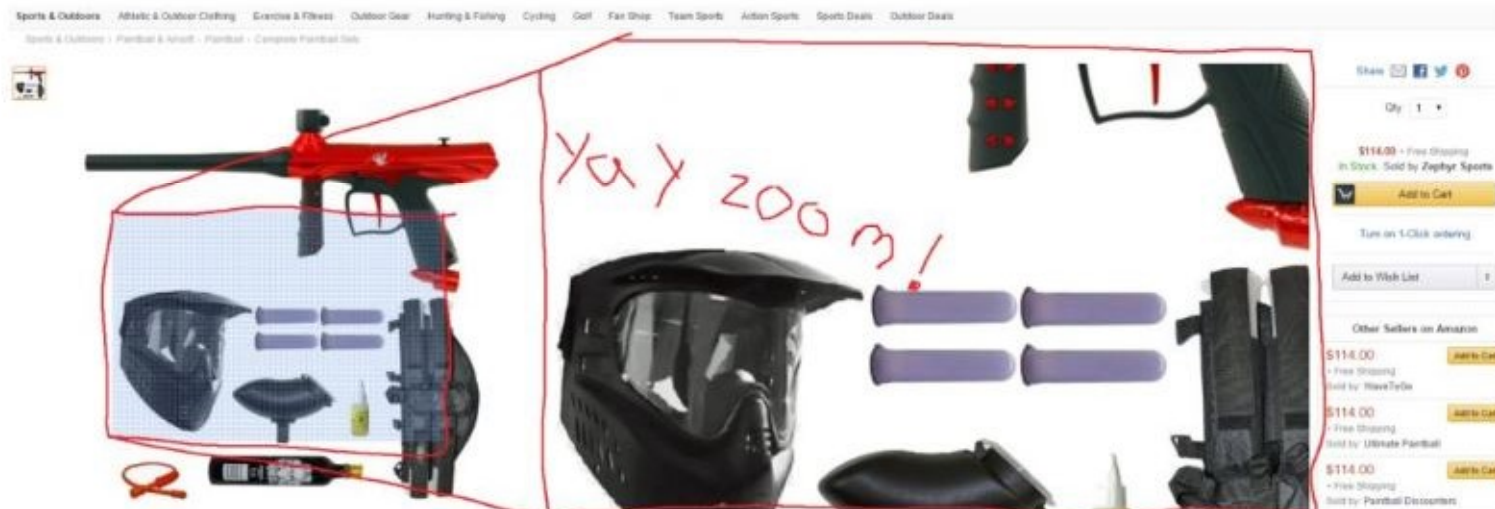
amazon.com

IMAGE SIZE & QUALITY

Has a Huge Effect

Amazon continues to tighten their image size and quality policies for product listings. Right now, some categories won't even display results that don't have **at least one image that is 1000×1000 pixels or larger**. These are called "[suppressed listings](#)".

The 1000×1000 pixel image size allows Amazon to offer customers their Hover-to-Zoom feature, shown below, which they've found has a dramatic effect on conversion rates.



Amazon jargon: Featured Offer ("Buy Box")

If more than one seller offers a product, they may compete for the Featured Offer ("Buy Box"), the most visible offers on the product detail page. Sellers must meet performance-based requirements to be eligible for Featured Offer placement.

 amazon.com

Notice that **image quantity is not what's important here**. [This Tippmann paintball gun](#) is the #1 product for the keyword "paintball guns", but it only has one image. Since the image is big enough and informative enough to give the customer all the info they need, that's all it takes to make Amazon happy.

That means it's better to have one large, high quality image than to have multiple normal-sized images. Not to say that multiple images won't convert better than one image, just that the benefits quickly taper off after the first.



Nikon Shot



iPhone Shot

PRICE

Has a Huge Effect

Remember earlier when we talked about how Amazon's A10 product search algorithm uses both predicted and real conversion rates to determine which products to show in their search results?

One of the biggest factors Amazon uses to determine predicted conversion rate is pricing – they know that customers tend to seek the best deals. More importantly, Amazon uses pricing as a major factor in picking which product to show in the buy box, which is the part of the page containing the Add to Cart button (we'll talk more about that later).

Showing results for: **juicer**. Showing results in Home & Kitchen. Show instead results in All Departments.

Related Searches: blender, breville juicer, juice extractor.

Black & Decker JE2200B 400-Watt Fruit and Vegetable Juice Extractor with Custom Juice Cup
\$29.99 (4,425 reviews)
Get it by Friday, Nov 21
More Buying Choices: \$26.50 new (105 offers), \$24.09 used (9 offers)
FREE Shipping on orders over \$35

Breville JE2200XL Compact Juice Fountain 700-Watt Juice Extractor
\$99.95 (1,558 reviews)
Get it by Friday, Nov 21
More Buying Choices: \$83.00 new (18 offers), \$76.00 used (26 offers)
FREE Shipping

Breville JE98XL Juice Fountain Plus 850-Watt Juice Extractor
\$149.95 (1,194 reviews)
Get it by Friday, Nov 21
More Buying Choices: \$144.15 new (51 offers), \$103.77 used (32 offers)
FREE Shipping

Omega J8006 Nutrition Center Juicer - Black and Chrome
\$241.50 (1,305 reviews)
Get it by Friday, Nov 21
More Buying Choices: \$199.99 used (17 offers)
FREE Shipping

#1 Best Seller in Centrifugal Juicers (Black & Decker)
#1 Best Seller in Masticating Juicers (Omega)

Notice here that the top-ranking product for the search term “juicer” has less customer reviews, lower customer reviews and lower Sales Rank than every other listing in the top 4. It still shows #1 because it’s got decent ratings and is priced waaaaay below the category average.

Note that customer reviews are still vital here. And pricing isn’t the only reason that the Black & Decker Juicer ranks #1...



PRODUCT LISTING COMPLETENESS

Has a Small Effect

Finally, the last conversion metric to optimize for is listing completeness. The individual sections of the product listing mostly have to do with relevancy, as you'll learn below, but the actual completeness of the listing has an effect on conversion rate.

As a general rule, the more complete you make your listing, the better. Do your best to fill in every single field in the listing setup page to maximize your chances of appearing at the top of product search results.

Relevancy Factors

TITLE

Has a Small Effect

Optimizing your product title for Amazon is an excellent example of the way that optimizing for Amazon differs from optimizing for Google.

In Google, you want a concise, engaging title with your keyword close to the beginning. In Amazon, all you care about is keywords. You want to cram as many keywords into about 80 characters as you possibly can.

Just like with images, Features are so important that Amazon no longer allows products without bullet points to be featured in the buy box, and not having them is a serious road-block to good Amazon rankings.

Another good example of proper Feature usage is [this Asus computer monitor](#), which ranks #1 for “computer screen”:

Electronics > Computers & Accessories > Monitors



Click to open expanded view

mhmhm...
Features...

ASUS MX279H 27-Inch Screen LED-Lit LCD Monitor

by Asus

★★★★★ 306 customer reviews

| 215 answered questions

List Price: \$299.00

Price: **\$269.99** & FREE Shipping. [Details](#)

You Save: \$29.01 (10%)

In Stock.

Ships from and sold by Amazon.com.

Want it Friday, Nov. 21? Order within **6 hrs 3 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

- 27" AH IPS Full HD display for vivid image clarity and 178-degree viewing angle
- Frameless and ultra-slim profile minimizes desk space requirements
- Extensive connectivity options with dual HDMI ports for complete connectivity with various devices
- 80,000,000:1 ASUS Smart Contrast ratio results in sharper and brighter visuals
- SonicMaster sound with two 3-watt speakers and built-in Bang & Olufsen ICEpower amplifier for high-quality audio playback that is true to source

Has a Huge Effect

amazon.com

Notice how the bullet-points are both extremely detailed and include a ton of keywords? At the same time, they're easily readable, which means they won't confuse customers and risk hurting conversions.

PRODUCT DESCRIPTION

Has a Small Effect

Your product description is basically where you expand on your Features. It's also the part of the page you have the most control over. If there's anywhere to really put a lot of effort into engagement, it's in the product description.

That being said, keep in mind that unlike with Google there is **no benefit to having a keyword appear multiple times** on the product page; if it's anywhere in your product listing at least once, you will be relevant to rank for it.



Roll over image to zoom in

Mr. Coffee BVMC-SJX33GT 12-Cup Programmable Coffeemaker, Chrome

by Mr. Coffee

★★★★★ 1,892 customer reviews | 329 answered questions

Price: **\$34.83** & **FREE Shipping** on orders over \$35. [Details](#)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it Thursday, May 22? Order within **7 hrs 31 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

- Recognized as one of the best products of 2011 in a leading consumer research magazine
- Removable filter basket lifts out for fast and easy filling and cleaning
- Brewing pause 'n serve lets you pour a cup of coffee while the coffeemaker is still brewing
- Special cleaning cycle makes cleaning your coffeemaker quick and easy
- 2-Hour auto shut-off keeps your coffee hot for 2-hour, then automatically shuts off

21 new from **\$27.45** 1 used from **\$26.99**

Bring the Coffeehouse Experience Home with Mr. Coffee

Visit the [Mr. Coffee Store](#) for our full selection of [drip coffee machines](#), [espresso machines](#), [single-serve brewers](#), [iced tea machines](#), and much more. [Shop now.](#)

Qty: 1

[Add to Cart](#)

[Turn on 1-Click ordering](#)

[Add to Wish List](#)

Other Sellers on Amazon

\$665.99 + \$11.99 shipping Sold by: Comp Sales	Add to Cart
\$674.99 + \$11.69 shipping Sold by: Neotail	Add to Cart
\$675.00 + \$11.69 shipping Sold by: 305MIA65	Add to Cart
31 new from \$650.00	

amazon.com

BRAND & MANUFACTURER PART

Has an Effect

Remember earlier when we looked at the top results for the keyword “Juicer”? You can refresh your memory below:



Something that every single one of the top listings do right in that category is list the brand and manufacturer number first in the product title. In fact, if you [do the search yourself](#) it's not until the 15th result that Amazon shows us a product listing without the brand and manufacturer number included in the title.

You always, always, always want to include a brand in your title because it enables your product for search filters AND allows you to capture customers searching for a specific brand. And if you're in a niche where customers are using the manufacturer number to search for products, you definitely want to include that keyword in your title.

amazon.com

Customer Satisfaction & Retention Factors

Has a Huge Effect

NEGATIVE SELLER FEEDBACK

Why do I list negative seller feedback specifically, as opposed to just seller feedback in general?

Interestingly, Amazon actually claims not to track positive seller feedback; at least, not for the sake of their product search algorithm.

Instead they track **negative seller feedback rates**, or frequency. It doesn't matter how bad the feedback is – all negative feedback is the same, and it all counts against you equally in terms of search result rankings.

To be clear – as a third-party seller attempting to win the buy box (shown below) you want your seller feedback as high as possible. However, negative feedback rate is the only metric with a known effect on product search results.

Samsung Galaxy A10 A105M 32GB Duos GSM Unlocked Phone w/ 13MP Camera - Blue

by Samsung

★★★★☆ 418 customer reviews | 998 answered questions

Price: \$128.84

Free Amazon product support included -

Color: Blue

Only 6 left in stock - order soon

Qty: 1

Add to Cart

Buy Now

Sold by (Rhine) LLC and fulfilled by Amazon.

Deliver to India

Add to List

Other Sellers on Amazon

\$137.00

FREE Shipping on eligible orders. Details

Sold by: Gothen's Cells

\$137.00

FREE Shipping on eligible orders. Details

Sold by: Wireless Place

Buyability Factor: Seller Rating

- ✓ Strong Buy Box factor
- ✓ Mostly comprised of multiple components found within Seller Central (ex. On-Time Delivery Rate (ODR), Late Shipment Rate, etc.)

Performance

Seller Rating

Rating: 4.9

Account Health

Good

Customer Feedback

4.9 stars over the past 12 months (71 ratings)

Claims Requiring Actions

A-to-z Guarantee claims: 0

Chargeback claims: 0

Learn how to share your side

Buyer Messages

Messages waiting for response (in the last 7 days): 0

Under 24 hour target: 0

Over 24 hour target: 0

amazon.com

Seller Rating – It seems to me that the magic number for seller rating is 90%.

Has a Larger Effect Now

The listings shown to your right are a great example. Every seller on the first page has a 90% rating or above. However, you can see that a seller with a 90% rating ranks higher than a 100% rating. It seems that as long as you hit 90% positive feedback, anything extra won't have a huge impact on the Buy Box.

Show only: <input type="checkbox"/> Free shipping		Sorted by: <u>Price + Shipping</u>	
Price + Shipping	Condition (Learn More)	Seller Information	
\$19.56 + \$4.99 shipping	New	wayfair ★★★★★ 92% positive over the past 12 months. (200,745 total ratings)	
\$26.45 & FREE Shipping	New Free fast shipping!	homecomfort ★★★★★ 100% positive over the past 12 months. (58 total ratings)	
\$24.47 + \$1.99 shipping	New	PlumStruck ★★★★★ 90% positive over the past 12 months. (51,915 total ratings)	
\$27.18 & FREE Shipping	New	WARRIORFITNESS ★★★★★ 90% positive over the past 12 months. (221 total ratings)	

amazon.com

How to Rank Higher & Appear in the Buy Box on Amazon

Summary of Amazon Search Ranking Tips

- Answered Questions
- Image Size and Quality = 1000 x 1000 pixel minimum
- Price -Lowest Priced Products Have a Better Chance to Show Up
- Product Listing Completeness
- Conversion Rates & Relevance
- Features = Bullets = Engagement
- Brand & Manufacturer Part Number First in Your Title
- No Negative Feedback & Seller Rating of at least 90%
- Borrow money from Amazons loan program for higher ranking
- Participate in FBA to increase your ranking
- Participate in Amazons Promoted Plans



Hack #1 - Winning the Buy Box

As an Amazon seller, you need to know how to win the Buy Box. This is a crucial part of successfully selling on Amazon, especially if you're not creating and manufacturing your own products.

Here's an example of what it means to win the Buy Box:



Cap Barbell Kettlebell
by CAP Barbell
★★★★★ 1,217 customer reviews

List Price: \$29.25
Price: **\$19.56** + \$4.99 shipping
You Save: \$9.69 (33%)

In Stock.
Ships from and sold by Wayfair.

Style Name: **15 lb**

15 lb 30 lb 40 lb 10 lb 20 lb 25 lb 35 lb
45 lb 50 lb 60 lbs 70 lbs 80 lb

- CAP Barbell kettlebells are both versatile and durable
- Offers a varied series of exercises to tone your entire body
- Particularly effective in toning core muscles
- Weighs 15 pounds; made of solid cast iron
- Includes limited 30-day manufacturer's warranty

16 new from \$15.65

WINNERS

Qty: 1

\$19.56 + \$4.99 shipping
In Stock. Sold by Wayfair

Add to Cart

Turn on 1-Click ordering

Add to Wish List

Other Sellers on Amazon

Price	Shipping	Sold by	Action
\$26.45	+ Free Shipping	Sold by: homecomfort	Add to Cart
\$24.47	+ \$1.99 shipping	Sold by: PlumStruck	Add to Cart
\$27.18	+ Free Shipping	Sold by: Warehouse Fitness	Add to Cart

LOSERS

16 new from \$15.65

Be a winner...

amazon.com

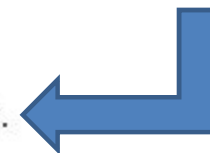
Of the 20 sellers for this product, only 4 of them are shown on the product page. You can bet that these four sellers are getting most of the sales for this listing...

If you're one of the 16 losers for this product, what could you do to win the Buy Box?

Important Buy Box Metrics

First, let's take some time to review known Buy Box metrics. They can basically be grouped into three categories. For reference, you can see the first page of sellers for the kettlebell listing above, shown to your right.

Pricing! – This is without a doubt the most important Buy Box metric.



By default, Amazon lists products on this page in order of Price + Shipping, and that carries into the Buy Box unless one of the other metrics are way out of whack.

amazon.com

Shipping Performance – Amazon puts an enormous priority on fast, hassle-free shipping for their customers. That's why they encourage sellers to use their Fulfilled by Amazon program.

Shipping performance includes a number of individual metrics, including Order Defect Rate (ODR) and Perfect Order Percentage (POP), both of which we talked about in our [last post on Amazon ranking factors](#).

- **ODR** (Order Defect Rate) is how many orders are cancelled, returned, shipped improperly or get negative feedback for any reason.
- **POP** (Perfect Order Percentage) is how many orders go perfectly smoothly without any customer intervention.



Amazon also keeps track of how often you run out of stock, so try to maintain a 100% in-stock rate.



Final Words

Selling on Amazon doesn't have to be intimidating, even if you're a new seller. It's the largest e-Commerce platform in the world, and now you have all the tools you need to make the most of it. But in the end, nothing beats getting your hands dirty and actually putting these Amazon ranking hacks to work!

What are you waiting for? Get out there and make some money!



amazon.com

Thanks for Coming!
Contact me on my website
www.12teachyou.com

