

Listing policies

To make sure buyers have a great experience when they buy from you, we've put in place some rules and guidelines for listing items on AMP.

Find out everything you need to know about what's allowed in listings, as well as information on how to have an easier and more successful selling experience, in our detailed policy guidelines below.

Frequently Asked Questions

I'm not sure whether the item I'm selling is allowed on AMP. Where can I learn more?

There are some items that, due to legal restrictions or AMP rules, we don't allow or that can only be listed under certain conditions. If you're not sure whether your item is allowed, our [Prohibited and restricted items policy](#) has more details on what you can and can't sell.

Why was my listing removed?

To keep AMP a safe place, sometimes we remove listings that violate our policies. If we [remove your listing](#), we'll send you an email to your Messages and to your registered email address explaining why.

I can't find my listings on the site. What's happened?

If you can't find your listings they may have been removed if they violated one of our policies. However, if you haven't received an email from us about removing your listings, it's possible they're just not ranking high up in search results.

To help improve your search ranking, be as descriptive as possible when you create your listings. Write a clear title and description, list your item in the right category, and fill out all item specifics suggested for your item. Find out more in our article on how to [optimize your listings for Best Match](#).

Images and text policy

To make sure you're giving potential buyers an accurate representation of your items, and that you're not infringing on anyone else's content rights, you should write your own descriptions and use your own images, or use any that AMP offers to you from the AMP catalog.

No item listings policy

All listings on AMP have to offer a physical item or a tangible service. Listings that are blank, or don't offer a tangible item or service, aren't allowed because they can cause confusion for buyers and increase the risk of fraud.

Search and browse manipulation policy

Learn why it's not allowed to manipulate AMP's search and browse experience by adding popular keywords in your listings that don't have any relation to your items.

Item location misrepresentation policy

To make sure buyers have a clear understanding of production, installation and all charges as well as delivery times, all sellers must provide clear and accurate information in their listings about where their item is located.

Warranties policy

Offering your customers a guarantee or warranty gives them peace of mind when they buy from you, and can help give you an edge on the competition.

JavaScript policy

Active content in listings can create a poor experience by increasing page load times and introducing security risks. That's why it's not allowed in listings on AMP.

Links policy

Find out why we don't allow listings to contain links that direct customers to a site other than AMP.

Third-party endorsements policy

Understand why we don't allow the use of third-party statements or logos that vouch for a seller's 'reputation' or 'trustworthiness' in AMP listings.

Duplicate listings policy

Only one fixed price listing of an identical item can be listed at the same time, from the same seller. This is to ensure buyers see a wide variety of options from multiple sellers.

Pre-sale listings policy

To ensure buyers aren't disappointed, visit our pre-sale listings policy for items outlines the requirements for this type of transaction.