# Services

**AMAZON PRIVATE LABEL**

Amazon Private Label refers to a product manufactured by a third-party vendor for sale exclusively on Amazon's platform under Amazon's own brand name. These products are designed to be sold at a lower price compared to similar products from popular brands, and often provide Amazon with higher profit margins. The private label strategy allows Amazon to control the entire customer experience, from product design to packaging and shipping, giving them a competitive advantage over other sellers on their platform.

**AMAZON ONLINE ARBITRAGE**

Amazon Online Arbitrage refers to the practice of purchasing products from other online retailers or brick-and-mortar stores at a lower price and then reselling them on Amazon for a profit. This strategy involves finding products that are sold for less on other websites or in stores, and then purchasing them to sell on Amazon for a higher price. Online arbitrage requires an understanding of Amazon's pricing algorithms and search ranking factors, as well as the ability to source and manage inventory effectively. While it can be a lucrative business, it can also be a highly competitive and constantly changing market, requiring a strong understanding of market trends and the ability to quickly adapt to changes.

**AMAZON DROPSHIPPING**

Amazon Dropshipping refers to a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third-party supplier, who then ships it directly to the customer. The store never sees or handles the product.

In the context of Amazon, dropshipping allows a seller to offer a wide range of products without having to invest in inventory upfront. The seller can focus on marketing and promoting the products, while the supplier handles the storage, packaging, and shipping of the items. This can be a low-risk way to start an e-commerce business, but it also requires the seller to have a good relationship with the supplier to ensure timely and accurate deliveries. Additionally, the seller must be able to price their products competitively, taking into account the cost of the item, shipping, and any other fees, while still making a profit.

**AMAZON WHOLESALE**

Amazon Wholesale refers to the practice of purchasing products in bulk directly from a manufacturer or distributor at a lower price, and then reselling those products on Amazon's platform for a profit. This business model allows sellers to offer a large selection of products at competitive prices, while still making a profit.

To succeed in Amazon wholesale, a seller needs to have a good understanding of product sourcing, including the ability to find reputable manufacturers and negotiate favorable terms. They also need to have a solid understanding of Amazon's pricing algorithms and search ranking factors, as well as the ability to effectively manage and track their inventory. Additionally, the seller must be able to effectively market and promote their products to attract customers and generate sales.

**EBAY**

eBay is an online marketplace that allows individuals and businesses to buy and sell a wide range of products to a global audience. Founded in 1995, eBay has become one of the largest online marketplaces in the world, with millions of active buyers and sellers.

Users can list items for sale, either as a fixed price or as an auction, and buyers can browse and bid on items, or purchase items directly using the "Buy It Now" option. eBay charges fees for listing and selling items, and takes a percentage of the final sale price as a commission.

In addition to its traditional auction format, eBay also offers a variety of other selling formats, including "Fixed Price" and "Store Inventory". eBay also offers a number of tools and services to help sellers manage their listings and shipping, and to promote their items to potential buyers.

eBay is known for its vast selection of products, including new and used items, from clothing and electronics to collectibles and handmade goods. With its global reach and user-friendly platform, eBay has become a popular platform for individuals and businesses looking to buy and sell products online.

**Etsy**

Etsy is an online marketplace for buying and selling handmade, vintage, and unique goods. Founded in 2005, Etsy has become one of the largest online platforms for independent artisans, makers, and small businesses to sell their handmade and unique products.

Etsy's focus on handmade, vintage, and one-of-a-kind items sets it apart from other e-commerce platforms, attracting a large and dedicated community of buyers and sellers who appreciate the unique and personal nature of the products offered on the site.

Sellers on Etsy create their own shop, where they can list and sell their products, and buyers can browse and purchase items from a wide range of categories, including jewelry, clothing, home decor, and accessories. Etsy charges fees for listing and selling items, and takes a small percentage of the final sale price as a commission.

In addition to its online marketplace, Etsy also offers a variety of tools and services to help sellers manage their businesses, including shipping and payments, and to promote their products to potential buyers.

Etsy's commitment to sustainability and responsible sourcing, along with its focus on unique and handmade goods, has made it a popular choice for consumers looking for unique and personal products, and for independent artisans and small businesses looking to reach a large and engaged audience.

# Suspension

Listing Reinstatement

Account Suspension

# Advertising

Amazon PPC Management

Amazon Pay-Per-Click (PPC) Management refers to the process of creating, managing, and optimizing Amazon Sponsored Products and Sponsored Brands advertising campaigns. The goal of Amazon PPC management is to drive more traffic to a product listing and increase sales by appearing at the top of Amazon search results.

Amazon PPC advertising works by allowing sellers to bid on specific keywords related to their products. When a buyer searches for one of these keywords, Amazon displays the sponsored products at the top or bottom of the search results page. Sellers pay a fee each time a customer clicks on their ad and is directed to their product listing.

Effective Amazon PPC management involves continuously monitoring and optimizing campaigns to improve performance and achieve the best return on investment. This includes researching and selecting relevant keywords, setting bids and budgets, creating compelling ad copy and product images, and tracking and analyzing campaign performance to make informed decisions about future strategies.

# AMAZON ACCOUNT AUDIT

An Amazon account audit is a comprehensive review of a seller's Amazon account to identify areas for improvement and optimize their sales performance. The goal of an Amazon account audit is to help sellers increase their visibility, sales, and profitability on the platform.

An Amazon account audit typically covers several areas, including:

1. Listing Optimization: An analysis of product listings to ensure they are optimized for search engines and are providing the best possible user experience.
2. Pricing Strategy: An examination of the seller's pricing strategy to ensure it is competitive and optimized for profitability.
3. Inventory Management: An evaluation of the seller's inventory management practices to ensure they are efficient and effective.
4. Advertising and Marketing: An analysis of the seller's advertising and marketing efforts, including Amazon Sponsored Products and Sponsored Brands campaigns, to identify areas for improvement and optimize results.
5. Customer Feedback and Reviews: An examination of customer feedback and reviews to identify trends and opportunities for improvement.
6. Order Fulfillment: An analysis of the seller's order fulfillment process to ensure it is efficient and effective.
7. Compliance with Amazon's Policies: An evaluation of the seller's compliance with Amazon's policies and guidelines, to ensure they are operating within the rules of the platform.

An Amazon account audit is a valuable tool for sellers looking to improve their sales performance on Amazon and grow their business. Hiring a professional Amazon account auditor or using an automated account audit tool can provide valuable insights and recommendations to help sellers optimize their performance on the platform.

# AMAZON INFOGRAPHICS

Amazon product images play a crucial role in the success of a product listing on the platform. Product images help customers visualize the product and make informed purchasing decisions.

Here are some best practices for creating high-quality Amazon product images:

1. Use clear, high-resolution images: Product images should be clear and show the product in detail, including any relevant features or details. Images should have a minimum resolution of 1000 pixels on the longest side.
2. Show the product in use: Include images that show the product in use to help customers better understand how the product works.
3. Use multiple images: Include multiple images of the product from different angles to give customers a complete view of the product.
4. Avoid using stock images: Use original images of the product rather than generic stock images.
5. Follow Amazon's image guidelines: Make sure that the images follow Amazon's image requirements and guidelines, including image size, format, and background color.
6. Optimize images for mobile devices: With a large percentage of Amazon shoppers using mobile devices, it's important to optimize images for mobile viewing to provide a positive customer experience.

By following these best practices, sellers can improve the visibility and appeal of their products and increase the chances of a successful sale. High-quality product images can help customers make informed purchasing decisions and drive more sales for the seller.

# AMAZON ACCOUNT SIGNUP

# LLC CREATION

# LTD CREATION

# Images