

SOP-303: Listing Update Process

Nurise Listing Optimization

Purpose

Safely implement keyword changes in Amazon Seller Central, following best practices to avoid listing suppression or ranking drops.

When to Use

- After completing keyword optimization (SOP-302)
- Ready to update live listing
- Making incremental changes to existing listing

Prerequisites

- Keyword optimization complete (SOP-302)
 - Changes documented
 - Seller Central access
 - Rank Radar set up for monitoring (recommended)
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Procedure

Step 1: Review the Golden Rule

Make only 1-2 changes at a time, then wait 3-5 days before making more changes.

Why This Matters:

Risk	Consequence
Too many changes at once	Listing suppression
Algorithm confusion	Temporary rank drops
Indexing issues	Visibility loss

Step 2: Prioritize Your Changes

From your optimization document, select:

- **One title change** OR
- **One bullet change** OR
- **Two minor changes** (e.g., two bullet edits)

Do NOT:

- Change title, bullets, and description simultaneously
- Add many new keywords at once
- Remove large amounts of copy

Step 3: Log Into Seller Central

1. Go to Amazon Seller Central
2. Navigate to **Inventory → Manage Inventory**
3. Find your product
4. Click **Edit**

Step 4: Make Your Change

For Title Changes:

1. Go to **Product Identity** section
2. Locate the Title field
3. Make your exact change (copy from optimization doc)
4. Double-check spelling and formatting

For Bullet Changes:

1. Go to **Description** section
2. Find the specific bullet point
3. Make your exact change
4. Verify character count is within limits

For Backend Keywords:

1. Go to **Keywords** tab
2. Update Search Terms field
3. Separate keywords with spaces (not commas)
4. Stay within 250 byte limit

Step 5: Review Before Saving

Before clicking Save:

- Change matches your documented optimization
- No typos or formatting errors
- Character limits not exceeded
- Copy still reads naturally
- No compliance issues

Step 6: Save and Document

1. Click **Save and finish**
2. Note the date and time of change
3. Update your tracking document:

UPDATE LOG

Date: [Date/Time]
ASIN: [ASIN]
Change Made: [Specific change]
Section: [Title/Bullet/Description/Backend]
Previous: "[Old text]"
New: "[New text]"
Next Review: [Date + 5 days]

Step 7: Verify Change Went Live

After 15-30 minutes:

1. Go to your Amazon product page
2. Hard refresh the page (Ctrl+Shift+R)
3. Verify your change appears
4. If not visible, wait a few hours

Note: Some changes may take up to 24 hours to propagate.

Step 8: Set Up Monitoring

If not already done:

1. Ensure Rank Radar is tracking the product (SOP-401)
2. Note current positions for target keywords
3. Set calendar reminder to review in 3-5 days

Step 9: Wait Period

During the 3-5 day wait:

- **DO NOT** make additional listing changes
- **DO** monitor positions in Rank Radar
- **DO** check for any suppression notices
- **DO** note any ranking changes

Step 10: Evaluate Results

After 3-5 days:

Check Rank Radar:

Result	Interpretation	Next Step
Position improved	Change worked	Consider next optimization
Position unchanged	Neutral effect	May need more time or different approach
Position dropped	May need reverting	Investigate cause

Check Listing Builder:

- Re-import listing
- Verify match types updated
- Check SEO Leaderboard position

Success Criteria

- Change made in Seller Central
- Change verified on live listing
- Update logged in tracking document
- Monitoring set up
- 3-5 day wait period observed

- Results evaluated

Common Issues

Problem	Solution
Change not showing	Wait 24 hours, then contact support
Listing suppressed	Review for compliance issues, submit case
Rankings dropped	May be temporary; wait full 5 days
Can't edit field	May be locked by brand registry; check permissions

What NOT to Do

- Copy/paste entire new listing over existing
- Change title, bullets, AND description at once
- Make dramatic keyword additions
- Remove large amounts of existing copy
- Ignore the waiting period

Safe Change Schedule Example

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Week 1, Monday: Title change → Wait
Week 1, Friday: Review results
Week 2, Monday: Bullet 1 change → Wait
Week 2, Friday: Review results
Week 3, Monday: Bullet 2 change → Wait
...continue pattern...

```

Related SOPs

- Previous: [SOP-302: Keyword Optimization](#)
- Next: [SOP-402: Weekly Monitoring Routine](#)
- Related: [SOP-501: Diagnose Performance Issues](#) (if problems occur)

Time Estimate: 15 minutes (plus 3-5 day wait) **Difficulty:** Beginner

Nurise Listing Optimization SOP v1.0