

SOP-801: Prohibited Keywords List

Nurise Listing Optimization

Purpose

This reference document helps Amazon sellers avoid using restricted keywords that can lead to lower rankings, listing suppression, or account suspension. Regularly review this list when creating or updating product listings.

When to Use

- Writing new product titles, bullet points, or descriptions
- Creating A+ Content
- Updating backend search terms
- Reviewing listings for compliance
- Before submitting any listing for approval

Prerequisites

- Access to your Amazon listing content
- Understanding of your product category restrictions

Restricted Keywords by Category

1. A+ Content Banned Keywords

Keywords specifically prohibited in Enhanced Brand Content:

Banned	Reason
Add to cart	Call to action not allowed
Buy now	Call to action not allowed
Click here	Call to action not allowed

2. Health & Medical Claims

CRITICAL: Never use these terms without proper certification

Category	Prohibited Keywords
Diseases	AIDS, Alzheimer's, Cancer, Chlamydia, Coronavirus, COVID-19, Dementia, Diabetes, Diabetic, Flu, Hepatitis, Herpes, HIV, Human Papilloma Virus, Influenza, Multiple Sclerosis, Parkinson's, Stroke, Lymphogranuloma Venereum
Claims	Cure, Remedy, Proven, Instant results, Award-winning, Best deal, Best price, Best seller, Guarantee, Recommended by, FDA, Certified
Treatments	Weight loss, Brightening, Hypoallergenic, Sanitizes

3. Drug-Related Keywords

Immediate removal risk - never use these:

Type	Prohibited Keywords
Controlled Substances	CBD, THC, Marijuana, Cannabinoid, Kratom, Ketamine, Psilocybin, DMT, Dimethyltryptamine, Ayahuasca, Codeine
Plant-Based Drugs	Amanita muscaria, Coca leaves, Damiana, Hawaiian Baby Woodrose, Jimson Weed, Kanna, Klip Dagga, Mimosa hostilis, Psilocybe cubensis, Salvia divinorum, Syrian rue, Wild Dagga, Yopo Seeds
Pharmaceutical	Clenbuterol, Ephedrine, Pseudoephedrine, Ergotamine, Levodopa, Minoxidil, Picamilon, Drotebanol

4. Eco-Friendly & Environmental Claims

Require specific certifications to use:

Restricted Term	Why It's Restricted
Biodegradable	Requires certification
Compostable	Requires certification
Eco-friendly / Eco friendly	Vague claim
Environmentally Friendly	Requires certification
Green	Vague claim
Organic	Requires USDA/equivalent certification
Vegan	May require certification for some categories
Carbon-Reducing	Requires proof
Home compostable	Requires certification
Marine degradable	Requires certification
Decomposable / Degradable	Requires certification
Free-of claims	Must be verifiable

5. Pesticide & Antimicrobial Claims

EPA-regulated - require registration:

Category	Prohibited Keywords
Antimicrobial	Anti-bacteria, Antibacterial, Anti-bacterial, Antimicrobial, Antifungal, Anti-fouling
Organisms	Bacteria, Bacterial, Fungus, Fungal, Microbes, Microbial, Mites, Mold, Mould, Pathogen, Protozoa, Ringworm, Virus, Viruses, Yeast

Properties	Mold resistant, Mold spores, Non-toxic, Non-poisonous, Noncorrosive, Toxic, Contamination, Deterioration, Disease
Treatment Claims	Fungicide, Fungicides, Coronavirus, Covid

6. Guarantee & Quality Claims

Unsubstantiated claims not allowed:

Prohibited	Safe Alternative
Guarantee / Guaranteed	"Satisfaction policy included"
Proven	"Designed to..."
Certified	Only if actually certified
Approved	Only if actually approved
High quality	Describe specific qualities instead
Tested	Only if third-party tested with proof
Buy with confidence	Remove entirely
Unlike other brands	Remove comparison
Validated	Only with proof
Recommended by	Only with documented endorsement

7. Ingredient Restrictions

These ingredients are regulated:

- Carbidopa
- Hordenine
- Ketoconazole
- Levodopa
- Minoxidil
- Picamilon

8. Enhanced Brand Content (A+ Content) Restrictions

Never include in A+ Content:

Restriction	Explanation
Blurry or low-quality images	Minimum resolution requirements
Competitor products or seller authorization	No comparative content
Copyright, trademark, or registered symbols	Use sparingly, only if owned

Customer reviews	Cannot include review content
Editorial or third-party quotes	Must be independently verifiable
Grammatical or punctuation errors	Content quality requirement
Logos from other brands/organizations	Only your own branding
Company as seller or distributor	Focus on brand, not seller
Pricing or promotion information	No price mentions
Product used for criminal activity	Obvious prohibition
Time-sensitive information	No dates, limited offers
Web links or redirecting language	No external URLs

9. Product Title Requirements

Titles MUST:

- Contain product-identifying information (e.g., "hiking boots", "umbrella")
- Be under 200 characters (including spaces)

Titles MUST NOT contain:

- Decorative characters: ~ ! * \$? _ ~ { } # < > | * ; ^ - !
- Gift phrases: "perfect gift", "great present"
- Promotional phrases: "free shipping", "100% quality guaranteed", "best price"
- All caps words (except brand names)

10. Negative Connotation Words

Avoid these value-diminishing terms:

Avoid	Why
Cheap	Implies low quality
Fooled	Negative connotation

11. Miscellaneous Banned Terms

Term	Reason
Indigenous tribes	Cultural sensitivity
Native American	Unless verified/appropriate
Pharmaceutical	Requires licensing

Compliance Procedure

Step 1: Pre-Listing Review

Before publishing any listing:

1. **Scan title** for prohibited keywords
2. **Review bullet points** one by one
3. **Check description** for claims
4. **Verify backend search terms** don't include banned keywords
5. **Review A+ Content** for prohibited elements

Step 2: Use Search Function

In your word processor:

1. Press Ctrl+F (Windows) or Cmd+F (Mac)
2. Search for each category of banned keywords
3. Replace or remove any matches

Step 3: Document Changes

- Keep a log of removed/replaced keywords
- Note why changes were made
- Update listing notes in DataDive

Safe Keyword Alternatives

Instead of...	Use...
"Cure"	"Supports", "Promotes"
"Guaranteed"	"Designed for reliability"
"Best"	"Premium", "Professional-grade"
"Organic"	"Natural ingredients" (if unverified)
"Antibacterial"	"Easy to clean"
"Non-toxic"	"Safe materials"
"Eco-friendly"	"Thoughtfully designed"
"Weight loss"	"Supports active lifestyle"

Regular Audit Checklist

Weekly Review:

- Check any suppressed listings for keyword issues
- Review new Amazon policy updates
- Update this reference if new restrictions found

Monthly Review:

- Audit all active listings for compliance

- Check competitor listings for new restriction patterns
 - Review any account health notifications
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Common Mistakes

Mistake	Consequence	Prevention
Using "organic" without certification	Listing suppression	Only use if USDA certified
Health claims in supplements	Account warning	Use structure-function claims only
Competitor names in keywords	Trademark violation	Never reference competitors
"Best" or "guaranteed" in title	Listing flagged	Use descriptive alternatives

Related SOPs

- Next: SOP-802 - Creating a Suppressed Product Listing
 - Reference: SOP-304 - Listing Builder Complete Guide
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Important Notes

Disclaimer: This list is not exhaustive and Amazon's policies change frequently. Always refer to [Amazon Seller Central Help](#) for the most current guidelines.

Proactive Measures: Regular keyword audits protect your account health and prevent unexpected listing suppressions.

Time Estimate: Reference document (ongoing use) **Difficulty:** Beginner - Reference **Last Updated:** 2026-01-23

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