

SOP-802: Creating a Suppressed Product Listing

Nurise Listing Optimization

Purpose

Create a suppressed product listing on Amazon Seller Central to preserve the "honeymoon period" - the critical first 30 days when Amazon gives new listings increased visibility. By suppressing the listing until you're fully prepared, you maximize your launch impact.

When to Use

- Preparing a new product launch
- Want to optimize listing before going live
- Need time to prepare inventory, images, or marketing
- Building multiple listings for simultaneous launch

Prerequisites

- Amazon Seller Central account access
 - Product information ready (title, description, images)
 - ASIN or UPC/EAN for the product
 - Launch date planned (at least 30 days out)
 - Keywords researched (SOP-202 complete)
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Why Preserve the Honeymoon Period?

Amazon's algorithm gives new listings a temporary boost:

Period	Amazon's Behavior	Your Opportunity
Days 1-14	High visibility testing	Maximum sales velocity potential
Days 15-30	Evaluating performance	Build reviews and ranking
Days 31+	Normal algorithmic ranking	Position established

Key Insight: If your listing goes live before it's optimized, you waste this critical window.

Procedure

Method A: Manual Creation (Seller Central)

Step 1: Log in to Amazon Seller Central

1. Navigate to sellercentral.amazon.ca
2. Sign in with your credentials
3. Verify you're in the correct marketplace (Canada)

Step 2: Navigate to Add a Product

1. From the main dashboard, click **Inventory** in the top menu

2. Select **Add a Product**
3. Click "**I'm adding a product not sold on Amazon**" if it's new

Step 3: Enter Product Information

Complete all required fields:

Section	What to Enter
Product Name	Full optimized title (follow SOP-801 for compliance)
Brand	Your registered brand name
Category	Most relevant browse node
Product ID	UPC, EAN, or request exemption
Images	Upload all 7+ images
Description	Full product description
Bullet Points	All 5 bullet points

Step 4: Set Future Dates (Critical)

In the **Offer** section, set these dates to **at least 30 days in the future**:

Field	Setting	Purpose
Launch Date	Future date (e.g., 30 days out)	When product goes live
Release Date	Same as Launch Date	When customers can see it
Sale Date	Same as Launch Date	When purchases are allowed

Example: If today is January 23, 2026, set all dates to February 23, 2026 or later.

Step 5: Suppress the Listing

In the **Offer** tab:

1. Set **Quantity** to **0** (zero)
2. This prevents the listing from going live
3. The listing remains in your inventory but isn't visible to customers

Step 6: Save and Verify

1. Click **Save and finish**
2. Go to **Inventory → Manage All Inventory**
3. Find your listing
4. Click the Amazon product page link

Verification: If properly suppressed, you'll see Amazon's "dog page" (error page with a dog illustration).

Method B: Flat File Upload (Bulk Creation)

Step 1: Download Template

1. Go to **Inventory → Add Products via Upload**

2. Click **Download an Inventory File**

3. Select your product category

4. Download the template

Step 2: Complete the Flat File

Fill out all required columns:

Column	Value
item_sku	Your unique SKU
product-id	UPC/EAN
product-id-type	UPC or EAN
item_name	Full product title
quantity	0 (zero)
launch-date	Future date (YYYY-MM-DD)
release-date	Same future date
sale-date	Same future date

Critical Columns for Suppression:

```
quantity = 0
launch-date = 2026-02-23 (example)
release-date = 2026-02-23
sale-date = 2026-02-23
```

Step 3: Upload the File

1. Go to **Inventory → Add Products via Upload**

2. Click **Upload Your Inventory File**

3. Select your completed flat file

4. Click **Upload**

5. Wait for processing (check **Monitor Upload Status**)

Step 4: Verify Suppression

1. Go to **Manage All Inventory**

2. Check each listing status

3. Click product links to confirm "dog page" appears

Optimization During Suppression

Use the suppression period to perfect your listing:

Checklist: What to Prepare

Content Optimization:

- Title follows keyword strategy (SOP-302)
- All 5 bullet points optimized

- Description complete and compelling
- Backend search terms filled (249 characters)
- A+ Content created (if Brand Registered)

Visual Assets:

- Main image (white background, high-res)
- 6+ additional images uploaded
- Infographics created
- Lifestyle images included
- Video uploaded (if available)

Marketing Preparation:

- PPC campaign structure planned
- Keyword targets identified
- Budget allocated
- Promotional strategy defined
- Vine enrollment ready (if applicable)

Inventory:

- FBA shipment created or planned
- Units in transit or received
- Stock levels confirmed

Launch Preparation Checklist

3 Days Before Launch:

- All listing content finalized
- Images verified and displaying correctly
- Inventory received at FBA
- PPC campaigns drafted (not activated)

1 Day Before Launch:

- Review all listing details
- Confirm inventory is available
- Finalize PPC campaign settings
- Prepare promotional materials

Launch Day:

- Change listing dates to TODAY
- Verify listing is live
- Activate PPC campaigns
- Proceed to SOP-901 (Launch Day Procedures)

Unsuppressing the Listing

When ready to launch:

Manual Method:

1. Go to **Inventory** → **Manage All Inventory**
2. Find your listing
3. Click **Edit**
4. Change dates to today's date:
 - Launch Date: Today
 - Release Date: Today
 - Sale Date: Today
5. Update **Quantity** to your actual inventory
6. Click **Save**

Flat File Method:

1. Update the flat file:

```
quantity = [actual quantity]
launch-date = [today's date]
release-date = [today's date]
sale-date = [today's date]
```

2. Upload the updated file
 3. Verify listing is now live
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Success Criteria

- Listing created with all content complete
 - Future dates set (30+ days out)
 - Quantity set to 0
 - "Dog page" displays when visiting product URL
 - Listing appears in inventory as suppressed
 - Optimization tasks scheduled during suppression period
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Common Issues

Problem	Cause	Solution
Listing goes live immediately	Dates not set far enough	Set dates 30+ days in future
Can't see listing in inventory	Processing delay	Wait 15-30 minutes, refresh
"Dog page" not appearing	Listing not fully suppressed	Verify quantity is 0 AND dates are future
Images not uploading	File format issue	Use JPEG/PNG, minimum 1000x1000px
Category restrictions	Product requires approval	Apply for category ungating first

Tips for Success

Do:

- Set dates conservatively (45-60 days gives more buffer)
- Complete ALL listing fields before launch
- Test product page link regularly
- Document your launch date in a calendar

Don't:

- Rush the suppression period
- Launch with incomplete content
- Forget to update quantity on launch day
- Skip backend keyword optimization

Related SOPs

- Previous: SOP-801 - Prohibited Keywords List
- Next: SOP-803 - Packaging Requirements and Compliance
- Launch: SOP-901 - Launch Day Procedures

Time Estimate: 30-45 minutes for creation, ongoing optimization during suppression **Difficulty:** Intermediate **Last Updated:** 2026-01-23

Nurise Listing Optimization SOP v1.0