

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
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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
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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

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](#)

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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