

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

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

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