

# SOP-802: Creating a Suppressed Product Listing

Nurise Listing Optimization

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## 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.

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## Procedure

### Method A: Manual Creation (Seller Central)

#### Step 1: Log in to Amazon Seller Central

1. Navigate to [sellercentral.amazon.ca](https://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
<b>Product Name</b>	Full optimized title (follow SOP-801 for compliance)
<b>Brand</b>	Your registered brand name
<b>Category</b>	Most relevant browse node
<b>Product ID</b>	UPC, EAN, or request exemption
<b>Images</b>	Upload all 7+ images
<b>Description</b>	Full product description
<b>Bullet Points</b>	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
<b>Launch Date</b>	Future date (e.g., 30 days out)	When product goes live
<b>Release Date</b>	Same as Launch Date	When customers can see it
<b>Sale Date</b>	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

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## **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)

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## **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

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## 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

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## Related SOPs

- Previous: [SOP-801: Prohibited Keywords List](#)
- Next: [SOP-803: Packaging Requirements and Compliance](#)
- Launch: [SOP-901: Launch Day Procedures](#)

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

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*Nurise Listing Optimization SOP v1.0*