

Your success on Amazon.co.uk largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision. Please note that non-compliance with Amazon requirements may result in your products being hidden (suppressed) from search and browse and your selling privileges revoked for this category. For further information, please refer to the respective section in the Style Guide.



The above Shoe is an example of what a compliant product listing on Amazon should look like. In the section below, you will find the basic requirements for setting up similar compliant listings for your products.

- 1 Main images** must show a single shoe on white background, facing left, at an angle range of 35-55 degrees, and centered. All images must be 1,600 pixels or larger in either height or width (to allow zoom functionality) at an aspect ratio close to 3:4, and occupy at least 85% of the image area. Sketches, text, or graphics are prohibited. Images need to be saved in .jpg, .png, .tif or .gif. **For more information, please see pages 2-3 and 12 onwards of the Shoe style guide.**
- 2 All variations** of a style of product must be placed in one listing under a parent product. In the above example, we have a size dropdown and two colours. Customer can easily see and select all the sizes and colours available without having to change the page. As each customer visit to a variation will be counted under the parent product detail page, this will increase your chances to sell a product (no. of detail page views is one of the criteria used to determine what appears at the top of search results). Make sure to list all Shoe size variations in **UK sizes**. **For more information, please see pages 4-7 of the Shoe style guide.**
- 3 Good product titles** build customer trust in you as a seller. The format for titles must be as follows:
Parent ASIN: [brand_name] + [department_name] + [model_name] + [style_name] + [product_name],
Child ASINs: [Parent ASIN Name] + [color_name] + [size_name]
 There is a length limit that will suppress products with titles longer than 150 characters. Example of compliant parent title is "New Look Women Melizabeth Low-Top Sneakers", example of compliant child title is "New Look Women Melizabeth Low-Top Sneakers White 3.5 UK". **For more information, please see page 8 of the Shoe style guide.**
- 4 Product-specific attributes and Descriptions** help customers to imagine the experience of owning or handling the product. The bullet point section shown in the image above will be the first part of written information a customer will see without the use of 'scrolling'. Make sure to include all relevant information about the product including material composition. Product descriptions (not shown in the above example) are situated further down the listing page. To create a well-written product description, put yourself in your customers' shoes: what would they want to feel, touch and ask? Incorporate information about the feel, usage and benefits of your product to fire the customer's imagination. **For more information, please see pages 8-11 of the Shoe style guide.**

This guide aims to help you to create your catalogue easily and maximise your sales.

Your success on Amazon.co.uk largely depends on the quality of your product pages. Listings in a consistent format with accurate and detailed product information will drive traffic to your pages and can favourably influence the customer's purchasing decision.

How you present your product information on our site is something we take very seriously for the benefit of customers and sellers on Amazon. Please read the guidelines below to find out how we expect sellers to list titles and display images. Failure to comply with these rules may result in your Shoe listings being removed and your selling privileges revoked for this category.

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A) Images

Good images communicate selling points and features of your product, inform and interest customers, and reinforce your brand.

In an online store, the product image is one of your most valuable marketing tools. Listings with low-quality or few images suffer poor conversion rates and over time will appear less and less frequently in search rankings. The best customer experience is a store that is visually clean and consistent, so we require all sellers to commit to and maintain the standards described in this guide.

Please watch this training [video](#) on how to improve the customer experience for your product detail pages by improving the images for your shoe products.

Important: Listings may be suppressed if they do not meet all [required imaging standards](#). These listings will continue to be visible in your Seller Central account and accessible from the [Suppressed Listings view](#) in [Manage Inventory](#) where you can upload compliant images and information.

We recommend you to regularly check your [Listing Quality and Suppressed Listing Report](#) to identify detected by Amazon opportunities to improve image quality of your listings.

1. Different types of images

Amazon.co.uk can display several images for each product in the catalogue. While only main images are required for all parent ASINs and all child ASINs (every size in every colour), customers can make more informed purchasing decisions if you upload several high-resolution product images. Image files must be JPG, PNG, GIF or TIFF format (JPG is preferred). You can use four types of images to illustrate your products:



The parent ASIN's MAIN image: Only one main image is used per parent listing. You must supply a parent main image.

The child ASIN's MAIN image: Each child ASIN (corresponding to one SKU) must have a MAIN image that shows only that distinct colourway, and only one view of that item. You must supply a child main image for every colour and size option that you sell. The Main image is extremely important as it is shown on the results search page.

Alternate images: These show different angles of the product. You can supply up to eight alternate images for each parent or child SKU. For Shoes, these are our recommendations:

- The front shot is to be photographed directly in front of the shoe.
- The back shot is to be photographed directly into the rear of the shoe.
- The bottom shot is to be photographed directly into the bottom of the shoe, with the toe of the shoe pointing to the right (whether the logo is visible or not).
- The left shot is to be photographed at a 90-degree view from the same slightly-above height as the MAIN, with the toe of the shoe facing left.
- The right shot is to be photographed at a 90-degree view with the toe of the shoe facing right.
- The top shot is to be photographed directly into the top of the shoe, with the shoe pointing to the right.

Swatches: These may be used for close-up views of patterns or fabrics. You can supply one swatch per child SKU. Swatches display on the product detail page next to the name of the colour. With no swatch image, the child main image will be displayed instead.

2. Requirements for images

✓ Required	for MAIN images:	<ul style="list-style-type: none"> • Every item must have a MAIN image for the parent ASIN as well as for each child ASIN (Colour / Size Variation). • MAIN image must be on a pure white background (Hex #FFFFFF or RGB 255-255-255). • MAIN image for Shoes, Handbags and Shoe Accessories must be shot flat. • MAIN image must show only ONE and LEFT shoe. • MAIN image must be shot at a ¾ view from slightly above with the toe of the shoe facing left. • MAIN image must show only the product for sale (without extra accessories). • MAIN image must show the entire product (no product parts could be clipped). • MAIN image must have an aspect ratio close to 3:4 (Width:Height), and the product must occupy at least 85% of the image area in its longest dimension.
	for ALL images:	<ul style="list-style-type: none"> • Images must be high resolution professional photos with 1,600 pixels or larger in either height or width to activate the zoom feature. • The colour in the image must match the product for sale.
✓ Preferred	for ALL images:	<ul style="list-style-type: none"> • Each parent and Child ASIN should have alternate images to show different product angles (see above for specific recommendations). • Use alternate image to show a product specific size mapping chart and measurements.
✗ Prohibited	for MAIN images:	<ul style="list-style-type: none"> • Listings without MAIN images or with image placeholders such as "temporary image" or "no image available" are prohibited. • MAIN images must not have a non-pure white or landscape background (shadows extending past side or top of frame are also prohibited). • MAIN images must be a true photograph, not a sketch, drawing or graphical representation. • MAIN images must not have any borders, logos, watermarks, text, colour blocks, inset images or other graphics. • MAIN images must not contain multiple product views or multiple colourways/sizes except if these are sold together as a multi-pack (which must be mentioned in title and the pack must have its own specific manufacturer barcode). • MAIN images must not be on a visible mannequin, hanger or holder. • MAIN images must not be shot with a human model. • MAIN images must not show any packaging, boxes, tags, certificates or brochures. • MAIN images must not show products with some parts cropped or folded products. • MAIN images must not show a pair of shoes. • MAIN images must not show a right shoe. • MAIN images must not show back, side or top product view. • MAIN images must not be in black & white. • MAIN images must not contain items or accessories that are not part of the product listing; only include exactly what the customers are buying.
	for ALL images:	<ul style="list-style-type: none"> • Images must not be blurry, pixelated or with jagged edges. • Images must not have low resolution or size less than 1,600 pixels.

Please refer to the [appendix](#) to see examples of compliant MAIN images.

B) EAN

EAN (European Article Number or now the International Article Number) is a unique 13 digit code given to individual articles and is used to identify the product.

Amazon expects each seller to have EANs for their products which should be provided by the manufacturer.

Important: Listings with missing or wrong EANs (external_product_ID) will be suppressed if those listings are for brands with known EANs. These listings will continue to be visible and accessible in your seller central account from the [Suppressed Listings](#) view in [Manage Inventory](#) where you can upload the appropriate images and information.

If you are the brand owner of products without an EAN (manufacturer - including of customized and hand-made products, private label brand owner or producer of branded white-label products), you can apply for the Amazon Brand Registry. Brands registered here get a Global Catalogue Identifier (GCID), a unique # digit code created by Amazon and recognizable in all Amazon marketplaces worldwide.

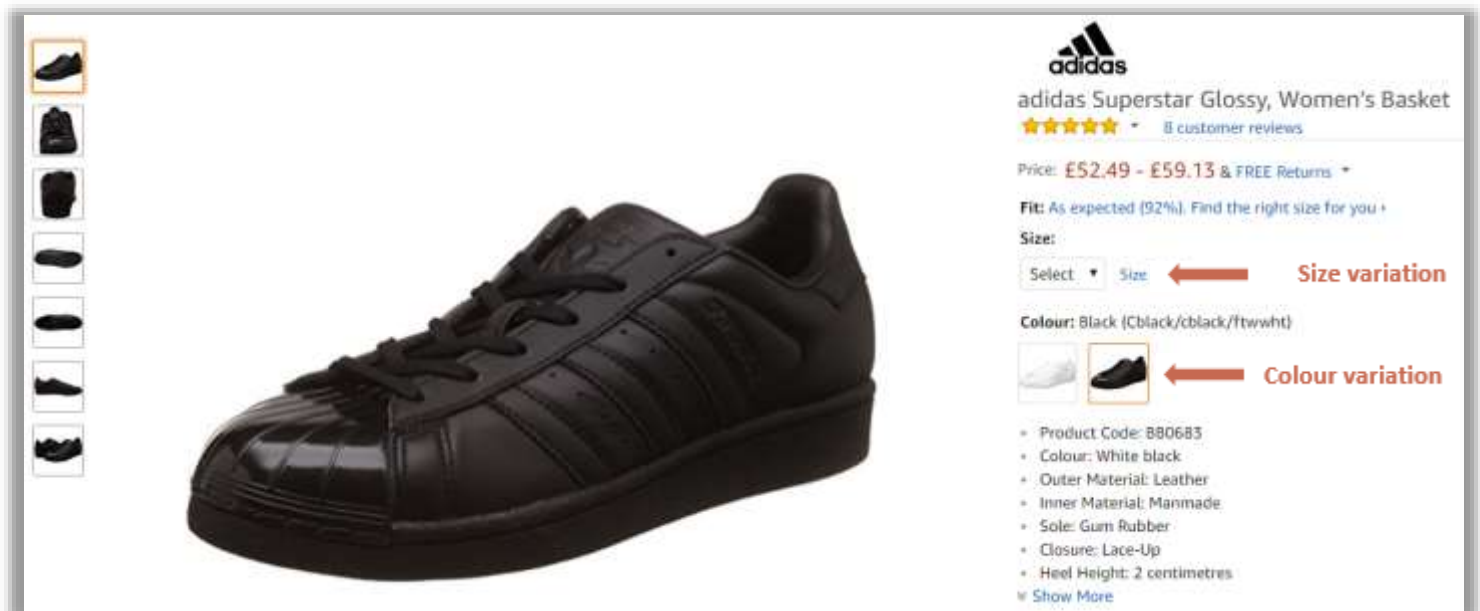
If your products do not qualify for the Amazon Brand Registry, they may still be eligible for an EAN exemption. For more information, log in to Seller Central and search on the keywords “Brand Registry”.

For products already selling on Amazon.co.uk, please make sure to list against an existing ASIN. Do not create an existing product with a new barcode as this will duplicate the listing on Amazon. Any duplicates will eventually be removed to ensure we keep the site clean for the best customer experience.

C) Variations

We call the different size and colours for the same product “variations”. Variations allow customers to find alternative desired colours or sizes for a product on one detail page.

To create a variation, you must create a product called a “parent” without any colour or size that links to all the “children” products, i.e. all the different colour/size combinations of the product available. All variations related to the same reference must be added to the same product page.



In the above example the parent product is a shoe and the variations are all the sizes and colours available for this shoe (2 colours and several sizes). All sizes and colours have been created on the same product page using variations. It is important to link all the variations of the same “parent” product for two reasons:

- The customer can easily see all the sizes and colours available without having to change the page. A more fluid navigation will lead more often to a purchase as it is easier to see the different choices.
- Each customer visit to one of the “children” detail pages will be counted under the “parent” detail page. This will ultimately increase your chances to sell a product, as the number of detail page views is one of the criteria used to determine what appears at the top of search results.

Variation creation rules

✓ Required	for Parent ASINs:	<ul style="list-style-type: none"> - Is a placeholder that is not for sale - Contains only generic data (for all product variations) - Must NOT have EAN, price, size or colour - Must have "Parent" value in the "parent-child" inventory template file field - Must have empty "parent_sku" field in the inventory template file - Must have empty "relationship_type" field in the inventory template file - Must have either "SizeName", "ColorName" or "SizeName-ColorName" value in the "variation_theme" inventory template file field - Must have a title created according to the requirements for Parent ASIN titles
	for Child ASINs:	<ul style="list-style-type: none"> - These are the actual products you can sell, which vary in colour and/or size - If you offer a product that exists in different colours and/or sizes, you must create a product variation (child SKU) even if you only sell one colour or size - Must have SKU, price, size and/or colour. If you create a "SizeName" variation, your product MUST have a size, the same is true for "ColorName" and "SizeName-ColorName" variations - Must have "Child" value in the "parent-child" inventory template file field - Must have corresponding Parent ASIN SKU value in the "parent_sku" field in the inventory template file - Must have "Variation" value in the "relationship_type" inventory template field - Must have either "SizeName", "ColorName" or "SizeName-ColorName" value in the "variation_theme" inventory template file field - Must have a title created according to the requirements for Child ASIN titles

Important: Please note that non-compliance of the variation principle can lead to a suppression of your ASINs.

1. Size (Shoes)

We believe that customers are entitled to shop in sizes they understand. Unintelligible sizes clutter the size dropdown and lead to duplicate products. In addition, products with clean sizes are discoverable via size and width browse refinements and show better sales conversion compared to products with size defects. Amazon is committed to helping you to meet the data quality bar by providing detailed guidelines during all steps of the listing process. Therefore Amazon standardises shoe size inputs to facilitate a more consistent customer experience.

Amazon provides a series of drop-downs with valid values to help guide you to provide standardized sizes. For example, an attribute dropdown might ask if the Shoe size is for an Adult or Infant. To learn more and understand details of this logic, please check and follow the [Shoe Size Requirements](#).

Important: Listings may be hidden from customers if they do not meet all the [Shoe Size Requirements](#).

If you follow the [Shoe Size Requirements](#), but customers still often return your products because of wrong size or poor fit, we recommend you to make sizing information on your product detail pages as accurate and visible to customers as possible. Follow the following best practices:

1. Use the last **alternate image to show a size mapping chart**, accurate and specific for your brand / product
 - a. Include foot measurements
 - b. Must be applicable worldwide (because images are global and not marketplace specific)
2. Use **bullet points and/or product description to provide important sizing information**:
 Manufacturer Label size, Shoe width, Heel height, Shaft diameter, Measurements, Size mappings; answer the question: Does it fit high-arched feet? Or designed for low instep feet?
3. If you're a **Brand Registered Seller**, provide **brand specific size mapping chart for all departments you sell** (by reaching out to Seller Support).

You will find more details and examples on the best practices to reduce product returns in [this document](#).

2. Colour

To help customers to shop by colour, there is a refinement in the left-hand navigation. Products with a valid input for the attribute **"color_map"** will be found by customers when they filter products using this refinement (grey, yellow, white). The Standard colours for this attribute can be found in the 'Valid Values' tab in the inventory file and represents the predominant colour of the shoe. However, manufacturers' seasonal colour names can be very imaginative (Charcoal, Sun, Ice, etc.) and these specific designations make products clearly identifiable with that specific brand. Therefore, you also need to provide the attribute **"color_name"** which represents the manufacturer's name.

Important: Leaving **"color_map"** and **"color_name"** blank will result in your listings being hidden ("suppressed") from search and browse. **"Suppressed" listings** are not visible to customers.

Filterable Colour Map



Colour (According to Manufacturer)



✓ Required	<ul style="list-style-type: none"> - "color_map" and "color_name" fields must be filled. - "color_map": assign a valid value colour (i.e. "Red", "Green") to each product so that your products appear when customers use the filter. - "color_name": use the exact manufacturer's colour name. To ensure uniform representation, capitalise the first letter of the names of colours and leave the rest lowercase (i.e. "Devil Red", "Light Green").
✗ Prohibited	<ul style="list-style-type: none"> - "color_map" or "color_name" fields must not be blank. - Do not interpret, shorten or change the manufacturer's colour names (i.e. "Black" or "Black Mono" for a manufacturer can mean two different colour combinations).

D) Titles

Good product titles build customer trust in you as a seller.

The product title is the first impression customers will have of your product, but it is also one of the ways by which customers will judge your quality and professionalism as a seller. Keep titles concise, informative and accurate and make sure you are following the syntax Amazon requires. ASINs with non-compliant titles may be suppressed from the website.

Remember that on Amazon each unique product has just one product detail page, even if more than one seller has an offer against that unique product. Therefore, product titles should never contain information that is specific to just one seller, even if that seller initially created the listing. Failure to comply with this important principle may result in the removal of your Shoes listings and your Shoes selling privileges being revoked.

Title creation rules

✓ Required	<ul style="list-style-type: none">- Use the formulas:<ul style="list-style-type: none">• [brand_name] + [department_name] + [model_name] + [style_name] + [product_name] for parent ASIN,• [Parent ASIN Name] + [color_name] + [size_name] for Child ASINs, where:<ul style="list-style-type: none">▪ [brand_name] – brand or manufacturer of the product. An alphanumeric string; 1 character minimum and 50 characters maximum in length (example: “Adidas”). Do not use “unknown”, do not put “Ltd.”.▪ [department_name] – department / gender in which the product is found. Check the category specific Inventory file for list of valid values (example: “Men”).▪ [model_name] – model name as described by the manufacturer. This field can serve for the further description of the product (one or two words that best highlight the most important feature of your product, example: “Samba”). A free text field up to a maximum of 50 characters in length. Do not add numbers since it does not add value for customers.▪ [style_name] – style name that best fits for the product. Check the category specific Inventory file for list of valid values (example: “Brogue”).▪ [product_name] – one or two word phrase which describes the item and does not include brand, gender, style or colour. It should answer the question: “What is the product?” (example: “Sneakers”).▪ Use UK shoe size in [size_name] (example: “5 UK”)▪ If label size differs from UK size, mention also the label size in the Child ASIN title (example: “5 UK (Label: 6)”).- Use only one term to describe each parameter in the formulas- Limit ‘Parent ASIN’ titles to 60 characters and ‘Child ASIN’ titles to 150 characters maximum- Capitalise the first letter of each word (but check exceptions below)- Use numerals (‘2’ instead of ‘two’)- For a product bundle, provide the value in brackets, e.g. (pack of 2)- Include information about only the product for sale- Include only English text
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<p>✖ Prohibited</p>	<ul style="list-style-type: none"> - Do not add more parameters than required formulas include - Do not use more than 150 characters - Do not use ALL CAPS - Do not use offensive words - Do not use repetitive words - Do not use synonyms / multiple words to describe the same product parameter from the formulas - Do not include additional search keywords - Do not include price - Do not use non UK sizes (e.g. EU, US, CN sizes, etc.) in [size_name] - Do not include quantity, unless it describes a product bundle - Do not include a colour name and size in a parent title - Do not capitalise conjunctions (and, or, for), articles (the, a, an) or prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include any special symbols (e.g. !, *, £, ?, %, ', quotation marks "...", etc.) - Do not include subjective comments or information specific to a seller, such as "Terrific Item", "Best Seller", "Sale", "Free delivery" or "Great Gift" - Do not include information about extra accessories, additional products which customer can buy separately, etc.
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Compliant Parent ASIN Example: New Look **Women Melizabeth Low-Top Sneakers**

Compliant Child ASIN Example: New Look **Women Melizabeth Low-Top Sneakers White 3 UK**

E) Increasing discoverability

Products created with accurate and complete data will be found more easily by the customer and will therefore be sold more often.

In addition to your product images, variations and titles, your success on Amazon depends on the quality of the information provided on the product detail page. This is especially true for shoes, as customers very often filter by size, colour or season to narrow the search results. You will find detailed information about required attributes in the inventory file for Shoes products.

1. Browse node

The browse node allows the product to be classified in the Amazon catalogue. It is comparable to a department in a supermarket.

Each department has a node number that you can find in the [Browse Tree Guide](#). If you do not assign a node number to your product, the product will not be found on the website.

<p>✓ Required</p>	<ul style="list-style-type: none"> - Always use the most recent version of the Browse Tree Guide. - Assign only one node for each product: identify the gender and the most relevant sub-category. Indicate the number in the «recommended_browse_nodes» field in your inventory file template. - Always assign the most detailed browse node available in the Browse Tree Guide, otherwise your products could disappear as customers refine their search down the product branches. To do this, only use the black browse node IDs in the Browse Tree Guide rather than the light grey IDs which only serves navigation purposes. - If you have a doubt about the classification, use the Product Classifier to help you (click here for instructions). You can also go to the website and look for a similar product sold by Amazon. Then check which category it has been placed in.
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Shop By Category

[Ballet Flats](#)
[Boat Shoes](#)
[Boots](#)
[Clogs & Mules](#)
[Court Shoes](#)
[Espadrilles](#)
[Flip Flops & Thongs](#)
[Lace-Up Flats](#)
[Loafer Flats](#)
[Mary Janes](#)
[Safety Shoes & Boots](#)
[Sandals](#)
[Slippers](#)
[Sports & Outdoor Shoes](#)
[Trainers](#)

Product Classifier

Select the classifications for the products in your catalog, and then download an Excel file with the values. [Learn more](#)

OR

Download a file with all the categories' classification options by clicking [here](#).

Sellers are required to obtain approval from Amazon before listing in [certain product categories](#). To apply for a category, click the corresponding link you are interested in and follow the instructions to submit your application.

Example: mp3 player, baseball glove, DVD, guitar, etc

Search

All classifications > Shoes & Bags > Shoes > Men's Shoes > Clogs & Mules ✕

« Baby Shoes ▶

Boys' Shoes ▶

Girls' Shoes ▶

Men's Shoes ▶

Women's Shoes ▶

Other (Shoes)

Boat Shoes

Boots

Clogs & Mules

Espadrilles

Flip Flops & Thongs

Lace-ups

Loafer Flats

Product classification:
(recommended browse node)
Clogs & Mules

Select

Selected classifications	Node ID	Classification Path
Clear all		
✕ Clogs & Mules	1769789031	Shoes & Bags/Shoes/Men's Shoes/Clogs & Mules
✕ Boot Trees	1769535031	Shoes & Bags/Shoe Accessories/Boot Trees

Browse node contains specific attributes and valid values

Download Classification Summary

Cancel

2. Product-specific attributes

Please provide as many product-specific data as possible. These will display on the website in the form of bullet points right next to the image. Examples of these attributes are: `outer_material_type`, `inner_material_type`, `sole_material`, `closure_type`, `heel_height`, `heel_type`, `material_composition`, `fit_type`, `shaft_diameter`, `shoe_width`.

- **Outer Material:** Leather
- **Inner Material:** Leather
- **Sole:** Gum Rubber
- **Closure:** Slip On
- **Heel Height:** 4 centimetres
- **Heel Type:** Wedge

3. Search Keywords

Clear titles and refinements do not always take into account all aspects of your product. Additional product information can be added as Search Keywords. These describe an elements of the product not included in the title, description or refinement details.

4. Brand

The brand is often used in search (internal and external), and customers can filter by brand. Therefore, make sure to always provide the brand name. Do not use your Seller name for Brand or manufacturer information. This may only be used if it is a private label.

5. Product Description

Well-written product descriptions help the customer to imagine the experience of owning or handling the product. Put yourself in your customers' shoes: what would they want to feel, touch and ask? Incorporate information about the feel, usage and benefits of your product to fire the customer's imagination. This is as close as you can come to creating an in-store experience.

✓ Required	<ul style="list-style-type: none"> - Use this field to fully describe the item and differentiate it from other similar products. - Describe the unique characteristics of the product with the brand, the material, fit, series and model number. - Use simple language based on the official information provided by the manufacturer. - Use correct grammar and complete sentences, not lists. - Include accurate dimensions, care instructions. - Keep it short, but include critical information.
✗ Prohibited	<ul style="list-style-type: none"> - Do not leave this field blank, you could miss an opportunity to convince the customer. - Do not provide specific details about the vendor or an offer because the description is shown for all vendors of the same product and must be available for all. - Do not include price or delivery details in this field.

A good example of a product description:

“The Gabor Enfield is a gorgeous leather shoe boot with a buttery soft black leather base and a glossy patent toe cap and cuff. The boot is finished with a deep frontal V cut to lengthen the foot and features a side zip for convenience. The interior is complete with soft textile linings and a cushioned insole to provide long lasting comfort. The boot is built with a 2.5 inch block heel to deliver a decent height boost, with a textured rubber sole adding plenty of grip.

Wear with skinny jeans, leggings or skirts for a stylish, sophisticated look.”

F) Appendix: Compliant Main Image Examples for Shoes, Shoe Accessories and Handbags

Please use these compliant Main images as reference:

Ballet Flats



Dance Shoes



Slippers



Loafer Flats



Trainers



Clogs & Mules



Court Shoes



Flip Flops & Thongs



Sports & Outdoor Sandals



Boots



Handbags & Shoulder bags



Insoles



Shoe Laces



Other Shoe accessories



Shoe Care Kits



G) Glossary

ASIN – stands for **Amazon Standard Identification Number**. This is a product code that is generated by Amazon once a barcode has been provided to create a product from a seller. This code is then searchable on Amazon, for example, B00NWCIACS

Brand Registry - The Amazon Brand Registry is a program for sellers who manufacture or sell their own branded products and continuously promote the products under their brand. The goal of the programme is to make it easier for sellers with their own brands to manage those brands and list their products on Amazon.co.uk.

Bullet Point - Brief descriptive text, called out via a bullet point, regarding a specific aspect of the product.

Browse Node ID - To classify products in browse categories, Amazon relies upon data in catalogue records as supplied by merchants. This is a code used to identify the correct department and search, so customers can filter and find your products.

Browse Tree Guide - Browse Tree Guides (BTGs) are category-specific documents that provide the unique numbers (browse node IDs) you use to create links within your Seller Profile. Browse node IDs take advantage of the browse structure developed by Amazon. Please search for Browse Tree Guides in Seller Central.

Child - A product that is for sale, it is a variation possessing a different style and/or colour associated with the Parent item it is mapped to.

Color Map – A list of colours used to identify a product filterable by the customer. Always use this field for the colour of your item, it will enable the colour filter used by customers. Values must be chosen from the list in the Valid Values worksheet.

GCID – Global Catalogue Identifier (GCID), a unique # digit code created by Amazon and recognisable in all Amazon marketplaces worldwide.

Inventory file – Is a downloadable Microsoft Excel and PDF files you will need to create an inventory file – please do a search in Seller Central.

Parent – An item that is not for sale but hosts a listing page to the child items (variations) of that product advertised. A parent item will not have a price or quantity.

Product Classifier – A tool located in Seller Central under ‘add a product’ or ‘add a product via upload’ sections to aid you in your choice to classify the appropriate department for customers to locate when filtering a search.

Search Term - An alphanumeric string; 1 character minimum in length and 50 characters maximum in length.

SKU - A unique identifier for the product, assigned by the merchant. The SKU must be unique for each product listed. After you have established a SKU for a product, please do not try changing it without first deleting the associated product from our systems through a delete feed.

Valid Values – A list of values used in the inventory file, these are mandatory and must be used to describe or identify a product being created. The Valid Values tab is the fifth tab located in the inventory file.