

SOP: Locating Style Guides

1. Style Guides can be found by selecting the “Add Products Via Upload” from the Drop Down Menu of the “Inventory” tab on the Top Menu of Seller Central.
2. Click on the Drop Down Arrow for the “Inventory Files” header and click on “Category-Specific Inventory Files” under the “File Name” field.
3. In the Pop-Up Window, scroll down to the “Choose a File Template” Header and click on the “Templates for Specific Categories” Link.
4. On the next page, scroll down to the “You are registered with Release Package” header and download the relevant Category Style Guide alongside the category in the Style Guide Field.
5. But what is a Style Guide?
6. In Amazon’s own words, a Style Guide is a “...document ... intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business in the [relevant] category.”
7. This means that everything you need to know about writing product titles, descriptions, et cetera, and uploading images and other media, is all listed in these Category Style Guides.
8. It goes without saying that it is a very good idea to download these Style Guides for the Category or Categories you wish to list your products in BEFORE proceeding to create these listings on Seller Central.

See Also:

- ▶ [SOP: Adding Existing Amazon ASINs Manually](#) ↗
- ▶ [SOP: Adding Existing Amazon ASINs via File Template](#) ↗
- ▶ [SOP: Creating New ASINs \(Not Listed on Amazon\) Manually](#) ↗
- ▶ [SOP: Creating New ASINs \(Not Listed on Amazon\) via File Template](#) ↗
- ▶ [SOP: Using the Lister Loader Template](#) ↗
- ▶ [SOP: Editing ASINs Manually](#) ↗
- ▶ [SOP: Editing ASINs via File Template](#) ↗
- ▶ [SOP: Editing Pricing](#) ↗
- ▶ [SOP: Removing or Deleting ASINs](#) ↗
- ▶ [SOP: Changing from FBA to FBM and Vice Versa](#) ↗
- ▶ [SOP: Adding, Editing and Removing Videos](#) ↗
- ▶ [SOP: Creating Variations Manually](#) ↗

- ▶ [SOP: Creating Variations via File Template](#)
- ▶ [SOP: Editing Variations Manually](#)
- ▶ [SOP: Editing Variations via File Template](#)
- ▶ [SOP: Removing an ASIN as a Variation](#)
- ▶ [SOP: Splitting Variations](#)
- ▶ [SOP: Adding a Stand-Alone ASIN to an Existing Variation Family](#)
- ▶ [SOP: Creating a New Variation Family by Combining Existing Stand-Alone ASINs](#)
- ▶ [SOP: Merging Variations](#)
- ▶ [SOP: Locating Browse Tree](#)
- ▶ [SOP: Managing Pricing](#)
- ▶ [SOP: Managing Inactive Inventory](#)
- ▶ [SOP: Managing Inventory Amazon Fulfills](#)
- ▶ [SOP: Managing Listing Enhancements](#)
- ▶ [SOP: Managing Suppressed Inventory](#)
- ▶ [SOP: Fixing Stranded Inventory](#)
- ▶ [SOP: Removing Unfillable Inventory](#)