



PALMETTO
DIGITAL MARKETING GROUP

“Listing Quality Dashboard”

What Is The Listing Quality Dashboard?

The Listing Quality Dashboard is a tool in Seller Central that highlights important product information for customers. The recommendations are focused on helping sellers improve the discoverability of their products, enabling better customer experiences like product overview or tabular spec view, and helping to reduce returns on their products.

What Are The Dashboard Benefits?

The dashboard shows product listings that need improvements.

The dashboard provides recommendations on which attributes to add to a specific listing.

- **Searchability:** buyers search for products on Amazon by filtering their search results. Contributing specific information to search specific attributes will help your product become more visible to buyers.
- **Product Overview:** this section highlights important information pertaining to your product. This will appear above the bullet points on the detail page of your listing. At this time this feature is only available on certain product types.
- **Tabular spec view in search:** the tabular spec view enables customers to readthrough the top product specifications for ASINs in search results, evaluate key differences between products, and help make purchase decisions quickly by surfacing key product details on the ASIN in a tab format.
- **Compare Products:** this feature allows customers to compare your products with similar products at a quick glance
- **Price per unit attribute:** this feature allows customers to compare prices across different pack sizes
- **Reduce Returns:** most of the time customers return products because the detail page is lacking important information. Having more information on the detail page of your product may reduce the return rate.
- **Time-sensitive actions:** the dashboard will highlight information that needs to be contributed to your products within a specific time period.

How Do I Use The Dashboard?

- Visit the Listing Quality Dashboard or, in Seller Central, go to Inventory, click Manage all inventory, and then click Listing Quality Dashboard.
- Filter the dashboard by recommendation type. Sellers can also search for a particular product to check if it has any recommendations, and prioritize by sales, available to sell and page views in the last 30 days.
- Fill in the missing information under the recommendation’s column.
- Click save once you have filled in the attributes. Please note, will take up to 48 hours to reflect.
- Sellers can click the view all X improvements link to view all the important attributes that are missing for their product. These missing attributes will be grouped under different benefits, such as compare products and reduce returns. The all-tab groups together all the missing attributes under one view. Sellers can fill in and save the attributes from this pop-up window.

Best Practices:

- Check recommendations daily or weekly (these recommendations are given on a real-time basis)
- Use sales, available to sell and page views to prioritize your recommendations.
- Use the attribute not applicable for product option when needed. Amazon understands that there can be some instances where the attribute they recommend sellers to contribute is not relevant for the product. In such cases, select the attribute not applicable for product option and let Amazon know the reason, to improve our recommendations.

*****IMPORTANT NOTE*****

If you have any feedback regarding the Listing Quality Dashboard please reach out to the dashboard team through the below :

email: lqd-feedback@amazon.com