Amazon WebStore

Product Guide

amazon webstore
An Amazon Services Product

Contents

Amazon WebStore: *Overview*

Welcome to the *Amazon WebStore Product Guide*. This guide is designed to familiarize business owners with Amazon WebStore so that they can make an informed decision about joining the WebStore seller program.

Although Amazon WebStore has many components and capabilities, it is essentially a tool for improving ecommerce strategies and effectiveness. WebStore does this by helping business owners address three of the most commonly identified ecommerce challenges:

- How to optimize growth
- How to improve the customer experience
- How to control and reduce the total cost of ownership (TCO)

Amazon WebStore provides seller capabilities that span the range of desired ecommerce functionality. It can help business owners maximize selling opportunities and provide customers with the kind of positive online shopping experience that will help retain them as loyal customers in the future.

The benefits and capabilities identified in this Overview will help business owners understand why Amazon WebStore is the best choice to establish a business on the Web. Other ecommerce solutions offer some benefits and capabilities, but only WebStore provides such a reliable and comprehensive solution.

Achieve Objectives to Ecommerce Challenges

The features and functionality of Amazon WebStore can help business owners transform their ecommerce challenges into achievable objectives. The following list provides some of the primary ways that WebStore can help an online business meet specific objectives and be more successful:

- Growing business and increase sales
    - One of the more obvious ways to increase sales is to access new customer segments and markets.
    - Other ways to increase sales include finding ways to increase the number of sales channels used and improving merchandise offerings.
- Increasing customer loyalty and retention to stay ahead of the competition
    - The vast amount of information on the Web means customers are increasingly savvy and will need timely, intelligent choices.
    - Savvy customers also know what they want, and they appreciate it when sellers – online or otherwise – understand this and provide them with what they want.
- Reducing TCO as much as possible
    - Business owners need to be able to operate an ecommerce business without significant additional merchandising expertise.
    - Similarly, business owners need reliability and scalability to operate a business without significant additional IT expertise.

Benefit from Accomplished Objectives

The rich functionality and considerable number of features in Amazon WebStore accomplish the identified objectives to provide the following benefits:

- Business owners can increase sales by quickly designing and deploying a state-of-the-art multichannel solution across store, Web, phone, and customer service channels.
- Business owners can increase customer loyalty and retention by leveraging core Amazon technologies to monitor, measure, and optimize an ecommerce Website for customer buying behavior and sales across all channels.
- Business owners can reduce TCO by using the feature-rich, do-it-yourself tools in WebStore to deploy and manage a Website on the extremely reliable Amazon infrastructure.

Unique Customer Capabilities of Amazon WebStore

Amazon.com is without peer as a successful leader and innovator in the field of ecommerce. The collective knowledge of Amazon.com has been distilled into Amazon WebStore, which provides a set of unique capabilities to address ecommerce objectives that are not available in any other ecommerce solution.

- Increased sales are achievable through the more than 95 million Amazon customers available to businesses through the Amazon network when Selling on Amazon is enabled. Business owners can also increase sales through Amazon.com resale offers, which provide the ability to sell products listed on Amazon.com through the WebStore. Features such as configurable shopping carts and single-page checkout can also help increase sales by shortening the ordering process.
- Increased customer loyalty is achievable through Amazon WebStore's ability to provide a 360° view of what customers want and how they buy. Buyer history awareness and buyer preferences enable effective recommendations through greater personalization, which ultimately leads to a better customer experience.

  Also, WebStore's high-quality conversion capabilities include upselling at checkout, best seller recommendations, quick view product pages, mini-cart functionality, and making online buyer preference information available to customer service representatives at brick-and-mortar stores.
- Reduced TCO is achievable by leveraging Amazon's significant economies of scale and operational excellence. The underlying infrastructure and technology platform is state-of-the-art, customer-centered, and metrics-driven.

  Also, sellers who prefer not to perform their own fulfillment tasks can take advantage of Fulfillment by Amazon (FBA), a program that provides sellers with access to the same fulfillment, service, and merchandising that Amazon's own listings receive. Sellers who analyze their costs and price their products carefully can experience a positive return on investment (ROI) and a potentially significant sales lift from this program.

Seller Success

Another capability of Amazon WebStore is Seller Success, a collection of unique tools that Amazon has developed from its considerable ecommerce experience. These tools are designed to help drive sales as well as secure trust in the WebStore platform.

The Seller Success engine is a platform that detects actions sellers can take to improve business. The primary goal of this engine is to personalize the seller experience in the same way that Amazon has personalized the online shopping experience for buyers. This engine is also used to convey business intelligence that is gained from the Amazon network.

Seller Success provides natural search optimization functionality, such as automatically submitting sellers' Website XML Sitemap to Internet directories, generating a robot.txt file, maintaining descriptive and canonical URLs, providing a social bookmarking widget, and the ability to add video content to browse pages.

Multichannel Opportunities

As a unified multichannel solution, Amazon WebStore helps sellers focus on customers, understand their needs, and exceed their expectations. It provides best-in-class ecommerce features such as automated merchandising to provide a customer-centric approach to ecommerce.

Automated merchandising (also known as predictive merchandising) uses data and an analytics capability to predict additional products that customers might be interested in so that sellers can display information about such products to them during their online shopping experience. This capability is a great tool for cross-selling and upselling, especially for sellers who market families of products.

The multichannel opportunities in Amazon WebStore magnify the potential of automated merchandising through their seamless awareness of the seller's products. Regardless of where your customers are shopping – in the store, on the Website, or through a catalog – WebStore provides sales personnel with a unified view of the products in addition to customer information, including their preferences.

Amazon WebStore provides an optimal customer experience during every interaction with a business owners brand. Because it is a unified solution, customers benefit from a friction-free shopping experience – one they will remember.

Amazon WebStore – Ecommerce the Amazon Way

We hope that the preceding information has piqued your interest in Amazon WebStore, and that you will review the remaining sections of this guide to obtain more information. We're excited about the Amazon WebStore business model because we think it is a win-win proposition.

With revenue sharing, we make money when you make money – so we are as committed to your success as you are. And because Amazon has a proven track record in ecommerce you can be assured that you are tapping into some of the best expertise around.

Amazon provides you with the means to make your solution uniquely yours with a complete set of self-service tools. You don't need handholding or long, drawn-out development cycles. You don't need to worry about integration. You don't need to worry about being just like every other online shopping site.

Catalog Management and Inventory Control

Amazon WebStore provides you with tools that offer two complementary perspectives on your products: catalog management and inventory control. This section of the *Amazon WebStore Product Guide* provides more information about these tools and how you can use them.

Catalog Management

To be successful, it is very important that sellers have as much control as possible over their inventory. Amazon WebStore provides a rich array of catalog management and inventory control features and capabilities. This section provides detailed information about these features and capabilities.

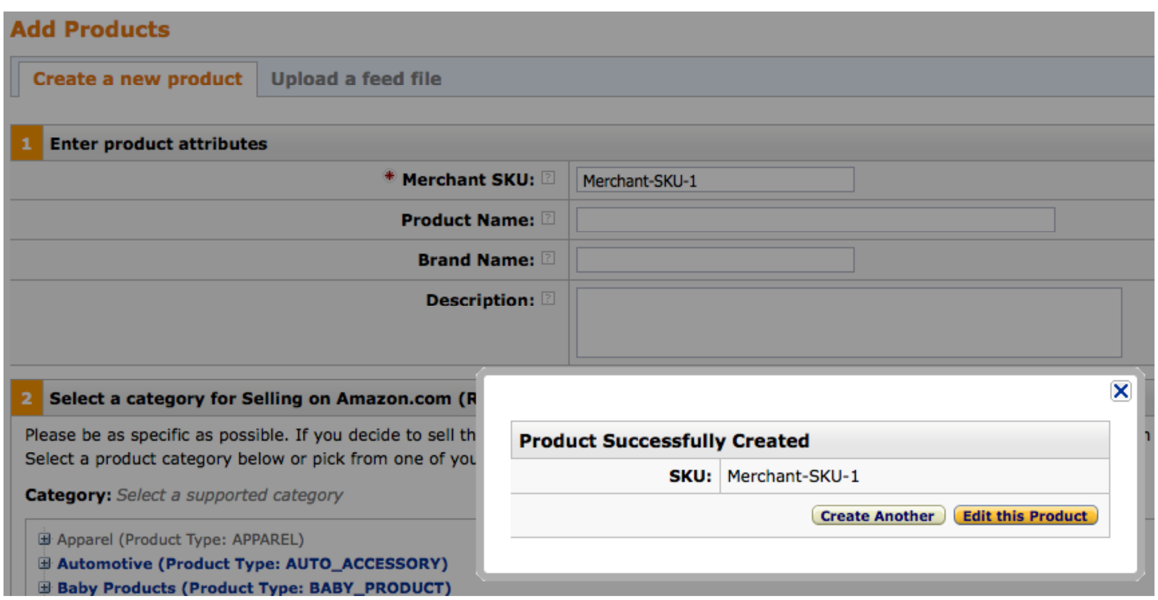
The catalog management and inventory control features are accessed via the **Inventory** tab in Seller Central, the portal through which you access Amazon WebStore.

Creating Products in Amazon WebStore

In Amazon WebStore, a product is an item that you offer for sale on your Website. You can define products one at a time through the **Add Products** page or through a *feed* (discussed later in this section). If you are an existing Selling on Amazon seller, any products you create or attributes you change may appear on your Amazon.com listings. All changes you make will appear on your Website.

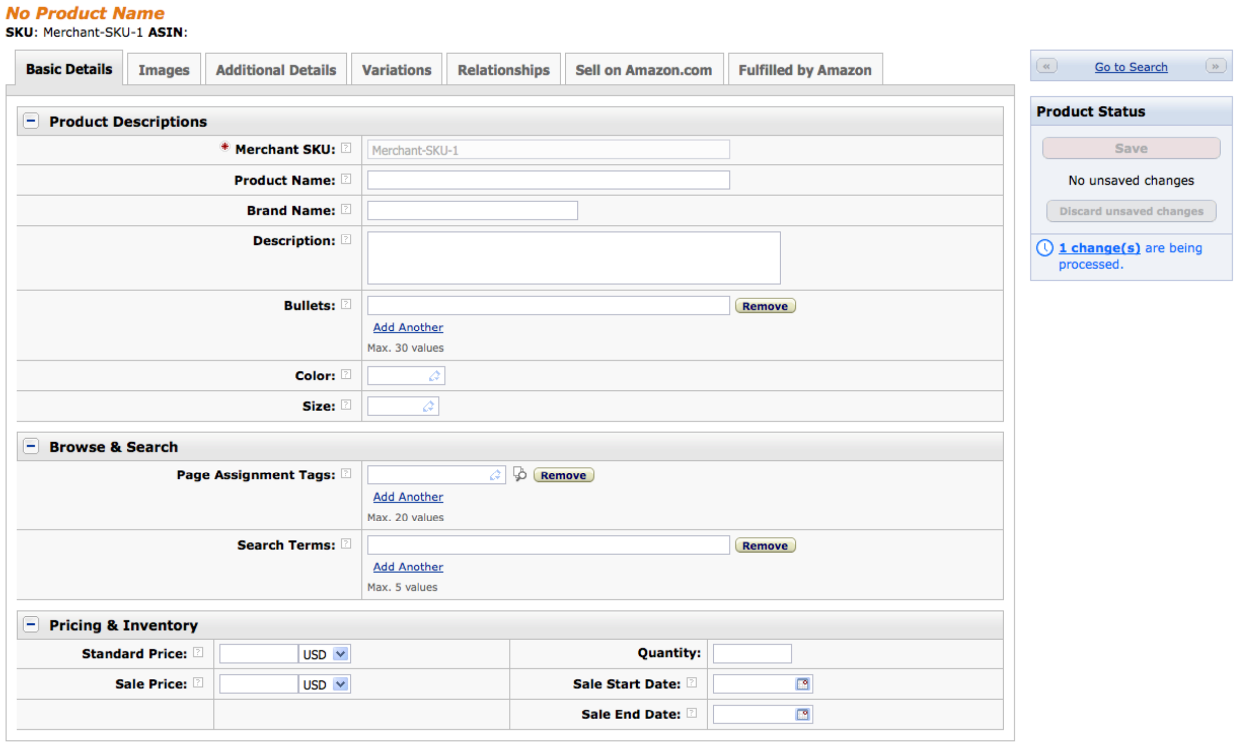
From the **Inventory** tab in Seller Central, clicking the **Add Products** link causes the **Add Product** dialog to display. You can define many *attributes* (sometimes called *properties* or *fields*) for products that you add, but the one required attribute for every product is a Merchant stock-keeping unit (SKU) number.

The following sample screen shot indicates that a product was successfully created.



After a product is created, all attributes are available for editing except the SKU, which cannot be changed.

The following screen shot displays the **Basic Details** tab of a blank product page. As you can see, there are numerous attributes that you can define on just this tab. Additional attributes can be defined and managed on the other six tabs: **Images**, **Additional Details**, **Variations**, **Relationships, Selling on Amazon.com and Fulfillment by Amazon**. For more information about how to manage your product, see the "Layout and Merchandising Management" section.



Product Descriptions

The descriptive attributes that Amazon WebStore provides for your products include the following:

- **Merchant SKU**. The primary identifier for every product in the catalog.
- **Product Name**. A short title for the product. This title displays in bold on the product page and in the title bar of the browser window.
- **Brand Name**. The brand or manufacturer of the product.
- **Description**. A 2,000 character field that you can use to provide general information about the product. This text displays on the detail page of the product.
- **Bullets**. Short statements that appear on the detail page of the product and describe details or features, such as sizing notes, care instructions, and country of origin.
- **Color**. You can enter text in this field or select from a drop-down list.
- **Size**. You can enter text in this field to specify size information or select from a drop-down list.

Browse & Search

Amazon WebStore provides an attribute called Page Assignment Tags (also known previously as Page Assignment Type) that you can use for products in your inventory. Page Assignment Tags must be defined for *browse nodes (a "node" is a page)*; this topic is discussed in the following section of this guide.

Page Assignment Tags are special attributes that provide links between products in your inventory and browse nodes on your Website. Linking products to browse nodes help define your customers' browsing experience. When a product and a browse node share a Page Assignment Tag, the product displays on the associated page in your Website that represents that browse node.

Each product in your inventory can have up to 20 Page Assignment Tags associated with it. Browse nodes can only have one Page Assignment Tag. As the seller, you can browse (search) for Page Assignment Tags to help you manage your inventory.

Two product attributes are indexed for searching: **Product Name** and **Search Terms**.

Pricing & Inventory

The following pricing and inventory attributes in Amazon WebStore enable you to maintain detailed information about product price and sale terms:

- **Standard Price**. The "standard" (everyday) price for the product.
- **Sale Price**. A special discounted price for the product.
- **Quantity**. The number of units of the product you have to sell.
- **Sale Start Date**. The start of a period that offers the product for the sale price; you can enter the date or select it from a calendar icon.
- **Sale End Date**. The end of the period that offers the product at the sale price; you can enter the date or select it from a calendar icon.

Images

When you make your products available for purchase on Amazon WebStore, you can use the following three different types of product images:

- **Main image**. The primary image of the product, which is the default image for the standard detail page. The image is reduced in size on the standard detail page, and your customers can click the image to enlarge it to full size.
- **Alternate images**. These images display in miniature form below the main image on most detail pages. Clicking an alternate image replaces the main image on the detail page.
- **Swatch images**. These images display a color or cloth pattern for the displayed product.

Images are added to a product's attributes through a data feed or through the Inventory interface in Seller Central. For more information about how to manage your product images, see "File Management" in the "Layout and Merchandising Management" section.

Additional Details

Amazon WebStore also provides a number of additional attributes that you can define, including the following:

- **Launch date**. A date to start selling this product on your Website.
- **Max. Order Quantity**. The maximum number of units that can be ordered at one time.
- **Shipping Weight**. The weight of the product when it is packaged to ship, which is used to calculate weight-based shipping costs.

- **PO Box Shipping Excluded**. Allows you to indicate whether the product cannot be shipped to post office boxes.
- **Discontinue Date**. A date to stop selling this product on your Website.
- **Tax Code**. Allows you to specify a tax code to assign to the product from a drop-down field.
- **Condition**. Allows you to specify the product's condition (for example, new, used, or collectible).
- **UPC**. Universal Product Code – a 12-digit number that displays just below the product's bar code.
- **Eligible for Gift Wrap**. Allows you to specify whether the product can be gift-wrapped before shipping.
- **Product Type**. This attribute is set during the product creation process and determines what fields are required for the product.
- **Country of Origin**. Allows you to select the country in which the product was created from a drop-down box.
- **Eligible for Gift Msg**. Allows you to specify whether the product can include a gift message.

Searching Your Catalog

Amazon WebStore provides four different types of search options, all of which are accessed via the **Manage Inventory** link on the **Inventory** tab in Seller Central. The four Search Parameter options are:

- **Basic Search**. This option enables you to search for Product Name & SKU, Amazon Standard Identification Number (ASIN), Merchant SKU, or Product Name. The Basic Search option is the default selection on the Search Catalog page.
- **Advanced Search**. This option provides you with the ability to search on more detailed product criteria, including Product Details, Product Identifiers, Other Attributes, Offer, and Amazon-specific criteria related to Selling on Amazon .com and Fulfillment by Amazon.
- **Preset Search**. This option enables you to search for the following predefined search criteria:
  - In stock
  - Out of stock
  - Missing product name or description
  - Missing price
  - Not assigned any Page Assignment Tags
- **Rules-based Search**. This option provides you with the ability to create groups of rules and combine them to create complex searches based on the following criteria:
  - Product Name
  - Product Description
  - Bullet Points
  - page Assignment Tags
  - SKU
  - UPC
  - Price

Batch Editing

The search function in Amazon WebStore provides an additional capability that is very powerful; the ability to edit multiple products at the same time.

When you conduct a search and see the results displayed on the screen, you can either edit individual items or click the **Batch Edit** button. When you enable the Batch Edit option, you can modify the following product attributes at the same time:

- **Product Name**. You can change this value as well as append and prepend data to the existing value.

- **Brand Name**. You can change this value as well as append and prepend data to the existing value.
- **Description**. You can change this value as well as append and prepend data to the existing value.
- **Bullets**. You can add new bullets as well as change existing bullets.
- **Page Assignment Tags**. You can add Page Assignment Tags or remove existing ones.
- **Search Terms**. You can add search terms or remove existing ones.

Variations

Amazon WebStore provides the ability to create variation relationships to establish ties between various products that are actually the same but vary according to a consistent theme.

Variation relationships are based on variation master and variation children products. The master product defines all attributes for the entire set of products except for those attributes that change for each child product. For example, a sweater (the master product) that comes in different colors and sizes (the child products). Variation master products cannot be purchased; only the individual children variants can be purchased.

The aspects of the children products that vary are called the variation theme. Although each variation theme can have multiple dimensions, the theme itself is consistent among all products in the set. A given product can only be associated with one variation theme. Examples of variation themes might include size, color, and color & size. The variation dimensions are simply the attributes upon which the variation themes are based.

Within each variation theme, the attributes considered by the variation dimensions are ordered. The sole purpose of allowing this ordering is to provide a data driven approach for display behavior on the Website. Variation themes are reflected in the Variation Matrix under the Variations tab.

Relationships

In addition to Stand-alone products, you can create different kinds of product relationships in your inventory, which allows you to define a product hierarchy. These product relationship mechanisms are Accessory Relationships and Collection Relationships. The Relationship Parents section allows you to toggle between child and parent relationships:

- **Stand-alone products**. These products have no variations, or children.
- **Accessory Relationships**. If you offer a product that is an accessory of another product, such as a lens for a digital camera, you can use suggested accessory relationships so that when customers view the digital camera, they see your lens as a recommended add-on purchase. The parent item in the suggested accessory relationship is the base product and the child item is the accessory.
- **Collection Relationships**. These product relationships establish ties between groups of products that are actually components of a product family or product line. A collection product cannot be purchased as a unit with a single price; only individual products within the collection can be purchased. For example, the Rimini Collection might consist of sofas, sofa beds, and armchairs. Each of the child products for the collection is a variation master product. That is, a Rimini sofa is a child of the Rimini Collection but also a variation master for the different Rimini sofa fabric/color combinations.

Earlier in this section we referenced browse nodes, which are discussed in more detail in the following section of this guide. It is probably worth noting here, however, that browse nodes link to search nodes as well as collections and variations.

Exports and Round Trip Editing

Product and Relationship CSV feeds can be exported from Catalog Manager in the same format as they are imported.

Sellers can manage their data into Amazon (via Catalog Manager, feeds, etc.) and can then export the product attributes or relationships to a CSV file, edit the data in the convenience of Microsoft® Excel® or OpenOffice, and then import the data back into Catalog Manager after making changes.

Troubleshooting Tools

The seller will be able to ask the System to diagnose problems and suggest resolution. In response, the System will produce a mix of *Recommendations* and *Mediated Actions*. Recommendations can be actionable by the Seller but the System will not perform the action on behalf of the seller. Mediated Actions are actions that the System can undertake on the Seller's behalf (as a mediator between the Seller and Amazon) with the Seller's explicit approval to do so.

Some or all of the following problems will be covered.

Sr No.	Problem	System Diagnostics	Recommendations and Mediated Actions
1	Item now showing up in a particular browse node. Seller Data Inputs: Browse node. **Example**: Consider that your hierarchy is: - Apparel (Page Assignment Type: Apparel) -> Men's (PAGE ASSIGNMENT TYPE: Mens) -> Pant (PAGE ASSIGNMENT TYPE: Pants) - Your product has a platinum keyword 'Pants' - You expect the product to show up in the 'Pants' node.	• Does the product have pending changes for item, price or inventory in Catalog Manager?	Recommend that seller wait for pending changes to clear.
		• Check that the product was successfully processed via feeds at least one hour prior to current time.	Recommend waiting for at least one hour. Even after data is uploaded to Amazon systems, the Website can take an hour (or sometimes more) to refresh its information.
		• Check if it has been assigned a platinum keyword associated with that browse node[1]	Mediated Actions • Assign the specific Page Assignment Type associated with the browse node. • If the browse node in question has no Page Assignment Type, (a) add the Page Assignment Type and (b) assign to the product. Recommendations (seller facing): • Check the spelling and case of your Page Assignment Types. They are case sensitive. • Make sure the Page Assignment Types you are referring to are in the current active release.

[1] In the context of the current active release.

		• The item includes 'all' of the Page Assignment Type that exist in the ancestry.	Recommend that the seller remove Page Assignment Type from the non-leaf browse nodes.
2	Detail Page does not have a buy box (product is not buyable) Seller inputs: SKU	• Does the product have pending changes for item, price, or inventory in Catalog Manager?	Recommend that seller wait for pending changes in Catalog Manager to clear.
		• Check that the product was successfully processed via feeds at least one hour prior to current time.	Recommend waiting for at least one hour[Error! Bookmark not defined.].
		• If variation parent, get all variation children. • Make sure the product (or at least one variation child) has a price and inventory quantity.	Recommend that the product have price and inventory before it can be buyable on site.
		• No problem is found.	Re-drive item, price, and inventory data.
3	Product Not Searchable Seller inputs: SKU	• Follow diagnostics for Problem (2)	Follow actions for problem (2)
		• For the given SKU, get product type and search-index attributes. Check which attributes have been set.	Recommend seller provide all attribute values for missing attributes.
4	Product Image is missing on the detail page Seller inputs: SKU	• Does the product have pending changes for image data in Catalog Manager?	Recommend that seller wait for pending changes to clear.
		• Check if the image appears in media-services.	Recommend seller set an image or if this has already been done, Recommend waiting for at least one hour[2].

Jobs and Feeds

Amazon WebStore provides the ability to upload product data in multiple ways: via the Inventory Web-based interface (through the Seller Central portal) or via feeds in the form of CSV files, Flat Files, or XML[3]. The Web-based interface is useful for working with small numbers of products, but it is much more efficient to use feeds to upload or update large numbers of products.

[2] Even after data is uploaded to Amazon systems, the Website can take an hour (or sometimes more) to refresh the information.

[3] See online for more detail: https://sellercentral.amazon.com/gp/help/help.html/ref=xx_200451620_cont_200423340?ie=UTF8&itemID=200451620&language=en_US and https://sellercentral.amazon.com/gp/help/200423590/ref=xx_200423590_cont_200451620

CSV Feeds are files that contain detailed information for multiple products. It's important to note that CSV feed data is case sensitive, and certain feed values (for example, true and false) must be in lowercase. This is an issue when using Microsoft Excel because Excel considers true and false to be Boolean values and, as such, displays them in uppercase (for example, TRUE and FALSE). Submitting a feed with feed data in the wrong case will cause the feed to fail.

If you have previously used other ways to upload data, such as Selling on Amazon 'Flat Files', then you can continue to use that mechanism to upload data. Data uploaded this way will be visible in Catalog Manager a short while after you complete the upload successfully.

If you use the Selling on Amazon 'Add a Listing' application to create listings, your data will show up in Catalog Manager, but it will not contain any Amazon owned attributes (only the data you provided will be available in Catalog Manager). You can supplement that data.

Viewing the Status of a CSV Feed

The Monitor Jobs page in Amazon WebStore enables you to view the status of any feed file you have uploaded. The system displays the jobs that are currently running or have completed recently (defined as within 3 days of the current time).

The following job summary information is available:

- The number of products that were successfully uploaded
- The number of products that had problems during the upload process
- The number of products that did not upload successfully

The job summary page in Amazon WebStore includes a Download Full Report button. This option allows you to download the feed in the same format in which the job was originally uploaded (CSV or XML).

In addition, all pages that are accessed through the **Inventory** tab in Seller Central display an In Queue status monitor in the lower right corner. The In Queue status monitor provides a summary status of submitted operations, including those that are pending and any that have failed.

Inventory Reporting

- ASIN, SKU Report (displays the ASIN and SKU number for your products)
- Catalog Quality Reports: Allows you to find SKUs that are out of inventory (if you manage your own inventory), SKUs without basic product attributes, SKUs without a valid price, etc.

Seller Success

Amazon WebStore is designed to help you achieve your ecommerce success. This section of the *Amazon WebStore Product Guide* provides more information about a number of features in WebStore that help you manage merchandising, online marketing, ordering, and customer communication related activities.

There are several categories of features in this section: Search engine optimization features that are designed to help increase visitors to your website, ordering process features that help conversion, basic customer communications, a key loyalty and customer trust component, and Selling Coach that provides tailored recommendations (also called *nudges*) that will help you increase sales to customers who visit your store.

Search Engine Optimization

Getting products indexed so they can be found through major search engines is crucial for the success of any ecommerce site. Amazon WebStore provides key features that will help you maintain a strong customer base through search engines and manage strategic search engine optimization (SEO) components of your online store. We offer following SEO features:

- Canonical URLs (Detail Pages & Browse Pages)
- Descriptive URLs (Detail Pages & Browse Pages)
- Images & Alt Text (Detail Pages)
- Meta Description (Detail Pages)
- Page Headings and Subheadings (Detail Pages & Browse Pages)
- Title Tags (Detail Pages & Browse Pages)
- XML Sitemaps

Product Data Feed Management for Google Product Search

Google Product Search™ (previously known as Froogle) is a comparison shopping engine that allows merchants to list their products for free. The products listed in Google Product Search might also appear in Google natural search results in the shopping results section.

Amazon WebStore fully manages your product listings on Google Product Search on your behalf. When you publish your products on your website, Amazon WebStore automatically submits them to Google Merchant Center™. If they are accepted by Google, your product information, such as title, image, price, etc. are indexed and appear in Google Product Search.

Amazon WebStore feed management system is built on top of Google APIs and updates to your inventory that are made through the WebStore Catalog Manager, including product information modification, addition or removal of products, are automatically sent to Google Merchant Center. If one of your products is out of stock, Amazon WebStore will also communicate the information to Google Merchant Center.

Sitemap Auto-discovery

Sitemaps provide search engines with the information they need to easily index the content on a website. They allow search engines to be more efficient because they provide all the required information in a single location. By keeping your Sitemaps current, search engines are able to quickly update their results pages with the changes you make to your site.

Google, Yahoo!, Bing, and Ask.com all support the Sitemap auto-discovery protocol, and Sitemap submissions can be done through different ping services. Amazon WebStore automatically submits and sends your Sitemap updates to search engines on a weekly basis to ensure that they have the most current site structure information.

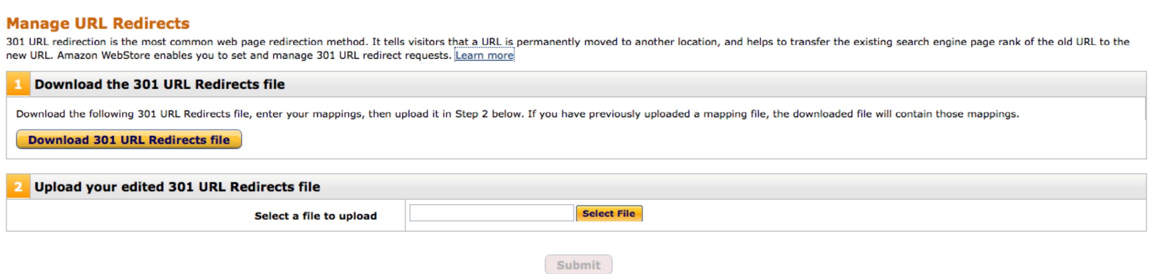
URL Redirects

To help sellers effectively manage their URLs, Amazon WebStore provides an easy interface that allows them to set and manage 301 (permanent) URL redirect requests. The Manage URL Redirects application offered by Amazon WebStore will help you to transfer your web page search engine optimization (SEO) values to designated WebStore pages when you migrate or retire obsolete web pages. It also helps you to craft friendly URL aliases for your ecommerce pages for marketing purposes.

You can access the Manage URL Redirects tool under the **Setting** tab on Seller Central.

If you haven't previously uploaded a URL redirect mapping file, you can download a template in step 1 of the application, as shown in the following screenshot. The template file is a blank CSV file for which you can fill out the following fields:

- URLs to be redirected from; E.g., /index.html
- WebStore URLs to be redirected to



The **URLs to be redirected from** and **WebStore URLs to be redirected to** fields are necessary to set 301 page redirect mappings. Any URL in the **URLs to be redirected from** field will be permanently redirected to the corresponding URL specified in the **WebStore URLs to be redirected to** field.

If you have uploaded a redirect mapping file using this application, you can download it to add, remove, or modify the mapping entries. The changes will update your website's redirect settings after you publish or release your WebStore changes.

The Ordering Process

The Amazon WebStore ordering process provides a reliable method to ensure that your customers succeed in completing their purchases with maximum reliability. As your customers proceed through this process, Amazon WebStores provide them with additional shopping opportunities based on your website's merchandising information. This section discusses how the order pipeline for Amazon WebStore guides customers to complete sales and how it interoperates with the Shopping Cart, Mini Cart, and High Upsell Cart to provide your customers with additional shopping opportunities to increase sales.

Order Pipeline

The *order pipeline* of Amazon WebStore is designed for your website customers and customer service agents to use in your store and on the phone. After finding the items they want and adding them to the Shopping Cart, your customers access the order pipeline to complete their purchases by clicking the **Proceed to Checkout** button on the pages of either the Shopping Cart or the High Upsell Cart.

The order pipeline provides an efficient, secure purchasing experience. To support high sales conversion, order pipeline pages contain few navigation elements to avoid diverting customers from the purchasing process. When additional customer information is needed, informational dialog pages are displayed. Data required to complete the purchase is captured in a logical sequence that is clearly visible to customers.

Account creation for customers who are new to your website is deferred until all other required data has been captured. For repeat customers, default shipping, billing, and payment information is captured and applied to orders to provide them with a streamlined purchasing experience.

Common Elements

The following elements are common to all order pipeline pages:

- **Order pipeline progress bar**. The order pipeline progress bar is visible throughout the order pipeline customer experience. The progress bar indicates each active stage of the order pipeline, which includes stages for **Sign In**, **Shipping**, **Payment**, and **Review and Place Order**. None of the stages display as a hyperlink.
- **Safe Shopping Guarantee and Return Policy link**. Customers can click this link to display a dialog page with static HTML content that you merchandise. The text explains security measures that your website has in place to provide safe shopping as well as your return policy.

Shopping Cart

Customers access the Shopping Cart from the Mini Cart that is available to them from the top navigation header of your product detail pages. When a customer adds an item to the Shopping Cart by clicking the **Add To Cart** button on a standard detail page or a mini detail page, the Mini Cart slides down to indicate that the operation successfully completed. The Mini Cart slides back into the navigation header after displaying for six seconds.

Customers can add the following items to the Shopping Cart:

- Single items with no variations, such as an item that is only available in one color and size.
- Variation items that customers can only add to the Shopping Cart after defining variation attributes, such as a pair of pants that require the customer to select a color and size.

Mini Cart

The Mini Cart presents the customer's Shopping Cart in summary form, and it is updated each time the customer changes the order in the Shopping Cart. The Mini Cart is always available to a customer service agent in the Assisted Ordering Application until the order has entered the order pipeline.

The Mini Cart summary, which appears in the upper right corner of all detail pages except those in the order pipeline, displays the following information:

- The item quantity in the shopping cart
- The **My Shopping Cart** link customers can click to access the Shopping Cart
- The **Checkout** button customer can click to access the High Upsell Cart

Mini Cart Drop-down Information

The Mini Cart includes the following additional information in a drop-down display each time a customer changes their order in the Shopping Cart:

- Text that indicates the updated order quantity in the Shopping Cart
- A thumbnail image of the item most recently added to the Shopping Cart
- A product name link customers can click to access the product's detail page
- Selected variations that only apply to variation items
- The total price of the items in the Shopping Cart
- The **Edit Cart** link that customers can click to access the Shopping Cart

High Upsell Cart

The High Upsell Cart is a variant of the Shopping Cart that displays when a customer chooses to proceed to checkout from a Mini Cart page. The goal of the High Upsell Cart is to present item recommendations to customers that will encourage them to purchase additional items. The High Upsell Cart appears when the customer clicks the **Checkout** button on the Mini Cart page.

Corresponding with Customers

Amazon WebStore generates automated customer-facing e-mail messages to address issues that might occur. These messages help keep your customers aware of potential problems, address instances of fraud, and advise them of order delays. This section briefly describes the main types of customer-facing e-mail that are available to you. These emails are currently not configurable but are based on best practices from Amazon.com's post-purchase email process.

Orders, Payments, and Fraud-related E-mail

Amazon WebStore generates automated customer-facing e-mail to confirm orders, payments, and address possible instances of consumer fraud in the following manner:

- **Order Confirmations**. An order confirmation e-mail is sent immediately after the customer makes a purchase. The customer's credit card has not been charged at this point.
- **Payment and Shipment Confirmation.** This type of e-mail is sent immediately after a shipment leaves the fulfillment center. The customer's credit card is charged before order shipment. This e-mail is only sent for Amazon-fulfilled orders.

Note: Other customer-facing e-mail can be sent to customers depending on credit card acceptance and refund status.

- **Fraud.** If Amazon is informed by a bank that the credit card used to place an order was fraudulent, the following events occur:

- The customer’s account is placed “on hold,” and the customer can no longer log in to the account. No action related to the account can be performed until the hold is removed.
- Orders flagged for fraud review are reviewed within 24 hours after being flagged.
- Orders flagged for fraud review are automatically canceled 96 hours after they were placed unless the fraud investigator reinstates the order.

Note: Amazon WebStore sends other customer-facing e-mails to address customer billing errors.

“Your Account” E-mail

Amazon WebStore sends Your Account e-mail immediately after a change is made to the name, e-mail address, or password associated with a customer's account. The automated e-mail is sent to a new e-mail address if it has been changed.

Your Account e-mail is also sent to customers in response to the following conditions: shipping address changes, billing address changes, shipping method changes, and item quantity changes of editable orders, as well as canceled orders. Orders that have not yet entered the shipping process are editable.

Fulfillment E-mail

Amazon WebStore sends fulfillment e-mail to alert customers of delays related to order processing. Fulfillment e-mail includes a link to the customer's Your Account page so that the customer can easily cancel or edit the order. Fulfillment e-mail is sent to customers in response to the following conditions: order cancellations, items delayed more than 72 hours, and items that are out of stock.

Amazon Selling Coach

The Selling Coach is a page in Amazon WebStore that provides tailored suggestions for your business that are called *nudges*. Each suggestion should be viewed as an opportunity for you to improve your WebStore.

To get you started, the Selling Coach provides basic suggestions such as:

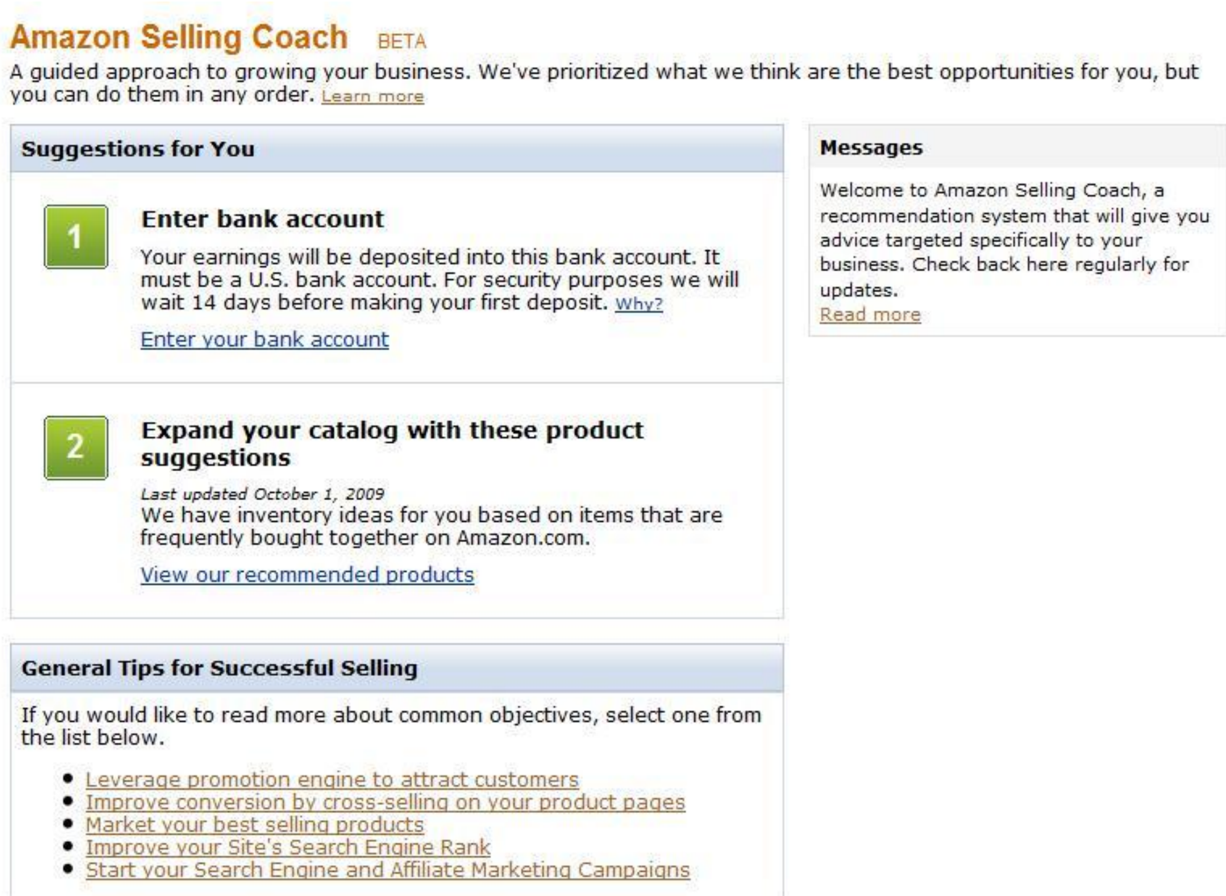
- **Enter Bank Account.** A key requirement for sellers who use Amazon WebStore is establishing a way for Amazon to deposit funds into your bank account. This nudge provides access to the Bank Account Information page so you can enter your bank account information.
- **Start Listing Items.** The system presents this nudge if you have not entered any inventory.
- **Set Security Question.** The system prompts to improve safety of your account using security questions.

In addition, the Selling Coach allows you to tap into Amazon ecommerce expertise and offers recommendations for things you might do to improve your sales. For example, the Selling Coach can provide inventory suggestions with a following nudge:

- **Expand your catalog with these product suggestions**. This nudge provides a list of products that Amazon suggests you consider including in your product inventory. Amazon creates this list by comparing your catalog with the most frequently purchased products on Amazon.com. The system scores the results based on Amazon sales rank, how often each product is sold, and the average customer rating for each product.

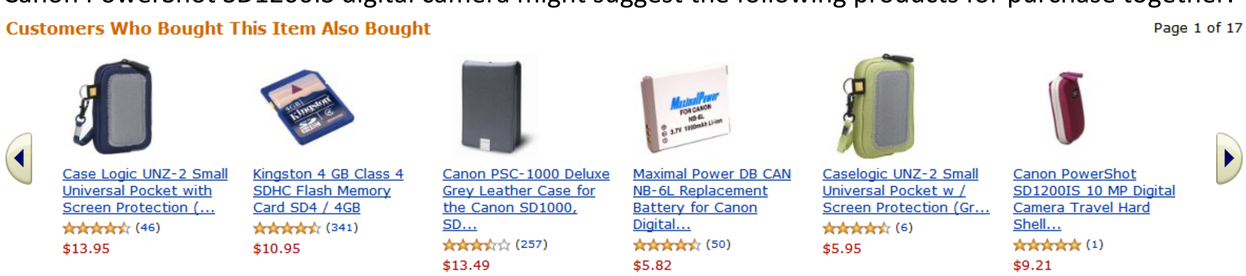
To help you with your ever increasing business on WebStore, the library of nudges will continue to expand in the areas of merchandising, promotion, traffic driving, and conversion improvement.

The following screenshot displays sample versions of the described nudges:



Expand Your Catalog with These Product Suggestions

Each month, based on your catalog offerings and Amazon.com sales data, Amazon WebStore will identify possible inventory ideas that might help you to grow your sales. The recommendations are largely based on the suggestions for relevant products you might see on Amazon.com. For example, the Canon PowerShot SD1200IS digital camera might suggest the following products for purchase together:



At the end of every month, Amazon WebStore matches all of your products to similar products sold on Amazon.com, analyzes the product recommendations for the similar products, and calculates a recommendation score for each product. The score takes into consideration a variety of factors, including Amazon sales rank, how often the products are purchased together, and the average customer rating.

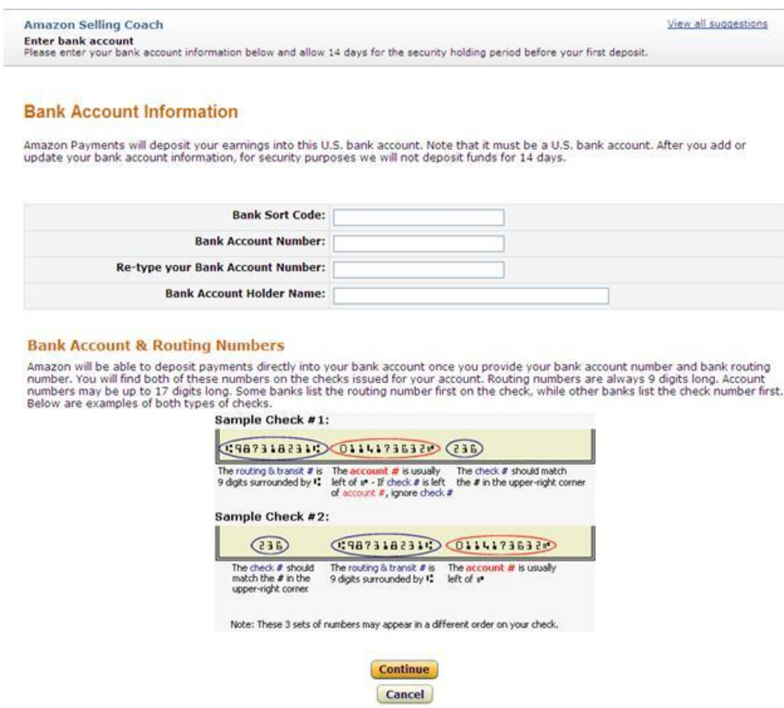
WebStore then recommends the ten (or fewer) products that have the highest scores at the beginning of the next month. These recommendations can help you identify the best cross-selling products that might have good sales conversion opportunities for your online store.

Enter Bank Account Information

If you haven't provided any bank account information for your payment disbursements, this nudge will display to remind you and direct you to the page where you can set your bank account information.

The Bank Account Information page enables you to enter the details for the bank account that you want to connect to your WebStore account. This connection is essential because it enables Amazon to deposit funds received from sales on your site.

The Bank Account Information page is displayed in the following screenshot:



Start Listing Items

If you haven't uploaded any inventory, Amazon WebStore uses this nudge to prompt you to do so.

Amazon WebStore offers different options for creating and uploading your products. The **Inventory** tab in Seller Central allows you to select single product creation (uploading with a graphical interface) or multiple product creation (uploading via one of two different feed formats). The single product interface is good for small numbers of products, while the feed method can create thousands of products from a single upload file.

Layout and Merchandising Tools

Amazon WebStore provides you with a powerful set of layout and merchandising tools to design your website, establish it online, and then update and manage it according to your business needs. This section discusses both the Store Design tools you use to accomplish these tasks and the order in which to use them.

In addition, this section includes information about other Store Design tools including: templates to organize and display product details and recommendations, the Seller Central tools you can use to promote products and product discounts, widgets to customize the content of your website pages, and ways to further merchandise your website and cross-sell products.

Access to all of the WebStore Store Design tools is available in Seller Central. Access the tools at the top of the Seller Central page through the **Store Design** tab. The following sections discuss at a high level the activities to perform and decisions to make while using each of the tools.

Store Design Tools and the Layout Process

To establish your website, first you design the category structure or navigation of the web pages that your customers will use, and then populate them with the products that you want to sell to your customers. The Amazon WebStore layout design experience combines these tasks and saves the work involved to complete these activities for each website *release*.

Amazon WebStore provides you with maximum control over each important website design decision by providing you with Store Design tools that streamline the layout process. These tools are used in the following order:

1. The **Categories & Pages** tool enables you to create and manage the page browse or navigation structure of your website.
2. The **Theme & Design** tools provide different website color and branding variations from our White Label theme.
3. The **Merchandising & Layout** tool helps you configure your ecommerce functionality and fully brands and styles your website.
4. The **File Library** tool allows you to upload and manage files related to the look and feel of your website, such as Cascading Style Sheets (CSS), JavaScript, images and Flash animation content, and merchandising information.
5. The **Publish** tool allows you to make any website merchandising and layout changes to your website and publish the changes for your end customers.
6. For managed sellers, Amazon WebStore offers the option to use our **Release Manager** capability. Release Manager allows further control over website changes by grouping changes into releases, and requiring you to approve a release before it is launched.
   Catalog Manager in Amazon WebStore is designed for you to create product information, add search terms for products, and upload this information to your website pages. For information about Catalog Manager, see the "Catalog Management and Inventory Control" section.

After using the Store Design tools for this process, you are ready to review your product pages and publish changes.

Release Management

Note: Release Manager needs to be enabled by an Amazon WebStore internal administrator before a seller will have access to this feature.

Amazon WebStore includes the **Release Manager** tool in Seller Central to create and modify your releases. This tool allows you to create custom names for each release, and tie each release to a specific future date and time. After preparing your content for a release, you are ready to review and approve it for publication. After you approve a release, it is published at the date and time that you specify. You can also use Release Manager to reschedule or delete releases if they are not yet deployed.

This section discusses the basic steps of release management for Amazon WebStore, the two primary WebStore release types, and the release approval process. It also provides information about the Release Calendar that you use to schedule releases and a few release management best practices.

Release Management Steps

Use the Release Manager tool to manage your releases by following these four basic steps:

1. Schedule when you want the release of the website content to go live. Scheduling a release copies the information from the current live site into the release.
   Note: this copies the current live site and does not include unpublished changes from other releases you are currently working on.
2. Make content changes through the **Store Design** tab. Make sure you select the correct release from the **Release** dropdown.
3. Review the content changes for the release using the Preview function of the tool.
4. Approve the release for publication.

Note: A release does not make changes to your inventory, existing orders, or their shipping status.

Release Management Types

There are two types of releases in Amazon WebStore:

- **Browse Structure releases**. This type of release is chronological and cumulative. It leverages the content of previous releases and accumulates all previous changes into the browse structure.
- **Merchandising & Layout releases**. This type of release is a copy of your active, live site. It is not cumulative and does not include changes from previous releases.

Because each of these release types involves different functionality, it's best to schedule them separately.

The Release Calendar

You can view upcoming releases on the Release Calendar, which appears on the Release Manager page. The Release Calendar shows any scheduled or published releases, and a list of upcoming releases and unapproved releases. The Release Calendar uses a color code to display the status of releases; blue indicates a published release, green signifies an approved release, and red denotes an unapproved release.

Release Management Best Practices

Use the following best practices to help you effectively produce releases for your website:

- Schedule separate releases for Browse Structure and Merchandising & Layout changes.
- Work on only one future release at a time.
- Deploy browse structure releases before deploying Merchandising & Layout releases.

- Always maintain one future, unapproved release. Before you attempt to approve a release, verify that you have at least one additional future, unapproved release in WebStore for your website.
- An unapproved release cannot take place before an already approved release. This produces the following release restrictions:
  - You cannot approve a release if there is an earlier unapproved release.
  - You cannot decline a release if there is a future approved release.
  - You cannot modify store content if you have unapproved releases for dates in the past.
- It is best to schedule only one future release at a time. This is because the WebStore release management system copies your current, live site configuration into a new release at the time you create it. If you create more than one future release at a time, you must maintain each of them separately.

Category Management

The **Categories & Pages** tool in Seller Central manages the customer browse experience of your website. This tool enables you to create your website navigation tree and assign Page Assignment Type to products. This release-aware tool is integrated with the site **Merchandising & Layout** tool to keep changes that you made to the browse structure synchronized with those that you make to merchandising information when your website goes live.

The categories that you create correspond to the different levels of web page content that you design and they define the structure of your website. For example, the primary navigation section of your website will contain a row of tabs for your top-level (Tier 1) product categories (analogous to tabs on file folders). Each tab corresponds to a Tier 1 category that you set up using the Category pages tool. Customers click these tabs to navigate to the browse page of the corresponding Tier 1 product category.

Tier 2 category content is exposed to customers when their cursor pauses over any of the tabs, which you can manage under the Tier 1 category in the category structure. Clicking any of the items in the drop-down list of a Tier 2 category navigates the customer to its corresponding category page.

Page Assignment Tags and Categories

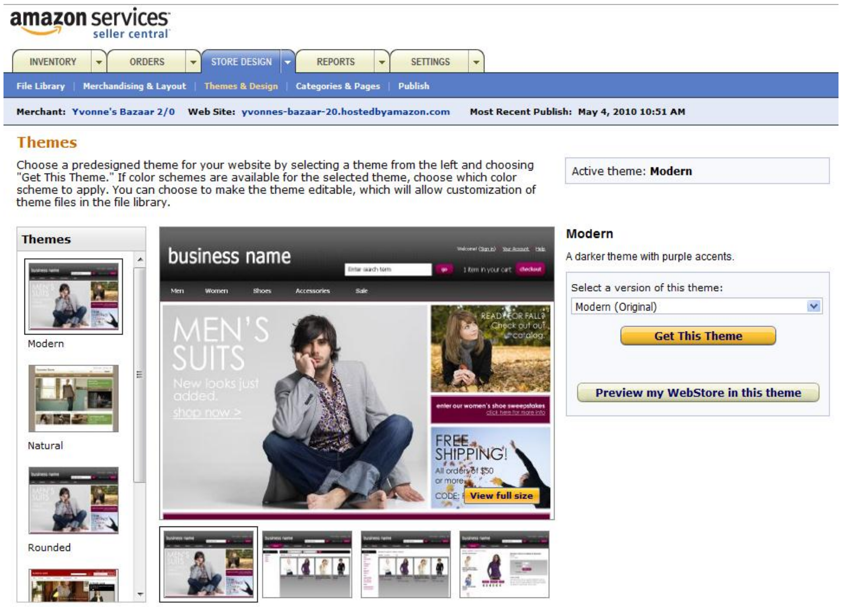
Page Assignment Tags are special attributes that provide links between products in your inventory and the category on your website. When a product and a category share the same keyword, the product displays on the associated category page in your website. For more information about Page Assignment Type, see the "Catalog Management and Inventory Control" section in this document.

Theme Management

Themes provide you with preconfigured website branding options that you can later customize for your website. Website themes comprise of the following media assets:

- Cascade Style Sheets (CSS)
- JavaScript UI Functionality
- Images

Website colors, fonts, and relative component positioning are defined in the CSS files. The themes adhere to our User Interface best practices where style names and identification are normalized to provide the highest reuse of styling across your website. The theme files are based on our white label theme to ensure consistency across multiple themes that you can choose from within our **Store Design** tab.



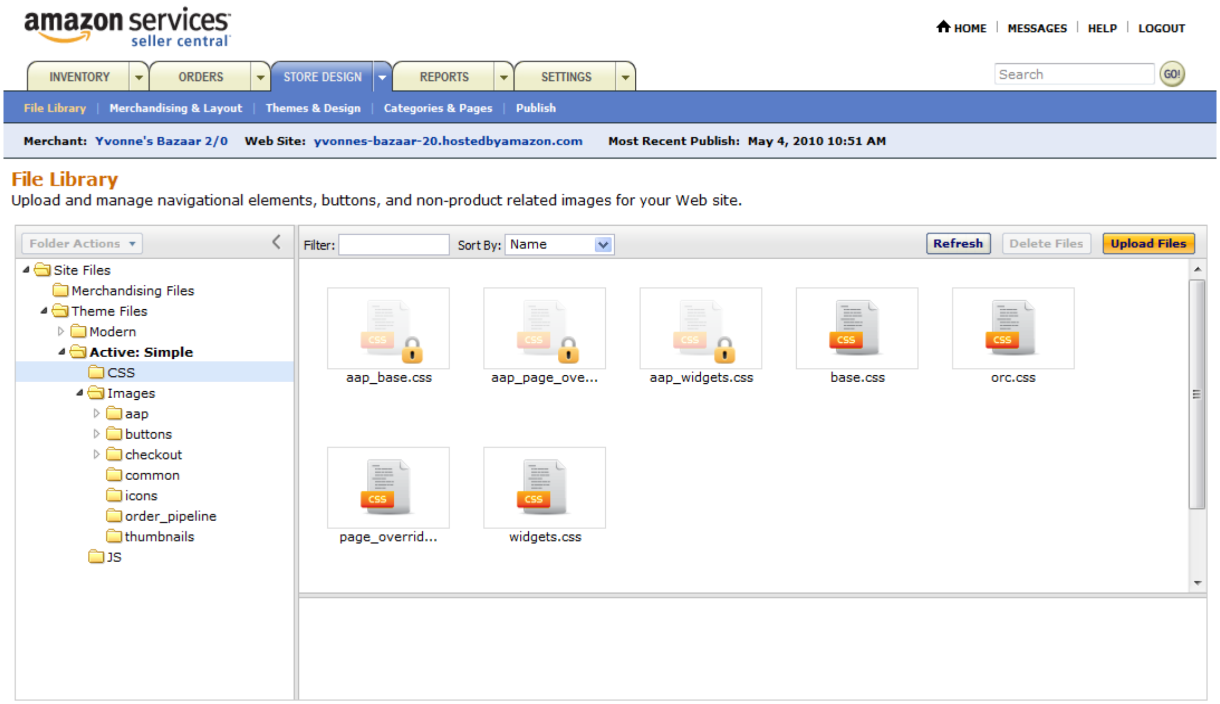
Choosing a theme for your website

The Theme tool is available within the **Themes & Design** tab. The Theme landing page provides you with a “quick” view of our themes that you can chose from by selecting the theme in the left hand column of the page. When you select a “quick” view, the theme preview panel shows you an example home page image and it has alternate images of a Category page, a detail page, and a search results page. Additionally, each theme has detailed information about the theme and the creator of the theme. Once you have chosen your theme from the theme selector control, your website is ready to be further customized within the Merchandising and layout tool. All media files listed above appear in the File Library tool under the “Theme Files” folder with theme name you give when you chose the theme. You have complete control over modifying any of these media assets to complete the branding experience for your website. Please note:

- The new theme chosen and the custom branding do not appear to your customers until you “Publish” the changes.
- Any existing website merchandising changes (adding and configuring widgets, changing slot assignments) are not affected by selecting new themes.

Accessing your theme files within File Library

All themes you have chosen for your website are available within the File Library tool. Expanding the theme folder in the file folder panel shows you what theme is “Active” for your website. The active theme will be used for your next publish so all of your file edits should be in the active folder.



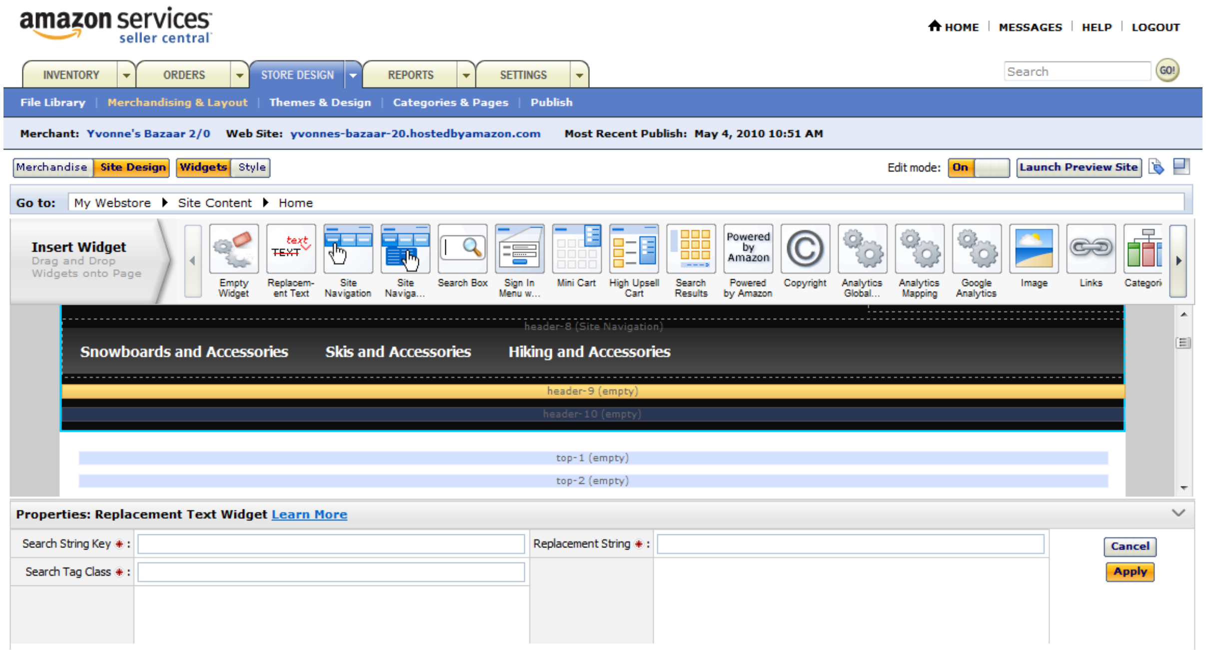
You own these media files so if you want to replace the button graphics to refine the branding experience, you just need to make the changes in whatever external program you use, upload the new media file, and if you have not applied it to your website, use the Merchandising & Layout tool to complete your work. If you want to choose another theme, then you must select the "Theme" link located within the **Store Design** tab.

Merchandising and Layout Management

The **Merchandising & Layout** tool in Amazon WebStore displays a Web page template that offers a range of other tools to help you configure your ecommerce functionality and fully brand and style your website. The major components of this tool include the following controls and panels:

- **Navigation control**. Selects the Master page of your Website for editing
- **Toolbar panel**. Contains controls to manage your design processes
- **Widget control**. Displays widgets that you can apply to the page
- **Workspace panel**. Contains slots into which you drop widget controls
- **Widget Properties panel**. Displays only when you are configuring a widget

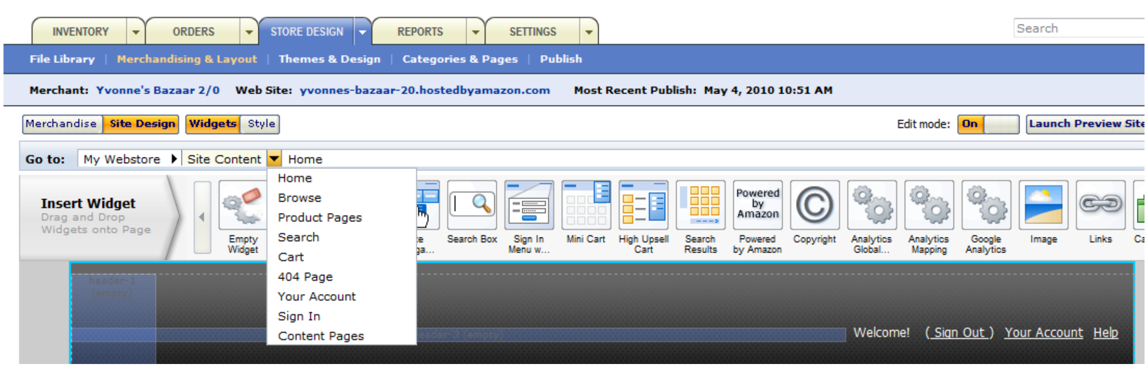
The following section includes brief descriptions of each component that you use to define the web page hierarchy of your website and organize its functionality to ensure ease of administration.



Template Management

Amazon WebStore uses a Master page concept that provides you with a template in which to configure and place widgets that provide merchandising information for all of the subsequent pages of your website. To access the Master page, click on the **Site Design** button from within the merchandising & layout tool. From the Site Design tool, you can easily make sweeping changes that will be reflected on all pages of your website by using this extremely powerful feature in Amazon WebStore.

The classification and hierarchy of your web pages are based on a logical layout and the merchandising feature areas of the website. In this way, the topmost parent page in the hierarchy is called "My WebStore," which you use to configure and place all of your header and footer widget information. You can configure other widgets on this page to define page titles, JavaScript, CSS references, as well as information for use in head tags to provide all of the global functionality and branding of your website.



About Head Tags and Metadata

Head tags are metadata code that is invisible to users but that you use to define search results for the pages of your website. Internet search engines read the information you provide within head tags to categorize it for customers on the web. There are two types of head tags in Amazon WebStore:

- **Description tags** that provide a basic description of the contents of one or more web page. Information included within description tags is entered by you and is not automatically generated.
- **Keyword tags** that provide search keywords for one or more web page.

  Information contained within keyword tags is automatically generated by the system, but you can also add keywords. The system generates keywords based on your browse node names and (if applicable) product types that appear to customers on your web pages.

  For example, keywords automatically generated for a website with a Store\Mens\Shirts node would include Mens and Shirts. But a seller might want to add more keywords specific to this node of the website, such as Dress and Casual using keyword meta tags.

The hierarchical structure of the Master page groups all search, browse, and product pages separately from your checkout and account pages because the most common merchandising approach is to allow customers to generally browse product pages. Checkout and Your Account page information typically have user-embedded workflows and intentionally omit browse functionality to reduce customer confusion.

The following figure displays the default WebStore page hierarchy template.

Default WebStore Page Hierarchy			
My WebStore			
	Site Content		
		Home	
		Browse	
			Merchandised Browse Pages
		Product Pages	
			Product Collections
			Product Detail
			Product Image
			Product Mini-Detail
			Rich Content Page
		Search	
			Search
			No Results
		Cart	
			Cart Editable
			Cart Summary
			Guest Cart Summary
		404 Page	
		Your Account	
			Add Credit Card
			Address
			Authenticated View Orders
			Change Name
			Change Name Confirmation

			Create Account Confirmation
			Create Account Duplicate Account
			Credit Card Summary
			Delete Address Confirm
			Edit Address
			Edit Credit Card
			Edit Password Change
			Multiple Accounts Same Email Page
			Password Change Landing Page
			Password Change Success
			Password Reset Request
			Your Account Landing Page
		Sign In	
			Checkout Pipeline Sign In
			Your Account Sign In
		Content Pages	
			Address Tips
			Contact Us
			Help Home Page
			Info Home Page
			Privacy Policy
			Promotion Information
			Return Policy
			Shipping Information
			Tax Estimation Details
			Terms and Conditions
	Checkout		
		Billing Address	
		Change Item Quantities	
		Create Account	
		Duplicate Order	
		Edit Shipping Address	
		Enter New Address for Multi-ship	
		Gift Options	
		Order Confirmation	
		Payment Method	
		Review and Place Order	
		Ship to Multiple Addresses	
		Shipping Address	

Configuring Page Layouts

You use the primary components in the Merchandising & Layout tool to configure your web page layouts. This section provides a brief overview of each of these primary components.

Navigation Control

By default, the Navigation control selects the Master page for editing. The control works in a hierarchical manner, starting with the most global design settings that you use to define information and branding for your website, such as company logo, page headers, and page footers. The Navigation control builds this content as you continue the design process to define the subordinate pages in your site. Lower pages in the website hierarchy always inherit the design settings of pages you define that are higher in the hierarchy.

The Navigation control provides a tree structure that you expand as needed to access any section of your website. The Navigation control also enables you to access and merchandise non-browse pages, such as those in the Checkout and Your Account sections of the website.

Toolbar Panel

The Toolbar panel lets you refine and update each web page of your website. It includes the Page Properties panel that gives you access to head tags, CSS, and JavaScript files in use on each Web page. It also includes buttons for Edit Mode, Launch Preview Site, Edit in Full Screen, and New Page (where applicable).

Widget Control

The Widget control displays widgets that are available based on the page you are editing. A *widget* is an interactive component of a graphical user interface (GUI).

The Widget control lets you scroll to the left and right to view the entire set of widgets available for the current page. You use widget buttons on the control to drag widgets into *slots* or containers in the Workspace panel, which places them directly on the page you are editing.

Workspace Panel

The Workspace panel contains the slots in which you place widgets that you want to use on your web pages. The widgets that you place in the slots configure and display content on your website. For example, if you place an Image Widget in the top center slot of the web page you are editing, it will display the image in that position on the page.

Widget Properties Panel

The Widget Properties panel opens at the bottom of the page whenever you place a widget in a slot or when you choose to manipulate a widget that is already present in a slot. This panel displays all the configuration settings for the specific widget you are currently working on.

Adding Content with Widgets

A widget toolkit or widget library is a set of widgets for use in designing GUI applications. The Merchandising & Layout tool in Amazon WebStore supports more than 160 widgets. The primary merchandising widgets described in this section offer extensive options and flexibility to quickly add content to meet the merchandising requirements of your website. All content that displays on the pages of your Website is contained within a widget. For more information about working with widgets as you design your web pages, see the previous "Widget Control" section.

Search Box Widget

The *Search Box Widget* lets you add keywords that customers can use to search for products available through Amazon WebStore. The default number of keywords that you can add for each product is 75.

Categories Widget

The *Categories Widget* enables you to provide links to specific category web pages in your WebStore. You can use this widget to display random products, including product images and descriptions that will display to customers. When a customer clicks the category widget on your WebStore, the customer is taken to the specified category page of the website.

Editorial Widget

This *Editorial Widget* displays your editorial content, including general copy, images, links, headers, and Flash animations.

Flash Widget

The *Flash Widget* lets you display dynamic Macromedia Flash content, including animated graphics, streaming video, and sound.

Standard HTML Widget

The *Standard HTML Widget* lets you display custom HTML content in Amazon WebStore for your customers. Amazon WebStore validates the content against a subset of XHTML to prevent Cross Site Scripting (XSS) vulnerabilities and keep customers safe. This widget has the following limitations:

- **Scripts**. Because Amazon WebStore cannot verify that a given script is vulnerable to attack, Amazon WebStore requires scripts to undergo a manual review process.
- **Inline styles**. Because Amazon WebStore cannot validate that CSS is safe to use through the Standard HTML Widget, to apply custom styles, you can upload them to File Manager. Amazon WebStore can then automatically validate and schedule style sheets changes to your pages.
- **Importing external resources**. Because importing these into your website at load time is a PCI compliance violation and there is no way to guarantee that the resource has not been changed to something malicious, Amazon WebStore does not allow any tags that import external content, such as <script>, <link>, <img>, <object>, or <applet> tags. IFrames are allowed because the content they import is protected by the Same Domain Policy in your browser.
  Note: The <link> tag is usually used to import style sheets, whereas <a> tags are used to create links to other pages, which is allowed.

Image Widget

The *Image Widget* displays images in Amazon WebStore. If you supply multiple images, the widget will pick one at random from your list to display to customers.

Shipping and Tax Estimator Widget

Shipping and Tax Estimator Widget estimates shipping and tax based on a delivery zip code entered by the shopper.

Product Widgets

Product widgets available to you in Amazon WebStore have the following capabilities:

- The *Best Sellers Widget* displays the bestselling products from a category.
- The *New Releases Widget* displays newly released products from a category.

- The *Product List Widget* displays a list of products selected by SKU.
- The *Recent History Widget* displays products the buyer has recently viewed.

Edit mode

The Site Merchandising & Layout tool includes an Edit mode that you use to configure widgets and make site layout and navigation changes. When Edit mode is disabled, you cannot change the slots of the web page you are accessing. When Edit mode is enabled, you can drag any widget that is available in the Widget Properties panel or select existing slots to modify their configuration.

Preview Mode

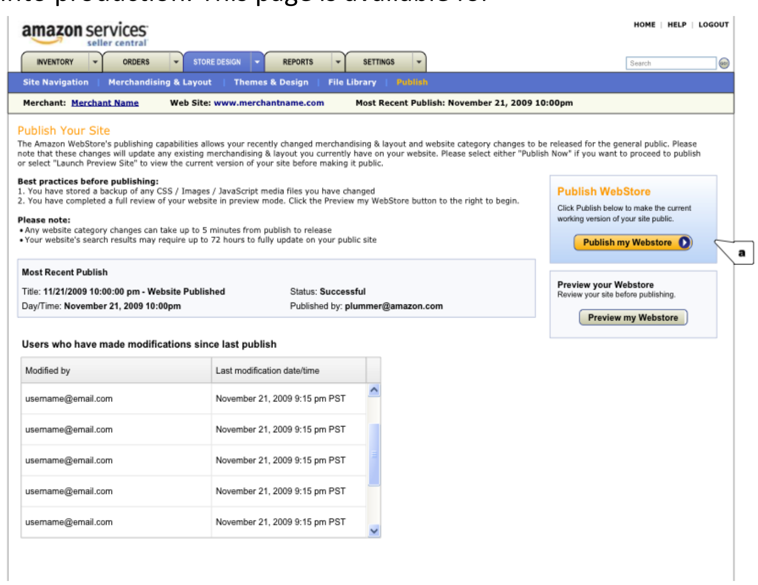
The Site Merchandising & Layout tool also has a Launch Preview Site button. Working in Preview Mode allows you to fully test your website end-to-end for a specific release. The preview website that you access in Preview Mode is fully navigable – all links, buttons, and dynamic content are enabled, including checkout functionality with real order placement.

Publish

Changes made within the Store Design tool will not show up on your customer-facing website until you publish these changes to the general public. The Publish tool is available within the **Store Design** tab. By selecting this link, you will be presented with a publish summary page that shows your most recent publish activity (including names, dates, and publish notes) as well as your publish history. There can only be one active publish action taken at a time so once you publish your website, you must wait to publish again. This does not mean that you cannot make new changes to your website while you are waiting to publish – but you cannot publish those new changes until the prior publish has finished. **Note**: Publishing times can vary depending on the type of changes you are making to your website and internal processes of our publishing software.

Publish Summary Page

The Publish Summary Page allows authorized sellers to publish website merchandising and layout changes. The rights to publish are defined in the Account Settings of Seller Central so that you can control who has authorization to roll out your website into production. This page is available for unauthorized users, such as your merchandising team, to review the publish status and publish history of your website.
The publish summary page contains the active publish status (if any) for your website. It summarizes who made any website changes since your last publish activity, which can be useful if you need to remember what changes were included in a publish. It also summarizes who approved your last publish and a date & time of that publish. This feature is very helpful when you have multiple people working on your Website and you need to know what changes went into production when. This page has links to your website preview just in case you need to preview and test your website prior to it becoming the customer-facing experience for your customers.



Note: The publish summary page has expected publish completion times based on the changes made to your website. These times are guidelines of when you can expect your changes to be fully realized by our systems and should not be assumed to be guarantees due to the complexity of your changes.

Publishing Your Website

The steps to publish your website are:

1. Make changes to website using Merchandising & Layout.
2. Click the **Publish** link under the **Store Design** tab.
3. If the **Publish my WebStore** button is enabled, click it to publish your changes.
4. A small confirmation window will appear to verify that you have previewed your changes and allow you to enter release notes for future reference.
5. Click the **Publish Now** button to start the publish process.

Publishing within the WebStore's systems vary depending on the types of changes for your website. Website configuration changes, for example, can happen within minutes of the publishing action. New products and product categorization changes may take longer depending on the product assignment attributes and/or the product search indices created by A9, our search engine – and the search engine used by Amazon.com.

While your website is actively being published (pending), you can make new changes using the Merchandising & Layout tool. These changes will be added to any pending changes so you will not lose any work you have done.

File Management

The Site Merchandising & Layout tool is integrated with the File Library control, which enables you to select media assets for use on your website. Media asset files typically include the following file types:

- CSS files
- JavaScript files
- Image files
- Flash files
- Files recognized as common Multipurpose Internet Mail Extensions (MIME) types

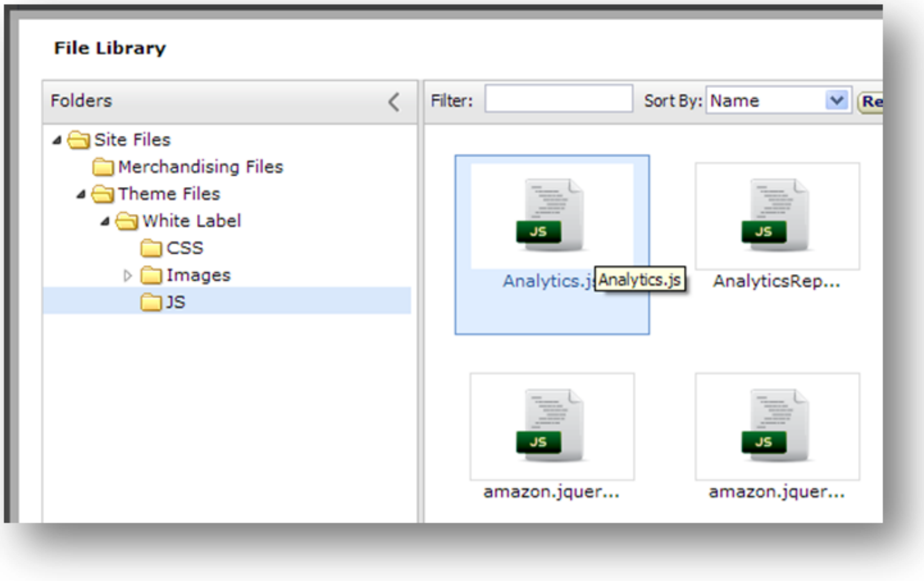
Note: You can store up to 100 MB of media assets in the File Library.

Working with the File Library Tool

You access the File Library tool through the **Store Design** tab in Seller Central. The File Library page that Amazon WebStore provides is divided into two panels that you use to manage your files:

- The **Folders** panel provides you with a standard folder structure for merchandising files and preset theme files. The Theme Files folder structure contains image files that you can use, but you cannot delete them. You manage all of your other files for your website in the Merchandising Files folder.
- The **Thumbnail** panel displays all files available to you in the currently selected folder of the File Library. You can use this panel to select, rename, and delete files that you want to reference with the Merchandising & Layout tool.

The following figure displays the panels and the folder and file structure of the File Library tool.



White Label Theme

The White Label theme in the File Library tool provides you with the standard, out-of-the-box WebStore design and layout. The White Label theme improves search engine optimization and accessibility for your website based on Amazon's experience in user interface styling standards. It includes the following major components:

- Hierarchical CSS files
- Standardized HTML <div> element IDs (DOM ID, class name) that let you quickly brand your site
- Styling and branding functionality based on JavaScript files

Working with File Types

The File Library tool contains all of the media assets for your Website. Media asset file types that you can use in Amazon WebStore include those in the following table.

File type	Supported file extensions and formats
Image	.jpeg files (jpeg, jpg, jpe) – Joint Photographic Experts Group graphic .png files – Portable Network Graphic .gif files – Graphic Interchange Format .ico files – Image file format for icons in Windows
Text	.txt files – ANSI plain text .csv files – Comma Separated Value (CSV) files that contain data sets .css files – Cascading Style Sheet .html files – Hypertext Markup Language
Audio	.mpeg files– Moving Picture Experts Group audio format .wma files –Windows Media Audio format .wav files – Wave Form Audio format for Windows
Video/MPEG	.mpeg files – Moving Picture Experts Group video format .mp4 files – Moving Picture Experts Group MPEG-4 Part 14 file .avi files – Audio Video Interleaved multimedia file format for storing sound and moving pictures in Resource Interchange File Format (RIFF).

File type	Supported file extensions and formats
Application	.js files – JavaScript scripting format .ps files – Adobe PostScript format .swf files – Adobe Shockwave Flash format

Working with CSS and Script Files

CSS files allow you to define the style and design of your website pages. These files work in a hierarchical structure to provide a consistent look and feel to your website. You can define both the hierarchy and the contents of your CSS files in Amazon WebStore.

The CSS and Script Links panel allows you to see what CSS and JavaScript files are being used on the current page. This panel displays two types of CSS and JavaScript files, Inherited and Local.

- *Inherited* CSS and JavaScript files are applied to pages above the current page you are working on in the site hierarchy, and setting values defined in these files are automatically applied to the current page. You cannot add or delete inherited files from the CSS and Script Links panel.
- *Local* CSS and JavaScript files are specific to the current page you are working on. You can add or delete local files from the CSS and Script Links panel.

The CSS and Script Links panel displays the file hierarchy. You can access the File Library dialog box from this panel to add new files.

Note: JavaScript files that you upload to your web pages from the File Library tool will not appear on your website until they have been approved by Amazon. For regulatory compliance reasons, Amazon is required to review your JavaScript for security flaws before approving it for display on your website. Amazon provides an approval process for this via e-mail.

File Search

The File Library tool includes Filter and Sort By fields (located above the thumbnail view of your media assets) that offer basic search capabilities. The thumbnail results of a file search are automatically filtered to exclude any file that does not match the characters that you typed in the Filter field, and you can specify how you want to display search results according to file name, file size, last modified date, or file type.

Displaying Product Details

Well-designed and informative product detail pages are critical to the success of your ecommerce website. Product detail pages with adequate features, relevant product information, and the ability to provide additional information, when required, to your customers are the keys to well-designed and informative pages. Amazon WebStore provides you with several different product detail page variations including the standard detail page, collection detail page, and the mini detail page. This section describes the default functionality and options available to you to configure each of these different types of product detail pages.

Standard Detail Page

You can access the standard product detail page from the **Merchandising & Layout** tab within Store Design. Make sure “Site Design” is selected, and in the navigation bar, navigate to My WebStore > Site Content > Product Pages > Product Detail. Now you will be able to configure your standard product detail page. The standard detail page displays on your website when a customer views an individual item. You can define the standard detail pages of your website to provide product information, product images, color references, and cross-selling and upselling offers.

Product Information
You can display the following product information on a standard detail page:

- **Product title.** The name of the item in the system.
- **Item number.** SKU**:** Your identifier for the item.
- **Variation selections.** If a product varies by color, all colors offered are displayed.
  Variation values temporarily unavailable are clearly indicated. If there are multiple variations of a product, the variations that appear depend on selections made for other variation types. For example, a shirt offered in several colors and sizes shows all sizes and colors available when the page loads. After a customer selects a size, only the colors available in that size appear. Temporarily unavailable variation values can be selected.
- **Size Guide link.** You set up the Size Guide for your website in Seller Central.
  The Size Guide displays next to the size variation drop-down field when size variations are available for a product.
- **Unit price.** For single items and variations of the same item, a single price displays if they are available. A price range displays if available variation of the item have different prices.
- **Sale pricing** is clearly indicated for both single prices and price ranges, and the original price or price range also clearly displays.
  No prices display for temporarily unavailable items.
- **Quantity.** Customers can select an order quantity of from 1 – 10 from a drop-down list with a default value of 1.
- **Product availability.** Static text indicates product availability. Available products are listed as in stock. Out-of-stock products are listed as temporarily unavailable. The availability of products that customers can purchase in different variations depends on the overall availability of that product. In such instances when a product variation is not unavailable, the static text can indicate to select a color and size for availability."
- **Add to Cart button.** Clicking this button adds a product to the shopping cart. Customers can only add an available product or an available variation of that product to the shopping cart.
- **Product description.** Product descriptions can include up to one hundred characters of static text.
- **Additional product details.** Additional product details appear as static text.
- **Gift Wrap Availability Messaging.** Static text indicates if the product can be gift-wrapped.

Product Images
A large image displays prominently on the standard product details page, and is the primary visual representation of the product. You can also include alternative product view images and color swatch images on the product detail pages. The following explains the functionality of each image type that you can use on your website:

- **Large product images** include the following functionality on your product pages:
  - **Zoom In button**. Clicking this button zooms customers in on the main product image currently displayed. After zooming in, they can click the image and then drag it to view sections of it that initially appeared as cropped to them.
  - **Zoom Out button**. Clicking this button zooms customers out one level from the product image. This button is disabled when the page initially loads, after the **Reset** button is clicked, and when an alternate product view is selected.
  - **Reset button**. Clicking this button resets the product image to the default zoom level.

    Note: Zoom functionality is only enabled for high-resolution images at least 1,000 pixels high or wide.

- **Alternate product views** include the following functionality on your product pages:
  - Up to eight views for each item, including one large and seven alternates, appear as thumbnail images below the main image. This section is only displayed if two or more views exist for the product.
  - By default, the first thumbnail is selected and corresponds to the main image.
  - Clicking an alternate image replaces the main image with the alternate image that was clicked and resets the zoom level.
  - Customers can select only one image at a time. The selected image is easily distinguished from the other images.
- **Color Swatches** include the following functionality on your product pages:
  - This functionality is enabled for variation parent product pages that have color variations. It provides a visual representation of the color variations that are available.
  - A single swatch image displays for each color variation value (available or temporarily unavailable). Swatches are not repeated on size variation product pages.
  - When the customer's pointer pauses on a swatch, the corresponding color name displays.
  - When the customer clicks a swatch, the corresponding color variation value is selected (the selection persists until another color choice is selected) and the color name displays on the page. The selected swatch is easily distinguishable from other (unselected) swatches, and the main image is replaced with a corresponding image (if one is available) in the selected color.
  - Clicking the selected swatch again deselects its corresponding color as the variation value, and the main image is replaced with the original main image.
  - No swatch and corresponding color variation is selected by default when the product detail page initially loads.

Customers also can click the **View Larger Image** link to launch a dialog page that includes the zoom, alternate product views, and color swatch functionality described above. Displaying this link on your product detail pages disables the zoom functionality described above. The zoom functionality is only available in the dialog page.

Cross-Sell/Up Sell Features

The following default cross-sell or upsell features display on the standard product detail page:

- **Recently Viewed.** This feature displays up to three of the customer's most recently viewed items.
- **You might also like.** This feature displays up to three related items (if you have provided the proper data in Amazon WebStore to connect customers to them).
- **Those who bought this also bought.** This feature displays up to three purchase similarities.
- **Top Sellers.** This feature displays up to three top-selling items from the same category as the current product.

Duplicate Management

No product can appear more than once on the page. No product duplication is allowed to display within or across any of the cross-sell/upsell features. The product that is the focus of every standard detail page never appears in any of the cross-sell/upsell feature sections at the same time.

Customer Access to Product Detail Pages

The thumbnail image, title, unit price, and colors available normally display on standard product detail pages. Clicking the thumbnail image or the product title link navigates the customer to the product detail page. Pausing the pointer on the product title link displays the thumbnail image for the product in a dialog box. Customers can also access product detail pages for single items, variation parent pages, and collections by clicking product images or titles that displayed on:

- Search results and browse results pages
- Merchandised content on browse pages
- Cross-sell and upsell lists on the High Upsell Cart and detail pages for other products

Collection Detail Page

A *product collection* is a set of related products grouped together for merchandising purposes. It is an effective way to present products and leads to cross-sell opportunities. This section describes functionality available to you through collections and how customers access them through Amazon WebStore.

Collection Detail Page Functionality

The following items display on the collection details page:

- **Collection image** (associated with the collection parent item)
- **Collection name**
- **Collection items list**. When the customer's pointer pauses on the image, a product thumbnail image displays along with the **Quick View** button. Clicking this button displays mini detail page information. If all variations of a collection item are out of stock, then it does not display.
- **Add Items to Cart** button. Clicking this button adds all in-stock collection items with a quantity greater than zero to the cart. Customers can only add items with variations to the cart if they have selected specific variations.

Customer Access to Collections

Collections appear in search results and can appear on browse nodes. Clicking a collection image or title displayed in search results or browse pages that navigates the customer to a detail page for that collection. The detail pages for items included in a collection contain buttons that navigate the customer to the collection detail page.

Mini Detail Page

The mini detail page provides a quick and easy way for customers to review product details without leaving their current location on the website. Customers can view product details, and add a product to the cart while continuing to view a list or collection of related products.

Mini Detail Page Functionality

The mini detail page opens as a modal dialog page that includes four tabs: **Add to Cart**, **Product Details**, **More Views**, and **Size Guide**. All tabs (except the **Size Guide** tab) contain the following details:

- A product thumbnail image
- Product title
- Item number (SKU)
- Unit price
- E-mail a friend link
- Standard product detail page link

The **Add to Cart** tab includes:

- Variation selection information
- Quantity
- Availability messaging
- An **Add to Shopping Cart** button

The **Product Details** tab includes:

- Product description
- Additional product details

The **More Views** tab includes:

- Alternate product view functionality
- Color swatch functionality.

The **Size Guide** tab includes:

- Sizing information specific to the product that you manage through Seller Central.

Customer Access to Mini Details Pages

Customers can access the mini detail page from search and browse result pages and collection detail pages. Also, when a customer's cursor pauses on a product image on any of these pages, they can click a **Quick View** button that appears on the image to open the mini detail page for that item.

Size Guide

The Size Guide helps customers select proper-size clothing and other items. You can modify this information in Seller Central through a pop-up dialog box.

Product Recommendations

Product recommendations play a key role in driving sales on ecommerce websites. Amazon WebStore provides you with four ways to present product recommendations to customers: personalization, similarities, top sellers, and new releases. Customers can respond to recommendations on your website, and through the Store Application and Phone Catalog Application pages.
These features create a shopping experience that optimizes each customer's needs, intents, and interests by using algorithms based on individual and aggregate customer data. Recommendations are derived by analyzing and presenting past customer behavior to make the purchase decision-making process for customers simple and intuitive.

Functionality

Product recommendations are developed based on four different types of features: Personalization, Similarity, Top Sellers and New Release.
The first, **Personalization** feature, displays other products based on the customer's behavior as well as the following data:

- Items most recently viewed by the customer.
- Items most recently purchased and rated by the customer.

The **Similarity** feature displays other items based on the product's success among other products and is based on the following data:

- **Purchase Similarities**. Similar items that have been purchased by other customers
- **Shopping Similarities**. Comparable items that have been viewed by other customers

The **Top Sellers** feature displays top-selling items on the website or in a specific category.

And lastly, the **New Release** feature displays recently released items.

Pages Supported

The following table indicates pages that support each type of product recommendation feature.

Feature	Home	High Upsell Cart	Product Detail	Browse	Null Search Results
Personalization	No	Yes	Yes	No	No
Shopping Similarities	No	Yes	Yes	No	No
Purchase Similarities	No	Yes	Yes	No	No
Top Sellers	Yes	Yes	Yes	Yes	Yes
New Release	Yes	No	No	Yes	Yes

Promoting Products and Product Discounts

Promotional activities to attract customers include prominent messaging to tout products and services (advertising), price reductions (promotional pricing), and sales discounts (discounts applied at checkout). Promotion Manager, which you access in Seller Central, lets you create sales discount promotions. This section discusses using Promotion Manager to set up sales discount promotions that can include claim codes, different promotion types, and restrictions, as well as promotion combinations and allotments.

Promotional Anatomy

In the typical Amazon shopping experience, the customer browses or searches for items to purchase, and then clicks a button to place them in a virtual shopping cart. To complete the purchase, the customer clicks the **Proceed to checkout** button, reviews the items to purchase, and then enters choices for shipping, payment options, and the shipping destination. For the customer to receive a promotional discount, the items in the order must meet eligibility rules.

Promotions and Claim Codes

A *claim code* is the electronic equivalent of a discount coupon. A customer enters a valid claim code during the checkout process to receive the associated discount for the order. Put another way, claim codes give the customer access to a promotion. Customers can receive claim codes in e-mail, find them on the website, or discover them through some other means.

A *group claim code* can be used by any number of people. Each individual will typically be able to use the group claim code one time only, although there are many promotions in which the group claim code can be used repeatedly by the same individual until the promotion expires. A group claim code is usually a text string that is easily remembered, such as SHIPFREE.

Non-claim code promotions apply a discount automatically if the order is eligible during checkout. An example of this type of shipping promotion is when Super-Saver Shipping is applied to a customer order.

Promotion Types

Amazon Services provides you with a wide variety of promotional capabilities to attract customers and generate sales. You can use short-cut codes to define each one while merchandising your website. The following promotion types are available to you:

- Fixed Amount Off
- Percent Off
- Free Shipping
- Free Product
- Tiered
- Null Benefit
- Fixed Price

Promotion Codes

Claim codes consist of eight characters, including digits and uppercase letters. Zero and one convert to the letters "O" and "I," respectively, to avoid problems with ambiguous typefaces. Claim codes for all promotions are specified in Seller Central. Customers must enter the letters or digits of the promotion claim code specified on the **Payment Options** page or the **Order Confirmation** page to receive the benefit of the promotion.

You also use Seller Central to specify promotions that do not require claim codes. Promotions that do not require claim codes combine or stack with other promotions as the customer proceeds through the checkout process.

Promotion Restrictions

You can configure promotions for customers to use them only through specific channels, such as on the web, over the phone, or at a store. For example, customer service agents can apply concessions to a customer's account in accordance with your company policies. *Concessions* are promotional credits in fixed amounts. The next time a customer makes a purchase, the customer is given the option of applying the concession amount as a promotional discount on the order. If the concession amount is larger than the order, the unused balance is carried forward for use in future orders.

You also can configure free shipping promotions with specific shipping options, such as two-day shipping in the Continental U.S. The shipping configuration tools let you specify geographical regions and service level options for your marketplace.

Promotion Selection Types

Promotions can be applied to a variety of product selection types. The below list describes the different selection types that you can apply promotions to:

- **SKU**. Use SKU list as the selection type for the products in a promotion.
- **Browse node ID**. Use a browse node ID as the product selection type to make all items in the node eligible in your promotion.
- **General Ledger group**. Use a General Ledger group, such as Books or Music, as the selection type for the products in a promotion.
- **Catalog attribute**. Use a data value in Amazon's product catalog, such as the product type, supplier department code, or brand name catalog fields, as the product selection type for a promotion. All items with the data value in their catalog's data field are eligible in the promotion.
- **Advanced Product Selections**. You also can offer promotions that use multiple product selections.

Promotion Combinability

Depending on how you set up your promotions, customers can combine several or all of them to receive higher discounts. If your promotion does not require a claim code, it will combine with all other promotions that you offer. If your promotion does require a claim code, it will combine with all non-claim code promotions, as well as some or all claim-code promotions that you offer.

Promotion Allotment

A *promotion allotment* lets customers receive discounts or free items depending on the item they want to buy. For example, a customer who buys a $50 item can received $10 off on another qualifying item, or another customer who buys a different $50 item can receive a special gift with a purchase.

Multichannel Products

Amazon WebStore's unified multichannel solutions provide sellers with the ability to seamlessly process and manage customer orders across web, phone, and retail store channels. Using these solutions, your agents can complete an order on behalf of a customer, perform post-order manipulation, and provide customer support.

For your customers, Amazon multichannel provides the flexibility to discover, order, receive shipments, process returns, and receive support through whatever channel is most convenient without sacrificing continuity or consistency of their experience. They can complete a transaction that spans channels with confidence in the state of their basket, payment methods, promotions, and order history.

There are two applications available, both enabled and configured via the Seller Central Control panel. You can use either or both of these applications (or neither) depending on your needs:

- **Assisted Ordering Application (AOA)**. Enable this application if you need to place orders on behalf of your customers over the phone or in physical stores, and/or if you need to provide customer support functions such as account management, post-order manipulation, and issuing concessions.
- **Customer Service Application (CSA).** Enable this application if you manage a call center with multiple agents who provide customer service and/or take phone orders.

Both applications support placing orders, performing post-order manipulation (cancelling orders, changing shipping addresses), and providing other customer support functions (account management, refunds, and concessions). AOA has additional capabilities for managing settings for physical stores (store hours, products & services, and messages). For most WebStore sellers, AOA will meet all of your needs. CSA lacks AOA's ability to configure store attributes, but provides richer capabilities for simultaneously managing multiple customer contacts. Due to its more complex user interface, CSA is best suited to call center environments.

Assisted Ordering Application

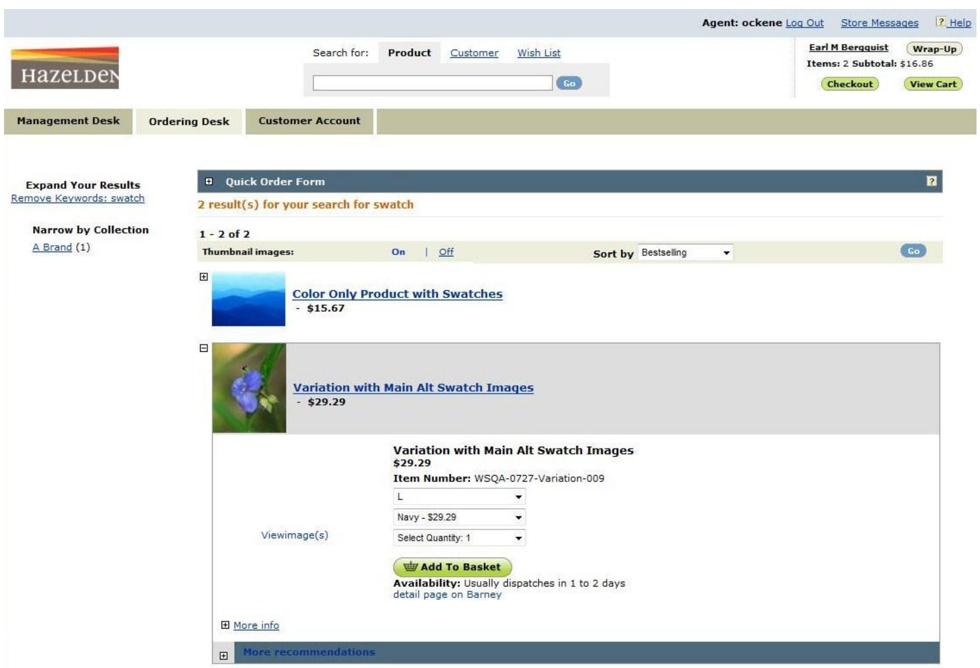
The Assisted Ordering Application (AOA) provides your sales and support personnel with the ability to help customers find and order products and provide support. It also allows administrators to configure store properties that surface on your website, such as store location, store hours, and store products and services.

Ordering

Using AOA's Ordering Desk, your agents can place orders on behalf of customer. This is suitable for both orders taken over the phone, as well as orders placed in a physical store (such as when an item is not in stock, but available for delivery from a distribution center). The Ordering Desk mimics the discovery, cart, and check-out process of your website, but streamlined for agent:

- **Browse**. Find products by browsing product categories in a browse tree. As categories are selected, matching products are displayed, and product details can be viewed in context. The browse tree displays increasingly refined categories and a bread crumb trail of links to the previously viewed categories.
- **Search**. Find products by searching using keywords, product names, categories, or UPC codes. Matching products are displayed and product detail can be viewed in-situ.

- **Quick Order Form**. This form is a fast way to find a product or set of products if the UPC or SKU is known. It offers the ability to immediately add the item(s) to the cart without first expanding the product details.
- **Shopping cart.** Agents can shop on behalf of a customer by simply adding products to the AOA cart. When products are added to the cart, a recommendation window pops-up to inform the agent about cross-sell opportunities. A customer's shopping cart is shared across AOA, CSA, and the website, allowing completion of an order that was started in another channel.
- **Check-out**. The AOA check-out pipeline allows an agent to create a new customer account record, or locate a customer's existing account by searching by name, email address or phone number. Once in a customer account record, the agent can create, select, and edit shipping and billing addresses, payment methods. They can also enter promotion codes, select gift options, and shipment methods.
- **New account creation**. Agents can create a new account on behalf of a customer. Upon creation, the customer will receive a welcome e-mail with instructions to finalize their account setup by setting a password.
- **Wish lists**. Agents can look up a gift list, allowing them to assist customers in ordering a gift item.

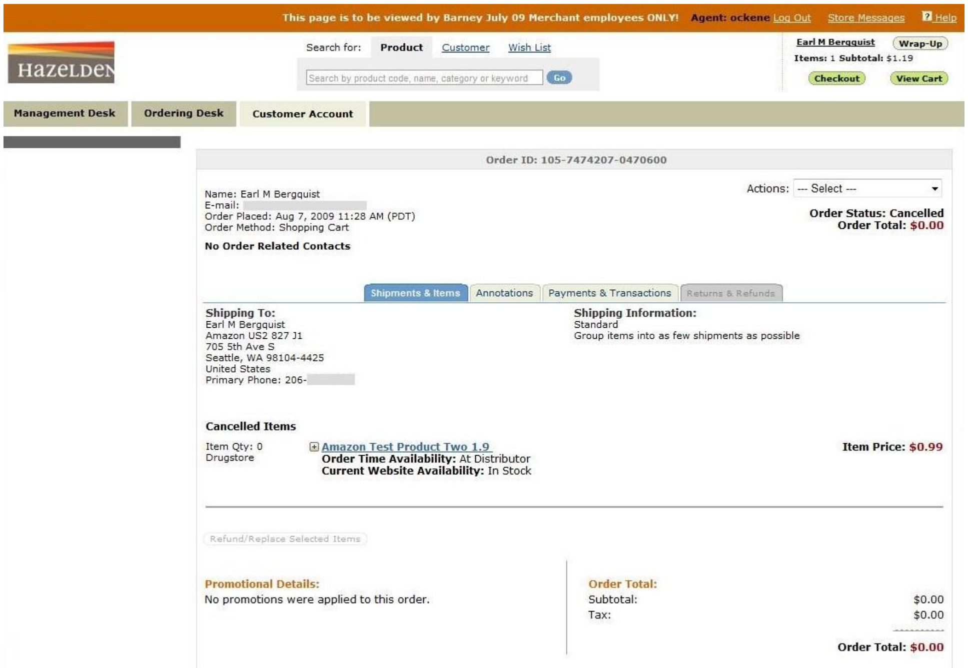


Customer Account Management

Using AOA's **Customer Account** tab, agents can provide various customer support functions. The agent first searches for a customer account (using name, email address or phone number), and then asks the customer a set of questions to verify their identity. Once the account record is accessed, the agent can perform the following functions:

- View and modify customer orders. For all past and active orders, an agent can review shipment information, including track packages. For orders that have not yet shipped, an agent can change quantities, cancel items, and modify shipping address and shipment method.
- Add annotations to document the contact for future reference, and review past annotations.
- Change payment information, including billing address and entry of additional credit cards.

- Review transaction history, including payments and refunds.
- Add, edit, and deactivate shipping addresses.
- Issue returns, refunds, or concessions.



Administration

The Management Desk is an administrative option available only to those users with store manager and store administrator rights. Management Desk users can set the following:

- Store information, including store address, opening and closing hours, and available products and services, on an individual store basis. This information is available for display on your website.
- Store messages. Create and manage store event messages for display on your website, as well as messages to disseminate to your store agents (such as special promotions).
- Administer users, including creating new agent accounts, assigning roles, and resetting passwords. User account roles determine the account's capabilities, allowing you to control the ability for users to manage stores and/or issue concessions.

Customer Service Application

The CSA provides your sales and support personnel with the ability to help customers find and order products and provide support. It is designed for larger contact centers with multiple agents who often handle multiple simultaneous customer contacts. Unlike AOA, you cannot use CSA to administer store information and store messages. In all other respects, CSA has the same functionality described in the Assisted Ordering Application sections above.

Fulfillment

Amazon.com processes millions of orders a year and is consistently ranked among the top ecommerce companies in terms of trust and customer-satisfaction ratings. To maintain this unique combination, Amazon has developed one of the most advanced online order processing and fulfillment operations in the world. From an advanced web-to-warehouse high-speed picking and sorting system to complete shipping-carrier integration, Amazon’s technology results in your customers getting what they ordered, when they ordered it.

Whether you are considering just a few items and shipments a week or millions of products and orders per year, you can put Amazon’s expertise and experience to work for your business with Fulfillment by Amazon.

Fulfillment by Amazon enables you to send your inventory to one of Amazon's secure, climate-controlled fulfillment centers, and when orders are received, Amazon professionally picks, packs, and ships them to your buyers. Your customers can combine your products with Amazon items and receive free Super Saver Shipping and other benefits supported directly from Amazon, such as customer service and returns.

The following is a walk-through of how the system works.

1. You send your new or used products to Amazon’s fulfillment centers.
2. Amazon catalogs and stores your products in its ready-to-ship inventory.
3. Amazon fulfills orders on your behalf—orders placed directly on Amazon.com or fulfillment requests you submit for sales not on Amazon.
4. Fulfillment by Amazon picks your products from inventory and packages them.
5. Amazon ships the products to your customers from a network of fulfillment centers.
6. Amazon deposits the net proceeds from sales and charges net fees for fulfillment to your account as part of your normal settlement cycle.

Fulfillment by Amazon does not require long-term commitments. You can combine Amazon fulfillment with your own order processing, and there are no minimum or maximum inventory or order requirements. You own and control your FBA inventory at all times and can send more or request returns at any time. Fulfillment fees are charged per order at the time of the sale, storage fees are calculated daily for only the inventory you have in an Amazon fulfillment center, and inventory stored and processed in an Amazon facility is insured against loss or damage.

Reports and Analytics

Reporting and Analytics are Required to Compete Effectively

Basic operational reporting is critical to running any sales channel. Retailers require insight into the health of their business. Online commerce differs from other businesses in the volume of information that can be captured with each customer interaction. Web analytics tools leverage this data to provide online businesses, large and small, with valuable business insight that has traditionally been available only to large enterprises. The business impact of web analytics tools on the bottom line is well recognized and online retailers do not consider web analytics capabilities optional.

Retailers still face significant challenges in realizing the full business value that web analytics can provide; however, more advanced and meaningful analysis requires additional setup and technical skills. WebStore provides access to basic web analytics tools easily enabled. More advanced analytics tools that provide advanced capabilities “out of the box” can be purchased, but there is a learning curve to using the advanced capabilities effectively.

Use the Reports and Web Analytics that Make Sense for Your Business

Amazon WebStore provides essential order and financial reports required to operate an online sales channel, agent facing channels, and selling items on Amazon.com. These reports, and most other Amazon WebStore tools, like Amazon Selling Coach, are accessed from Seller Central.

Retailers who sell items on Amazon.com (M@) are given access to reporting and analytics dashboards that track the performance of their listings. Fulfillment by Amazon provides retailers with the detailed inventory and shipment reporting they require.

Retailers building their commerce website on Amazon WebStore can take advantage of integration with Google Analytics to quickly enable basic web analytics. Amazon WebStore also supports best practice integration with Omniture Site Catalyst, a powerful tool that includes detailed reporting on traffic, conversion, products, pages, and visitor profiles, provides basic customer segmentation capabilities, and supports detailed pathing and fallout analysis. This option provides the benefits of advanced analytics capabilities without the time, effort, and cost of a typical implementation.

Benefits of Product

- Efficiently manage the operations of a multichannel retail business
- Monitor website performance using basic web analytics
- Quickly and cost efficiently enable industry leading advanced web analytics capabilities

Key Features

- Order notification reporting accessed through Seller Central
    - View orders recently placed on the website, on Amazon.com, and by agents on the phone or in stores

    - Gain visibility into unshipped orders
- Payments reporting accessed through Seller Central
    - Summary dashboard shows current balance, current settlement date, and payment totals for order, refunds, and other transactions
    - Transaction reports include order payments, refunds, adjustments, and chargebacks
    - View and download settlement reports that provide detail on the funds to be transferred into your account
- Track the performance of listings on Amazon.com (through the Merchant@ program) using dedicated metrics and analytics dashboards
- Track the inventory status and shipment of items being fulfilled using Fulfillment By Amazon

- Use Google Analytics to understand basic website metrics
    - Track page views by URL
    - Track total revenue, tax, and shipping revenue

- Access Omniture Site Catalyst to understand the behavior of customers on your website
    - View summary and trend reports on key traffic (page views, visits, and unique visitors), cart, and conversion (orders, revenue, and units) metrics
    - Track the business performance of specific products
    - Determine which traffic sources provide the most traffic and convert best on your website
    - Assess the effectiveness of marketing campaigns in terms of traffic, conversion, and revenue
    - Understand your website visitor profile including geographical distribution and mobile browser usage
    - Assess the value of specific site content, including video
    - Identify points in the website customer experience where customers drop out using advanced pathing and fallout reports
    - Use Clickmap to visualize which page elements customers are clicking on
    - Build and share dashboards
    - Schedule automated distribution of reports
    - Schedule and receive automated alerts when key metrics exceed or fall below expectations

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