




Complete Amazon Handmade Startup Guide (Part 3)

Creative Strategies with Ashley Raetz



Amazon is a LEVEL UP for your business. The dashboard is more complicated. The listing is more complicated. Everything is a little harder to figure out by yourself than other platforms. But, you aren't by yourself. You have me to help!

-Ashley Raetz

Welcome! Welcome!

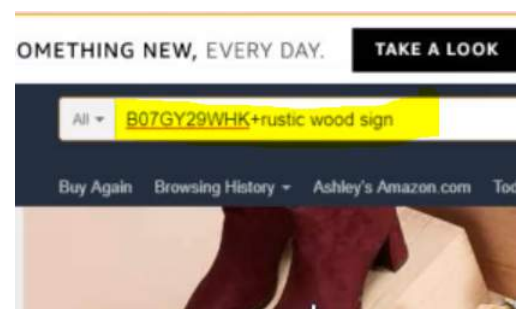
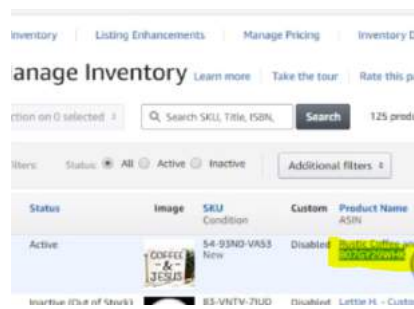
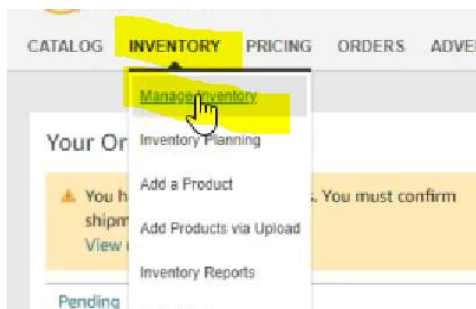
You've applied and been accepted to Amazon Handmade! You've made a great product and taken some phenomenal pictures of it! And you've navigated your way through listing your first product, including researching and selecting those super important keywords that will make sure your product is found by your customers! Now is the time to learn some tips and tricks to make sure that your product is being indexed correctly. I'm also going to show you how to view your orders and performance. A critical piece of this training is reviewing your account health and reviews. We share a basic overview on how to view your business reports. And, finally, we go over the basics to print a shipping label so that as your orders roll in, you have what you need to roll them out to your customers. That's it. You will have all you need to start selling your products on Amazon. I am so excited for you. Amazon has made it possible for me to pay the salaries of my employees. It has allowed me to significantly expand my business. And it can do the same for you!

Cheers! From my cup of coffee to yours!
-Ashley

Copyright 2018 Creative Strategies with Ashley Raetz.
All Rights Reserved.

Is Your Product Being Indexed by Amazon?

You've listed your product, but now I am going to show you a simple way to make sure that Amazon is indexing your product for the keywords you chose.



1. Go to "inventory" and "manage inventory."

2. Copy the ASIN number for the product you want to test.

3. In a regular Amazon search bar, type your product ASIN Number+keyword phrase and hit enter.



4. If your product shows up, then it is being indexed for that search term. Keep testing terms if desired.

5. If it doesn't show up, then you may need to repeat the process in Part II of Amazon Handmade to add your keywords.

Your Orders and Performance

The Orders part of the dashboard contains orders waiting on payment processing, orders with premium shipping (if you offer that), unshipped orders, and returns that may need your attention.

The Performance part of the Dashboard contains buyer messages, and claims. Be sure to keep good documentation of shipping, pictures, etc. to make sure that if claims are filed, you have what you need for Amazon to side with you.

The screenshot displays the Amazon Seller Central dashboard. The 'Your Orders' section features a yellow warning banner: 'You have 78 unshipped orders. You must confirm shipment in order to be paid. View unshipped orders'. Below this is a table with the following data:

Category	Count
Pending	0
Premium unshipped	0
Unshipped	78
Return requests	0

Summary statistics for 'Your Orders':

In last day	19
In last 7 days	117

A 'View your orders' link is located at the bottom of this section.

The 'Performance' section includes:

- Buyer Messages: 0
- A-to-z Guarantee claims: 0
- Chargeback claims: 0

Under the 'Buyer Messages' sub-section, it shows 'Messages waiting for response (in the last 7 days)'. A table below indicates:

Under 24 hour target	0
Over 24 hour target	0

The 'Account Health' section is partially visible below.

The 'Customer Feedback' section shows a rating of 4.7 stars over the past 12 months (59 ratings).

Reviews and Account Health

Reviews on Amazon have their own little quirks that you need to be aware of. But of major importance is being aware of your Account Health for your Amazon Handmade account.

Do

- send out a quality product
- if desired, include an insert saying "if you love your product, leave a review."
- understand that good reviews can indicate a great product
- pay a LOT of attention to your Account Health
- keep your order defect rate under 1%
- Keep your late shipment rate under 4%.
- Keep your cancel rate under 2.5%.
- Keep your tracking rate over 95%.

Don't

- get frustrated by Amazon users who rarely leave reviews.
- forget that sales history counts for more than reviews.
- forget that verified purchase reviews count more than random reviews.
- get ANY Product Compliance Complaints on your Account Health
- forget to check your Performance Metrics.
- forget that green is good and red is not so good.

Business Reports

Don't get overwhelmed by all the data that Amazon offers in its business reports tools. Play around with the different report tools and you will start to learn more about them and how they can help you track and monitor the progress of the products you list on Amazon Handmade.

- sales and traffic
- detail page sales and traffic
- detail sales and traffic by parent item
- detail sales and traffic by child item
- sales and orders by month
- sessions and sessions percentage
- pageviews and pageviews percentage
- buybox percentage
- units and unit session percentage
- units ordered
- order sales total
- total order items

As you dive into these reports you can sort your products by how much or little they are being seen, clicked on, and ordered to start seeing trends, to identify products that need keywords to be tweaked, and to see items that (even after tweaking keywords) just aren't selling. Use the keyword worksheets in Part II of the Amazon Handmade guide to identify and record the keywords you try.

Printing a Shipping Label

The only other info you need to get started selling on Amazon Handmade is how to print a shipping label so you can send your awesome product off to it's new owner!



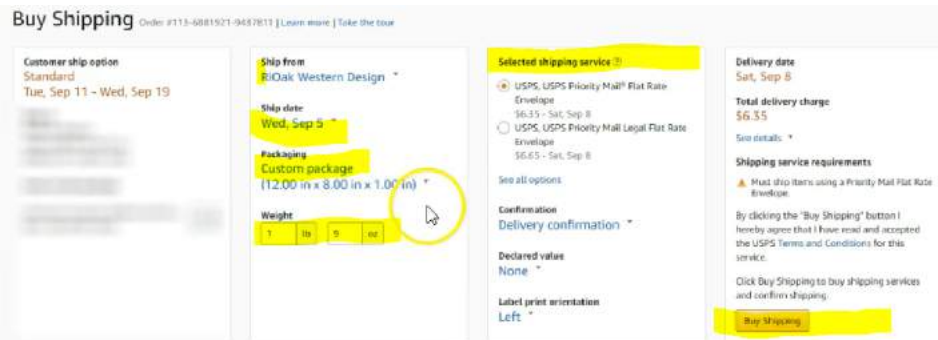
1. For bulk shipping choose that option and click in the small checkboxes for each item you want to select.



2. Enter the weight and size for each item and review all other options, before clicking "buy shipping."



1. To ship individually just click "buy shipping for that item."



2. Enter the weight and size for each item and review all other options, before clicking "buy shipping."

Questions for Connecting Times?

Goals for Amazon Handmade

Goal

When?

Done

Step 1

Step 2

Step 3

Step 4