



## How to “Normalize” a Shoe Listing

The more you sell on Amazon, the more likely you are to come across listings in their catalog that just aren't quite right – one or more elements of the listing do not conform to the Amazon seller guidelines. When you see something wrong with a product page, you can choose to ignore it or you can open a ticket with Seller Central and try to have it corrected. If you're not selling the item yourself, why bother with it? There are more profitable uses of your time than trying to fix all the problems in the catalog. If you are indeed selling the item, it could very well be in your best interest to spend a little time and open a ticket, especially if your item has been sitting at the FBA warehouse for a while without selling.

The Amazon guidelines are in place to give customers a streamlined and simple process for buying the items they are looking for. If product pages have incorrect titles, customers cannot find them in a search. If product pages have sloppy photos or incomplete bullet points and descriptions, customers are not likely to buy those items. With shoes and clothing, if a product page has problems with how the variations have been set up, customers will get frustrated and move on to another product...or another buying platform.

Here's an example of what I'm talking about with shoes. Check out the photos for this shoe listing:

★★★★★ [8 customer reviews](#)

Price: **\$49.98 - \$100.00**  
Sale: Lower price available on select options

Fit: [As expected \(92%\)](#)

Size:  
 [Size Chart](#)

Color: Black

This listing has three colors available, yet there are six photos. The black color has only one photo, so at least that part is correct. But then it has three different spellings

and photos for Brown Nubuck, brown nubuck, brown-nubuck, and it has two spellings and photos for Brown Milled and brown.

And then there's this shoe, with two different versions of sizing, depending on which color you are looking at:

Size: **10 M US/D**

10 D(M) US | **10 M US/D** | 10.5 M US/D | 11 M US/D | 11.5 M US/D

9 M US/D | 9.5 M US/D | Lowest offer for each

Color: **Navy/Brown**

Lowest offer for each

Size: **10 D(M) US**

**10 D(M) US** | 10 M US/D | 10.5 M US/D | 11 M US/D | 11.5 M US/D

9 M US/D | 9.5 M US/D | Lowest offer for each

Color: **Taupe Waxy Leather**

Lowest offer for each

Both color variations of this shoe have a size 10 available, but one is written as 10 M US/D and one is written as 10 D(M) US. The problem here is that if a customer clicks the navy/brown version in size 10, it appears that the taupe version is out of stock in that size. It's not out of stock, though; the size 10 is listed a different way. See how this can be confusing for customers?

And here's another example of how shoe product pages can become chaotic:

Color: Greyboard



Whaaaaaat??? OK, here we have two men's high-tops, two women's fashion sneakers, and one men's slip-on shoe – all on one product page! Likely what happened is someone experienced a malfunction while entering these items into their inventory using a flat file. Regardless of how this chaos came about, customers aren't going to easily find a pair of shoes they want to buy if the Amazon catalog is all garbled up like this.

The problem is that these pages need to be *normalized*. That's the Amazon term used by catalog specialists when they need to make changes to product pages to ensure consistency across all color-size variations. If you are adding a variation, you must make sure that you use the *exact same* spelling, capitalization, and punctuation as other variations, or else the product page will not be normalized.

So what can you do about it when you come across pages that need normalizing?

If you haven't already purchased shoes from a questionable product page to resell, I would advise you to strongly consider whether it is worth your time and effort to deal with fixing the problem in order to make a sale. If you find a great deal on 10 ASINs on one product page, then it might be worth it to open a ticket with Seller Central and straighten the page out. But if it's only for one or two ASINs, I usually will run the other way, rather than buy the shoes and take a risk on getting the page fixed.

Sometimes, sad to say, these types of problems can arise *after* you have already sent inventory to the FBA warehouse. At that point, you really don't have a choice, other than to fix the problem or just let the page sit and see if a customer buys the shoes anyway.

When I encounter this situation as I'm checking on my shoe inventory, I open one ticket at a time with Seller Central to request a catalog specialist "normalize" the listing. I only open one at a time because that's pretty much all I have patience for. Sometimes these requests can stay open for a few weeks before the right person comes along who knows how to handle it, and I don't really like getting multiple messages a day saying "Thank you for your patience. We're doing all we can to find a solution."

Here is the process for opening a ticket in Seller Central:

1. Log in to your account in Seller Central.
2. In the top right corner, click *Help*.
3. At the bottom of the box that pops up, click *Contact Us*.
4. Click *Selling on Amazon > Products and inventory > Product page issue > Fix a product page*.

5. Enter the ASIN of the shoe variation you want to fix.
6. For the question “What would you like to fix?” choose *Other*.
7. Where it says “Please explain” you can enter text such as this: *“I need help from a catalog specialist. The sizes on this shoe's color variations are entered differently into the catalog. The taupe says 10 D(M) US for the size. The other two colors are 10 M US/D for the same size. Can you help me normalize the listing? Customers cannot search for the correct size 10 with the two different ways of writing it. Thank you!”*
8. Where it says “Why should we accept your updates?” click *Product or other image proof*. Below this button you can attach a screenshot of the product page showing the problem that needs normalizing.
9. Check to make sure you have the right contact info listed, and then click *Send*.

You should get a confirmation message that your request has been received. Depending on who reads your message, you may get a favorable response right away, or you may get passed around to various associates who don't know what the heck you're talking about.

If you include “catalog specialist” and “normalize” in your message, you are more likely to trigger having your message passed along to someone who knows how to take care of this. If you receive a reply that you need to send more proof or that it can't be done, politely respond that you already sent enough proof with your screenshots, and ask again to have the problem handled by a catalog specialist. Sometimes it takes a few tries to get your message in the hands of the right person, but I've been successful with having product pages fixed by using this method.