

The Amazon Suppressed Listing Guide

How to Identify, Fix, and Prevent Suppressed Amazon Listings

What's a Suppressed Listing?

Suppression = Invisible Listings

When a listing is suppressed, it is completely removed from Amazon's search results. You're still technically "live," but no one can find you. That means:

- 1** Your product won't show up even if the customer types the exact product name or ASIN.
- 2** You lose organic ranking momentum you may have built over time.
- 3** You can't run PPC ads to that ASIN—Amazon won't serve them.

The screenshot shows the 'Manage All Inventory' interface. At the top, there's a search bar and a 'Listing status' dropdown menu set to 'Search suppressed'. Below, a table lists inventory items. Two items are highlighted with red boxes: one with status 'Search Suppressed' and a 'Fix listing suppression' link, and another with status 'Search Suppressed' and a 'Fix listing suppression' link. The table columns include Listing status, Product details, Performance, Inventory, and Price and shipping cost.

- i** If you rely on keyword-based search (and 90%+ of Amazon sales do), suppression is like getting blacklisted by Google. You didn't just lose one sale—you lost the **entire sales funnel** for that product.

How Much Is Suppression Costing You?

\$700

Daily Loss

If you sell 20 units/day at \$35 average order value

\$4,900

Weekly Loss

One week of a suppressed listing means nearly \$5,000 in lost sales

Top 5 Suppression Triggers (and How to Fix Them)

1. Missing or Invalid Main Image

Why This Happens:

Amazon requires a clear, professional product image for every listing. If your main image is missing, too small, low resolution, or doesn't meet image standards (e.g., text overlays, logos, lifestyle images as main), the listing gets suppressed.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central', location 'United States', language 'English', a search bar, and links for 'Messages', 'Help', and 'Settings'. Below this is a secondary navigation bar with categories like 'Catalog', 'Inventory', 'Pricing', 'Orders', 'Advertising', 'Stores', 'Growth', 'Reports', 'Performance', 'Partner Network', and 'Brands'. The main section is titled 'Fix Your Products'. On the left, there's a sidebar with 'Display' options: 'Completed with Issues' (selected), 'Incomplete listings', 'Inactive listings (17)' (with sub-categories 'Out of stock (16)' and 'Closed (1)'), 'Search Suppressed (15)' (with sub-category 'Invalid Information (15)'), and 'At Risk listings (0)'. The main content area has a search bar for 'SKU Prefix' and a 'Download Suppressed Listings report' button. Below the search bar are filters for 'Fulfillment', 'Date Of Change', and 'Attribute', and a 'Sort by' dropdown set to 'Date: Descending'. The table below shows two suppressed listings. The first listing has a 'Reason' of 'Invalid information' and 'Invalid date', and an 'Issue Description' that reads: 'We believe the main image has prohibited badging which is not permitted for this product type. Please submit a compliant image to lift the suppression. Also refer to Product image requirements.' Below this is an 'Image' upload section with a dashed box and the text 'Drag or click to upload an image file' and a 'Save' button. The second listing has the same 'Reason' and 'Invalid date', and an 'Issue Description' that reads: 'We believe the main image has text, logo, graphic or watermark which is not permitted for this product type. Please submit a compliant image to lift the suppression. Also refer to Product image requirements.'

Fix It Fast:

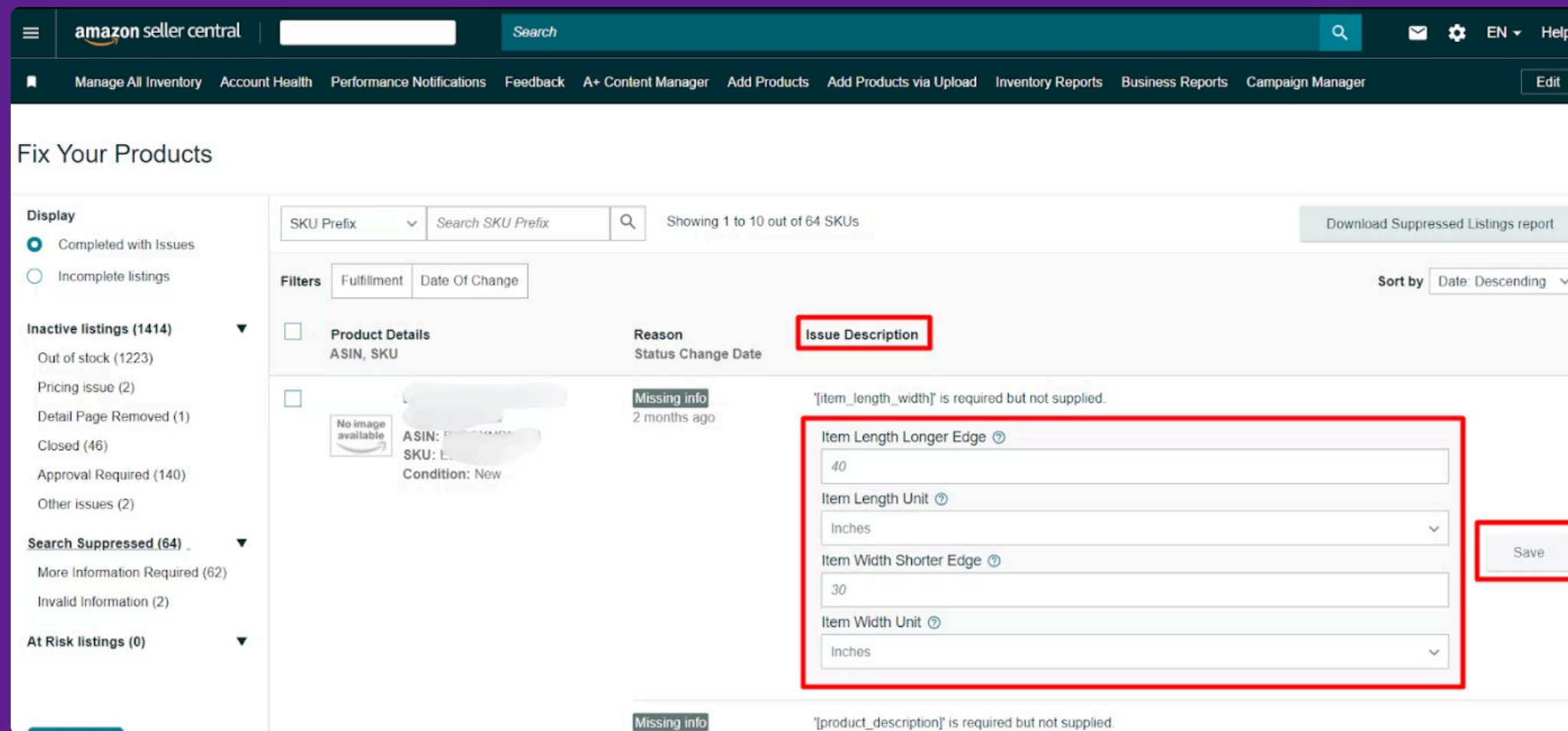
- Upload a 1000x1000px+ JPEG with a white background (RGB 255,255,255).
- No logos, watermarks, or text in the main image.
- Show the product only – no accessories unless explicitly included.

i Pro Tip: Pre-format images using Canva or Figma templates at 2000x2000px so they stay crisp when Amazon auto-resizes.

2. Missing or Incorrect Information

Why This Happens:

If key fields like title, brand name, or description are missing—or not formatted properly—Amazon sees this as a "low quality" listing. This commonly happens when listings are uploaded through flat files or third-party tools and info gets dropped.



The screenshot shows the Amazon Seller Central interface. The top navigation bar includes 'amazon seller central', a search bar, and various utility icons. Below the navigation, there are links for 'Manage All Inventory', 'Account Health', 'Performance Notifications', 'Feedback', 'A+ Content Manager', 'Add Products', 'Add Products via Upload', 'Inventory Reports', 'Business Reports', and 'Campaign Manager'. The main content area is titled 'Fix Your Products' and features a sidebar with filters for 'Completed with Issues', 'Incomplete listings', 'Inactive listings (1414)', 'Search Suppressed (64)', and 'At Risk listings (0)'. The main area displays a table of products with columns for 'Product Details', 'Reason', and 'Issue Description'. A red box highlights the 'Issue Description' column for a product with the error message: "[item_length_width] is required but not supplied." Below this, a form is shown with fields for 'Item Length Longer Edge' (value: 40), 'Item Length Unit' (value: Inches), 'Item Width Shorter Edge' (value: 30), and 'Item Width Unit' (value: Inches). A 'Save' button is also highlighted with a red box.

Fix It Fast:

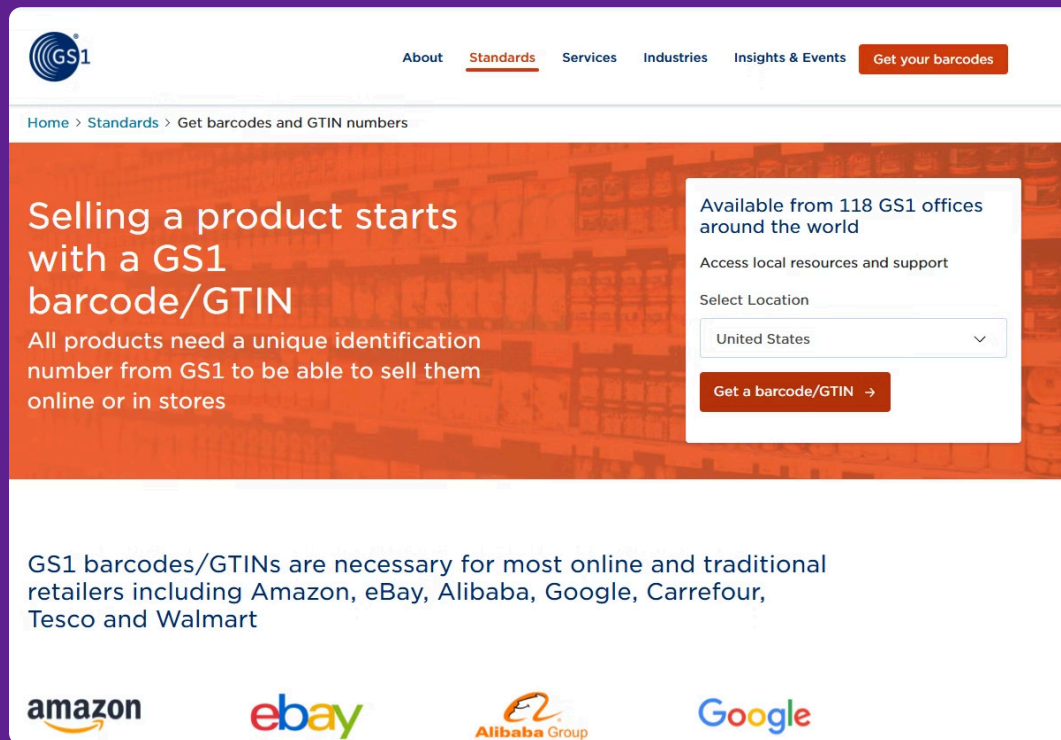
- Go to Seller Central → Inventory → "Manage All Inventory"
- Click "Edit" on the affected ASIN
- Fill in every required field:
 - Title (80–150 characters, no caps, no symbols)
 - Brand (must match GS1 info)
 - Bullet Points (5 benefit-driven points)
 - Description (clear and compliant copy)

i Pro Tip: Download and use Amazon's flat file templates for your category. These highlight required vs optional fields to prevent errors at upload.

3. Invalid or Unregistered Product ID

Why This Happens:

Amazon verifies UPCs against the GS1 database. If your UPC is invalid, reused, or doesn't match your brand's registry, the listing gets suppressed. Third-party barcode resellers often cause this issue.



Fix It Fast:

- Check your UPC on the [GS1 Database](#)
- If it's invalid, delete the ASIN and relist with a valid UPC.
- Apply for GTIN Exemption if you are the brand owner and don't use barcodes.

i Pro Tip: If you're brand registered, use Amazon's internal catalog identifiers (ASINs) and avoid barcodes altogether when possible.

4. Prohibited or Restricted Keywords

Why This Happens:

Listings with medical, superlative, or unsupported claims are automatically flagged. Phrases like "cures acne," "best on the market," "FDA-approved," or even "safe" can trigger suppression, especially in health, beauty, or supplements.



Fix It Fast:

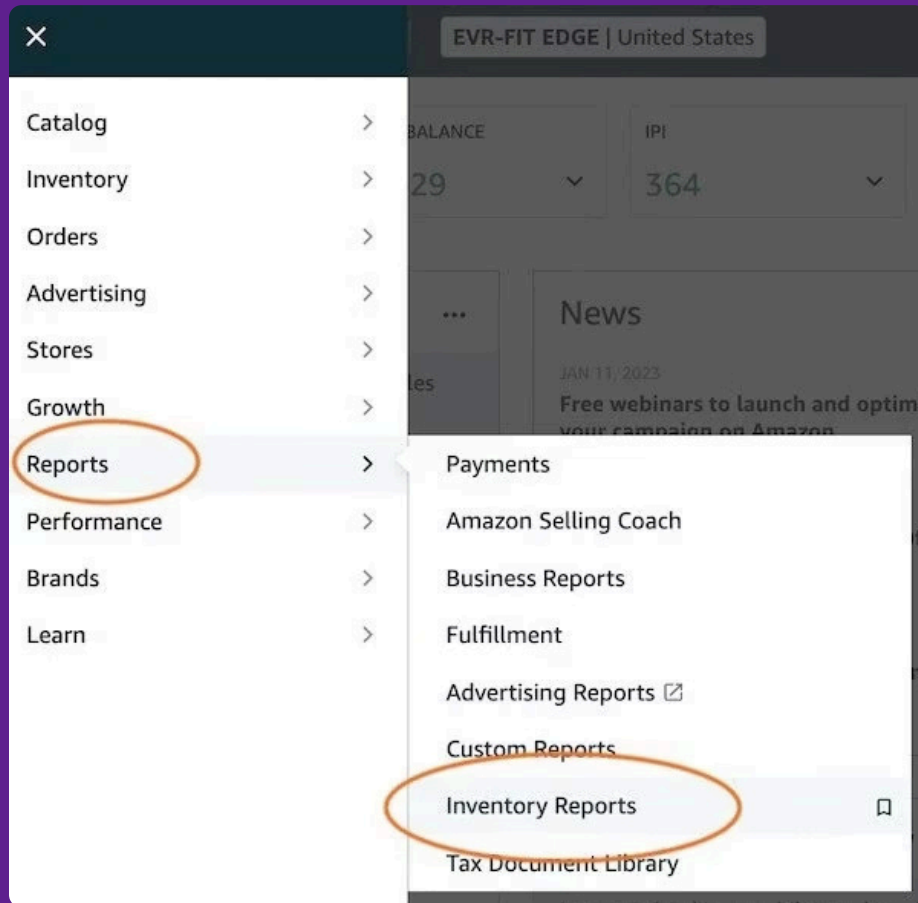
- **Remove** any medical, legal, or superlative claims unless you can back them up with official documentation.
- **Replace** "Cures" with "Supports" or "Helps with..."
- **Avoid** using words like "natural," "organic," or "non-toxic" unless you have official certifications.

i Pro Tip: Run all listings through tools like Listing Checker (Helium 10) or [CopyMonkey.ai](https://www.CopyMonkey.ai) to flag restricted words.

5. Category-Specific Attribute Requirements

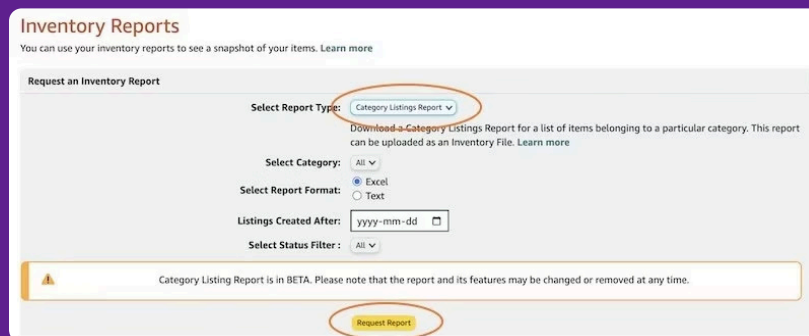
Why This Happens:

Some categories like Apparel, Toys, or Supplements require specific attributes (size, age range, dosage, material). Missing these leads to instant suppression, even if the rest of the listing looks fine.



Fix It Fast:

- Go to "Manage Inventory" → Click "Edit" → Check for attribute warnings
- Use Amazon's category-specific flat file to spot required fields
- Fill in:
 - Color, Size, Gender (Apparel)
 - Ingredients, Dosage (Supplements)
 - Age Range, Material (Toys)



i Pro Tip: Use "Category Listing Report" inside Seller Central to bulk audit missing fields across your catalog. Enable it via a support ticket if not visible.

Bonus Suppression Risks (Often Overlooked)

6. Restricted Products Violation

Why It Happens:

Your product contains restricted ingredients, components, or falls into a gated category (e.g., supplements, electronics, pesticides, adult products). Amazon's algorithm will auto-suppress anything that doesn't meet its safety or documentation requirements—even if you didn't know it was restricted.

The screenshot shows the 'Account Health' page with a 'Product Policy Compliance' section. The 'Restricted Product Policy Violations' row is highlighted with a red box and shows a warning icon and the number 266. Other rows include 'Suspected Intellectual Property Violations', 'Received Intellectual Property Complaints', 'Product Authenticity Customer Complaints', 'Product Condition Customer Complaints', 'Product Safety Customer Complaints' (0), 'Listing Policy Violations' (0), and 'Customer Product Reviews Policy Violations' (0).

Metric	Count
Suspected Intellectual Property Violations	0
Received Intellectual Property Complaints	0
Product Authenticity Customer Complaints	0
Product Condition Customer Complaints	0
Product Safety Customer Complaints	0
Listing Policy Violations	0
Restricted Product Policy Violations	266
Customer Product Reviews Policy Violations	0

Restricted products

- Alcohol
- Animals & Animal-Related Products
- Art - Fine Art
- Art - Home Decor
- Automotive and powersports
- Composite Wood Products
- Cosmetics and Skin and hair care
- CPAP Cleaning and Disinfecting Devices
- Currency, Coins, Cash Equivalents, and Gift Cards
- Dietary supplements
- Drugs and drug paraphernalia
- Electronics
- Explosives, weapons, and related items
- Export Controls
- Food & Beverage
- Gambling & Lottery
- Hazardous and prohibited items
- Human Parts & Burial Artifacts
- Jewelry & Precious Gems
- Laser products
- Lighting
- Lock Picking & Theft Devices
- Medical devices and accessories
- Offensive and Controversial Materials
- Other restricted products
- Pest control products and pesticides
- Plant and Seed Products
- Postage meters and stamps
- Prohibited Product Claims
- Recalled products
- Recycling electronics
- Refrigerants: Ozone-Depleting Substances and Substitutes
- Strike anywhere matches
- Surveillance Equipment
- Tobacco & Tobacco-Related Products
- Warranties, Service Plans, Contracts, and Guarantees
- Upholstered Furniture, Bedding, & Other Quilted Products
- Federal Emissions – Products requiring EPA Certificate of Conformity
- Children's footwear
- Children's apparel
- Automotive tires, wheels, and rims
- Washington State expanded polystyrene

Fix It Fast:

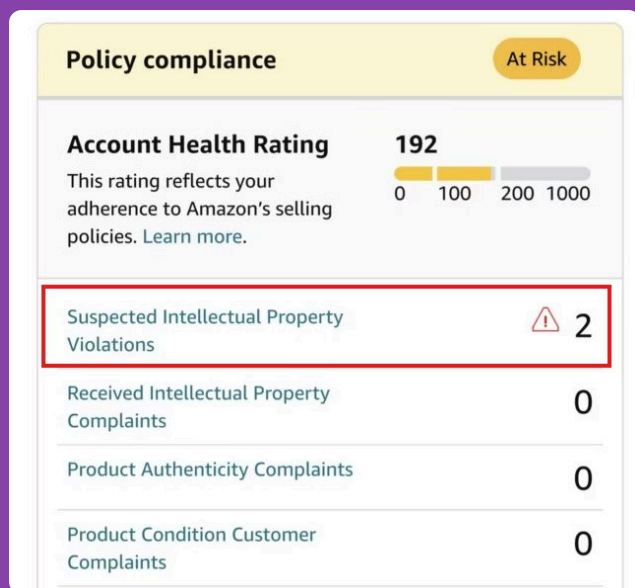
- Check [Amazon's Restricted Products List](#)
- Provide required documentation: lab tests, MSDS sheets, FDA or EPA clearance, etc.
- File a case in Seller Central with proper evidence and product compliance detail

Pro Tip: Pre-check every new ASIN using Amazon's Compliance Reference tool to avoid flagging after launch.

7. Intellectual Property Infringement Claims

Why It Happens:

Another seller, brand, or rights holder reports your listing for trademark, copyright, or patent infringement—sometimes real, often not. Amazon auto-suppresses the listing while it reviews.



Fix It Fast:

1. Go to **Seller Central** → **Performance** → **Account Health** → **Policy Compliance** → **Intellectual Property Complaints**
2. Click “View Details” to see affected ASINs and respond with **proof of brand ownership, licensing, or purchase invoices**
3. If false, file a counter-notice with full documentation via the appeal process

Pro Tip: Get ahead of this by enrolling in [Amazon’s IP Accelerator](#) which can also be found by clicking on **Brands**. It speeds up trademark protection and Brand Registry access—even before your trademark is approved.

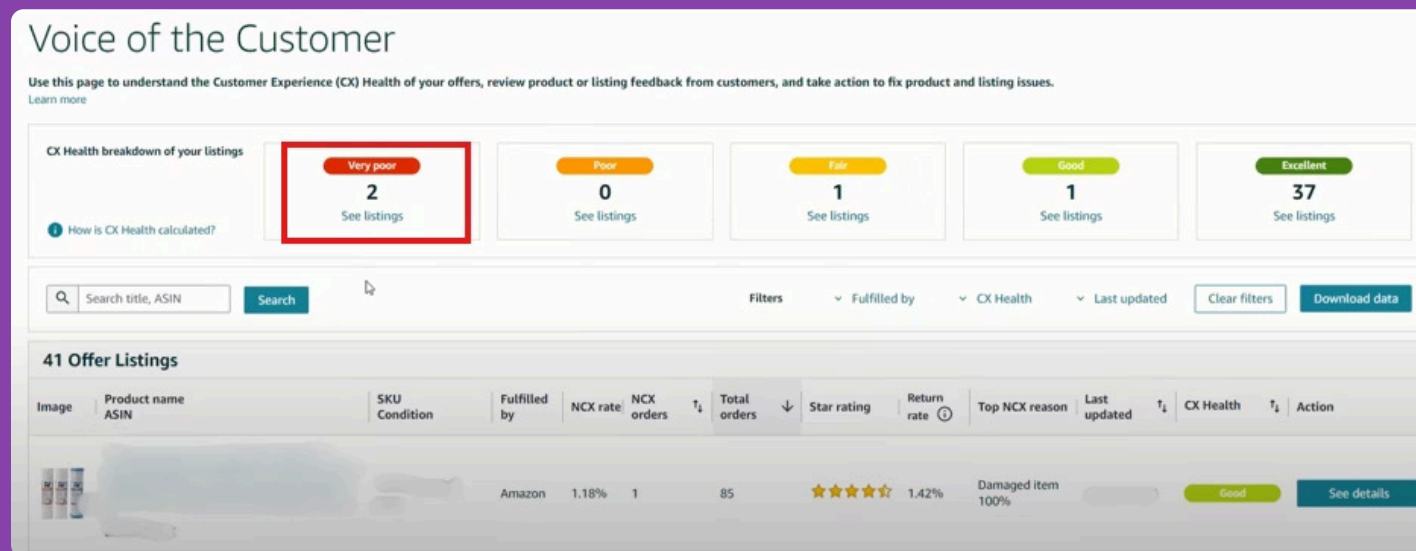
8. Customer Experience-Based Suppression

Why It Happens:

Amazon uses buyer feedback signals like return reasons, A-to-Z claims, and “not as described” tags. If too many negative signals come in—especially for newer listings—Amazon may suppress them automatically for listing accuracy issues.

Fix It Fast:

1. Review Voice of the Customer (Performance tab then click Account Health) and return reports weekly
2. Identify complaints and update your listing (images, sizing, product descriptions) to better reflect reality
3. Improve packaging or instructions to reduce confusion/damage



Pro Tip: Use the “Customer Experience” dashboard to proactively spot risk signals *before* suppression happens.

9. Duplicate Listings / Catalog Conflicts

Why It Happens:

Amazon suppresses ASINs that appear to be duplicates—whether intentional or accidental. This happens when sellers list the same product multiple times or when catalog data mismatches confuse the system.

Merge duplicate product pages

Provide the two ASINs that you would like to merge. We will review your request and provide a rapid response. [How does merge work?](#)

ASIN 1

ASIN 2

Next

Pro Tip: After merging, update any ads or external links to point to the correct ASIN. Set a monthly check to catch new duplicates before Amazon does.

Fix It Fast:

1. Find the Duplicates

Go to **Inventory** → **Manage All Inventory** Search by brand or SKU. Look for listings with identical titles, images, or features.

2. Choose the Primary ASIN

Keep the one with better sales history, reviews, and ranking. This will be your “main” listing.

3. Request a Merge

Open a case in Seller Central:

Help → **Products, Listings, or Inventory** → **Fix a Product Page** → **Merge Duplicate Listings**

Include both ASINs + clear explanation of which should stay and why.

4. Use Flat Files (if Variations Are Involved)

Download your Category Listing Report, organize your SKUs under one parent ASIN, and re-upload using the correct variation structure.

Daily Suppression Check SOP

1

Step 1

Go to Seller Central → Inventory → Manage All Inventory

2

Step 2

At the top, click the "Suppressed" tab (only appears if listings are flagged)

3

Step 3

Open each listing → Click "Edit"

4

Step 4

Amazon will display the issue in red – follow prompts to fix

5

Step 5

Re-check after 15–30 minutes to confirm issue is resolved

6

Step 6

Log issue in your tracker (see next section)

Suppressed Listing Tracker

ASIN	Issue Type	Fix Date	Fix Method	Status	Notes
B08X123	Missing image	07/03/25	Uploaded new JPEG	Resolved	Set image alerts in Helium 10

Tools to Automate This:



Helium 10

Listing alerts



Sellerboard

Daily health reports



Zapier

Email/Slack alert for suppressed status

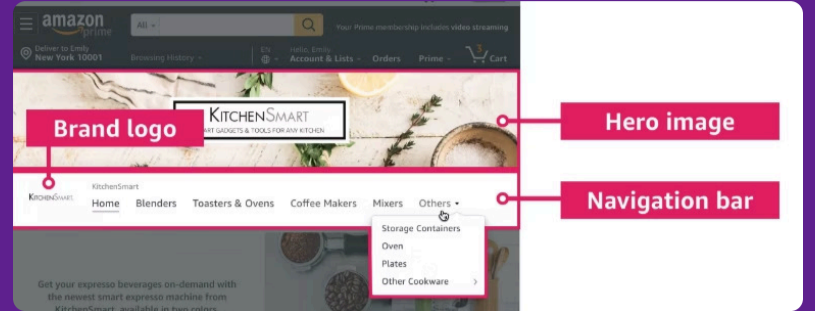
Stop the Suppression Before It Starts

Before you hit "publish" on a listing, confirm this:

1. Hero Image:

- JPEG format, 1000x1000px or larger
- Pure white background (RGB 255,255,255)
- Product fully visible, no graphics, no props

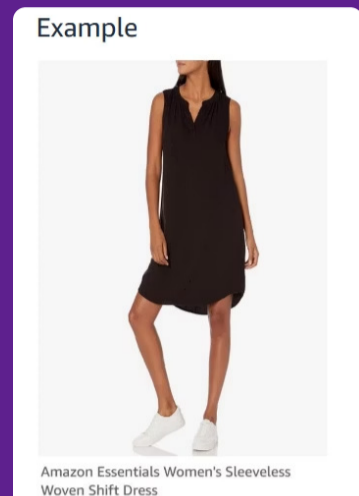
If the main image breaks the rules, your listing won't even make it to the field.



2. Title

- 80–150 characters (sweet spot for SEO + compliance)
- No ALL CAPS, symbols (!, #, ★), or marketing fluff ("Best", "Free", etc.)
- Include brand, key feature, and variant info

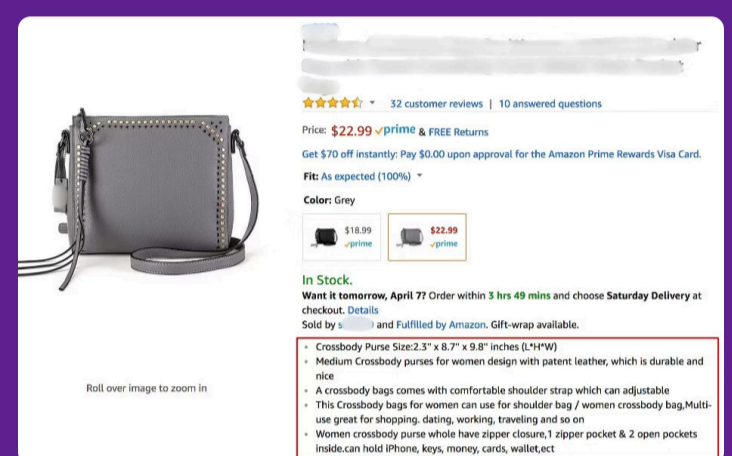
Think: search-friendly, clean, and compliant.



3. Bullet Points

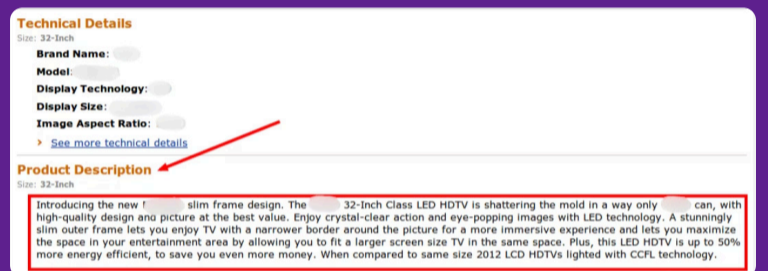
- Exactly 5 points
- Each focused on benefits (not just features)
- Avoid restricted claims or health language
- Use formatting like: "[Feature] – [Benefit]"

Make it skimmable, compliant, and value-driven.



4. Description

- Easy to read, no keyword stuffing, skimmable paragraphs
- Use formatting sparingly (bold, caps) to enhance readability
- Remove hype words: "miracle," "instant," "FDA-approved"
- Include real-world uses and customer outcomes

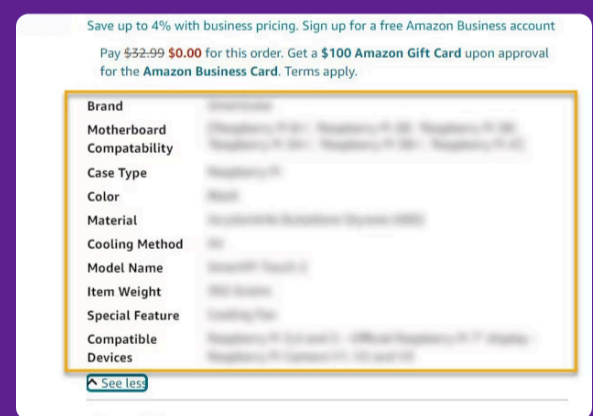


The bots scan this too. Keep it clean and clear.

5. Attributes

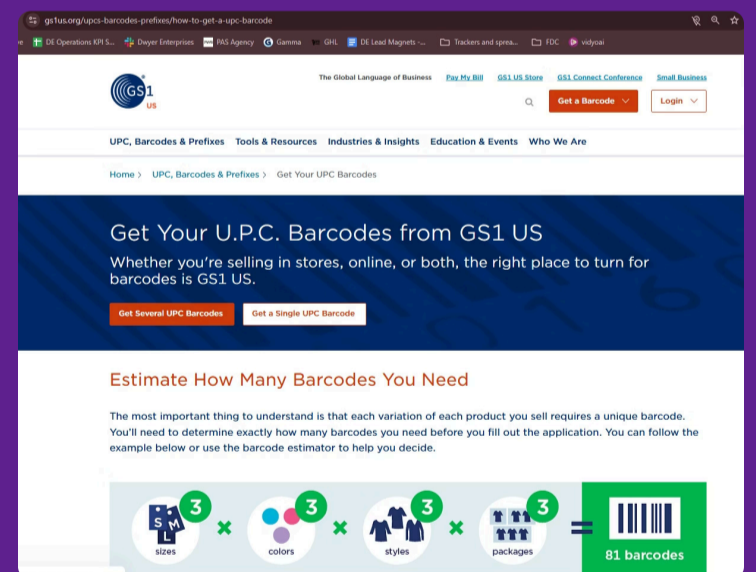
- Always include: Brand, Color, Size, Model, Material, etc.
- Match your packaging EXACTLY

These are category-dependent—don't skip.



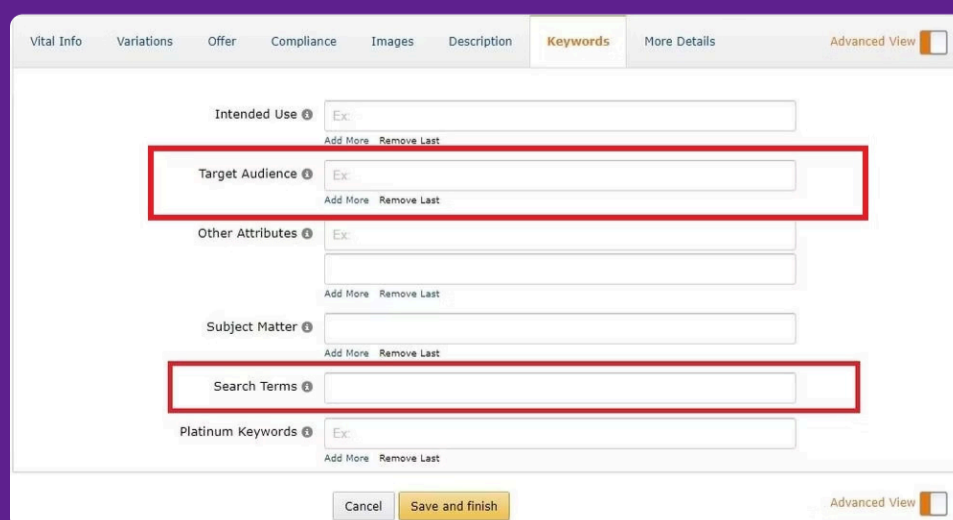
6. UPC:

- Use only **GS1-verified UPCs** (linked to your brand)
 - Matched correctly to your brand ID
 - Avoid using 3rd-party barcodes (they will get flagged)
- Don't gamble with sketchy UPCs. Amazon is watching.



7. Backend Keywords: No forbidden terms (FDA, cure, organic unless certified)

- No banned words: "FDA," "cure," "organic," etc. unless certified
- Avoid duplicate keywords from title/bullets
- Separate with spaces, not commas
- Stay under 249 bytes (not characters) total



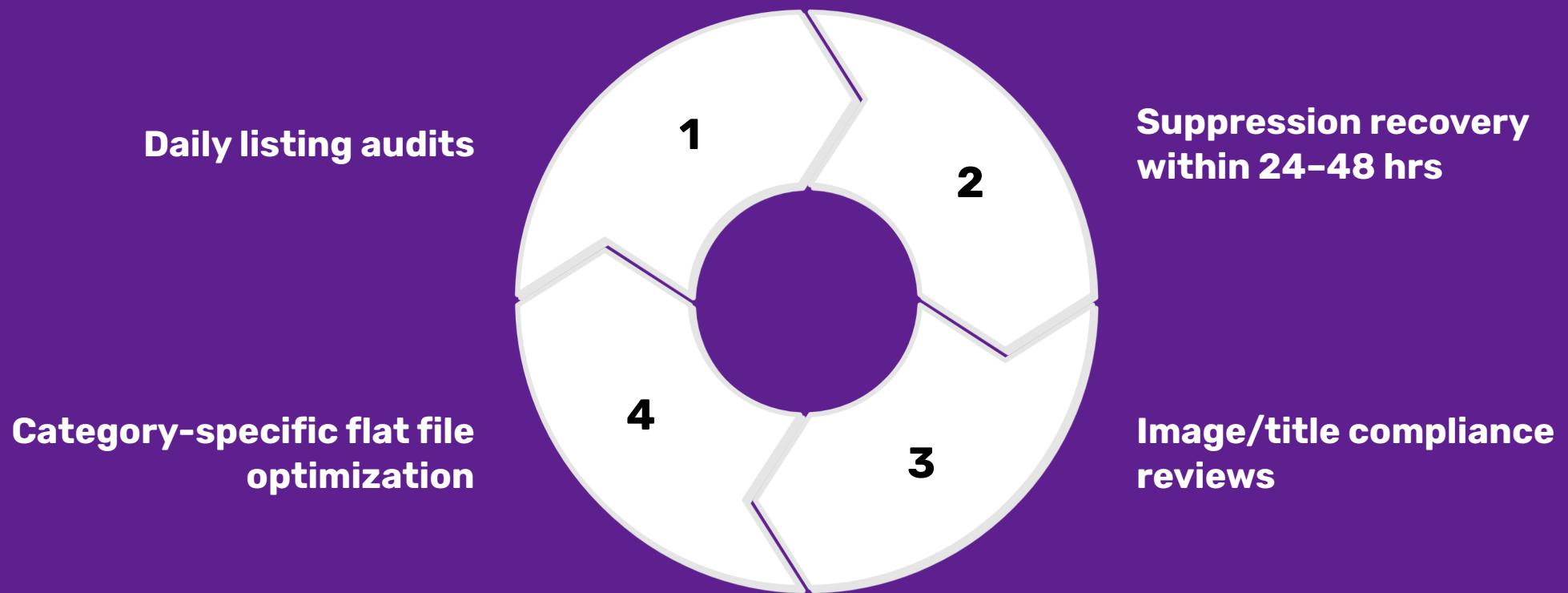
This is where suppression hides. Check it twice.

Bonus Tip: Build a template

Use it every time. No exceptions. Suppression-proof listings save you time, stress, and thousands in lost revenue.

Want a Pro to Monitor and Fix This for You?

PAS Agency helps 7-figure+ brands stay fully visible and compliant on Amazon. We act BEFORE suppression costs you revenue.



[Book a Free Suppression Risk Audit](#)

Let our team catch what others miss – so you never lose sales from a "hidden" listing again.

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