



PROFIT SOURCERY

Setting up Your Seller Profile

Setting up and editing your seller profile is something we recommend all our sellers should do. By taking a small amount of time to edit your profile you can make big changes to the way customers perceive your Amazon store and brand.

In this guide we'll explain each section of your seller profile so you know what information you should provide and how to make the most of the space provided to promote your business.

If you take a closer look at the pages you can edit (see below) you will see options to add your own seller logo, information about your returns and refunds policies, shipping policies, privacy notice, gift services, FAQs and custom help pages.

Select Page to Edit		
<ul style="list-style-type: none">• About Seller• Seller Logo• Returns & Refunds	<ul style="list-style-type: none">• Shipping• Privacy Notice• Gift Services	<ul style="list-style-type: none">• Frequently Asked Questions• Custom Help Pages

The Seller Logo

Your seller logo will appear on your seller page as well as beside your offers on listing pages. This can identify you immediately and make you stand out from other sellers. The **logo must be 120 x 30 pixels in size** and cannot include any URL or reference to your own website if you have one. Amazon does not allow you to attempt to direct customers away from their site. Choose a logo that looks professional and if appropriate says something about you as a seller. If in doubt go for something simple.

Returns & Refunds

In the Returns & Refunds section you should advertise your returns policy and state under what conditions you will process refunds. Be clear about your policy on return postage and any charges such as restocking fees. Remember the Participation Agreement and Amazon policy requires a minimum 30-day return period. If you are using FBA you should state that all returns and refunds are processed through Amazon and perhaps include a link or instructions to apply for a refund.

The Shipping Page

The shipping page is split into two sections, the first, shipping policies, is where you outline when you ship orders and what method you use. You need to make sure this matches the information you have in your account settings. In the second section, the shipping rate area, you can go into more detail about what you charge for shipping, what regions you ship to and what shipping options you offer (standard, expedited etc.). Include any products which are exceptions to your general shipping rules.

Privacy Notice

Under the Privacy Notice area you should explain your policy with regards to privacy of customer details Amazon shares with you. Customers may be concerned with the vulnerability of sharing their personal information with an unknown party and you need to reassure them of your moral stance in this area.

Gift Services

The Gift Services section allows you to advertise any gift wrap or gift message services you offer your customers. This can set you above the competition and make your products more convenient. As always do not offer any service you cannot deliver and make sure you state any products which are ineligible for your services.

FAQs

You can include some Frequently Asked Questions and your responses. If you find yourself receiving the same question from customers time and time again in relation to your service, perhaps you should include this. It can reduce the number of customers contacting you and makes things easier for them.

Custom Help Pages

Custom help pages are particularly useful for more technical product lines or products which require assembly. You may find customers contacting you for further information with regards to setting up or using one of your products, you can set up a help page with full instructions and direct your customers to this.

It is not essential as a seller that you fill in any section here. If you do not offer a particular service then you can leave that section blank. Do not try to advise on a product you are unfamiliar with or don't understand. Keep your profile simple and honest for maximum seller satisfaction.