

2026 Amazon Listing Checklist

Every rule to check before you publish or edit a listing. Updated October 2026.

ListRubric

1. Title (75 characters)

- ☐ 75 characters or less, including spaces (media exempt since July 27, 2026)
- ☐ Brand + product type first, then the one or two specs shoppers filter by
- ☐ No ! \$? _ { } ^ ~ | unless part of the brand
- ☐ No word used more than twice (articles and prepositions excepted)
- ☐ No promo phrases: best seller, free shipping, sale, #1
- ☐ No ALL CAPS words (acronyms like USB or LED are fine)

3. Bullet points

- ☐ At least 3, up to 5 bullets
- ☐ More than 10 and fewer than 255 characters each (check your category style guide)
- ☐ Start with a capital letter, no end punctuation
- ☐ Optional short header with a colon: **Keeps drinks cold: ...**
- ☐ No emoji, ™ ® ©, N/A, TBD, links or contact details
- ☐ No guarantees (money back) or claims like eco-friendly or antibacterial
- ☐ One unique feature per bullet

5. Main image

- ☐ Pure white background, RGB 255, 255, 255
- ☐ Product fills at least 85% of the frame, fully visible
- ☐ 1,000 px or more on the longest side for zoom (1,600 px+ optimal)
- ☐ JPEG preferred (PNG, TIFF, GIF accepted), 10,000 px max
- ☐ No text, logos, watermarks, props or extra angles

7. Words that get listings flagged

- ☐ Disease or drug claims: cure, treats, prevents, FDA approved
- ☐ Pesticide style claims: antimicrobial, kills germs, non-toxic
- ☐ Other store names: Walmart, eBay, Temu
- ☐ Subjective claims you cannot prove on the package

2. Item Highlights (125 characters)

- ☐ Up to 125 characters, searchable, shown with the title
- ☐ Only works when the title is 75 characters or less
- ☐ Materials, key specs and recommended uses
- ☐ New information, not a repeat of the title
- ☐ No promotional claims or decorative symbols

4. Backend search terms

- ☐ 249 bytes or less. Over the limit, Amazon ignores the whole field
- ☐ Accented letters and symbols count as 2 to 4 bytes
- ☐ Lowercase words separated by spaces, no punctuation
- ☐ No words already in the title or bullets, no repeats
- ☐ No brand names, ASINs, or words like best, new, on sale
- ☐ Use synonyms, alternate names, uses and audiences

6. Description

- ☐ 2,000 characters or less for most categories
- ☐ Plain text and line breaks only, no HTML
- ☐ No links, contact details, pricing or promotions
- ☐ Covers who it is for, how to use it, what is in the box

8. Before you hit save

- ☐ Size, color and count match the package and variations
- ☐ Title, Item Highlights, bullets and search terms do not repeat each other
- ☐ Mobile check: does the title make sense in 75 characters?
- ☐ Re-check after any bulk upload or Amazon AI suggestion

Check it all in one minute: paste your listing into the free grader at listrubric.com. It scores your title, bullets, description, images and keywords and lists exactly what to fix. 3 full grades a month free.