



Compliance Checklist:

How to Safeguard Your Amazon
Account from Suspensions



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Introduction

Strict guidelines and policies aren't new on Amazon. But what *is* new—to disdain and dread of sellers—is **the aggressive increase of policy changes that seem to be always changing.** All as the cost of *not* complying becomes even heftier.

In this guide, we'll be sharing a comprehensive, yet easy-to-digest overview, for all sorts of Amazon Sellers and Vendor covering (1) all **the key areas you should stay monitoring** (2) a checklist of **how to stay compliant** (3) top tips **to action it most effectively.**

So by the time you're through this, you'll know the essentials of how to avoid account suspension (and other worst-case scenarios), **and instead: concentrate your forces *into the evolution and growth* of your business.**

Brought to you by...



This guide was compiled *not* from an aggregate of easily Googled sources, but from **our personal experience helping Amazon sellers steer clear of the hurts of non-compliance.**

We're a team of passionate eComm nerds that **do the burdensome, thorough monitoring of ever-changing policies and guidelines**—distilling our insights for you here, so you can simply stay in the safe zone.

 **50+**

Brands launched on Amazon or other marketplaces

 **100+**

Branded Amazon stores designed & launched

 **10K+**

Sponsored campaigns managed

 **20+**

Successful eCommerce integrations

But first thing's first...

What's the *true cost* of not being compliant on ?

Amidst the real risk of having delayed or frozen payments, **the cost of not staying compliant is the sudden loss of your selling rights** (i.e. you being made ineligible to sell on Amazon), the reduction of your trust ratings, and the removal of your Amazon Buy Box functionality.

While in most cases, a U-turn is possible, there's both an **inevitable loss of sales and damage to your brand's reputation**. And the worst-case scenario: you could be axed from the marketplace entirely, and lose all your products stored at Amazon.

But *now*: here's how to avoid that...

14-point checklist

*of what you should monitor
to avoid suspensions*

A. Order defect rate

1. Negative feedback (target under 1%)

When you receive one or two-star customer ratings

2. A-Z guarantee claims (target under 1%)

Covering rights refunds, returns, and replacements

3. Chargeback claims (target under 1%)

When a cardholder contacts their bank to dispute the charge of an order placed on Amazon

B. Delivery performance

4. Late dispatch rate (target under 4%)

Your percentage of orders that took more than 4 business days to be shipped

5. Pre-fulfilment cancellation rate (target under 2.5%)

Any cancellations initiated by you before any shipment was confirmed

6. On time delivery rate (target over 97%)

Your percentage of orders that arrive by their estimated delivery date

C. Policy compliance

7. Suspected Intellectual Property Violations

When you're selling a product using a brand name that don't own

8. Received Intellectual Property Complaints

When a brand themselves request you not to use its trademark/sell its products

9. Product Authenticity Customer Complaints

When a customer files a complaint about the authenticity of your product

10. Product Condition Customer Complaints

When a customer complains about a product they received from you not matching the conditions/details you described

11. Food and Product Safety Issues

These are complaint from customers about a damaged product they received/a safety incident brought about it

12. Listing Policy Violations

When you've failed to comply to Amazon's rules/guidelines on product listings

13. Restricted Product Policy Violations

When you're selling things like prescription drugs, testers, expired products, or offensive items

14. Customer Product Reviews Policy Violations

When you pay buyers to leave reviews for your products, instead of it being naturally left by them

5 steps

to stay consistently compliant as a seller

1

Check your account health daily

To get to the Amazon Account Health page, go on Seller Central > Performance Menu > Account Health. There, you'll find 3 columns of the metrics that Amazon assesses you for compliance.

2

If you're lacking, act immediately

See an area where you're not meeting required targets? Don't ignore it or scribble it down to attend to later. Make it an immediate priority.

3

Investigate what caused it

The first step to remedy any non-compliance is to identify which area of account health was actually negatively impacted.

4

Eliminate the culprit

Once you've found out which exact factor(s) caused the degradation of your account health, start to fix them.

5

Assess whether you're improving

Once you've resolved any issues with compliance, don't "done-and-dust-it". Keep revisiting the Account Health page to make sure your score compared to the target is actually improving.



Tips:

Be extra vigilant in attending to customer A-Z claims

Especially for MFN (Merchant fulfilled orders). Because if customers complain to Amazon about their expectations not being met by you (e.g. receiving immediate refunds, replacements, information about their order), you'll immediately be penalized for not meeting A-Z guarantees.

Generate a report to investigate your Account Health

An easy way to look into a lacking Account Health score is to generate relevant reports to find which order flagged it. If during your investigation you find that you've been penalized unfairly, be sure to create a case showing the documentation & communications that prove your compliance and cooperation.

Want it *done-for-you*?



While we've faithfully compiled all the important points to stay vigilant for compliance, the big footnote on Amazon will always be: *that's how it is for now*. Amazon notoriously changes their guidelines and policies without any notice to sellers—**leaving them scrambling to catch up to avoid any penalties.**

To completely remove this burden, **we offer Full Stack Account Management Plans that cover all aspects of your account health**—ensuring you're 100% compliant to Amazon policies around the clock, throughout the year.

Our aim is to free up your resources so you can focus your efforts on where it matters, **while having the peace of mind that you're being protected from costly suspensions** and damage to your hard-worked-on brand.

**BOOK A FREE, 20-MINUTE CONSULTATION
TO OFFLOAD YOUR COMPLIANCE**