

WebStore by Amazon Troubleshooting Guide

The best sellers displayed are not my best selling items.

WebStore best sellers are based on the overall Amazon.com sales ranking for the product, not just your WebStore order history. It's possible for the rankings to differ. Amazon.com recalculates sales ranking at irregular intervals and the higher (worse) the sales ranking, the less frequently it is calculated, so it takes time for sales rank statistics to move in line with your sales.

My storefront pages load too slowly.

Large images, for example large embedded flash, can increase your page size and cause your pages to load slowly. Adding extra product widgets can also result in longer page load times. Try your storefront from a variety of connections or use a page size analysis tool to determine a good balance for you.

There are blank spots on my category pages.

If an item in your catalog is discontinued or otherwise unavailable at the time of publish, it will leave a gap in the category page. You should ensure that the items you're selling are available for purchase at the time you publish your WebStore. After you either remove the items from your catalog or make them available, you'll need to republish your WebStore in order for the changes to take effect.

I can't access my entire inventory in WebStore.

There is currently a limit of 4000 merchant items that may be brought into your WebStore catalog. You will need to make sure you bring over your most important inventory if you have more than 4000 items.

Some of my items don't show up in my unassigned products report.

If you have more than 4000 items in your inventory, they will not all be accessible, and the report does not cover more than 4000 items from your inventory.

I just uploaded some products but they don't appear on my store.

It can take up to 72 hours for automatic republishing to find your newly uploaded items and automatically add them to your store.