FREE CHECKLIST · AMAZON.CO.UK

Amazon Account Audit Checklist for UK Brands

Tick off each item as you go. Fix account risks first, then money leaks, then growth. Items marked UK are rules most US guides leave out.

WEEKLY
Account Health, suppressed listings, ad search terms, stock

MONTHLY
Pricing, Featured Offer, reviews, returns, FBA fees, claims

QUARTERLY
The full checklist below, all 10 areas

YEARLY
VAT, product compliance, Brand Registry, user access

1 Account health and policy compliance

PROTECT

Metric	Amazon UK target	Yours
Order Defect Rate	Under 1%	
Cancellation Rate (seller-fulfilled)	Under 2.5%	
Late Dispatch Rate (seller-fulfilled)	Under 4%	
Valid Tracking Rate (seller-fulfilled)	Over 95%	
Account Health Rating	200 or more (Healthy)	

- [ ] No open policy, IP or product safety items, or each has a response before its deadline
- [ ] The account email goes to someone who reads it every day

2 Business details, users and VAT

PROTECT

- [ ] Legal name, address and contact details match Companies House
- [ ] Bank account and deposit method are correct
- [ ] VAT registration checked: £90,000 rolling 12-month threshold for UK businesses; overseas sellers storing stock in the UK usually register from the first sale UK
- [ ] VAT number uploaded in Seller Central, and VAT invoices available to business buyers UK
- [ ] Former staff and agencies removed; two-step verification on for every user

Audit details

Date of audit: Checked by:

Next audit due:

3 UK product compliance and packaging

PROTECT

- [ ] Correct conformity mark for Great Britain (UKCA, or CE where still accepted for your category) UK
- [ ] GPSR safety details in place for any goods sold into Northern Ireland UK
- [ ] Labels show business name, UK address, warnings and age marks
- [ ] Safety data sheets, test reports and declarations ready to upload
- [ ] Dangerous goods information complete for batteries, aerosols and liquids
- [ ] Packaging EPR status checked against turnover and tonnes handled UK

Annual turnover	Packaging per year	EPR status (GOV.UK)
£1 million or less	Any amount	No obligation
Over £1 million	Less than 25 tonnes	No obligation
£1 million to £2 million	25 tonnes or more	Small producer
Over £2 million	25 to 50 tonnes	Small producer
Over £2 million	More than 50 tonnes	Large producer

4 Brand Registry and protection

PROTECT

- [ ] Brand enrolled with a current UK IPO trademark (registered or pending) UK
- [ ] No unknown sellers or unwanted changes to images and titles; copycats reported

5 Listing quality and search visibility

GROW

- [ ] No suppressed listings on the Fix Your Products page
- [ ] Titles lead with the main keyword and stay within Amazon's title rules
- [ ] Main image on pure white; all image slots used, 1,000 px or more for zoom
- [ ] Bullets lead with benefits; A+ Content on every main product
- [ ] Backend search terms under 250 bytes with no repeats from the title
- [ ] Variations grouped under one parent; correct category and browse node
- [ ] Search Query Performance checked for lost impressions, clicks and purchases

6 Pricing and the Featured Offer

GROW

- [ ] Featured Offer percentage high on every product you sell alone
- [ ] No uncompetitive offers on the Pricing Health page; Fair Pricing Policy followed
- [ ] Coupons and deals still profitable after fees and ads; price checked against top 3 rivals

7 Advertising

STOP LEAKS

- [ ] Break-even ACoS known for each product (profit before ads ÷ price without VAT) UK
- [ ] Search terms with many clicks and no orders added as negatives
- [ ] No campaign above break-even ACoS for 30 days or more; TACoS trend checked
- [ ] Strong campaigns not running out of budget; branded searches defended

8 Reviews, ratings and returns

GROW

- [ ] Main products rated 4 stars or more; repeated complaints noted and fixed
- [ ] Voice of the Customer clear; return reasons checked; reviews requested only in allowed ways

9 Inventory, FBA fees and reimbursements

STOP LEAKS

- [ ] Stock cover for restock lead time plus buffer; no stranded stock
- [ ] Aged stock found early; IPI stable or rising
- [ ] Product size and weight on record correct for the FBA fee band
- [ ] Lost, damaged and returned items checked and claimed every month

10 Profit and reporting

STOP LEAKS

- [ ] Profit per order known for every main product (price without VAT – fees – product cost – ad cost) UK
- [ ] Settlement reports match bank deposits; weekly numbers tracked in one sheet

Fix in this order

1. **Account risks:** policy items, Account Health, VAT or safety documents, suppressed listings
2. **Money leaks:** ads above break-even ACoS, wasted search terms, unclaimed items, wrong FBA fees
3. **Conversion:** main images, titles, bullets, A+ Content and review problems on best sellers
4. **Growth:** new keywords, campaigns, variations and products. Write down every change and its date.

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