

# Account Basics: Creating a non-UK Listing in the EU



## Account Basics:

Creating a non-UK Listing in the EU

Launching Your Product

---

---

---

---

---

---

---

### Video Outline

- o Log into Seller Central
- o Go into Inventory Management
- o "Add Product"
- o Select a category for your product. (Copy category of main local competitor in that marketplace)
- o Add all translated info including barcode
- o Fill in all required information
- o Before saving, go to "offer" tab and paste the SKU from your UK inventory directly before saving the listing for the first time. **This can only be changed once.**

---

---

---

---

---

---

---

## The BIG Takeaways:

**Use a Professional Translator For Listings:** You want your copy to read well in the local language. Direct translations read awkwardly.

**Copy Your Competitors' Category:** If you are unsure which category to use when creating the listing, look at your biggest competitors' category.

**Note your UK SKU:** Make sure you use your UK SKU when creating your EU listing. This ensures it will draw from your UK inventory.

**Translate your Keywords:** Get your translator to translate all your keywords and add their own for each specific language.

---

---

---

---

---

---

---