

# Common Amazon Compliance Issues & How to Manage Them



There is no one single factor that determines success on Amazon - from the myriad of variables that determine the flywheel to keeping up with the changes on the platform itself, succeeding on Amazon demands strategic focus, continuous optimization, and dedicated effort. And while all the different elements of selling on Amazon contribute to success or failure for a brand, there is one single factor that can cut you off from even getting started: compliance.

Amazon compliance refers to adhering to the guidelines, policies, and regulations set by Amazon for sellers, vendors, advertisers, and product listings on its platform. Amazon has strict compliance rules to maintain trust, safety, and quality for customers, covering various aspects of selling, advertising, and product content on the marketplace. Below are some key areas of Amazon compliance:

- **Product Compliance** - Products sold must comply with Amazon's guidelines and any applicable laws
- **Content Compliance** - Listing content and imagery must meet Amazon's standards
- **Seller Policy Compliance** - Rules for fulfillment, returns and customer service
- **Advertising Compliance** - Advertisers must follow Amazon Ad policies
- **Account Compliance** - Sellers must maintain their account in good standing
- **Regulatory Compliance** - Complying with all applicable national and international laws

Failure to comply with Amazon's rules can result in various penalties, including product delisting, account suspension, legal repercussions and loss of selling privileges. So it's a no brainer that brands should pay close attention to, and prioritize maintaining all aspects of compliance.

And while we could write a lot about compliance as a whole, that would be quite a long read, so our SEO Strategists are diving into two of the most critical areas of compliance: product and content. Keep reading for everything you need to know about how to stay compliant, common categories that are impacted, and more.

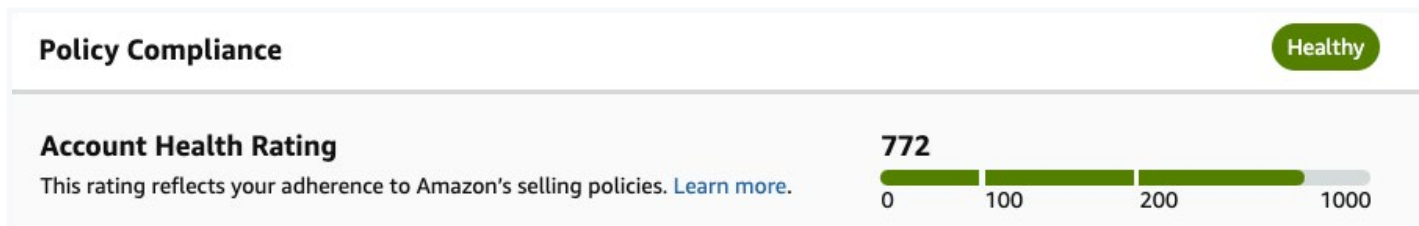
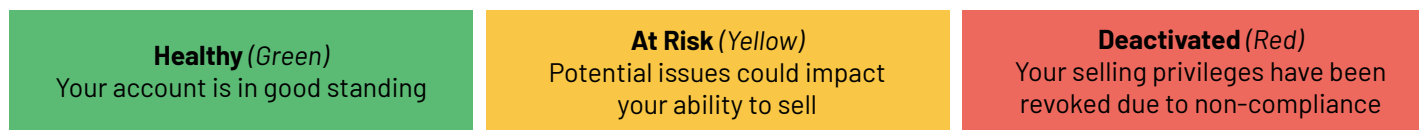
# PRODUCT COMPLIANCE

## Amazon Account Health

Account Health is a section within Amazon Seller Central, and is critical to maintaining a successful selling account. Brands and sellers should get familiar with the page, and view it at least once a month, where they can view information like overall policy compliance, customer service performance, shipping performance and more. Additionally, Amazon also includes any compliance requests, violations and action needed in this section.

Within the Account Health section, brands can find their Account Health Rating (AHR), which reflects how well your account complies with Amazon's policies. This score fluctuates based on various factors, primarily listing violations and provides an overall snapshot of your account's standing.

AHR is divided into three distinct zones, each with its own score range and color code:



Example account health rating view ↗

The AHR system helps sellers proactively address issues before violations impact their ability to sell on Amazon. Regularly monitoring and maintaining a healthy AHR ensures a smooth and uninterrupted selling experience.

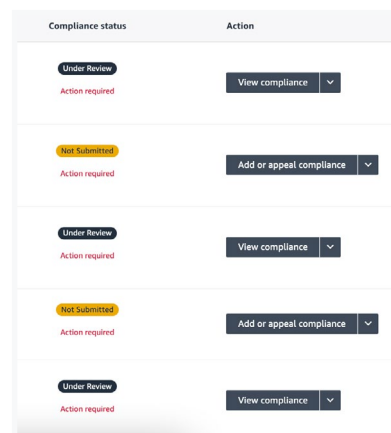
Listing violations impact AHR to varying degrees, categorized into five levels:

- **Critical** – Highest impact; can drop the score to zero
- **High** – Significant impact on AHR
- **Medium** – Noticeable impact but not severe
- **Low** – Minimal effect on AHR
- **No Impact** – No effect on the score

The exact point deductions per violation vary, but critical violations pose the greatest risk to account health.

## How to Manage Your Product Compliance

Located within the Account Health section is your new best friend: Amazon’s Manage Your Compliance dashboard. This is a critical tool and helps sellers stay on top of compliance requirements. To avoid potential issues, businesses should regularly review their compliance section to ensure all listings meet Amazon’s requirements. To prevent disruptions, sellers must provide the necessary compliance documentation or appeal violations before the deadline stated on their Account Health page.



Example product compliance view ↗

## Key Product Compliance Categories on Amazon

Code3’s SEO team has handled tens of thousands of compliance issues over the years and has identified a pattern of certain product categories that are more likely to trigger compliance alerts. No matter what category your brand sells in, it’s great info to have in your back pocket, so we’re sharing some of the most compliant-heavy categories.

## Children’s Supplies Claims

Children’s products often encounter compliance issues due to strict safety regulations regarding materials, design, and testing. Given the vulnerability of children, Amazon frequently requires additional documentation to verify product safety, which can create barriers for some sellers.

### Required Compliance Documents:

- Product Images
- Children’s Product Certificate (CPC)/ Certificate of Compliance
- Test Reports

### How to Avoid Compliance Issues with Children’s Products:

- Ensure Proper Labeling
- Obtain Necessary Certifications
- Provide Accurate Product Description
- Stay Updated on Regulations
- Complete product testing through an authorized third-party lab or Amazon’s Lab Central

### Common Compliance Issues:

- Submitting latest test reports to ensure children’s products comply with Amazon regulations
- Safety instructions on how to use the products and which age group should use these products
- Warning Labels such as Small Parts/Choking Hazards clearly printed on the product packaging

## **Dietary Claims**

Food and supplement products are subject to strict regulations regarding labeling and claims. Sellers must ensure compliance to avoid listing suppression or removal.

### **Required Compliance Documents:**

- Certificate of Analysis (CoA)
- Product Label Images
- Good Manufacturing Practices (GMP)

### **How to Avoid Compliance Issues with Dietary Claims:**

- Clearly list all ingredients, proper quantities, warnings, and nutritional information
- Ensure all ingredients comply with Amazon and FDA regulations
- Claims such as “organic” require USDA certification, and health claims must be backed by scientific evidence and proper documentation

### **Common Compliance Issues:**

- Images removed due to certain prohibited terms
- Listings suppressed or copy rejected due to unverified dietary claims
- Frequent updates to Amazon’s restricted text strings impacting food and drink listings (e.g., “gluten-free,” “USDA certified,” “FDA approved,” “safe”)

## **Medical Devices & Supplies Claims**

Before selling medical devices on Amazon, sellers must confirm that their product is not on the prohibited products list. Additionally, any prescription or professional-use medical products can only be sold by sellers enrolled in Amazon’s Professional Health Care Program, which requires a licensed healthcare professional with an Amazon Business account. If eligible to sell, determine whether FDA approval is required. Prescription or professional-use products cannot be stored in Amazon warehouses and must be fulfilled by the seller.

### **Required Compliance Documents:**

- Certificates of Analysis (CoA)
- FDA Registration Number
- Good Manufacturing Practices (GMP)

### **How to Avoid Compliance Issues with Medical Devices Claims:**

- No false or misleading claims
- Only use the terms “FDA Cleared” or “FDA Approved” if legally applicable
- Do not use the FDA logo in any product listing

### **Common Compliance Issues:**

- Implying medical benefits – Claims suggesting a product can diagnose, cure, mitigate, treat, or prevent a disease require FDA approval and can lead to permanent listing removal
- Automated flagging – Even mentioning a disease (without making a cure claim) can trigger Amazon’s automated systems, resulting in a suppression and lengthy appeals process
- Restricted terms – Words like “antimicrobial,” “antibacterial,” and “kills viruses” require FDA or EPA approval before being included in product descriptions

## Medical Devices & Supplies Claims

Any product emitting radio frequencies must comply with Federal Communications Commission (FCC) regulations. Sellers are required to provide an FCC ID and contact information in the product's backend settings.

### Required Compliance Documents:

- FCC Authorization
- Supplier's Declaration of Conformity (SDoC)

### How to Avoid Compliance Issues with RF Claims:

- An FCC ID may not be required at ASIN creation, but Amazon's system may later flag and suppress your listing if it detects missing compliance details
- Sellers must register and test products in an accredited lab to ensure compliance before selling

### Common Compliance Issues:

- Missing FCC ID attributes - can result in suppression of ASIN

# CONTENT COMPLIANCE

Proper compliance and item setup on the backend of Amazon is critical, but Amazon can also trigger compliance alerts based on listing content and images. Following Amazon's best practices and guidelines is a first step:

- Keep content within Amazon character limits for titles, bullet points, and descriptions
- Main image is on a plain white background
- Have a total of 6-7 images and video
- Utilize lifestyle imagery

Following these best practices can help avoid penalties and listing suppression, but brands should also be sure they're on the lookout for any updated best practices or guidelines, to ensure their listings are always meeting requirements. Amazon is continuously updating their policies so staying informed is crucial in running a successful Amazon business.

## Copy Compliance

Keywords come into play here as well - both on the backend and consumer-facing. Amazon's automated systems can detect the use of prohibited keywords, and can remove your listing, even if the word is not visible to shoppers. In general, avoid making claims such as "cures," "proven," etc., within any copy elements of your PDP. Code3 Copy Strategists recommend focusing copy on key selling points and what helps your product stand apart from the competition.

Although they don't have an official list, Amazon does restrict a variety of keywords and phrases. While a restricted keywords list may seem limiting at first, it can ultimately lead to more engaging and effective product descriptions and A+ content.

### Some Common Restricted Keywords:

- Inappropriate or offensive terms
- Medical claims that lack supporting documentation
- Claims violating regulations if not verified
- Trademarked or Brand Names

### Some Common Restricted Words:

- |                    |                      |                 |
|--------------------|----------------------|-----------------|
| • 100%             | • FDA approval       | • Quality       |
| • Approved         | • Free gift          | • Ready to ship |
| • Arrive faster    | • Free shipping      | • Seen on tv    |
| • Authentic        | • Gift idea          | • Special Offer |
| • Best seller      | • Guarantee          | • Special promo |
| • Buy now          | • Highest rated      | • Top rated     |
| • Certified        | • Lasting quality    | • Viral         |
| • Cure             | • Limited time offer | • Worlds best   |
| • Discounted price | • On sale            |                 |

## **Image Compliance**

Content compliance isn't just limited to copy, it covers product images, A+ copy and more. As a bonus? Product images that follow [Amazon's requirements and guidelines](#) ensure that listings remain optimized for conversions, often leading to higher organic rankings.

Amazon recommends each ASIN have at least six images and one video of the product, but a listing must have at least one image. The main image, the first image on the PDP, must have a pure white background and show the product at 85% of the image. The main image should not include any accessories or props that aren't included with purchase, and the entire product must be within the frame.

### **Additionally, the marketplace recommends including:**

- An image of the product in an environment
- An image with product information such as dimensions or nutritional facts

### **All images must meet specific requirements:**

- 500 to 10,000 pixels on their longest side
- Provided in JPEG (.jpg or .jpeg), TIFF (.tif), PNG (.png), or non-animated GIF (.gif) file formats
- Clear with no pixelation or jagged edges

## **Final Thoughts**

Compliance is a critical factor that directly impacts your ability to sell on Amazon. While not all categories are equally affected, understanding and following compliance regulations ensures smoother listing approvals and prevents sales disruptions.

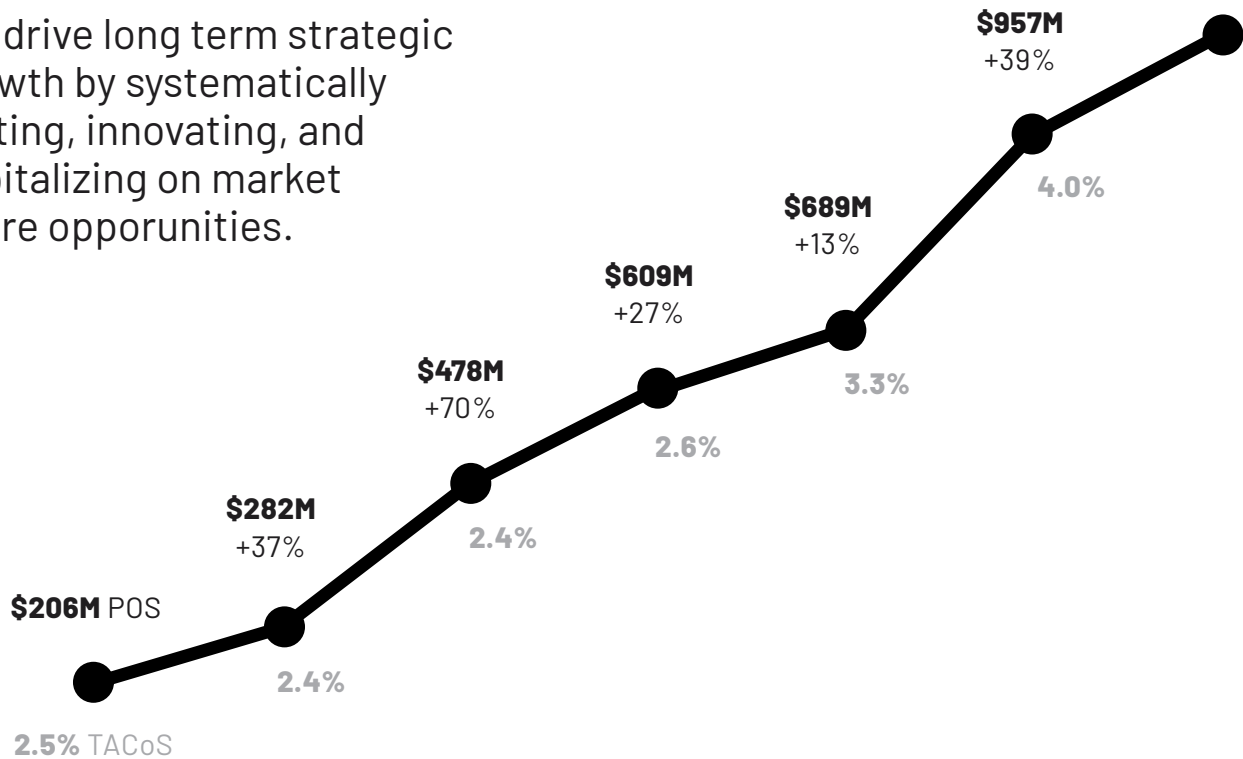
### **To maintain a healthy Account Health Rating (AHR) and a seamless selling experience, sellers should:**

- Regularly review their Account Health page
- Stay updated on Amazon's evolving compliance policies and claims Amazon does not support
- Address compliance issues promptly to avoid listing removal or account suspension

By staying proactive and informed, sellers can ensure they meet Amazon's legal and safety standards, ultimately providing customers with safe and reliable products. This is why it's critical to develop strategies that align with Amazon's guidelines and make your PDP pages look attractive for potential customers.

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