



How to Launch a Successful Webstore

Agenda

- ❑ Key steps to launch your Webstore
- ❑ Tips for a successful launch
- ❑ Where to find help
- ❑ Q&A
- ❑ Next Steps

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- Key steps to launch your Webstore
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- Next Steps

Key steps to launch your Webstore

- ❑ Add products
- ❑ Create categories
- ❑ Select a theme
- ❑ Customise store
- ❑ Edit settings
- ❑ Publish changes

Selling on Amazon already?
- Switch to your webstore



Getting Started with Amazon WebStore

We've started you off with a basic site, but it needs your help to get it ready for launch. Do you want to check out how your store looks? Click **Preview**.

www.indiekids.co.uk
Customize your URL **Preview**



Add products



Create categories



Select a theme



Customize store



Edit settings



Publish changes

I am ready to launch

* **Amazon Recommends:** ◀ Prev | Next ▶
The [Site Features](#) tool lets you add and remove features including Customer Reviews.

Looking for some help?
Take a look at our [Getting Started Guide](#), or check out [Amazon WebStore Help](#). For personal assistance, you can [contact us](#).

Key steps to launch your Webstore

❑ Add products

- ❑ Create products one at a time
- ❑ Upload a file (CSV)
- ❑ Upload a file (XML)

Manage Inventory

Search Parameters

Basic Search | Advanced Search | Preset Search | Rules-Based Search

Search for: in Product Name

Displaying results 1 to 17 of 17 View: Grouped | Flat Show: 25 products per page Page 1 of 1 Jump to page

SKU	Product Name	Description	Quantity	Price	Offer Type	Actions
<input type="checkbox"/> ACME007	Gamma Test	This is a test product entered using the Gamma (one box) SC instance	1	£100.00	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> ACME0010	Sennheiser HD201 Closed Back Headphones	The HD201 are closed, dynamic headphones featuring extended, accurate response, impressive	4	£22.47	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> ACME0011	Sony MDR-V150 Headphones with Reversible Housing for DJ Monitoring	Studio Monitor Series Headphones incorporate high-end materials and advanced engineering, critically	7	£15.99	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> ACME0012	Sennheiser PMX 80-ECO II Rugged Stereo Neckband Headphones for	The PMX 80 Sport II with Eco Friendly packaging stands up to your toughest workouts. These rugged	7	£29.99	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> TEST0009 Variation Parent	Test Product	This is a test product	N/A	N/A	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> ACME0013	Test product with wide image		1	£20.99	Normal	<input type="button" value="View & Edit"/>
<input type="checkbox"/> SHOES0001 Variation Parent	Test shoes		N/A	N/A	Normal	<input type="button" value="View & Edit"/>

❑ Already selling on Amazon?

- ❑ Selling on Amazon Flat files
- ❑ Products are automatically imported

Your Products have been imported

SUMMARY 12 imported / 2 not imported [Go to Status Monitor](#)

View products that may be missing content that was on Amazon. Images, descriptions, features and some product details added by other sellers on Amazon cannot appear in your Webstore.

Note: Products will take up to 24 hours to appear in your site. Images may not appear for 1-2 days. Some product types are only partially editable in WebStore Manage Inventory (but they will appear on your site).

Key steps to launch your Webstore

❑ Add products

❑ Create products one at a time

Add Products

Create a new product Upload an inventory file	
* = Required ⊕ = Recommended	
Enter basic product attributes	
* Merchant SKU: ?	<input type="text"/> <small>This SKU cannot be changed once it is saved.</small>
* Product Name: ?	<input type="text"/>
* Standard Price: ?	<input type="text"/> GBP <input type="button" value="v"/> <small>If '0' or empty, this product will not be buyable.</small>
* Quantity: ?	<input type="text"/> <small>If '0' or empty, this product will not appear. If it has a price, it will appear as 'Out of Stock.'</small>
Brand Name: ?	<input type="text"/>
Description: ?	<input type="text"/>
Choose where this product should appear	
Webstore Categories: ?	<input type="text"/> Choose a cateqc _Tag: <input type="text"/> <input type="button" value="Remove"/> Add Another (Up to 20)
Product Identifiers	
* Product Type: ?	<input type="text"/> <input type="button" value="v"/>

Key steps to launch your Webstore

□ Add products

□ Upload file (CSV)

□ Upload file (XML)

<http://developer.amazonservices.co.uk>

Add Products

Create a new product | **Upload an inventory file**

Add many products at once using our Product Templates below. Create your products in a spreadsheet application and then upload the file here. If you Inventory, make changes and upload the file again. [Learn more](#)

Please note: If you already upload inventory files for Selling on Amazon, you will not be able to upload those files here. [Learn more](#)
Please be aware that uploading an inventory file will overwrite any changes made in Manage Inventory.

Select and Upload Your File

File to Upload:	<input type="text"/> <input type="button" value="Browse..."/>
	Choose a .csv file. Or, you can use XML format
Upload Type:	Select a file first <input type="button" value="v"/>
Upload Title: <input type="checkbox"/>	<input type="text"/>
	Example: Autumn Clothing Line

Templates to Download

Start by downloading the appropriate templates for your products. These include instructions and examples for adding your products. [Learn more](#)

Product Categories	Templates and Guides			
Automotive	Template	*	*	Data Definition
Baby	Template	*	*	Data Definition
Beauty	Template	*	*	Data Definition
Books	Template	*	*	Data Definition
Clothing and Accessories	Template	*	*	Data Definition
Consumer Electronics	Template	*	*	Data Definition
DVD	Template	*	*	Data Definition
Drugstore	Template	*	*	Data Definition
Gourmet	Template	*	*	Data Definition
Grocery	Template	*	*	Data Definition
Home Improvement	Template	*	*	Data Definition
Jewelry	Template	*	*	Data Definition

Creating

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Using th

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Please no appearing

Using th

At Amazc product p different provide y style GUI the Style

Key steps to launch your Webstore

□ Create categories

Categories & Pages

Please note: Publish your categories before assigning products

You can build your site navigation (product categories) here and select products to appear in them. [Learn more](#)

Create category

Assigning products manually

Using Category Tags (aka Platinum Keywords)

3 products assigned

Key steps to launch your Webstore

Please note

- Products will not be searchable/browseable unless:-
 - You have supplied all of the mandatory elements (SKU, title, product type)
 - They are in stock (Inventory set to > 0)
 - They have a price (at least £0.01)
 - They have been assigned to a category*

* *Products will still be searchable and buyable if not assigned to a category*

Key steps to launch your Webstore

- Add products
- Create categories



Key steps to launch your Webstore

❑ Select a theme

- ❑ Select and customise your store design theme.

The screenshot displays the Amazon Seller Central interface for selecting and customizing a theme. At the top, a blue navigation bar contains the text "SHOW Amazon Seller Central Navigation" with a dropdown arrow. Below this, the "Themes" section is titled "Themes" and includes a descriptive paragraph: "Choose a predesigned theme for your website by selecting a theme and choosing 'Apply to my WebStore.' You can change the appearance of any theme through customization. To customize your active theme click the 'Customize this Theme' button to the right. [Learn More](#)". A "Theme Applied: Acme Modern" box with a "Customize this Theme" button is visible in the top right. Four theme preview cards are shown: "Basic" (white), "Orinoco" (grey), "Orinoco" (olive green), and "Orinoco" (purple). Below the themes, a "Basic" section is titled "Customize your Theme" with a "Learn More" link. The customization area shows "Theme Applied: Acme Modern Customizing Acme Modern" and a "Change Theme" link. A navigation bar includes "Store Logo", "Header", "Site Navigation", "Site Background", "Page Body", and "Footer". The "Store Logo" section is active, showing options to "Create a logo from text" (with a text input, color "#FFFFFF", and font "URW Bookman L") or "Use your image file" (with a "Find" button). A note states: "Select your file (.png, .jpg or .gif) no larger than 2MB. We recommend 375w x 50h (pixels)." Buttons for "Preview Site", "Revert", and "Save Changes" are located on the right.

Key steps to launch your Webstore

❑ Select a theme

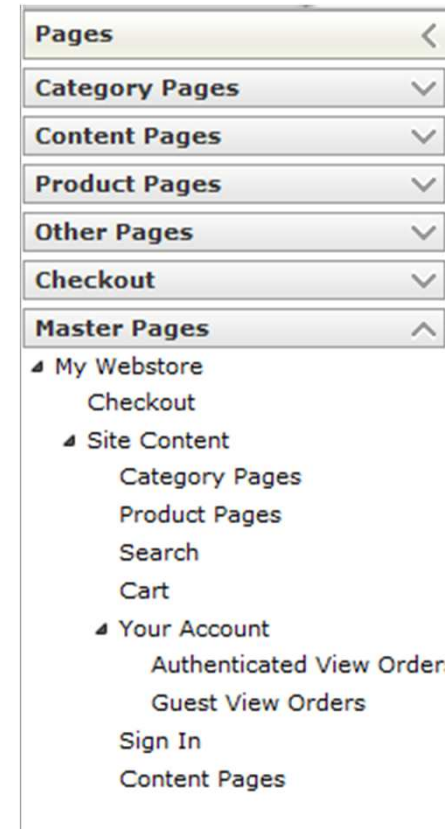
❑ Advanced users can edit CSS files directly

The screenshot displays the Amazon Services Europe Seller Central interface. At the top, the header includes the Amazon Services Europe logo, the URL 'acme-uk.hostedbywebstore.co.uk', and navigation links for 'HOME | MESSAGES | HELP | LOGOUT'. Below the header is a navigation bar with tabs for 'INVENTORY', 'ORDERS', 'STORE DESIGN', 'REPORTS', and 'SETTINGS'. A search bar is located on the right side of the navigation bar. The main content area is titled 'File Library' and includes a sub-header 'Upload and manage navigational elements, buttons, and non-product related images for your Web site.' The interface shows a file browser with a left-hand sidebar containing a folder tree. The 'Active: Acme Modern' theme is selected, and the 'CSS' folder is expanded. The main area displays a list of CSS files: 'aap_base.css', 'aap_page_ove...', 'aap_widgets.css', 'base.css', 'page_overrid...', 'review.css', and 'test.css'. The 'widgets.css' file is highlighted with a blue border. Below the file list, the details for 'widgets.css' are shown: 'Last Modified: 06/13/2011 2:56 pm', 'Size: 417.3 KB', and 'Path: /media/Site Files/Theme Files/Active Theme/CSS/widgets.css'. The interface also includes buttons for 'Refresh', 'Delete Files', and 'Upload Files'.

Key steps to launch your Webstore

□ Customise store

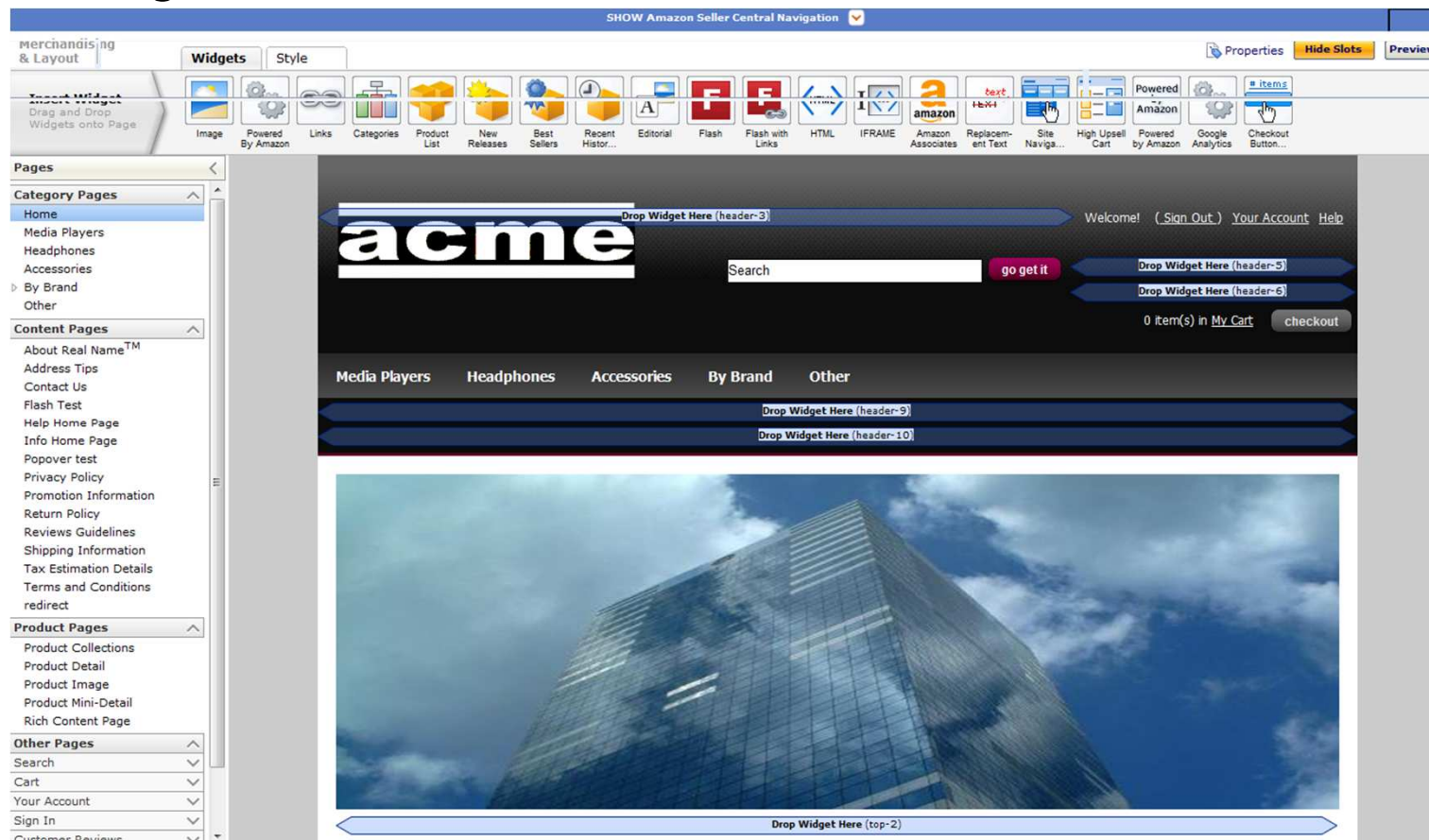
- Page structure:
 - My Webstore
 - Checkout
 - Site Content
 - Category Pages
 - Product Pages
 - Search
 - Cart
 - Your Account
 - Authenticated View Orders
 - Guest View Orders
 - Sign In
 - Content Pages



Key steps to launch your Webstore

□ Customise store

□ Widgets



Key steps to launch your Webstore

❑ Customise store

❑ Site Logo

The screenshot illustrates the checkout process for a custom webstore named 'acme'. At the top, the 'acme' logo is displayed in a large, bold, blue font. To its right, navigation links for 'SIGN IN', 'SHIPPING', 'PAYMENT', and 'PLACE ORDER' are visible. A shopping cart icon is also present. The 'amazon.co.uk' logo is in the top right corner. A line labeled 'logo.png' points to the 'acme' logo.

The main content area is titled 'Review and Place Your Order'. It includes a disclaimer: 'By selecting "Place Order" you agree to Amazon Webstore's [Purchase Agreement](#) and [Privacy](#)'. Below this, it states: 'All buyers are covered by the Amazon A-to-Z Guarantee. Learn more about the [policy and res](#)'.

The 'Shipment #1' section details the shipping information:

- Shipping Address:** [Change](#) Amazon Co Uk Ltd, 19 The Grove, SLOUGH, Berks SL1 1QP, United Kingdom
- Shipping Method:** Standard Delivery (3 - 5 days)
- Estimated Dispatch Date:** 17-Jun-2011 - 20-Jun-2011
- Estimated Delivery Date:** 21-Jun-2011 - 25-Jun-2011

The product being ordered is 'Sony MDR-V150 Headphones with Reversible Housing for DJ Monitoring', with a unit price of £15.99 and a quantity of 1. A [Change Quantities Or Delete](#) button is provided.

The 'Purchase Information' section shows:

- E-mail Address:** [mialab@amazon.com](#)
- Grand Total:** £15.99
- Order #:** 200 070 1740 0050 130
- Delivery Address:** Amazon Co Uk Ltd, 19 The Grove, SLOUGH, Berks SL1 1QP, United Kingdom

An email preview is shown on the right, with the following details:

- From:** Acme UK <no-reply@internal.webstorepowered.co.uk>
- To:** [mialab@amazon.com](#)
- Cc:**
- Subject:** Thank you for your order!

The email body contains the 'acme' logo, 'Greetings from Acme UK,', 'Thank you for your order.', and a link to the account: 'Have a question about your order? If you would like to check the status of your order, please visit [Your Account](#)'.

Key steps to launch your Webstore

Edit settings

- Set your payment options
- Set your shipping rates
- Enter your bank account details
- Set shipping configuration (which countries you ship to)
- Set billing configuration (which countries you will receive payments from)
- Set your customer service contact details
- Set excluded shipping dates (public holidays, etc.)

Key steps to launch your Webstore

❑ Publish changes

❑ Use Preview to review your site before Launch (IE/FF)

❑ Publish all outstanding changes before you launch your site

The screenshot shows the Amazon Webstore Seller Central interface for a merchant named 'Acme UK'. The top navigation bar includes 'INVENTORY', 'ORDERS', 'STORE DESIGN', 'REPORTS', and 'SETTINGS'. Below this, there are links for 'Categories & Pages', 'Merchandising & Layout', 'File Library', 'Themes & Design', 'Site Features', and 'Publish'. The 'Publish' button is highlighted in blue. The main content area is titled 'Publish Your Site' and contains the following text:

Publish Your Site
The Amazon Webstore's publishing capabilities allows your recently changed merchandising and layout and website category changes to be released for the general public. Please note that these changes will update any existing merchandising and layout you currently have on your website.

Best practices before publishing:

1. You have stored a backup of any CSS / Images / JavaScript media files you have changed.
2. You have completed a full review of your website in preview mode. Click the Preview my Webstore button to the right to begin.

Please note:

- Any website category changes can take up to 5 minutes from publish to release.
- Your website's search results may require up to 1 hour to fully update on your public site.

Most Recent Publish

Title: Adding tilt to search images	Status: Successful
Day/Time: May 26, 2011 5:37 pm UTC	Published by: xxxxxxxxxxxxxxxxxxxxxxxxxxxx

Comments:

Users who have made modifications since last publish

Modified by	Last modification date/time
xxxxxxxxxxxxxxxxxxxxxxxxxxxx	June 13, 2011 2:56 pm UTC

On the right side of the interface, there are two buttons: 'Publish my Webstore' and 'Preview my Webstore'. The 'Publish my Webstore' button is highlighted in yellow.

Key steps to launch your Webstore

- Select a theme
- Customise store
- Edit settings
- Publish changes



Agenda

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Tips for a Successful Launch

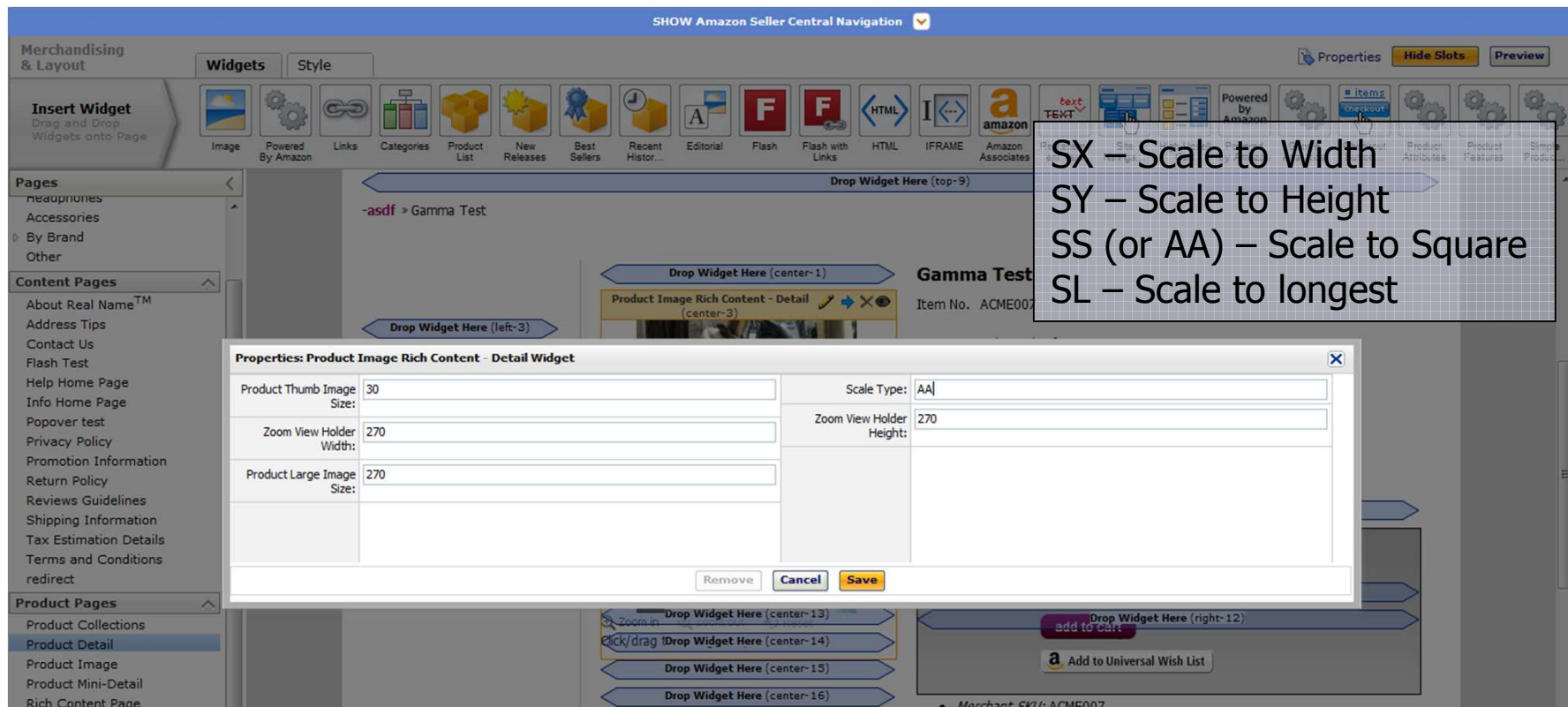
- ❑ Create and publish your categories before assigning products
- ❑ Keep your logo within guidelines (375w x 50h) and make sure your logo.png matches the logo used elsewhere (for consistency)
- ❑ Avoid making wholesale changes to positioning of widgets, if not necessary (Themes are optimised for widgets being in specific slots – based on best practice)
- ❑ Use your own domain where possible (we restrict “Advanced HTML” on the default *.hostedbyamazon.co.uk domain – no such restrictions on your own domain)

Tips for a Successful Launch

- ❑ Add as much detail as possible to your products (SEO)
- ❑ For existing Selling on Amazon sellers, we only migrate your own data to the Webstore – you will need to provide any missing product data
- ❑ For products with child variants (e.g. size or colour), add images and descriptions to both the parent and child products
- ❑ Try to supply the best quality images for products
 - ❑ Minimum dimensions: ≥ 500 px on each side
 - ❑ To activate zoom: > 1280 px on longest side
 - ❑ Maximum dimensions: 3000 pixels on the longest side

Tips for a Successful Launch

- ❑ If your images are not all the same aspect ratio, set the image scaling type to SS (or AA) in Search results widgets (on category and home pages), and on product page



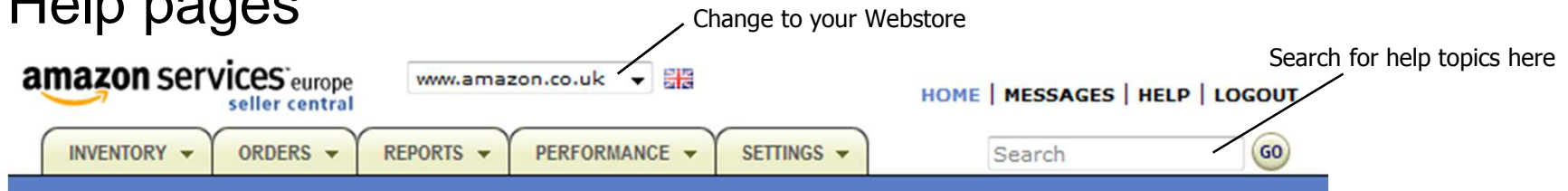
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Where to find Help



□ Help pages



□ Getting Started Guide

Help

[Seller Central Help](#): [Configure Account Settings](#): [Getting Started](#): **Getting Started Guide**

Getting Started Guide

- [Amazon Basics](#)
- [Step 1: Welcome](#)
- [Step 2: Adding Products](#)
- [Step 3: Listing Products](#)
- [Step 4: Entering Account Settings](#)
- [Step 5: Setting Up Your Seller Profile](#)
- [Step 6: Becoming Successful](#)

Where to find Help

□ Set-up Wizard

The screenshot shows the 'Getting Started with Amazon WebStore' wizard. It includes a title, introductory text, a URL field with a 'Preview' button, a progress bar with six steps (Add products, Create categories, Select a theme, Customize store, Edit settings, Publish changes), and a 'I am ready to launch' button. A 'Help Links' box is in the top right, and an 'Amazon Recommends' section is at the bottom left. Annotations with arrows point to 'Help Links', 'Key Steps' (pointing to 'Edit settings'), and 'Recommendations' (pointing to the 'Amazon Recommends' section).

Getting Started with Amazon WebStore
We've started you off with a basic site, but it needs your help to get it ready for launch. Do you want to check out how your store looks? Click **Preview**.

www.indiekids.co.uk **Preview**
Customize your URL

Add products | Create categories | Select a theme | Customize store | Edit settings | Publish changes → **I am ready to launch**

*** Amazon Recommends:** ◀ Prev | [Next](#) ▶
The [Site Features](#) tool lets you add and remove features including Customer Reviews.

Help Links
Looking for some help?
Take a look at our [Getting Started Guide](#), or check out [Amazon WebStore Help](#). For personal assistance, you can [contact us](#).

Key Steps

Recommendations

□ Contact Us — include as much detail as possible

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Q&A

Q: What are platinum keywords?

A: Platinum keywords are the same as category tags, and are used to associate products with categories. They are called platinum keywords in Selling on Amazon and Webstore feed files for legacy reasons.

Q: Can we say 'In partnership and hosted by Amazon' to drive traffic and give customers the confidence to buy from the Webstore?

A: Our recommendation would be to use the "Powered by Amazon" widget. This is automatically added to the page footer, and you can add it in other places as appropriate

Q: Can we enable Google Analytics?

A: Yes, and you should find the Google Analytics widget already added to the analytics-1 slot in the page footer (on the master "My Webstore" page) - you simply need to add your Google Analytics ID to start tracking site traffic in your Google Analytics account

Q: Are payments through Amazon? Why does credit card type matter?

A: Yes, Amazon handles all payments for Webstore. You are, however, free to disable any of the payment methods you don't want to offer (e.g. Visa, Amex, etc)

Q&A

Q: Is it mandatory to have a UPC or EAN code

A: No, it is not mandatory to have EAN/UPC on Webstore, unless you are also selling on Amazon with the same account. However, we would recommend including these codes where available.

Q: Does the feed file (CSV) for the Webstore cater for the marketplace as well?

A: Yes, if you use the same account for Selling on Amazon.co.uk and Webstore, then any changes made via CSV feeds will also appear in your Selling on Amazon account

Q: How can I drive traffic to site - with my old site, i struggled to get traffic to it with low costs

A: We automatically generate XML sitemaps, to help Google index your products and content, and submit Google Shopping feeds. There are also steps that you, the seller, can take to improve traffic, such as generating inbound links (links from other peoples' sites to your Webstore), or signing up to an affiliate network (e.g. Webgains, LinkShare or SearchIgnite)

Q: How do we set the image size so that they appear the same size

A: You can set the scaling type for images in many widgets (as per slide 22)

Q&A

Q: We're creating a Webstore in the UK and another (identical) Webstore in the US. Do both countries have an identical basis ... so we can simply share our CSS design between them?

A: Webstore is available in both the US and the UK, but as separate instances. You can copy CSS files you have used for an existing Webstore to a new one, using File Manager. You should also be able to re-use product feeds with some minor amendments (e.g. currency), but be aware that there are subtle differences in what product attributes are supported for different categories (these will be described in the data dictionaries linked on the Upload Inventory File page in Seller Central)

Q: Is there any way to edit images in bulk?

A: Product images can be updated, replaced and deleted in both CSV and XML feeds (see help pages or data dictionaries for exact field names). You need to have these images available in a publically accessible place (e.g. Amazon Simple Storage Service - S3) and would then provide the URLs for each image in your feeds.

Q: Can we install AdSense into the website?

A: We do not provide native support (e.g. a widget) for AdSense, but should be able to add any 3rd party service that relies on HTML and/or JavaScript (outside of the checkout process)

Q&A

Q: I have been using Firefox to create my Webstore and my question is? Will it have any impact on how the store shows on another browsers?

A: The browser you use to access the seller tools should not impact how the site looks ultimately. We suggest using Firefox or Internet Explorer to access Seller Central, but would also suggest you test your site in a number of browsers before launch (the most common being Internet Explorer 7-9, Firefox 3-4 and Google Chrome 11-12)

Q: Can the Customer Service for Webstore (CSW) application be configured to receive incoming emails from customers?

A: The CSW application does not support automatically routing customer emails. It can be used to keep a record of any customer contact though, whether by phone or email. It can also be used to send emails to customers.

Q: I've seen some Webstores with product videos on the product detail page - how is this implemented?

A: We don't natively support videos on product pages, but a number of sellers have implemented their own solutions. These typically involve dynamically adding (using JavaScript) content to a <div> or <iframe> based on either the product page URL, or by setting one of the product attributes to be the URL of a product video

Q&A

Q: Are there any plans to include delivery costs in the Google products feed?

A: Not yet, as we do not store default delivery costs, but that could change in future.

Q: I already sell on Amazon, but have found that when my products were imported into Webstore, I have no control over deleting the ones I don't want on Webstore. If I go to delete them, then it will delete from both inventories.

A: For any products that you do not want to appear on the Webstore, you need to deselect the Webstore marketplace in the product details. It will then only appear on Amazon. Deleting the product will remove it from your account, and it will no longer be available on either marketplace. You can also perform this action using CSV feeds

Q: Will products in our store automatically be shown in Google shopping search?

A: They will be automatically submitted to Google Shopping, but Google will control whether your items will be returned for any given search.

Q: Can you re-run the automatic import of your products from when you originally created your Webstore?

A: The automatic import brings across the items that are already in your Amazon.co.uk inventory. Any new products created in the Amazon.co.uk inventory should automatically appear in the Webstore inventory. If you are stilling missing some products that you would expect to have been automatically imported, it may be best to submit a help request.

Q&A

Q: Do people sign into Webstore using amazon.co.uk credentials?

A: Yes, customers can use their existing Amazon account to log into Webstore accounts with Amazon checkout process (non-branded checkout is available in the US, where this does not apply)

Q: Is it possible to raise an A-Z guarantee claim for things bought on Webstore?

A: Yes, the A-Z guarantee applies for any items that are bought through an Webstore with Amazon checkout process

Q: Is it possible to have separate listings on Webstore to Amazon website. For example if you have an item on Amazon you are limited to a certain amount of characters if you list it on Webstore and want to be more descriptive can you create an independent listing that will operate separately to amazon seller central listing ?

A: If you are the only seller of a product on Amazon.co.uk, then you will see the same title and description on both Amazon.co.uk and your Webstore. However, where Amazon (or another seller) has already provided a title or description, your title and description will only appear on the Webstore site.

Q: Can you have a product in more than one category?

A: Products can be assigned to up to 20 categories (5 if using Selling on Amazon flat file s to manage your product data)

Q&A

Q: Can you write content in any language, and will the widgets support different languages?

A: Although it is possible to submit some non-English descriptions, the toolset and widgets don't support languages other than English yet. This will change as Webstore becomes available in other countries.

Q: Can I change the product title and description for item which is imported from Amazon seller account?

A: If you are selling on Amazon, the title and description you provide for a product on Webstore will also appear on Amazon, if you are the only seller (see above question)

Q: On design - do product images automatically resize for the category page and product page or do we need to upload images all of the same size?

A: You only need to submit one size for each image. We will then generate the combinations of sizes required for image type (thumbnails, browse pages, etc) and will host those on our media servers. Try to submit the best quality image you can, as per slide 21

Q: How do I get rid of the dollar symbol in search refinements?

A: When you configure the search refinements (in Control Panel), you can set the label that gets used for the price bands. If this is showing US dollars, you can change it to pounds, but as it uses HTML, you should enter the pound sign as £

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Next Steps

- ❑ We will send out links to this Webinar, including answers to questions raised during the session
- ❑ Amazon Webstore marketing site:-
<http://webstore.amazon.co.uk>
- ❑ Send any feedback, suggestions or questions to:-
eu-webstore-feedback@amazon.com

Next Steps

Thank you for attending today, and good luck with your Webstore launch!!

