**Amazon:**Let me explain that for you.

The Buy Box is the box on a product detail page where a customer can begin the purchasing process by adding items to their shopping carts or completing a one-click purchase. To give customers the best possible shopping experience, only offers from Buy Box eligible sellers can compete for Buy Box placement.

Buy Box eligibility is determined based on a number of factors, including:

- seller performance metrics,

- status as a Professional seller,

- customer shopping experience offered on an item, such as shipping options, availability, the buyer’s shipping address and price,

and

- time and experience on the Amazon selling service.

Buy Box eligibility is regularly checked and is based on factors that have been carefully chosen in an effort to give customers the best shopping experience. A professional selling plan is required for you to be eligible, however other factors also influence Buy Box eligibility including category, pricing, availability, the buyer’s shipping address, and seller performance.

Note that even if there is only one offer for a product, Buy Box eligibility is still evaluated and items must be priced competitively in order to be eligible to win the Buy Box. Offers that do not meet the criteria to win the Buy Box are still displayed on the Offer Listing Page.

Amazon does not guarantee that any particular seller will win the Buy Box for a product. Seller Support cannot change a seller’s Buy Box eligibility status. However, you can increase your chances of achieving Buy Box eligibility and winning the Buy Box by maintaining excellent seller performance metrics and delivering an outstanding customer experience.

You can take steps to win the buy box.

You can take steps to increase your chances of winning by following the guidelines in these Help pages:

The Buy Box and how do I win a higher buy box percentage?

[http://sellercentral.amazon.com/gp/help...](http://sellercentral.amazon.com/gp/help/37911)(See full link)

[https://sellercentral-europe.amazon.com...](https://sellercentral-europe.amazon.com/gp/help/37911)(See full link)

How do I increase chances of winning a Buy Box?

[https://sellercentral.amazon.com/gp/hel...](https://sellercentral.amazon.com/gp/help/201687570)(See full link)

Once you win the buy box you will be able to run the sponsored ads.

Would there be anything else I can help you with today?

**Me:**Ok, I will read that.But as a new seller i have no chance to run ads.My products somewhere at the bottom and no one can find them, and if customer don`t find ,then no purschase. I have nothing to show in performance.

**Amazon:**Let me help you with that.

You can take steps to make your products to come first.

The biggest drivers of sales on Amazon.com are Search and Browse.

There are three key areas you can work on to more effectively surface items and drive sales: search terms, the browse node, and detail pages.

Search is based on three fields of information: title, brand, and the five keywords provided in the inventory feeds.

To optimize search results, use a descriptive title, including applicable information.

For more information using search terms, please refer to:

[http://sellercentral.amazon.com/gp/help...](http://sellercentral.amazon.com/gp/help/10471)(See full link)

To better surface your products in browse, use the most specific categorization terms available, and provide all applicable keyword attributes.

For more information regarding categorizing your products, please refer to:

[http://sellercentral.amazon.com/gp/help...](http://sellercentral.amazon.com/gp/help/23531)(See full link)

[http://sellercentral.amazon.com/gp/help...](http://sellercentral.amazon.com/gp/help/1661)(See full link)

Once a customer finds the product through Search or Browse, the product page becomes your selling point. You should ensure your product pages meet or exceed other merchants in your category. There are five key components on the product page that can help with sales: title, image, price, feature bullets, and description.

For more information about optimizing product detail pages, see:

[http://sellercentral.amazon.com/gp/help...](http://sellercentral.amazon.com/gp/help/10521)(See full link)

By reviewing the search terms, browse node, and detail pages, and making changes where needed, you are setting yourself up for success. Your products will be easier to find and customers will clearly know the details they need to make a buying decision. Please keep in mind: you want to make your listings as descriptive and attractive as possible. Do not hesitate to compare your listings with those of your competitors, if it helps you improve your own.

Please follow the above steps.

**Me:**Thanks a lot. I will go through my listings again to see what can I adjust.Thank you.

**Amazon:**You will be able to make your listings come first

Thank you for your patience and understanding.

You can follow the steps which I have provided and I'm sure you will be successfull.

I just want to make sure that everything has been taken care of. Is there anything else I can help you with?

**Me:**That`s all for now.Thank you very much.

**Amazon:**You're most welcome.

It's been a pleasure assisting you!

Thank you for contacting Amazon. Have a great day!

We hope to see you again soon!

Please click the "End Chat" link to close this window.