

Amazon Account Self-Audit Checklist



A short monthly check-in for UK Amazon sellers

Block out twenty minutes once a month and run through the questions below. If you are in a higher-risk category, have had recent violations, or operate at scale, every two weeks is more sensible.

Account Health

- Have you checked your AHR score in the last 30 days?
- Have you reviewed the violations or concerns listed on your Account Health dashboard?
- Have you checked your AHA enrolment status?
- Is your emergency contact number in Seller Central current?

Listings

- Are your variation structures genuine minor differences of the same product, or have any drifted into different functions, formulations, or use cases?
- Do any of your listings use brand names, trademarks, or phrases like 'compatible with' that may trigger IP scanning?
- Do any of your listings contain superlatives or absolute claims (best, perfect, guaranteed, lifetime)?
- Do your images, bullets, and A+ Content tell the same story as your title?

Documentation

- Does the business name on your Seller Central account exactly match the name on your VAT registration, your bank account, and your supporting documents?
- Are your identity documents current, signed where required, and ready to submit if Amazon asks for re-verification?

If the answer to any of these is no, or not sure, that is where the attention goes first. None of this is exciting — it is the equivalent of checking the oil and tyre pressure before a long drive. Worth doing. Easy to skip. Tends to matter at the worst possible moment when it is skipped.