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The Listing Cleanup Kit

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The sorting prompt, the keep / fix / hide / merge sheet, and the safe-hide checklist.

The idea

Old variants, test listings, seasonal items and duplicates make a shop harder to run — especially during campaigns. Sort every listing into four piles, each with a reason.

The export

From Seller Centre: SKU, title, units sold (last 6 months), views, rating count, last-sold date.

The prompt

> Here is my listing export with SKU, title, units sold (last 6 months), views, rating count and last-sold date.
> Sort each into KEEP, FIX, HIDE or MERGE, with a one-line reason.
> Never suggest deleting a listing that has reviews or sales.
> Flag likely duplicates by title and specs.
> Output a table.

The four piles

PILE	WHEN
KEEP	Selling, or a deliberate part of the range
FIX	Has views but weak photos, title or description
HIDE	Not selling, no reason to keep it visible right now
MERGE	Duplicates of the same product

The safe-hide checklist

- [ ] Does it have reviews?
- [ ] Any sales in the last 6 months?
- [ ] Is it in an active campaign or voucher?
- [ ] Do you know what deleting removes on your platform? (Check before deleting anything.)
- [ ] Logged what you changed, so you can undo it

Hide first. Review hidden listings in 30 days before deciding anything permanent.

The trap

Deleting a listing with history. Reviews and sales history can be part of what a listing is worth. Hiding is usually the safer first step.