

Amazon RLC Response Playbook

How to find, review, and disagree with Amazon's automated listing rewrites — before they cost you conversions.

You have 14 days. When Amazon's AI rewrites your listing, you get 14 days to accept or reject the change. Miss the window and the rewrite becomes permanent. Most sellers don't check often enough — and Amazon's AI is not always right.

The 5-Step Response Process

Run this weekly. First pass on your top-20 ASINs takes about 30 minutes. Subsequent weekly reviews take 10-15 minutes.

1 Open the Review Listing Changes dashboard

In Seller Central: Catalog → Review Listing Changes. This page shows every AI-rewritten field on your listings pending your review. Sort by ASIN or by change date to catch anything from the last 7 days.

2 Compare each rewrite against your original

For every proposed change, ask three questions: (a) Does the AI version keep the exact product specifications correct? (b) Does it preserve the brand voice and terminology your customer research established? (c) Does it match the buyer intent your keywords were built around? If any answer is no, that's a rewrite worth disagreeing with.

3 Use the decision tree below to accept or reject

The AI is often right for grammar cleanups, formatting standardisation, and minor phrasing. It's often wrong for technical specifications, brand-specific language, and long-tail keyword strategy. Match the response to the type of change.

4 Draft a compelling rebuttal for anything you reject

Amazon's system accepts case-notes that cite specific evidence — measurements, materials, certifications, or manufacturer-verified specs. Vague objections ('our version is better') almost always get overridden. See the template on page 2.

5 Log what happened for pattern analysis

Track every RLC event across your catalogue: which ASINs are targeted most, which fields get rewritten most often, which rebuttals succeed. Patterns emerge after 4-6 weeks that tell you which listings to proactively strengthen.

Accept or Reject? The Decision Tree

Grammar or formatting cleanup Amazon fixed a typo, standardised capitalisation, or improved sentence flow — no specifications changed.	ACCEPT	The AI is right. Move on.
Rewording that preserves meaning + specs Different phrasing, but the product specifications, materials, and features are all still accurate.	ACCEPT (usually)	Only reject if the rewording specifically damages a keyword you targeted, or clashes with your brand voice.
Specifications changed or removed The AI dropped a certification, weight rating, material spec, or dimensional detail. Or added a spec that isn't accurate.	REJECT	This is the highest-risk category. Even a small spec error can trigger returns and reviews. Rebut with evidence.
Brand voice or terminology altered Signature phrases, product line names, or brand-specific terminology were rewritten to generic equivalents.	REJECT	Cite that the terminology is intentional to your brand and part of your customer research. Reference reviews or descriptions using the original terminology as evidence.
Keyword strategy disrupted The rewrite removed or altered long-tail keywords that were critical to your listing's search performance.	REJECT	Cite the specific search terms the original title/copy targeted, and reference the ranking or click-through data that supports keeping them.

The Response Template

Copy this template. Fill in the bracketed placeholders. Paste into Amazon's rebuttal field.

What makes Amazon's system accept a rebuttal

Case-notes that include specific factual claims with citations and manufacturer-verified data are far more likely to succeed. Vague objections almost always fail.

Template — copy this into your rebuttal

SUBJECT:

Rebuttal to Listing Change on ASIN [YOUR ASIN]

FIELD BEING DISPUTED:

[Title / Bullet Point # / Product Description / A+ Content]

ORIGINAL COPY (verified accurate):

[Paste the exact original copy that was changed]

AMAZON'S PROPOSED CHANGE:

[Paste Amazon's new version]

REASON FOR REJECTION (choose the applicable paragraph below):

[If specifications changed:]

The proposed change alters or removes verified product specifications. The original copy states [specific spec] which is confirmed by [manufacturer data / product certification / testing document]. The proposed change [describes/omits] this specification incorrectly, which will result in customer confusion and increased returns.

[If brand voice/terminology changed:]

The proposed change removes brand-specific terminology that is intentional and part of our established product positioning. The term "[original term]" is referenced in [X] customer reviews and used consistently across our brand's product line. Standardising it to a generic term dilutes brand recognition and disrupts customer search behaviour.

[If keyword strategy disrupted:]

The proposed change removes long-tail keywords that are critical to search performance on this listing. The specific keywords "[keyword 1]" and "[keyword 2]" drive [X]% of the listing's non-brand traffic (verified via Business Reports / Brand Analytics for the last [Y] days). Removing them will materially damage discovery.

REQUESTED ACTION:

Please retain the original copy on this field. If any specific improvement is needed, we are open to reviewing a revised proposal that preserves the accurate specifications and brand-critical terminology.

SUPPORTING EVIDENCE (attach if available):

- Manufacturer specification sheet
- Product certification documents
- Business Reports data showing keyword-driven traffic
- Customer reviews referencing original terminology

Need help auditing your listings? Read the full post at finmethod.co.uk/blog/amazon-ai-rewriting-listings-how-to-disagree. Or work with Fin Method: **Amazon SEO Refresh** (£295) rewrites one listing with keyword strategy, brand voice, and RLC-resistant copy that survives Amazon's AI review. **Amazon Listing Amendments** (£120) handles field-by-field updates and rebuttal drafting for suppressed or rewritten ASINs. Fixed price. No retainers.