

Listing Optimisation



For sellers, by sellers



Check out eBay's Guide for Growth for listing best practices

- Getting started
- Shipping
- Trust
- Promotions & Visibility



eBay for Business
Guide for Growth



Before you start

Store Tier

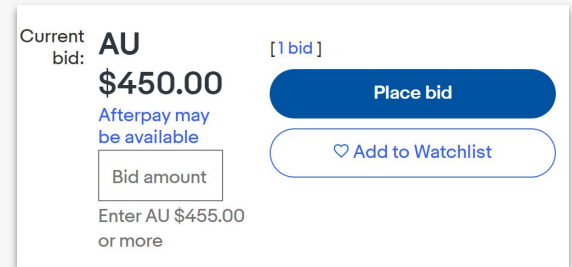
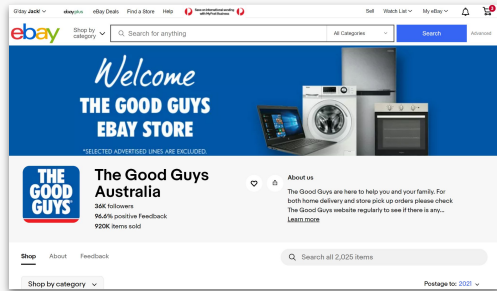
- Access to seller tools reporting dashboards & competitive fees

Integration

- Connect your existing ecomm business

Listing Format

- Fixed price, auction, GTC, unlimited listings*



*Store sellers receive up to 250,000 free fixed price listings per month

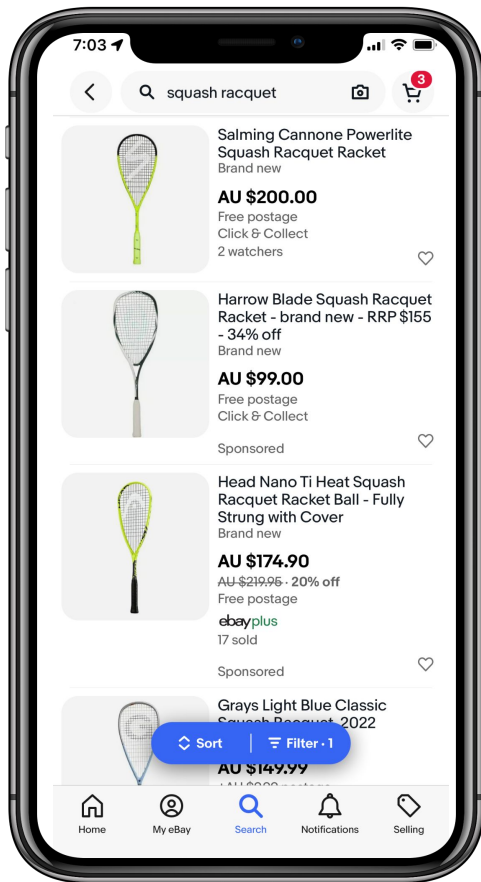


Getting to the top of search



Winning the buy box

- Listing best practices, e.g. correct category
- Use of relevant keywords
- Item specifics
- Product price and postage costs
- Sales history - does this listing convert well?

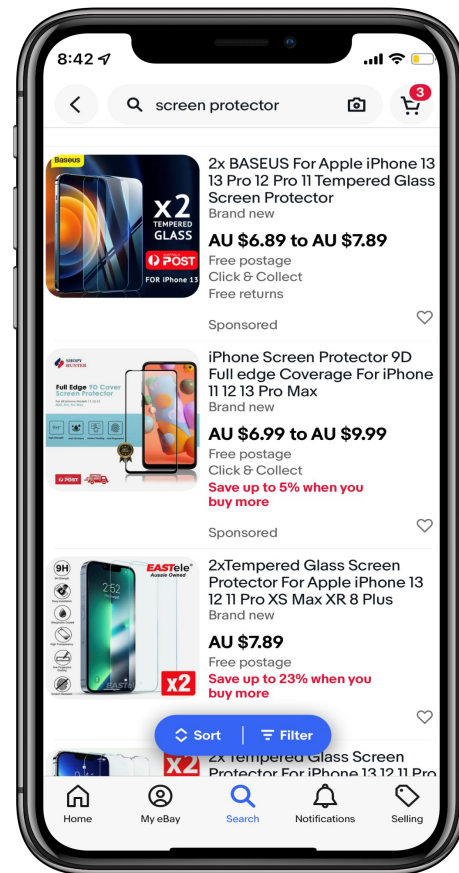


Staying at the top of search



What gets a listing demoted by eBay

- Keyword spamming
- Listing or policy violations, e.g. duplicate listings etc.
- Poor listing conversion (or similar)
- Unproductive listings
- Poor seller performance



Optimise Listing Titles

Suggested title format:

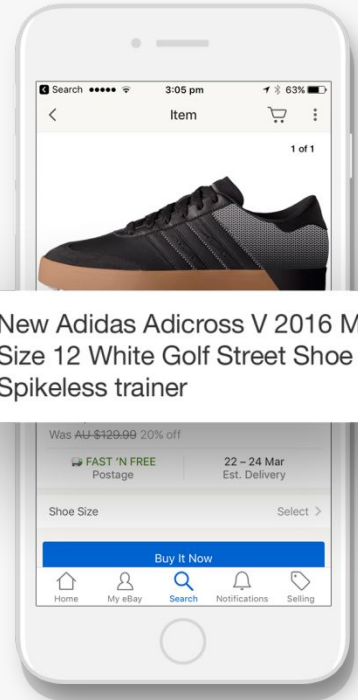
NEW [Brand][Product Name][Model No.][Variants – Size, Colour][Additional Keywords]

- ✓ Use at least 65 characters – **2.1 x more likely to sell!**
- ✓ State exactly what the item is – repeat category name
- ✓ Include item specifics – brand, colour etc..
- ✓ Use non-technical language, maximise relative keywords



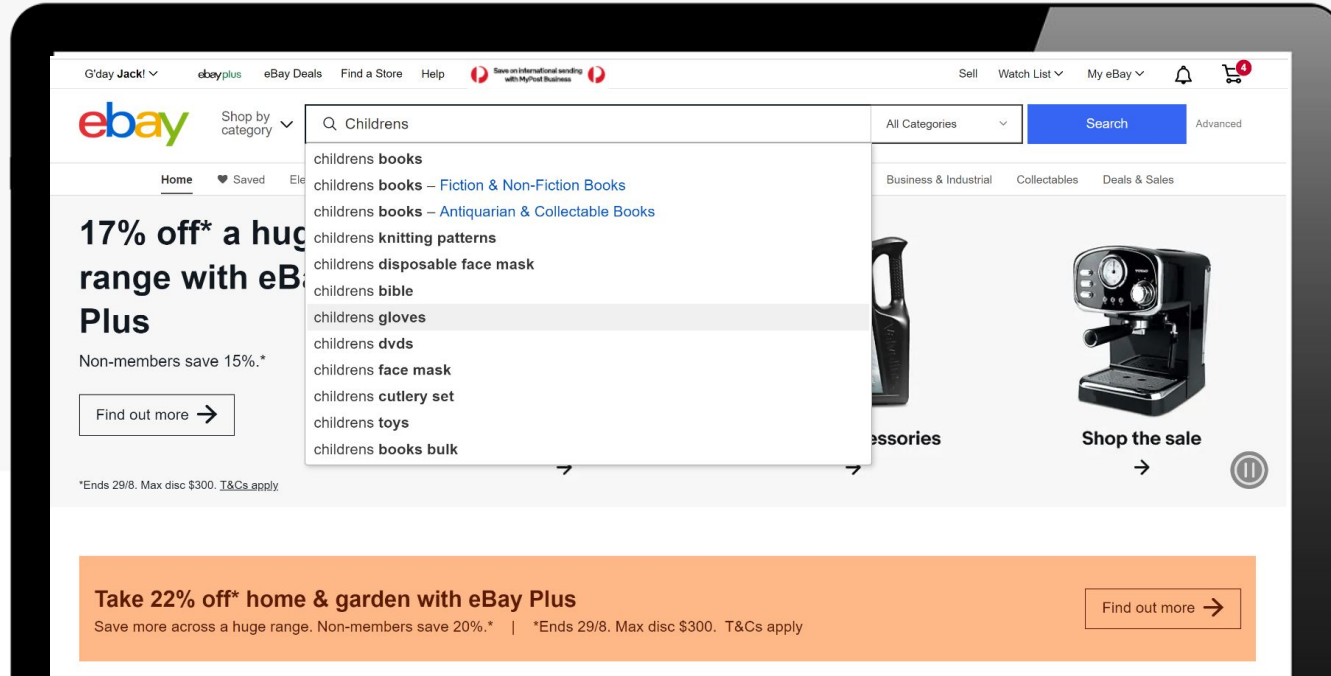
Example:

New Adidas Adicross V 2016 Mens Size 12 Black Golf Street Shoe Spikeless Trainer



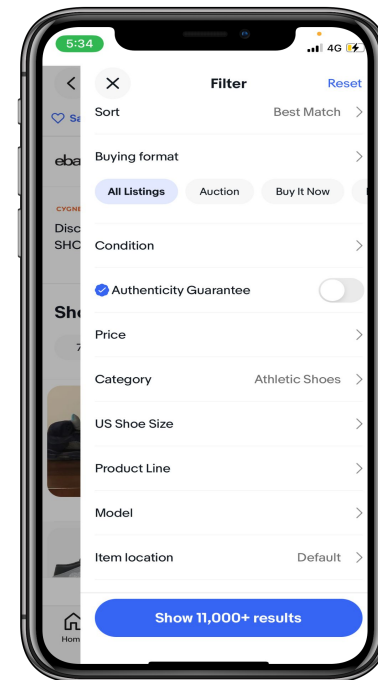
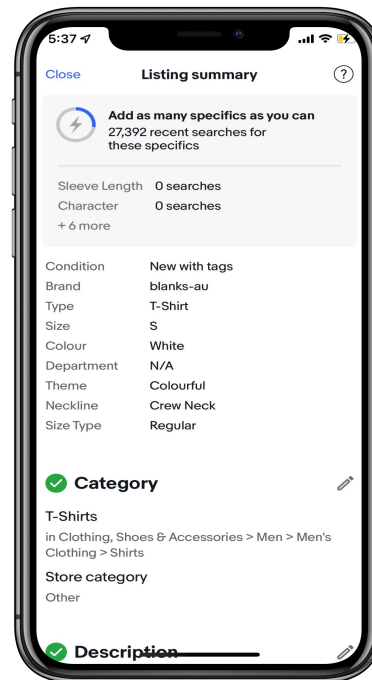
Optimise Listing Titles

Tip: Think like a buyer - use predictive search and keywords in your titles to maximise your audience



Product Identifiers & Item Specifics

- ✓ Product identifiers are mandatory
- ✓ Buyers can search using product identifiers
- ✓ Adopt the eBay catalogue, but don't assume all the item specifics have been completed for you
- ✓ Think like a buyer - what would they search for?
- ✓ Make sure the information is accurate and not misleading



UPC, EAN or ISBN enables your listings to appear in non-eBay buyer experiences like search engines



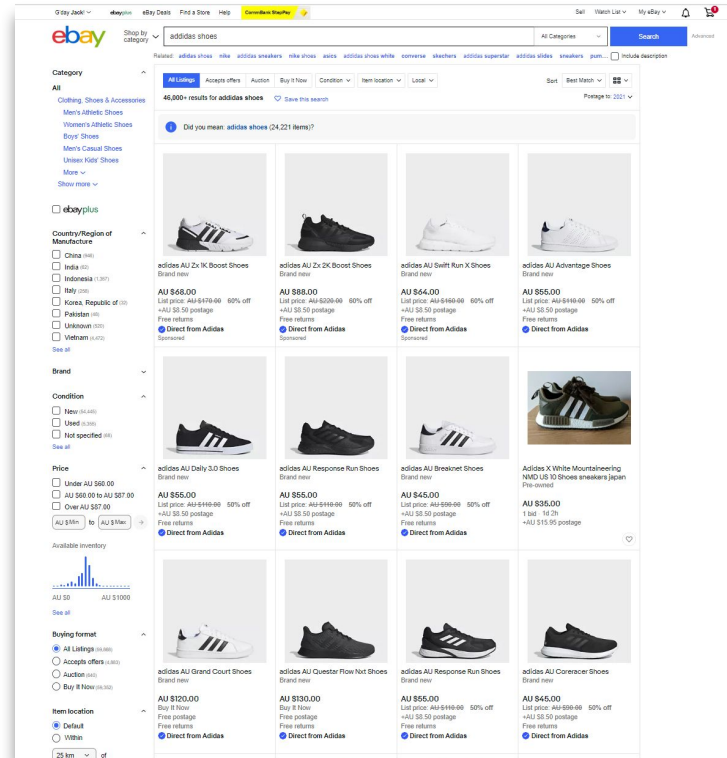
Product Identifiers & Item Specifics (buyers)

Buyer filters are based on item specifics. Filters are most used by buyers in these categories:

- Fashion
- Vehicles
- Home & Garden
- Electronics

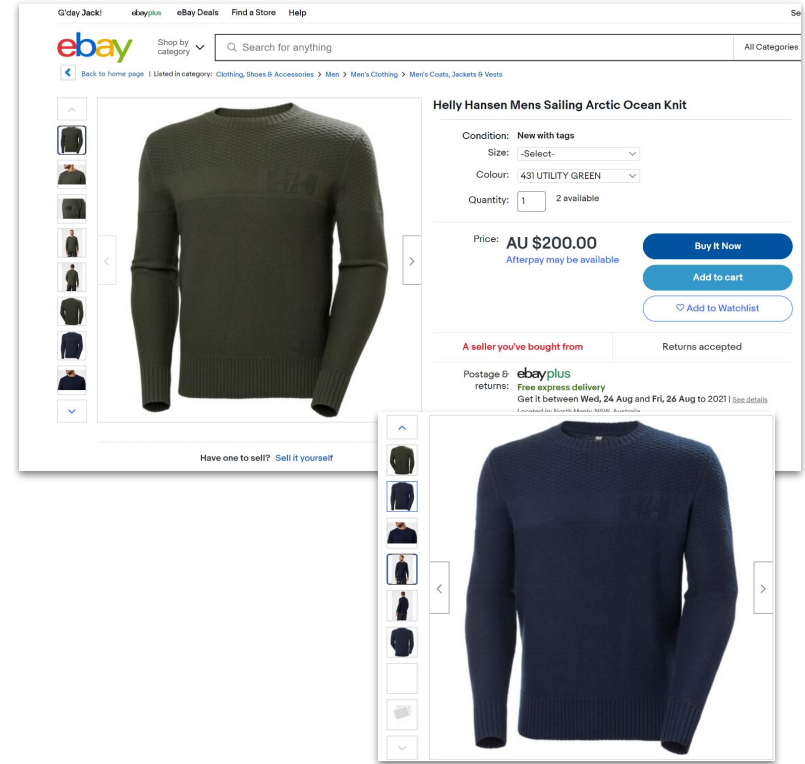
“Required” Item Specifics are mandatory

“Recommended” Specifics are based on most searched terms



Listings with 3+ photos experience over 8% increase in conversion

- ✓ Multiple Images (up to 12 in each listing)
- ✓ Use a plain background (white is best)
- ✓ Use a tripod and turn off flash
- ✓ Take photos that are least 500 pixels
- ✓ Don't overlay text or borders



Getting the rest of the offer right

- Price appropriately
- Build sales history
- Use the research tab
- Fast & free postage
- Tick the international shipping box

Terapeak Sourcing Insights

Comments? | Listing Site: ebay.com

0/150

Display: Card view | Sort: Great opportunities first

*All data from the last 30 days

Category	Search Volume	Active Listings	Search-to-listing ratio	Sell-through rate (%)
Air Grease & Sealant Guns <small>In Air Tools & Air Compressors</small>	23,324	4,479	5.21	14.13%
Air Nailers & Staplers <small>In Air Tools & Air Compressors</small>	105,239	21,219	4.96	19.30%
Cabinets & Cupboards <small>In Furniture</small>	106,938	24,348	4.39	4.24%
Clamps & Vises <small>In Hand Tools</small>	97,599	43,254	2.26	8.79%

List everything you can!

- ☑ What sells on your own site may be very different to what sells for you on ebay so why use your store to list for free!
- ☑ Make the most of our promotional offers to save on Final Value Fees when you list new items



A screenshot of a Facebook post from the page "ebay Australia" (3,766 followers). The post is titled "John Smith likes this" and includes a "+ Follow" button. The main text of the post reads: "Pay only a 2.5% + \$0.30 Final Value Fee* on items you share & sell via social media. *T&Cs apply". Below this is a large teal graphic with the text "Share. Sell. Save on fees*" and an image of a smartphone displaying an eBay listing for "Jordan 3 Retro Black Cement 2018 Nike RARE Never Worn Size 11". The phone screen shows sharing options for various social media apps. Below the graphic, there is a light blue banner that says "Save on Final Value Fees*" with a "Learn more" button. At the bottom of the post, it shows "18" reactions and "0 Comments", along with icons for Like, Comment, Share, and Send.

