

QUICK START STORES CHECKLIST



- Choose the subscription that's right for you**

It's easy—just use the eBay Store [savings illustrator](#) to determine—based on your current or planned sales volume—which level subscription is right for your business: Basic, Premier or Anchor. Plus, consider the [powerful sales and marketing tools](#) that will come free with your subscription.
- Create a Store name and update your user ID**

Consider your current User ID and if you already have an eBay Store, your Store name. Do they match? Do they reflect the core nature of your business? Are they memorable? If not, this would be the perfect time to change one or both to best reflect who you are as a seller. TIP: before settling on any new Store name or User ID, confirm that it's available. [Learn how](#)
- Build your Store categories**

Similar to a physical store, your eBay Store categories are the aisles and shelves that let you organize and display your items to buyers. By creating the most appropriate categories for your products, you'll help buyers find your items even more easily. When considering how to organize your products into categories that will appeal to buyers, review the standard eBay categories, take stock of your current (or planned) inventory, then consider how buyers will shop for your items. If needed, create categories that are both appealing to your buyer and relevant to how they will search through your merchandise. As you build your Store, you'll assign each of your current listings to a standard category, or one you created. [Learn how](#)
- Create your Store logo**

If you already have a company logo, make sure it is designed to fit in a 150 x 150 pixel square for best results when applying it to your Store. If you would like help to develop your logo, consider working with one of our design partners, who offer [special discounts to eBay Store subscribers](#). You can also design a logo yourself using tools like [Canva](#) and [Pixlr](#).
- Create your Store billboard**

Adding a billboard is optional, but it's a great way to promote your brand, your products, and time-sensitive Store events such as special offers or promotions. You can create the graphic yourself—tools like [Canva](#) and [Pixlr](#) make it easy—or hire a designer. The optimal image size for your banner is 1200-pixels wide x 270-pixels tall. Because you can change your banner as often as you'd like, consider updating it on a regular basis to highlight your latest deals or hot offerings: reflect seasonal merchandise, promotions or sales, for example. If you'd like professional assistance, [special discounts are available on design services](#) for eBay Stores subscribers.
- Select four featured items**

Featured items appear near the top of your Stores page, and are a great way to showcase your popular inventory. You can hand-pick the items, or choose settings which will display items that are ending soonest or newly listed. Change them out whenever you choose. Watch this [Stores webinar](#) to learn more.
- Promote your Store**

It's easy to set up and manage sales-boosting offers using Markdown Manager, promotions management feature and your Stores Email newsletter. [Learn more](#)
- Track and analyze your Store sales and traffic**

With Sales Report Plus you can review: your sales over time, sales by category and format, page view and traffic history. [Learn more](#)