

# List Like a Pro

Tips and tricks to help your products sell

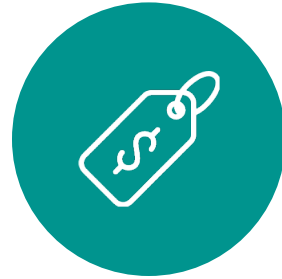
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The eBay logo is displayed in a dark teal color, positioned in the bottom right quadrant of the slide. The background of the slide is a grid of four colored rectangles: a large green rectangle on the left, a yellow rectangle at the top right, a teal rectangle in the middle right, and a light yellow rectangle at the bottom right.

# This session will prepare you to:



Take great product photos



Price an item effectively



Create a compelling listing

# Pricing best practices

Perform a 'Sold items' search on ebay.com

Do a best web price comparison through popular search engines

Research pricing trends on explore.ebay.com

## Show only

see all

- Free Returns
- Returns Accepted
- Authorized Seller
- Completed Items
- Sold Items
- Deals & Savings
- Authenticity Verified

adidas mens ultra boost

**All** Shopping Images News Videos More

About 834,000,000 results (0.48 seconds)

## Explore

### What It's Worth

YARN



Yarn, Sewing & N...

New and Used

Last 90 Days

# Listing title best practices

## Great titles have

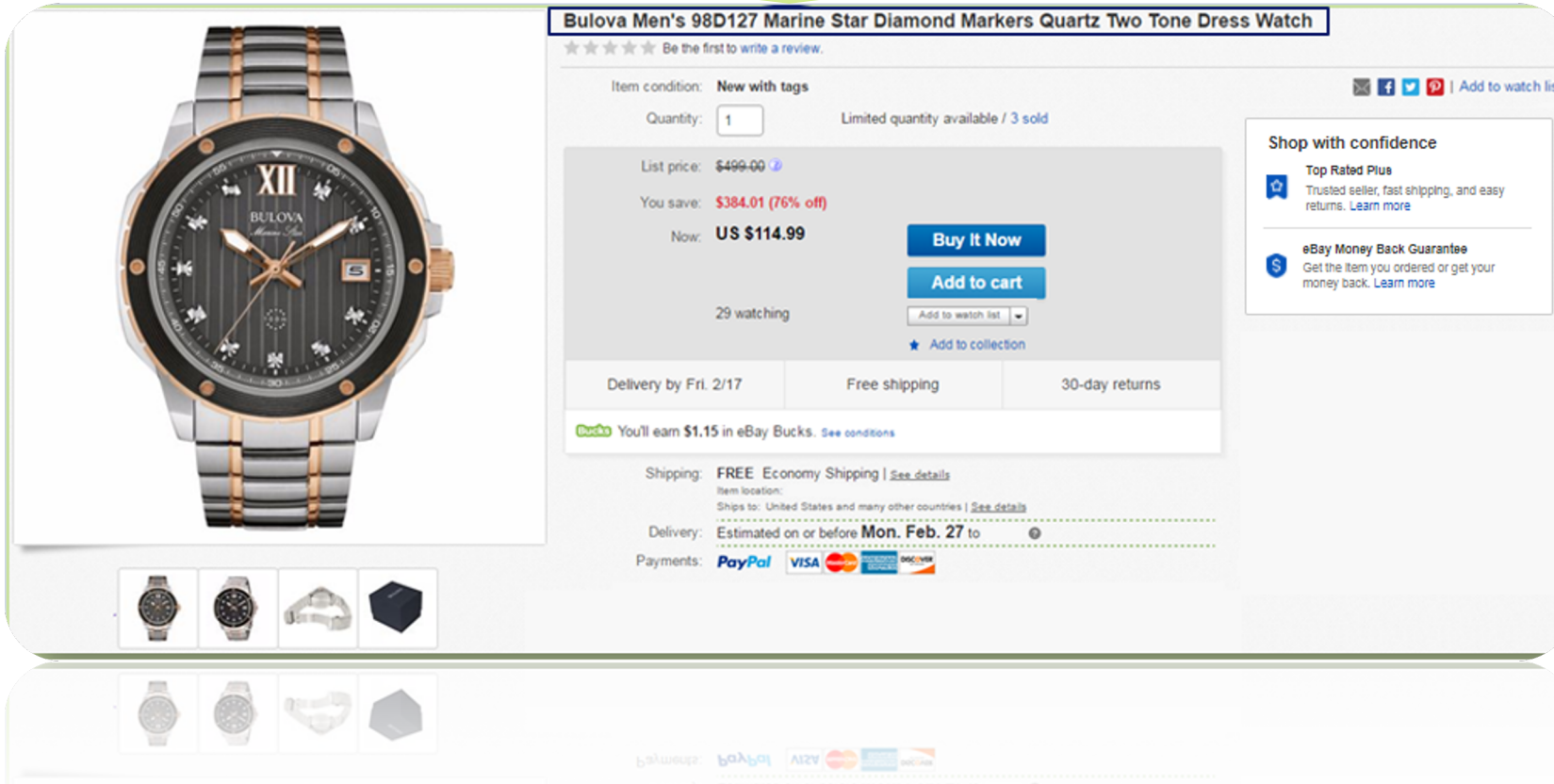
- Brand
- Size
- Color
- Capitalization Only On First Letter of Each Word

## Things to avoid

- L@@K at my stuff
- \*\*\*, @, %, !!!
- Opinions, “nice, lovely, beautiful”
- FULL CAPITALIZATION
- Condition of item, “New,” “Used,” or “NIB,” etc.

# Example of a great title

**Bulova Men's 98D127 Marine Star Diamond Markers Quartz Two Tone Dress Watch**



The screenshot displays an eBay product listing for a Bulova watch. On the left is a large image of the watch, which has a black dial with diamond markers, a date window at 3 o'clock, and a two-tone metal bracelet. Below the main image are four smaller thumbnail images showing different views of the watch. To the right of the image is the product information section, which includes the title, a star rating, item condition, quantity selector, list price, current price, and buttons for 'Buy It Now' and 'Add to cart'. Below this are shipping and delivery details, including a 'Buy It Now' badge, a 'Buy It Now' badge, and a 'Buy It Now' badge. At the bottom of the listing are logos for various payment methods.

**Bulova Men's 98D127 Marine Star Diamond Markers Quartz Two Tone Dress Watch**

★★★★★ Be the first to write a review.

Item condition: **New with tags**

Quantity:  Limited quantity available / 3 sold

List price: ~~\$499.00~~

You save: **\$384.01 (76% off)**

Now: **US \$114.99**

[Buy It Now](#)

[Add to cart](#)

29 watching

[Add to watch list](#)

[Add to collection](#)

Delivery by Fri. 2/17

Free shipping

30-day returns

**Bucks** You'll earn **\$1.15** in eBay Bucks. [See conditions](#)

Shipping: **FREE Economy Shipping** | [See details](#)

Item location:

Ships to: United States and many other countries | [See details](#)

Delivery: Estimated on or before **Mon. Feb. 27** to

Payments: [PayPal](#) [VISA](#) [MasterCard](#) [Discover](#)

**Shop with confidence**

**Top Rated Plus**  
Trusted seller, fast shipping, and easy returns. [Learn more](#)

**eBay Money Back Guarantee**  
Get the item you ordered or get your money back. [Learn more](#)

# Product image best practices

## Great listings

- Use multiple pictures that are 500px X 500px minimum
- We recommend photos that are 800px X 800px or larger
- Include photos showing flaws and blemishes
- Use a white background and good lighting, allowing the products to be easily viewed

## Things to avoid

- Watermarks and picture graffiti
- Text
- Borders
- Distractions

# Product image do's



Provide highest resolution images  
(800x800 recommended, minimum 500x500)

Use a white or transparent background

Show only components or items being sold

# Product image don'ts

- ❌ Use images with promotional text or logos
- ❌ Use images with watermarks
- ❌ Use generic or placeholder images



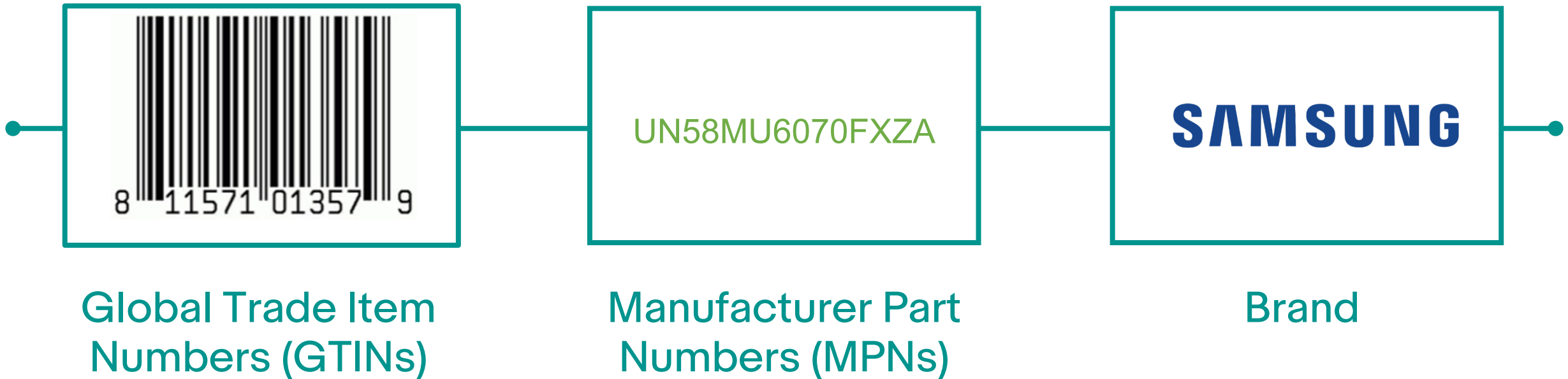


# Item specific best practices

Great item specifics have

- UPC
- MPN
- GTIN
- ISBN
- Brand
- Condition
- Color
- Size

# Provide required product identifiers



# Description best practices

## Great descriptions

- Use complete sentences
- Are easy to read and well composed. Spelling really matters!
- Consist of a short summary paragraph or 3 – 4 quick bullet points

## Things to avoid

- Images
- Information that is already covered under business policies
- Active content: videos, GIFs, etc.
- Contact information

# Save description for enticing benefits

- ▶ Upload images to Gallery
  - ▶ Use business policies and Shipping and Returns tabs for transaction information
  - ▶ Use description for enticing details unique to your item
- ▶ FYI: For every 3 seconds it takes your description to load, there's a 20% chance the buyer will leave your listing

The screenshot shows an eBay listing page for a TaylorMade San Clemente Cart Bag. The page has two tabs: "Description" (selected) and "Shipping and payments". In the top right corner, there is a "Report item" link and an eBay item number: 351700058148. Below the tabs, a seller disclaimer states: "Seller assumes all responsibility for this listing." and "Last updated on Jul 19, 2016 11:46:27 PDT View all revisions".

The "Item specifics" section contains the following information:

Condition:	New. A brand-new, unused, unopened, undamaged item in its original packaging (where packaging is ... Read more	Brand:	TAYLORMADE
Color:	White	UPC:	888167109152
Gender:	Men	MPN:	B1086001

The item title is "TaylorMade San Clemente Cart Bag Previous Season" with an approximate weight of 4.4lbs. The description states: "The cart bag comes with a 10-way stadium top (10.5" x 9"), 2 different slots to accommodate oversized putter grips, 2 full length dividers, and a single shoulder strap and carry handle. 7 total pockets, featuring:

- Velour-lined valuables pocket
- 2 garment pockets with double zippers
- Accessory pocket
- Rangefinder pocket
- Ball and tee pockets

The description concludes with: "The San Clemente is push cart compatible and includes a removable ball pocket for custom embroidery".

At the bottom, there is a section titled "Questions and answers about this item" which currently shows "No questions or answers have been posted about this item" and an "Ask a question" button.

# Let's list an Item!



Questions?

Let's get listing!

ebay