

Listing on eBay

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This training will prepare you to:



Take great product photos



Price an Item effectively



Create a compelling listing

What you will need before starting

A registered
eBay account and
username

An automated
payment method
(to pay eBay fees)

A payment method
(to receive payment
from buyers)

An eBay Store
setup

Take great product photos



- Use a plain white backdrop - avoid props
- Turn off flash and use a tripod
- Use diffused light sources with identical temperatures for accurate colors and to prevent shadows and reflections
- Capture high-resolution pictures and preview across devices (optimize for mobile)
- Fill the frame with the item to reduce cropping
- Capture detailed, close-up shots of all angles, details, and blemishes (up to 12)



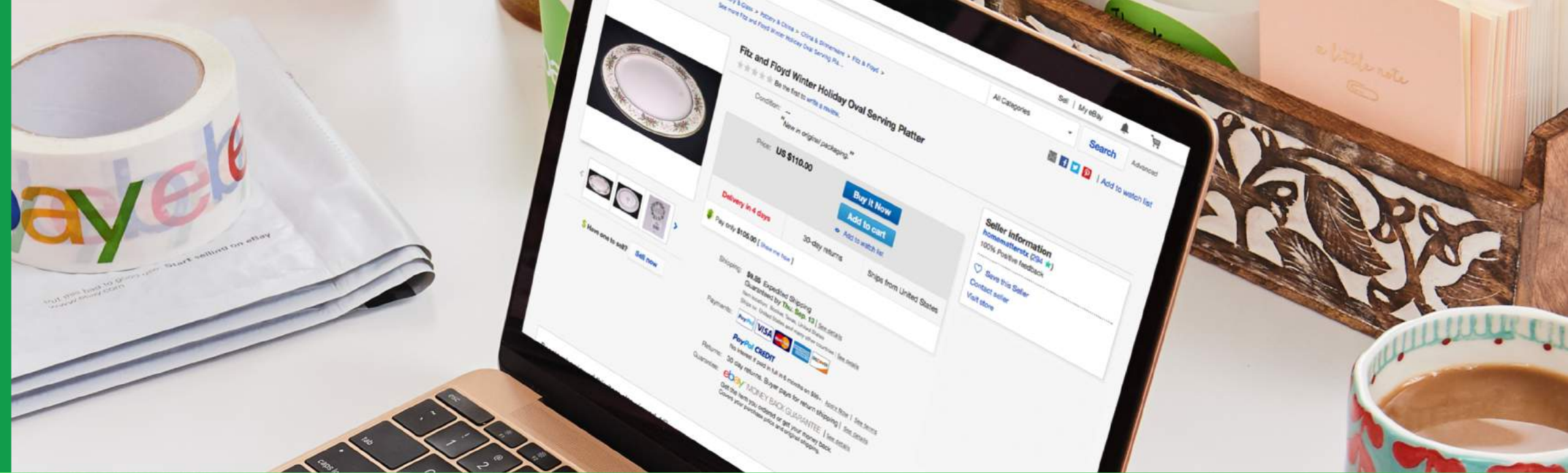
Pro Tips



- No watermarks for better SEO
- Use eBay picture hosting to optimize your listing for mobile buyers
- List against the eBay catalog if you can
- Create a listing when no catalog item
- First image should be the item only



What makes a good listing



Take great pictures

The more high-quality pictures in your listing, the more likely buyers will be to purchase your item

Categorize your item

Always list your item in the most relevant category

Create an effective title

Include important words like brand name, size, or other descriptors a buyer will be looking for

Photograph the item from different angles

Give a full view of your item, including labels/logos and even defects, as appropriate

Write accurate descriptions

Accurate descriptions help buyers shop with confidence.

Offer returns

Buyers expect clear and generous return policies

What makes a good listing



Take great pictures

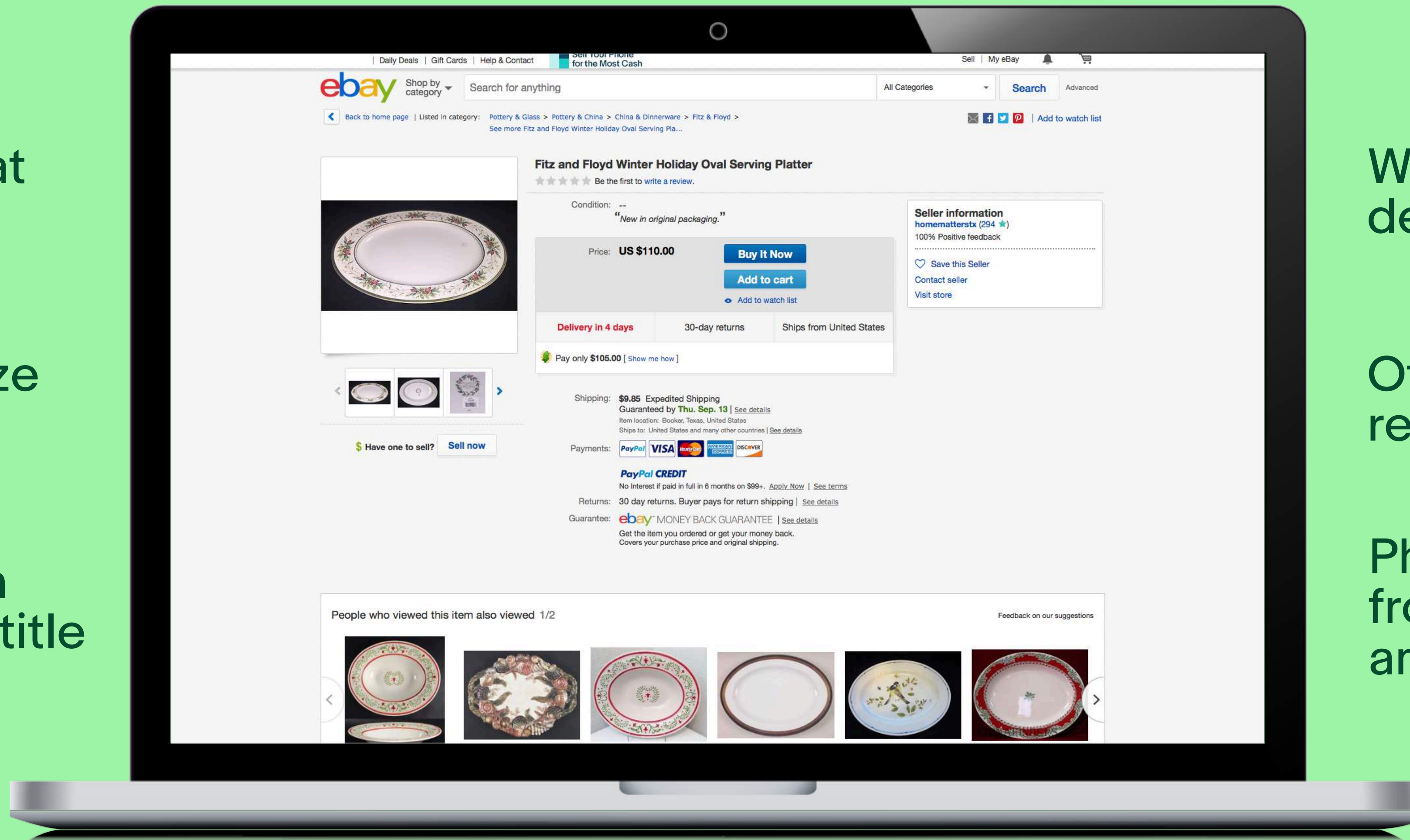
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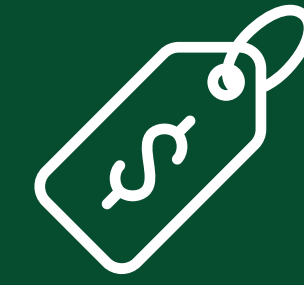
Write accurate descriptions

Offer returns

Photograph items from several angles



Pricing an item effectively: Auction Vs. Fixed Price?



Choose AUCTION listings when:

- You're unsure of the value of your item and want the eBay Marketplace to determine it.
- Your item is unique or hard-to-find, meaning it may attract demand and spur a bidding war.
- Your item's market value may fluctuate due to seasonality or popularity.
- REMEMBER: You can set a Reserve Price or include a Buy It Now price

Choose FIXED PRICE listings when:

- You know the value of your item or the exact price you need to get for it.
- You want to list your items for more than 10 days.
- You have a lot of inventory.
- You have multiple items you can group into one listing.

Pro Tips: Pricing Guidance



Determine your item's value

- Search for items like yours using Advanced Search and selecting "Sold Listings."

Price competitively

- Buyers are looking for great selection at a great price, and will also consider the cost of shipping as they shop.

Set a reserve price

- Some sellers choose to price auction items low, which increases search visibility, and to set a reserve price for a fee at the time of listing, which ensures a minimum sale price.

Use the eBay Catalogue

- List against the [eBay Catalog](#) when you can.

Returns



Make returns easy – for you and your buyer

- Buyers expect a clear and generous return policy
- The more generous your return policy, the more attractive your item will be to buyers
- You can manually approve return requests, or automate the returns process to save you time.
- The best approach to returns is to avoid them altogether by writing accurate, detailed listings so buyers know what to expect when your item arrives.



Let's list an Item!



Questions?

Setting up Shop Resource Links

- [Listing Best Practices](#)
- [Your First Listing](#)
- [Pricing Guidance](#)
- [Listing with the eBay catalog](#)
- [The eBay Community](#)
- [Seller Center](#)

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