

Advanced Selling Strategies

Action Plan for Professional Sellers





Action plan for professional sellers

Choose the right subscription level for your business

- Calculate your lowest fees
- Subscribe to eBay Stores

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Maximize eBay search visibility and sales

- Optimize for eBay search results
- Try a variety of listing strategies to close more sales
- Measure traffic
- Research the marketplace

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Earn Top-rated seller status and rewards

- Sustain the required sales volume—100 transactions with \$3,000 in sales from U.S. buyers for the past 12 months
- Maintain 98% or better positive feedback
- Maintain low rates of 1s and 2s on DSRs and cases from U.S. buyers
- Keep your account in good financial standing
- Accept your invitation to the PowerSeller Program

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Thrill buyers for 5-star feedback

- Follow best practices for setting expectations about items
- Respond to buyers quickly and courteously
- Reduce your shipping time
- Consider free shipping to boost shipping cost DSRs
- Measure customer satisfaction

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Track your success to grow top-line sales

- Subscribe to eBay Sales Reports Plus (FREE)
- Calculate your Conversion Rate
- Calculate the Average Selling Price of your products
- Evaluate your selling strategy

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Save time and reduce operating costs

- Establish a smooth and effective workflow
- Print shipping labels on eBay or PayPal
- Schedule carrier pickups
- Set up automatic notification emails
- Have your system automatically leave positive feedback upon payment
- Add Q&A to your listings
- Choose listing tools
- Automate processes

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Expand sales and reach more buyers

- Create and send email newsletters (ongoing)
- Put items on sale using Markdown Manager (ongoing)
- Create promotional flyers
- Optimize your listings for search engines
- Go global
- Sell for a cause
- Launch your own ecommerce website with ProStores®

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Get a FREE business consultation

The eBay Seller Outreach team is committed to helping you succeed. Get personalized, practical advice to help you boost efficiency, optimize listings, and earn maximum rewards. Space is limited, so schedule your call today. [Sign up!](#)

This service is available to professional sellers of all levels, including eBay PowerSellers, eBay Top-rated sellers, and eBay Stores subscribers.

For additional information, see the resources listed at the end of this guide.

Choose the right subscription level for your business

Choose the pricing structure that works best for the way you sell: standard fees with a free Auction listing option or an eBay Stores subscription package with discounted fees. As a professional seller with the goal of growing your business, consider some of the following benefits of a Store subscription package:

- Insertion Fees as low as 3¢ for Fixed Price listings
- Full exposure in eBay search results for all your listings
- New low Insertion Fees for Auction-style listings
- Discounted Auction-style Final Value Fees
- A customizable storefront where buyers can see all of your listings in one place
- A unique URL to promote your Store online and offline and attract repeat business
- FREE Picture Pack—add up to 12 photos to each listing
- FREE Selling Manager Pro with Premium and Anchor subscriptions
- Great marketing tools like Markdown Manager, advanced cross-promotion opportunities, and email newsletters ★ [see page 17](#)

List in Fixed Price for as low as 3¢

Choose from [three eBay Stores subscription levels](#), with Fixed Price Insertion Fees as low as 3¢.

- **BASIC: 20¢ Fixed Price Insertion Fees, \$15.95/month**
Consider a Basic Store if you list more than 50 Fixed Price or Auction-style items a month. It's a great starter package to ramp up your selling.
- **PREMIUM: 5¢ Fixed Price Insertion Fees, \$49.95/month**
If you're a higher volume seller with more than 250 items per month, or if you list in both Auction-style and Fixed Price, a Premium Store may be right for you. Subscribers must meet [minimum performance standards](#) for all sellers.
- **ANCHOR: 3¢ Fixed Price Insertion Fees, \$299.95/month**
If you're a higher volume seller who wants top savings and the lowest package rates on eBay, an Anchor Store may be right for you. Subscribers must meet [minimum performance standards](#) for all sellers.

[Subscribe or upgrade now.](#) Click the "Account" tab in My eBay and choose "Subscriptions."

Calculate your lowest fees

Our [online Fee Illustrator](#) can help you calculate your lowest fees and find the subscription level that's right for you.

Goal: Choose the right subscription level for your business

- Calculate your lowest fees
- Subscribe to eBay Stores or go with the standard rates—whichever is best for you

Maximize eBay search visibility and sales

On eBay, visibility means sales, and a number of strategies can help buyers find your items.

eBay search results look at a variety of factors to help get your listings in front of serious buyers. There's no one "silver bullet" that guarantees exposure, but there are a few strategies that can help increase your visibility and drive more sales.

- **Choose the right listing format.** Fixed Price listings are given a listing performance score based on the listing's recent sales in relation to the number of recent impressions it received. An "impression" is any time a buyer sees a search results page that includes the listing. New Fixed Price listings are given a certain number of initial impressions based on the performance scores of similar listings. Auction-style listings get a boost in search results when they're about to end.
- **Write great titles.** Relevant and specific item titles get the best position in search for Fixed Price listings. Fill those 55 characters with the keywords that most accurately describe your item. Include brand name, condition, and attributes like model or style. For multi-variation listings, search results look at your variation information (size, color, etc.), so you can save titles for other differentiating factors that'll help your items stand out.

The easiest way to determine the right keywords: Act like a buyer and search for your product by name. What are the most common keywords on the first page of results? Do they apply to your item? A more general title may result in more impressions, but fewer sales, which can hurt your listings in the long run. Be specific and relevant.

- **Maintain Top-rated seller status.** In addition to a 20% discount on Final Value Fees, eBay Top-rated sellers get increased exposure for Fixed Price listings in search results.
- **Offer free shipping.** Shipping costs are considered in search exposure. Keep costs reasonable and offer free shipping when you can. Fixed Price listings with free shipping will receive added exposure.
- **Price competitively.** Use Auction-style the way it works best—with a low start price to attract buyers and stimulate bidding. For Fixed Price, try to go lower than the competition. Tools like Marketplace Research by Terapeak can help you get a handle on how other sellers are pricing similar inventory.

Search results may consider factors relevant to specific categories as well. For example, in Collectibles the default search order for Fixed Price is new listings and time ending soonest for Auction-style. This provides potential buyers with fresh inventory and almost-gone inventory every time. Test different strategies to determine what works best for your items.

Close more sales

eBay listing features are available to help you save on listing fees and sell more.

- **Best Offer.** If you're willing to shave a little off your asking price to increase your sales volume, [add Best Offer to your Fixed Price listings](#). The free feature lets you negotiate price, and with auto-accept/auto-reject, to ensure you get the price you want without any extra effort. It's a great way to boost your sell-through rate while saving on relisting fees. Add Best Offer when you list by going to the Fixed Price tab. Find "Best Offer," then click the check box next to "Allow buyers to make offers."
- **Buy It Now.** Some buyers like the excitement of bidding and winning, while others are willing to pay more for the convenience of buying right away. Get the best of both worlds by adding a Buy It Now price to your Auction-style listings.
- **Multi-variation.** When you have several sizes or colors of the same product, list them all in a single Fixed Price listing for one low fee. Price each variation just the way you want. Find out which categories support [Multi-variation Fixed Price listings](#).

When you have success with one listing format, try taking the other for a test-drive to find out if it's a good option for you. Fixed Price is good for multiple items that can be listed together, or if you know the exact price you need to get. Auction-style is good for unique and hard-to-find items, or if you're willing to allow the marketplace to determine value. Research demand and best practices before deciding on a listing format.

Measure traffic to your listings

Find out how many people are visiting your listings, and how many of those visits are resulting in sales. These tools can help you measure traffic to your listings so you can refine your keywords and promotions.

- **Traffic counters.** Instantly see how many people are visiting a listing by adding a [free traffic counter](#). Check counters 24 hours after listings go live, and if there are only a few visits, consider updating the keywords in your titles and descriptions.
- **The search visibility tool.** How do my listings look in search results? How many impressions are they getting? How is my listing performing (i.e., converting to sales)? How do listings on page one of search results compare to my listing for a given search? These are just some of the questions that you can answer with the [search visibility tool](#) in your Seller Dashboard.
- **Store Traffic Reports.** (available only to eBay Stores subscribers) Keyword optimization, email marketing, cross-promotion—get a detailed analysis by viewing your [Store Traffic Reports](#). You'll see where traffic's coming from, which keywords are generating the most attention (so you can use them in your titles and descriptions), and which Store pages buyers are visiting most.

Your Store Traffic Reports give a detailed view of:

- All pages within your Store (including any custom pages, custom category pages, search results, and more)
- All of your Auction-style and Fixed Price listings
- Other pages on eBay that are specific to you as a seller, including your Seller's Other Items page, your Membership Profile (Feedback) page, and your About Me page
- Other pages associated with your listings, such as bid and Buy It Now confirmation pages that only buyers see

If you find that more buyers are finding your listings from certain categories or pages, focus on optimizing those areas.

Source in-demand items

Selling the items buyers are looking for is one surefire way to get noticed. The eBay home page is the most visible page on eBay, filled with links to listings for the most popular products. These resources also reveal which products we expect to be popular tomorrow, next week, next month, and even next season.

- [eBay Pulse](#). Get insight into the most popular product searches on eBay in general and in specific categories.
- [Marketplace Research by Terapeak](#). With a subscription to Marketplace Research by Terapeak, you'll be able to determine the market value (ASP) of products you plan to sell, look at sales trends that can help you determine demand and seasonality, build listing titles using top keywords, find out which listing upgrades help sell specific products, and more.

Goal: Maximize eBay search visibility and sales

- Optimize for eBay search results
- Try a variety of listing strategies to close more sales
- Measure traffic
- Research the marketplace

Earn Top-rated seller status and rewards



Buyers expect great service. When they're happy, it builds confidence in the eBay marketplace and keeps them coming back for more. That's why we reward and recognize sellers delivering the best experiences with eBay Top-rated seller status.

eBay Top-rated sellers earn the highest rewards

To qualify for Top-rated seller status, you need to have at least 100 transactions and \$3,000 in sales over the past year; very few instances of low DSRs (1s and 2s), [opened and unresolved Buyer Protection cases](#) from U.S. buyers, and follow the [selling practices policy](#). Rewards include:

- **The highest Final Value Fee (FVF) discounts.** Save 20% on your Final Value Fees. Other PowerSellers save 5%.
- **Raised search standing.** Your Fixed Price listings get increased visibility in eBay's default search results.
- **Prominent badge on item pages.** eBay Top-rated sellers receive an exclusive icon on their item and member profile pages.

When you qualify for eBay Top-rated seller status, we'll send you an invitation to become a PowerSeller with Top-rated seller status. Look for your invitation in My eBay and accept it to begin earning your rewards.

Additional PowerSeller Program benefits

Every PowerSeller in the eBay Community also gets these benefits:

- **Prioritized customer service.** PowerSellers get prioritized support by email or telephone, depending on sales level.
- **Unpaid item protection.** Get credits for feature fees if a buyer doesn't pay for an item and you successfully close an unpaid item dispute. Auction-style listings and single-item Fixed Price listings on eBay.com, eBay.ca, and eBay Motors are covered. [Get full details.](#)
- **UPS® Savings.** Save up to 23% off UPS Daily Rates, up to 20% for UPS Next Day Air®, UPS Next Day Air Saver® and UPS 2nd Day Air® packages, and up to 25% for UPS Worldwide Express®, UPS Worldwide Express® Saver and UPS Worldwide Expedited® packages through the [UPS® Savings Program for eBay PowerSellers.](#)

➤ [Learn more about Top-rated seller status and its benefits](#)

Goal: Earn Top-rated seller status in 90 days

- Sustain the required sales volume—100 transactions with \$3,000 in sales from U.S. buyers for the past 12 months
- Maintain 98% or better positive feedback
- Maintain low rates of 1s and 2s on DSRs and cases from U.S. buyers
- Keep your account in good financial standing
- Accept your invitation to the PowerSeller Program

Thrill buyers for 5-star feedback

Delighting customers is about more than your reputation. It's about improving your bottom line. Maintaining high [detailed seller ratings \(DSRs\)](#) with few 1s and 2s is essential for eBay Top-rated seller status with increased visibility in [search results](#) and the highest [Final Value Fee discounts](#).

To earn 5-star ratings for each DSR, proactively manage customer responses before and after every sale by following these best practices.

Item/product description

- Describe items accurately and point out any flaws. People don't mind if items aren't in perfect condition as long as you let them know ahead of time.
- Include clear, well-lit photos of the actual item you're selling and take photos from different angles. eBay Stores subscribers get 12 free photos per listing. Be sure to capture any flaws, defects, or wear and tear. Picture Pack—the upgrade that lets you add up to 12 photos to each listing—is always free to all sellers in Collectibles, Antiques, Art, and Pottery & Glass categories.
- Specify the condition of your item. Choose the most accurate Item Condition value during the listing process and clarify with additional information in your listing description. Clearly describe any wear and tear, defects, missing parts, or any other imperfections.
- Specify shipping costs and carriers, handling time, and your return policy. This information is required and sets expectations with buyers.
- Anticipate and address buyer concerns up front. Set up [questions and answers](#) to address common concerns.

Communication

- Answer emails quickly. Many buyers use email to test your responsiveness and gain trust.
- If an issue comes up, keep the buyer informed as you take steps to resolve it. They'll feel better knowing that you're on top of things.
- Provide great customer service. DSRs are all about meeting a buyer's expectations, so put yourself in your buyer's shoes and treat them the way you'd like to be treated.
- On your packing slip, tell buyers you're available to resolve any issues. For example, "I strive to provide 5-star customer service. If you are not happy with the service you have received, please contact me so that I can improve my customer service for you and for future buyers."

- Send a similar message in a follow-up email to buyers after they've received the item (or weekly for items shipped the previous week). It's easy to create templates and send bulk emails from Selling Manager—and it can go a long way toward heading off any potential issues before a claim is made or feedback is left.
- When you package an item, include a handwritten thank-you note. Offer a discount on the buyer's next purchase to encourage repeat business.

Shipping time

- Inform buyers when you ship items and when they should expect to receive them.
- Ship within 24 hours of receiving payment. Use carrier pickup ([USPS® is free](#)) to save trips to the Post Office. UPS also offers customers the flexibility to choose from a variety of package [pickup options](#) in the U.S. Or, find your closest UPS [drop-off locations](#), including nearly 4,400 locations of The UPS Store®.
- Surprise buyers by shipping earlier than expected.
- Keep buyers in the loop by providing tracking numbers. Tracking and delivery confirmation numbers will be added to the Order Details page automatically when you [print shipping labels with eBay or PayPal](#). You can also upload USPS® and UPS® tracking numbers directly to eBay—for single items in My eBay and for multiple items using [File Exchange](#). If you don't have this information, mark items as shipped in My eBay.

Shipping & handling charges

- Buyers want the most reasonable price for an item, from a seller they can trust. State your fair and reasonable shipping charges clearly in listings (it's required).
- Specify a flat rate ([free USPS® Priority Mail® boxes](#) are available) or use the [Shipping Calculator](#) to charge actual costs based on a buyer's location worldwide.
- Keep your buyer's perspective in mind when setting shipping charges. We've found that buyers comparing identical items perceive a better value when shipping costs are lower, even if total cost is the same.
- Try free shipping. Buyers love it, your listing will get a boost in Fixed Price search results, an eye-catching Free Shipping icon, and buyers will be reminded that you offered free shipping when they leave their shipping cost DSR.
- [Offer discounts on combined shipping](#) to encourage multiple item purchases.
- Take advantage of carrier discounts and pass your savings on to buyers. Use eBay and PayPal [label printing solutions](#) to automatically get discounts on USPS® Priority Mail® and Express Mail®. [Join the UPS Special Pricing Program for eBay Sellers](#) and save up to 31%. Or, enroll in the [UPS Savings Program for eBay PowerSellers](#) and save even more!

Measure customer satisfaction

For evaluating customer satisfaction, there's no better tool than the [Seller Dashboard](#). This quick reference guide is always available in My eBay. Check it regularly to track your ratings for each of the four DSR areas, review your opened and unresolved cases, get tips on improving your overall seller performance level, and get alerts on situations that may require immediate attention.

Goal: Thrill buyers for 5-star feedback

- Follow best practices for setting expectations about items
- Respond to buyers quickly and courteously
- Reduce your shipping time
- Consider free shipping to boost shipping cost DSRs
- Measure customer satisfaction

Track your success to grow top-line sales

Now that you've had a taste of success, it's time to take a closer look at your metrics to find out what's working and what's not. By tracking and analyzing your own sales trends, you can fine-tune your selling strategy and stay competitive.

[eBay Sales Reports Plus](#) (FREE) provides detailed sales metrics you can use to refine your selling strategy and effectively scale your business. Use the information to:

- Measure your sales performance against your sales goals.
- Find out which factors contribute to sales.
- Determine areas of opportunity and areas for improvement.
- Spot marketplace trends based on your sales.
- Track your growth from month to month through archived reports.

To start your free subscription:

1. Log into My eBay.
2. Click the "Account" tab and choose "Subscriptions."
3. Click the "Subscribe" link next to Sales Reports Plus.

Your free Sales Reports Plus subscription will help you understand and manage trade-offs you may need to make when selling on eBay. To determine what's right for your business, carefully monitor:

- **Conversion Rate (CR).** A measure of selling success on eBay. It is the combined measure of the number of Successful Listings divided by the number of Total Listings.
- **Average Selling Price (ASP).** The combined value of all items sold divided by the number of items sold. To calculate ASP, divide Total Listings or Gross Merchandise Volume (GMV) by Successful Listings.

Here are two examples that highlight how the two work together:

Last month	This month
Successful Listings: 40 Total Listings: 100 ASP: \$10 Gross Merchandise Volume: \$400	Successful Listings: 45 Total Listings: 100 ASP: \$8 Gross Merchandise Volume: \$360
CR increased from 40% to 45%, but because ASP declined, total sales decreased.	

Last month	This month
Successful Listings: 40 Total Listings: 100 ASP: \$10 Gross Merchandise Volume: \$400	Successful Listings: 35 Total Listings: 100 ASP: \$15 Gross Merchandise Volume: \$525
ASP increased from \$10 to \$15. Although CR decreased, total sales increased.	

Sales Reports Plus lets you see results by category, listing format, or both. You can also see your fees for Auction-style and Fixed Price listings. Look at the big picture to decide which format and items are giving you the highest conversion rates and best value on fees.

For more advanced reporting tools, consider a Premium or Anchor Store subscription.

Goal: Track your success to grow top-line sales

- Subscribe to eBay Sales Reports Plus (FREE)
- Calculate your Conversion Rate
- Calculate the Average Selling Price of your products
- Evaluate your selling strategy

Save time and reduce operating costs

You've heard the saying "time is money." This adage is especially true for business sellers on eBay. Building for long-term growth requires a sustainable model that keeps costs consistently in line with sales through efficient processes. That's why we've made a variety of tools available to help you optimize your processes, reduce costs, and maintain your sales volume—freeing up time for you to focus on growth.

Save time shipping

When you let packages pile up, getting them out the door tends to take more time. Consider shipping daily instead of once or twice a week. Most sellers see shipping time DSRs improve when they ship within 24 hours of receiving payment. It's easier than you think.

- **Order supplies online.** Order free boxes and envelopes at the [USPS® Shipping Zone](#). For [UPS® shippers](#), packaging for air shipments, self-adhesive labels, and more are available free of charge. Find everything else from bubble wrap to packing tape [right on eBay](#).
- **Get a good postal scale.** Know your package's exact weight so you can charge accurate shipping costs.
- **Print labels through eBay or PayPal.** Create and pay for your UPS and USPS® labels and packing slips for free through PayPal. These label-printing solutions automatically fill in correct addressing information, apply online postage and shipping discounts, and upload tracking and delivery confirmation numbers to My eBay. For USPS single shipping labels, you can now print labels directly on eBay.

When shipping a number of items, print up to 50 USPS labels at a time with [PayPal MultiOrder Shipping](#), and use the USPS® Shipment Confirmation Acceptance Notice (SCAN) form. SCAN contains a single bar code that represents all packages in a shipment. When scanned, the packages associated with that bar code show up as "Shipment Accepted" in tracking information.

- **Use a label printer.** Printing labels from eBay or PayPal can be done easily on your standard home or office printer, but dedicated label printers can print dozens of self-adhesive, customized labels per minute and include built-in cutters to speed up the process.
- **Have carriers come to you.** Use [USPS® Carrier Pickup™](#) for your Express Mail®, Priority Mail®, and international packages at no charge. [UPS](#) offers customers the flexibility to choose from the most [package pickup options](#) in the U.S. [Visit the Shipping Center](#) for details.

Automate notification emails

Direct questions deserve direct answers, but notification emails can easily be automated without affecting your communication DSRs. For example, both eBay and PayPal will automatically let buyers know when their items ship when you use the eBay or PayPal label printing solutions. Several selling tools and third-party solutions are available to help you manage emails, too. To customize your End of Auction emails and invoices, log into My eBay, click the “Accounts” tab, and choose “Marketing Tools.”

Answer questions before buyers ask

There are three easy ways to reduce the number of emails you get from buyers.

1. Write detailed item descriptions.
2. Make your policies clear in listings.
3. Set up [questions and answers \(Q&A\)](#).

Remember, if a buyer emails you a question you’ve already answered in your listing or Q&A, reply promptly and remain courteous. They could be testing to see if you’re a responsive seller.

Rein in your workflow

How much time does it take you to sell an item on eBay? Why not speed things up? Our [feature comparison table](#) will help you choose the right tools for optimizing your sales process. Here’s an overview of your options.

- **Turbo Lister (FREE).** This easy-to-use software designed for medium- to high-volume sellers helps you [create listings in bulk](#) on your computer and then upload them to eBay. When used with FREE Selling Manager, it creates a complete selling solution.
- **Selling Manager (FREE).** Manage your sales, right in My eBay. Selling Manager is a great option for medium- to high-volume sellers. It lets you perform all of your listing and sales-related activities online—create and edit listings in bulk, automate email notifications, and manage your inventory. Use it with Turbo Lister to create a complete selling solution. [Selling Manager](#) is free to all eBay sellers.
- **Selling Manager Pro (30-day free trial).** [Compare](#) Selling Manager to [Selling Manager Pro](#) and you’ll see additional listing, product inventory, and automation features. Selling Manager Pro is included FREE in Premium and Anchor Store subscriptions.
- **File Exchange (FREE).** Designed for high-volume sellers, [File Exchange](#) integrates with Microsoft® Excel® and Access and other inventory software so you can list items in bulk and manage sales using flat files.

- **Blackthorne Basic (30-day free trial).** Do you sell at least 25 items a month? Consider [Blackthorne Basic](#). It lets you create professional listings in bulk, track the status of your sales, and manage buyer communications and feedback—all from your desktop.
- **Blackthorne Pro (30-day free trial).** How many employees sell on eBay for your business? If your answer is more than two, consider [Blackthorne Pro](#). This top-of-the-line tool supports multiple user profiles and includes all the features in Blackthorne Basic plus inventory management, reporting tools, and more.

Take more work off your plate

Hundreds of services and solutions are available from third parties to help make high-volume selling and post-sales management more efficient. You can now access several [third-party tools](#) directly in the “Applications” tab of Selling Manager or Selling Manager Pro. All have free trials, so find the one that is right for you.

Find other tools that fit your business needs at the [eBay Certified Providers website](#). Certified Providers are carefully screened and must have extensive experience with eBay, pass a strict certification exam, and provide a number of proven customer references that are checked by eBay, among other criteria.

Goal: Save time and reduce operating costs

- Establish a smooth and effective workflow
- Print shipping labels on eBay or PayPal
- Schedule carrier pickups
- Set up automatic notification emails
- Have your system automatically leave positive feedback upon payment
- Add Q&A to your listings
- Choose listing tools
- Automate processes

Expand sales and reach more buyers

Self-promotion is essential to accelerating sales and developing long-term customer loyalty. Put your listings out there using eBay marketing and promotional tools, and branch out to new markets to expand your customer base.

Promote your Store

Every eBay Stores subscription includes the ability to [build an online destination](#) where buyers can return again and again, as well as [powerful tools](#) to drive buyer traffic.

- **Search Engine Keywords.** Search engines look at every area of your store, so optimize pages with keywords likely to attract buyers. Talk about the products and brands you sell, and even use these keywords when organizing your custom categories. Link back to your Store in listing headers and add Store categories, a search box, and category navigation to your listing frame.

When you're done, use the Search Engine Keywords tool in the design section of your Store preferences (My eBay > My Subscriptions > Manage my Store > Search Engine Keywords) to create meta tags. These tags appear at the top of the HTML code in your listings, helping search engines find and present your pages in search results.

- **HTML Builder.** Turn pictures and text into clickable links to your Store. It's a great way to encourage multiple purchases, especially add-ons and accessories. Use [HTML Builder](#) to create code that you can copy into your listing templates.
- **Email Marketing.** Promote your Store and build repeat business with email newsletters. The [Email Marketing](#) tool lets you:
 - Create compelling emails with links to your eBay Store and listings.
 - Generate up to five mailing lists, targeting buyers based on their interests, purchase activity, or type of promotion.
 - Measure the success of each email through the Sent Email page so you can refine your email marketing strategy.

Buyers can subscribe when they add you to their Favorite Sellers list or by clicking the "Sign Up for Store Newsletter" link in your Store.

- **Markdown Manager.** Buyers love a deal, so catch their attention by temporarily slashing prices or advertising Free Shipping. [Markdown Manager](#) lets you discount items by a percentage or dollar amount so you can create seasonal sales events to move excess inventory or attract buyers to your Store through loss leaders. Promote your savings in email newsletters to increase repeat business and customer loyalty.

- **Promotional Flyers.** Customize [promotional flyers](#) that advertise your Store, highlight interesting products, and promote your sales and special deals. Flyers give you another opportunity to reiterate your return policy, remind buyers to leave positive feedback if they're satisfied, and recommend products repeat buyers may need soon (so remember to include your Store's web address). Include your flyers in every shipment and, if appropriate, make them available at your retail store.

Optimize your listings for search engines

Attract a world of online shoppers through their favorite search engines using [search engine optimization \(SEO\)](#) techniques. Keep these tips in mind when setting up your Store and choosing the keywords for your listing titles.

- **Use relevant keywords.** Search engines index eBay constantly, so make sure your listing titles and item descriptions start with important keywords buyers are most likely to query. Use full sentences if you can, and be specific. You're not fishing for page views; you're appealing to buyers who are ready to purchase. And don't overdo it. Your listing can get less visibility if a search engine (on or off eBay) thinks you're keyword spamming.

Include brand names and other popular keywords in your Store description and when naming custom categories. For example, "Zach's eBay Store is a great place to find Star Wars toys and Sony's PlayStation Portable. We have Master Replicas Force FX Lightsabers, Star Wars Legos, and great action figures, including General Grievous!"

- **Link to your Store.** Include links back to your Store from other websites or social networking pages and within your listings. As a general rule, the more a page is linked to, the more relevant it becomes to a search engine. Besides having SEO benefits, cross-promotion offers great opportunities to drive multiple sales, recommend accessories and add-ons, or entice buyers with combined shipping discounts.

Make it easy for buyers to shop for more items by adding links within all of your listings. First, find all of your active listings by searching for your user ID in Advanced Search on eBay or go to ebay.com/searchbyseller. Go through each listing and copy and paste your hyperlink into the listing. To create a hyperlink, type in your own web address and description in the following format:

```
<a href="http://www.myurlgoeshere">Hot Brands You Love</a>
```

- **Link your keywords.** Contextual links typically get more search engine recognition. For example, link "see more digital cameras" instead of "click here."

Go global

Thanks to increased buyer demand abroad, there's never been a better time to sell internationally. We've expanded the eBay International Market to six more European countries to help you reach more buyers looking for your products. These buyers, especially in the U.K. and Germany, typically speak English and are comfortable with cross-border trade. Here are a few tips for making international sales work for you.

- When selling internationally, include a clear message to buyers about their responsibility for customs fees in your listings. eBay will [remove any negative or neutral feedback](#) given on those listings due to customs delays or fees.
- When choosing products to sell, look for things that buyers abroad can't source locally or that are significantly more expensive in other countries. In general, look for items with a high value relative to their weight, such as collectibles, jewelry, electronics, and auto parts. Cultural differences can influence product desirability, so look at completed listings on other eBay sites and use tools like Marketplace Research by Terapeak when deciding what to sell.
- Purchase and print international shipping labels, order free international flat rate boxes, get customs forms, and automatically track shipments right in My eBay.
- Now you're eligible to earn Top-rated seller status and rewards in more countries. Qualify on eBay.co.uk and eBay.ie based on sales with buyers from the United Kingdom, Ireland, Jersey, and Guernsey. Qualify on eBay.de and eBay.ch based on sales with buyers from Germany, Austria, and Switzerland. Germany and the U.K. are two of the largest export markets for U.S. eBay sellers. Both require you to register as a business to earn Top-rated seller status, which is as easy as changing your account from "Private" to "Business" in your My eBay account preferences.

For more international selling tips, visit the [Seller Information Center](#).

Sell for a cause

Buyers love to purchase items associated with causes they support and we've found that charitable listings often have more bids and higher final selling prices. To reap the rewards of "cause marketing," try:

- **eBay Giving Works.** Donate all or part of an item's final sale price to a nonprofit through [eBay Giving Works](#), our dedicated program for charity listings. Your listings will get an eye-catching ribbon icon and will appear on eBay, on eBay Giving Works, and on the benefiting nonprofit's About Me page. As a thank-you for your generosity, we'll give you a [prorated credit](#) on your Insertion and Final Value Fees equal to the percentage of the proceeds you donate. And donations are tax deductible.
- **WorldofGood.com.** [Verified](#) sellers can list products that create opportunities for marginalized populations in the U.S. and abroad; preserve cultural traditions or crafts that are being lost; or create sustainable economic development through fair trade, sweatshop-free labor, or other models of ethical sourcing. Listings appear on both [WorldofGood.com](#) and on eBay.

- To sell internationally, specify the countries you're willing to ship to when you list. You can even specify a region such as Europe and exclude a specific country, such as Italy. Buyers will be able to purchase your items on eBay.com or the International Market at global.ebay.com.

Extend your brand with ProStores

Take advantage of multiple sales channels to accelerate your business growth. Open your own ecommerce site at your own web address with [ProStores®](#). Take advantage of discounted monthly subscription fees for Gold, Platinum, and Titanium PowerSellers.

ProStores, an eBay company, has complete [ecommerce solutions](#) for small, medium, and enterprise businesses. Each subscription level provides everything you need to set up, manage, and promote your store online, including:

- Domain registration of your personalized web address and hosting
- A customizable online storefront
- Shopping cart
- Secure credit card processing
- Integration with eBay
- Marketing tools to create email promotions, newsletters, and announcements

Goal: Expand sales and reach more buyers

- Create and send email newsletters (ongoing)
- Put items on sale using Markdown Manager (ongoing)
- Create promotional flyers
- Optimize your listings for search engines
- Go global
- Sell for a cause
- Launch your own ecommerce website with ProStores

Quick links to eBay resources

Congratulations! You now have the information you need to take your business on eBay to the next level and build your brand online. Please print this guide and keep it for your reference. If you have questions, these resources are available anytime from any computer with an Internet connection.

Automation Tools

Blackthorne Basic	ebay.com/blackthorne
Blackthorne Pro	ebay.com/blackthornepro
eBay Certified Providers	certifiedprovider.ebay.com
eBay Seller Tools Feature Comparison Table	ebay.com/selling_manager/comparison.html
File Exchange	ebay.com/file_exchange
Resolutions for Sellers	ebay.com/resolutioncenter/buyerprotectionforsellers.html
Resolution Center	resolutioncenter.ebay.com
Seller Q&A (FREE)	ebay.com/help/sell/answer_qs.html
Selling Manager (FREE)	ebay.com/sellingmanager
Selling Manager Pro	ebay.com/selling_manager_pro
Seller Protection	ebay.com/securitycenter/sellerprotection.html
Tool Recommendations	ebay.com/toolrecommendations
Turbo Lister (download page) (FREE)	ebay.com/turbolister

Advanced Marketing

Best Offer (FREE)	ebay.com/bestoffer
eBay Advanced Search	shop.ebay.com/advsearch
eBay Giving Works	ebaygivingworks.com
eBay Giving Works Fee Credit Policy	ebay.com/help/sell/givingworks-fee-policy.html

eBay Pulse	pulse.ebay.com
Global trading	ebay.com/sellerinformation/growing/international.html
Marketplace Research by Terapeak	ebay.com/marketplace_research
Multi-variation listings	ebay.com/sellerinformation/growing/variation.html
Search by seller	ebay.com/searchbyseller
Search and Browse Manipulation Policy	ebay.com/help/policies/search-manipulation.html
Search Engine Optimization	ebay.com/sellerinformation/growing/seo.html
Search visibility tool (FREE)	ebay.com/help/sell/search-visibility-analysis.html
Traffic counters	ebay.com/help/sell/counters.html
WorldofGood.com	worldofgood.com
<u>eBay Stores</u>	
eBay Stores	ebay.com/stores
eBay Stores FAQ	ebay.com/storefronts/faq.html
eBay Stores Subscriptions and Fees	ebay.com/storefronts/subscriptions.html
Email Marketing	ebay.com/help/sell/email-newsletter.html
Markdown Manager	ebay.com/storefronts/managing.html
Promotional Flyers	ebay.com/help/sell/promotional-flyer.html
Store Traffic Reports	ebay.com/help/sell/traffic-reports.html

PowerSeller Resources

PowerSeller Portal	ebay.com/powersellers
PowerSeller fee discounts	ebay.com/sellerinformation/PowerSeller/benefits.html
PowerUp	ebay.com/powerup
UPS® Savings Program for eBay PowerSellers	ebay.com/upspowersellersavings

ProStores®

ProStores® (an eBay company)	prostores.com
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Success Measurement Tools

Detailed Seller Ratings	ebay.com/help/feedback/detailed-seller-ratings.html
eBay Sales Reports Plus (FREE)	ebay.com/salesreports/salesreportsplus.html
Seller Dashboard (information page)	ebay.com/help/sell/seller-dashboard.html

Shipping Resources

Combined shipping discounts	ebay.com/sellerinformation/shipping/resources/discounts.html
File Exchange (upload tracking for multiple items) (FREE)	ebay.com/file_exchange
Order free USPS shipping supplies	ebay.com/usps/preparingitems.html
PayPal MultiOrder Shipping	ebay.com/sellerinformation/shipping/multilabels.html
Order free UPS shipping supplies	ups.com/osa/orderSupplies?loc=en_US&WT.svl=PNRO_L1&appid=WBSO
Print shipping labels	ebay.com/sellerinformation/shipping/labels.html
Shipping Calculator	ebay.com/sellerinformation/shipping/calc.html

Ship-to locations	ebay.com/sellerinformation/shipping/international.html#exclude
UPS® Savings Program for eBay PowerSellers	ebay.com/upspowersellersavings
UPS® Special Pricing Program for eBay Sellers	ebay.com/ups
UPS WorldShip™	ebay.com/upsworldship
UPS Pickup Options	ups.com/pickupoptions
UPS Drop-off Locations	ups.com/dropoff
USPS® Carrier Pickup	ebay.com/usps/shippingitems/carrierpickup.html
USPS® Shipping Zone	ebay.com/usps
UPS Shipping Zone	ebay.com/ups
<u>FREE Business Consultation</u>	
eBay Seller Outreach	scheduleonline.com/ebay_strategies