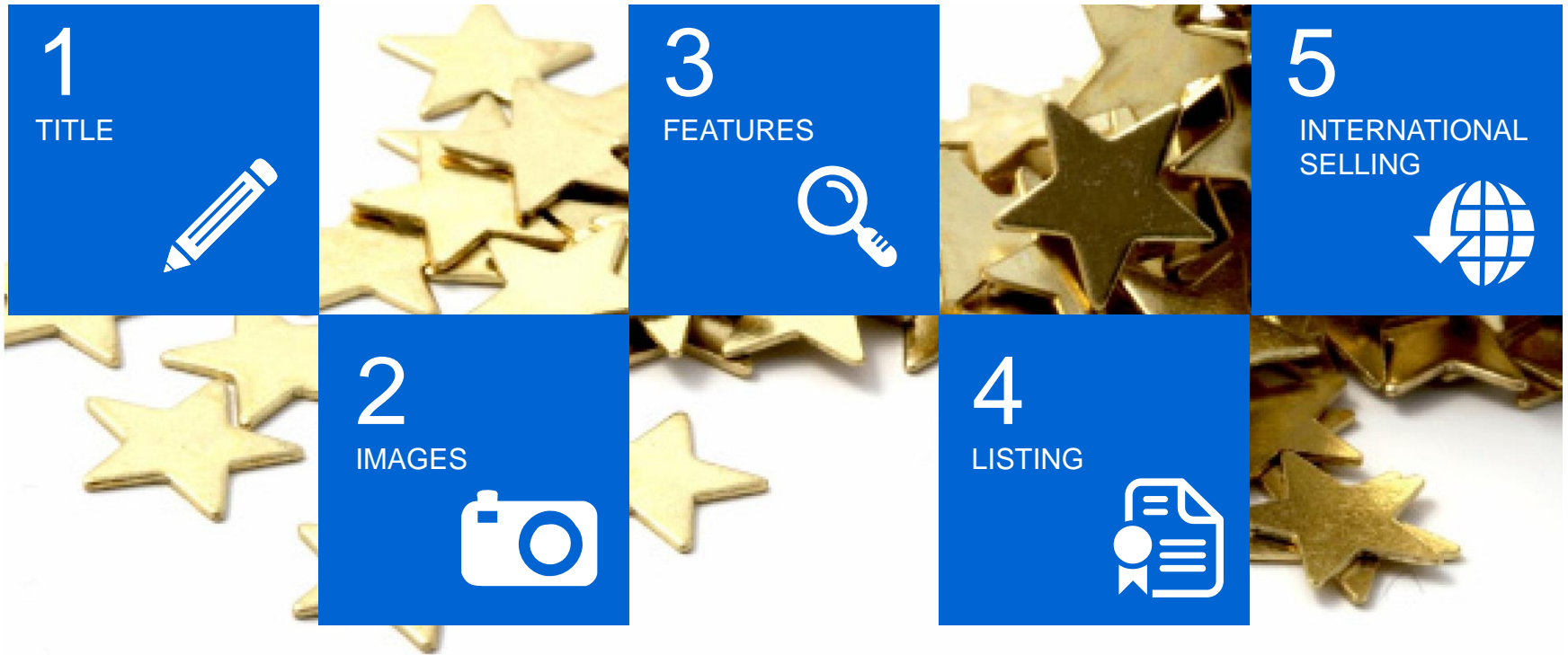


GOLD STANDARD LISTINGS

GO FOR GOLD!

Getting your listings right can help you sell more of your inventory more frequently. From descriptive titles to listing upgrades, there are many ways to make your listings stand out from the crowd.

Gold Standard listings are listings that have been optimised across the following 5 areas:



Follow our tips to make sure your listings are Gold Standard every time.

GOLD STANDARD LISTINGS

TITLE

Your listing title is an advertisement for the item you're selling. It's one of the first things buyers will see when they're shopping on eBay.

Where to focus:

Title

- Use up to 80 characters to be as descriptive as possible.
- Include details like brand name, size, colour, fabric, and whether the item is new or refurbished.
- Make sure to write a coherent, clear description and not a randomly ordered description. This is key for when it is presented on the Search Result Page.
- Avoid using words like 'unusual' or 'L@@K' and symbols such as '£' or '%'.
• Avoid the over-use of capitals.

Specifics

- State exactly what your item is, using relevant key-words.
- Include dimensions like 5" x 8" or technical specs like 4GB where appropriate.
- Make sure your item specifics are placed within form fields.

Subtitle

- Use subtitles beneath your title to provide more information and capture the interest of buyers.
 - You can purchase the subtitle option if it's not included in your contract



GOLD STANDARD LISTINGS

IMAGES

A picture is worth a thousand words. Now you can upload 12 pictures free for every listing to show buyers exactly what you're selling using eBay Picture Services. It's the only way to have your item pictures shown at the top of the item page and mobile-optimised.

Where to focus:

Quantity

- Upload a variety of images to each of your listings using eBay Picture Services. An eBay study showed on average that sellers who list with 2 pictures are 7% more likely to sell and are 3% more likely to sell with each additional picture added to a listing*.

Size

- Make sure your images have a minimum size of 500 pixels on the longest side.
- We recommend 1600 pixels on the longest side to make the most of our zoom and enlarge features.

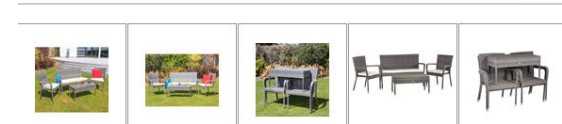
Clean, multi-aspect views

- Use top-quality photos to showcase your item.
- Don't add text, logos, borders or overlaid images to your pictures**.
- Include detailed pictures taken from different angles and close-ups of the item.
- Use natural light if possible and a plain background to make your item stand out.
- Make sure any flaws in your item are clearly shown.

Top quality images including close-ups are ideal for zoom and enlarge features.



Multiple views help show exactly what you're selling.



Winchester 4 Seater Rattan Furniture Walnut Garden Patio Deep Seating Set



*Based on an eBay.com study (July 2012) that reviewed 6.8 million listings which resulted in 4.5% more sales over this period. **Watermarks can be used for copyright purposes.

GOLD STANDARD LISTINGS FEATURES

To help maximise your sales opportunities, we recommend offering a range of services. We offer a variety of listing features to help you differentiate your listings and maximise your sales.


Where to focus:

eBay FAST & FREE

The eBay FAST & FREE icon lets buyers know when a specific listing offers free postage and will likely arrive within 3 business days. Converting listings to FAST & FREE increases listing conversion by an average 3%, with some sellers seeing an increase in sales of up to 14%*.

- Satisfy the [conditions](#).
- Make sure the FAST & FREE logo appears on as many of your listings as possible.

Postage: **Free** Economy Delivery | [See details](#)
Item location: **Bristol, United Kingdom**
Post to: **Europe** [See exclusions](#)

Delivery:  Between **Mon. 04 Nov.** and **Tue. 05 Nov.** to HA61SP
Estimated via eBay **FAST & FREE** ⓘ
Dispatches today if paid within 3 hrs 8 mins [Details](#)

Payments: **PayPal**, Postal order/Banker's draft | [See payment information](#)

Returns: 14 days refund, buyer pays return postage | [Read details](#)

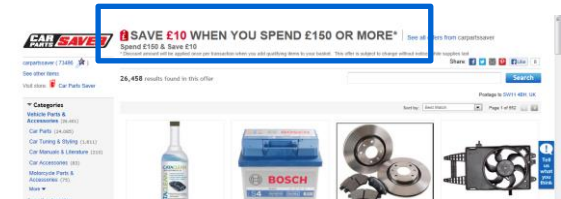
Protection: **ebay** MONEY BACK GUARANTEE | [See terms](#)



Seller Marketing Engine

The Seller Marketing Engine allows you to launch retail campaigns to help increase basket size and revenue.

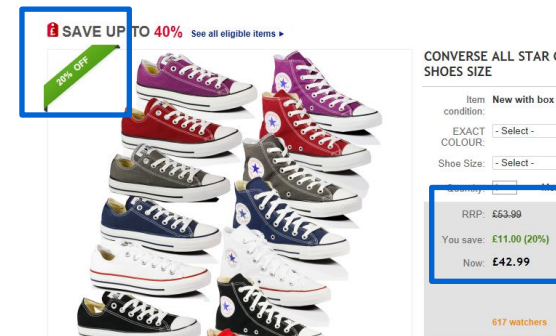
- Get extra exposure through this marketing tool – contact your account manager if you need information.
- Run various [promotional campaigns](#) and update them regularly.



Strikethrough Pricing

This discount feature allows you to reduce the price of your item with strikethrough notation if it's been on sale for 28+ days. We'll highlight the amount buyers will save too.

- If you aren't already using this feature, contact your eBay account manager for approval to use it.



*Based on test on ebay.co.uk Feb-Mar 2013, in which 40% of buyers were exposed to listings with the FAST & FREE logo. Individual seller results may vary.

GOLD STANDARD LISTINGS

FEATURES (continued)

eBay Premium Service

Sellers who have met the account level Top Rated Seller [requirements](#) can open the door to eBay Premium Service on individual listings.

Listings that meet the new Premium Service listing requirements on average receive 85% more visibility than listings that don't*.

To reap the rewards of eBay Premium Service, in addition to addressing the Top Rated Seller requirements, sellers must meet the 4 requirements opposite for each listing they wish to qualify.



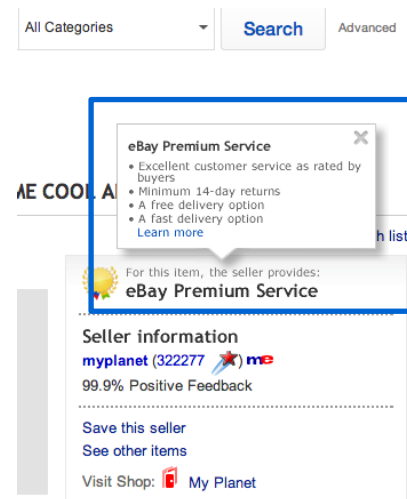
When sellers qualify for eBay Premium Service, they're rewarded with:

- Exclusive badging (as above)
- 15% discount on Final Value Fee (if applicable)
- Maximum visibility in search

*Based on an eBay study of listings carried out between January and June 2013

To qualify for the benefits of eBay Premium Service, you'll need to offer the following 4 services:

- 1 A 1 day (Express) shipping option
- 2 A free shipping option
- 3 A handling time of same or 1 day
- 4 A returns policy period of minimum 14 days



eBay Premium Service rewards sellers with maximum visibility in search



GOLD STANDARD LISTINGS

LISTING

The item description is where you can let buyers know more about what you're selling. Gold Standard listings go the extra mile to make sure buyers get the most from the item description.

Where to focus:

Category

- Make sure you select the correct category to help make it easier for buyers to find your item.

Templates

Templates allow you to present your items more attractively, effectively and professionally.

- Make sure your templates are clean and easy to read.
- Use simple text (no Javascript or Flash), plain fonts and avoid HTML frames.
- Use less than 1000 words.

Clean design can help buyers get the information they need fast

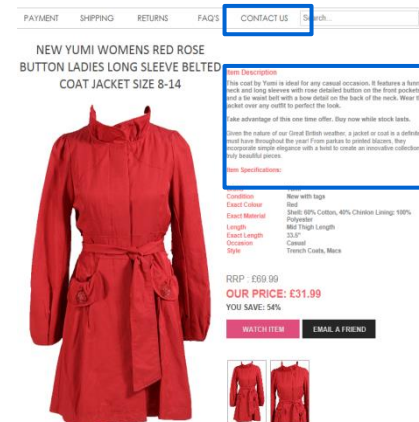
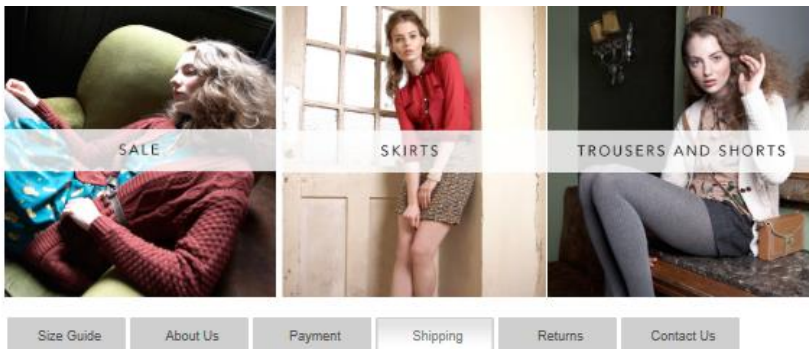
Item Specifics

Item specifics let you provide item details, such as brand, size, type, colour, and style. Business intelligence tools can help optimise your listings, pinpointing issues and increasing the chances of your items showing in search results.

- Make sure you include the recommended item specifics.
- Use an eBay item specifics tool.

Description

- Make sure you include a complete, well-formatted description of your item.
- Use the description only to describe the item and not to repeat information already captured elsewhere.
- Avoid cross-selling promotions, advertisements and widgets in the description. Instead, use the Seller Marketing Engine to communicate these promotions.
- Don't include Flash or other code. It makes the pages slow and can compromise the display - particularly on mobile devices.



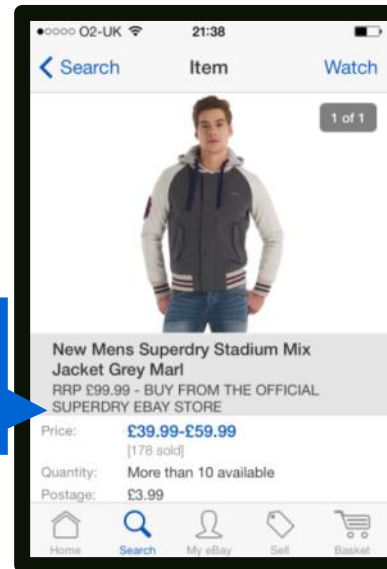
GOLD STANDARD LISTINGS

LISTING (continued)

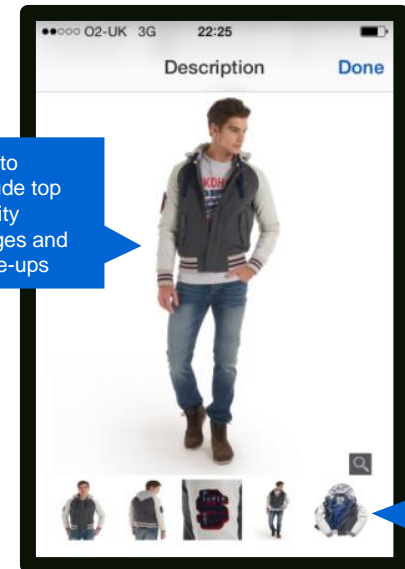
Mobile Optimisation

A third of all eBay purchases are now 'touched' by mobile as part of the shopper journey so we recommend you optimise your listings for mobile.

- Make sure your listings are clear with simple formatting.
- Check how your listings appear.
- Do not include HTML.

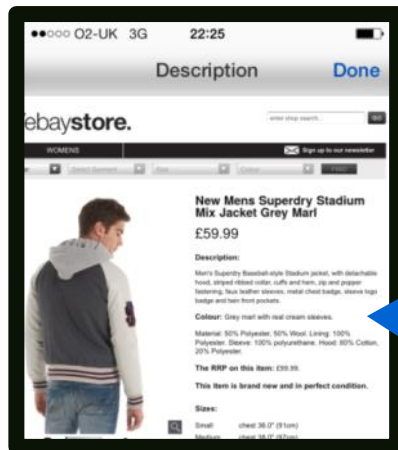


Include clear, simple and short descriptions

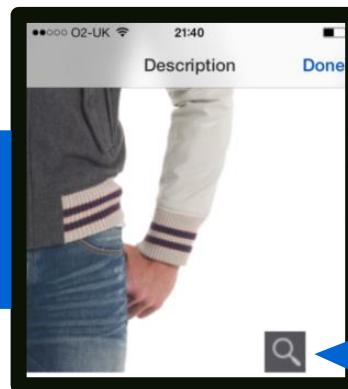


Aim to include top quality images and close-ups

Multiple views help show exactly what you're selling.

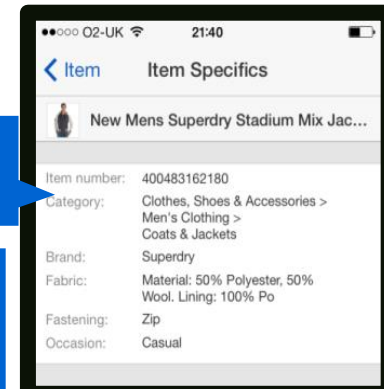


Make sure to include a complete, well-formatted description



Top quality images will benefit most from eBay's zoom features

Be clear and concise in your Item Specifics



GOLD STANDARD LISTINGS

LISTING (continued)

Postage Rate

Specifying your postage rate is important – buyers want to know the total cost of the item before bidding or buying.

- If you post to multiple destinations, include a postage rate table, so buyers can see the costs relevant to them.
- Offer an expedited shipping option.
- Offer 1 day shipping with fair shipping costs.

Returns

Buyers are more comfortable shopping with sellers who offer returns, and from June 2014 a returns period of a minimum 14 days is required.

- State your returns policy clearly.
- Offer a returns period of more than 14 days.
- Ensure you are familiar with [Returns and the Law](#).

Customer Service

By selling on eBay, you promise to deliver good service. For Gold Standard listings, you should deliver outstanding service.

- Respond to enquiries politely and professionally within 1 day.
- Present clear contact information with a customer service number (with international dial code) instead of just email.
- Upload tracking information within 1 day.

Service Level Agreements (SLA)

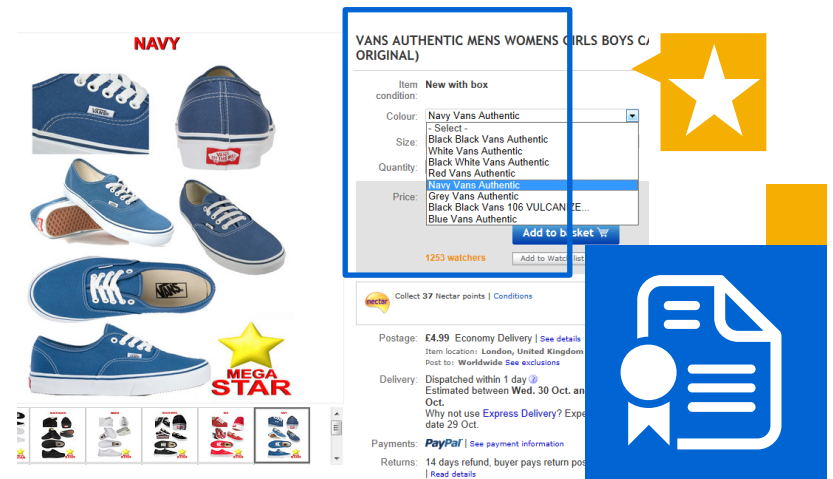
Applying an SLA to the sale of your items reassures potential buyers and helps promote a track record of great customer service.

- Make sure your SLA is relevant and meaningful to buyers.
- Your SLA should be easy to understand and apply.
- The SLA should be clearly stated near the contact details.

Multi-variation Listings

Instead of creating separate listings for a product with multiple options, multi-variation listings allow you to create a single multi-quantity fixed price listing that includes all variations of your product. This could be a T-shirt available in different sizes and different colours. You list only once instead of multiple times and pay fewer insertion fees.

- Introduce single multi-quantity fixed price listings.
- Make your most popular variation the most prominent.
- Use variation details and item specifics that buyers are likely to search for.
- Make the most of your pictures.
- Consider the listing duration and monitor your inventory.
- Use this feature only for variations on a product (eg. size and colour), not to collate different products in 1 listing.



GOLD STANDARD LISTINGS

SELLING INTERNATIONALLY

When purchasing from international sellers, buyers expect the same great service and pricing they get from local sellers.

Where to focus:

Advanced international selling

Advanced selling means selling inventory on eBay's international sites - translating the listings and adding them directly on these sites. Acting like a local will help maximise your international sales.

- Create your listings on the local eBay site(s) such as ebay.de and enter them with translated text.

Cost

- Specify your postage costs. Buyers want to know the total cost of the item before bidding or buying.
- Charge reasonable postage rates. High postage costs will make your inventory less attractive, especially as your delivery times are likely to be longer.
- Choose a delivery option for the countries you post to.
 - To have an item show up on our Australian, Canadian, and U.S. sites, choose a delivery service and cost for these countries.
 - Selecting 'Worldwide' as your international 'post to' location will usually cover these countries. However, we recommend specifying delivery services and costs for each country individually to provide a better buying experience.

Shipping Options

- Offer your buyers a tracked shipping option as well as an economy option.



GOLD STANDARD LISTINGS

SELLING INTERNATIONALLY (continued)

When purchasing from international sellers, buyers expect the same great service and pricing they get from local sellers.

Where to focus:

International Sizing Differences

Size and weight metrics can differ across regions so make sure you present them clearly.

- Include an international sizing chart (as below) and multi-variation sizing options (opposite).

Availability

- Confirm where you post to, postage services available and expected delivery times.

Description | **Postage and payments** | [Print](#) | [Report](#)

Seller assumes all responsibility for this listing

Postage and packaging

Item location: United Kingdom, United Kingdom

Postage to: Europe

Excludes: Africa, Asia, Central America and Caribbean, Middle East, North America, Oceania, South East Asia, South America, Albania, Andorra, Austria, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Estonia, Finland, Gibraltar, Greece, Hungary, Iceland, Latvia, Liechtenstein, Lithuania, Macedonia, Malta, Moldova, Montenegro, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Svalbard and Jan Mayen, Sweden, Switzerland, Ukraine, Vatican City State, PO Box

Change country:

Postage and packaging	To	Service	Delivery*
£14.99	Germany	Economy Int'l Postage	Estimated between Thu. 19 Sep. and Thu. 26 Sep.

* Estimated delivery dates include seller's dispatch time, and will depend on delivery service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

WOMENS LADIES GIRLS FLAT LOW HEEL LACE FUR LINED SNOW WINTER CALF BOOTS SIZE

Product Description | **Size Charts** | **Payments** | **Delivery** | **Returns**

Women's

Australia tends to use US sizing so the US chart may be used as guidance, but we do recommend contacting our customer service team for size advice before purchasing.

UK	EU	USA
2	34	4
3	36	5
4	37	6
5	38	7
6	39	8

(Click On Images To Enlarge)

WOMENS LADIES GIRLS FLAT LOW HEEL

Item condition: **New with box**

Shoe Size:

Main Colour:

Quantity:

Price:

2497 watchers



GOLD STANDARD LISTINGS

CHECKLIST 1 of 2

Section	Specific	Checklist 1	★
Title	Language	Have you used all available characters?	✓
	Specifics	Have you used relevant key words?	✓
	Subtitle	Have you included subtitles?	✓
Images	Quantity	Have you included several images?	✓
	Size	Are all of your pictures larger than 500 pixels?	✓
	Clean	Are your images clean, without a background or border?	✓
Features	eBay FAST & FREE	Does your listing feature eBay FAST & FREE?	✓
	Seller Marketing Engine	Is there at least 1 strong Seller Marketing Engine offer?	✓
		Are you updating your Seller Marketing Engine campaigns regularly?	✓
	Strikethrough Pricing	Are you using Strikethrough Pricing where possible?	✓
	eBay Premium Service	If you're an account level Top Rated Seller, have you qualified for eBay Premium Service?	✓

GOLD STANDARD LISTINGS

CHECKLIST 2 of 2

Section	Specific	Checklist 2	★
Listing	Templates	Are your templates professional, clean and easy to read? Are you using simple text, plain fonts and no HTML frames? Have you used less than 1000 words?	✓
	Item Specifics	Have you included the recommended item specifics? Are you using a tool to optimise your listings? Have you placed items specifics within form fields?	✓
	Item Category	Make sure you have listed your item(s) in the correct category	✓
	Postage Rate	Have you included a postage rate table? Have you offered an expedited shipping option? Are you offering 1 day shipping with fair shipping costs?	✓
	Returns	Have you offered a returns period of more than 14 days?	✓
	Customer Service	Is your contact information presented clearly? Have you included a phone number with international dialling code? Are you responding to enquiries politely and professionally within 1 day? Are you uploading tracking information within 1 day?	✓
	Service Level Agreements	Is your Service Level Agreement clear and relevant?	✓
	Mobile Optimisation	Have you optimised and checked your listings for mobile?	✓
	Multi-variation	Have you created 1 multi-variation listing, rather than several separate ones?	✓
International Selling	Advanced Selling	Are you selling entering listings directly on local eBay sites, with translations?	✓
	Cost	Is your international postage cost reasonable?	✓
	Shipping Options	Have you offered a tracked option as well as an economy option?	✓
	International Sizing	Have you included an international sizing chart and multi-variation options?	✓
	Availability	Have you specified to which countries you post your items? Have you specified your delivery service and estimated delivery time?	✓