

## Optimising eBay listings

Having your listing appear number one in search results is crucial for eBay sellers. This is because buyers tend to click on and buy from the listings which appear first.

eBay is, in effect, a product-focused search engine. Each time a user performs a search on eBay, eBay generates a list of results that it thinks is most relevant to its search. The default order is this listing is determined by eBay's 'Best Match' algorithm, though the user can select to order the results by price and listing age.

For an explanation of how eBay's Best Match algorithm works, please see the relevant lecture.

## Keyword research

To appear for relevant searches, the listing must include the keywords for which users are searching. The keywords used in your listing should include:

- Product name
- Brand
- Product type
- Synonyms for product type, e.g., nappy (UK name), diaper (US name)

When creating listings, research keywords around your product and your product category. Sources of keyword inspiration include:

- [Keyword tool](#). This is a free tool that gives search volume across several platforms
- eBay autocompletes. Type the name of your product into the eBay search bar and look at the search suggestion generated by eBay. These will be high volume searches related to the text you have entered.
- Google trends. This gives keyword search volume on Google search
- Your own experience as a seller and a buyer

Choose three to five keywords that potential buyers might search for and then use those keywords in the description and title.

### Example:

Your product is a Cosatto lightweight Woosh stroller that comes with a footmuff

**Keywords:** Cosatto Woosh Baby, Stroller, footmuff

**Synonyms:** Buggy, pushchair, travel system

**Title:** COSATTO Woosh Pushchair/Pram/Stroller/Buggy + Footmuff Baby/Child Travel BN

## Optimising product listing

The eBay title is a maximum of 80 characters long, and you should use as many characters as possible with descriptive information and keywords. The title has two purposes:

- Include keywords to ensure that the product appears for relevant searches
- Give buyers a clear picture of what is included in the product listing

A good title should read well. It should only include relevant keywords. Do not be tempted to include high volume but irrelevant keywords. An example of this is including the brand names of competing

products. This is misleading and may get your listing removed under the Vero scheme. Furthermore, if a customer is attracted to a listing by the title content and that title is misleading, they will not buy.

An example would be including 'iPad style tablet' in your title for a non-apple product. This will annoy people looking for an iPad and may get you in trouble for trademark violation.

Best practice when creating a title:

- Aim for a title between 65 and 80 characters
- Include the product type (shoe, bed, laptop) near the front of the title.
- Use synonyms but keep them relevant to the product. Use words that buyers use and avoid jargon or acronyms that they will not know.
- Include as many helpful details, features and USPs as you can. These help the buyer decide if your listing is what they want before they click on it, helping to keep conversions high.
- Use Proper Case (capitalise the first letter of each word), not all caps. Using all caps does not help your listing stand out. It is ANNOYING and hard to read.
- Check that the title is in a natural order and easy to read.

A good formula for building a title is:

Brand + Gender + Item + Additional Keywords/USPs + Synonyms

e.g.

Cosatto Woosh Pushchair inc. Footmuff Pram/Stroller/Buggy

## Photos

Images are one of the most critical factors for the eCommerce conversion rate. eBay allows sellers to publish 12 free photos with every item listing. Take advantage of these with good quality photos shot from every possible angle.

Best practice:

- The main (hero) image should be close-cropped on a white background
- Use high-resolution images
- Submit pictures as near maximum size as possible (1600 on the longest side)
- Include photos from different angles, brand labels and detailed close-ups
- Include lifestyle images
- Avoid watermarks

It is best to take your own imagery but use high-quality images from your supplier if this is not possible. All photos should be of professional quality.

## Description

Descriptions have become less critical on eBay over time, as photos have gained importance, and eBay has made the description harder to find when using a mobile device or coming to the site from Google. Consequently, some sellers add barely any information to the description, believing that it will never be seen.

The importance of the description does depend on the specific product and category. However, in many cases, buyers still look at the description to make an informed decision about their purchase. They will look for answers to their questions, often to ensure they are not about to buy the wrong item.

The description must be clear and easy to read, including information about materials, sizing and technical specifications. It should include:

- Product features
- Benefits
- Unique selling points
- What's in the box
- Dimensions
- Weight
- Care instructions

Both eBay's search engine and Google will index eBay descriptions, so be sure to include your primary keywords. Aim for a description that is 100-200 words long whilst keeping the text readable and concise.

### [Listing design](#)

eBay allows HTML to be used in its description field to create a detailed description. This allows the description to be branded and structured like a webpage. The design of a listing is referred to as an eBay listing template. A template provides a professional design for your listings rather than a plain text description.



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Fast Shipping
Professional UK Powerseller
30 day returns
Secure PayPal Payments



**Aden + Anais MUSY SQUARES – 3 PACK – JUNGLE Baby Dribble Cloth BN**

*The aden + anais Musy Squares – 3 Pack – Jungle are made from 100% cotton muslin.*

Delivery

 **Shipped from the UK**




**Product Information**

The **aden + anais Musy Squares – 3 Pack – Jungle** are made from 100% cotton muslin. They're soft, absorbent and breathable, making them the perfect security blanket, makeshift bib, burpy cloth, and more. Sized for life on the go, the musy squares work almost as hard as you do. Plus, they stay soft wash after wash, so bring on the spills, dribbles and baby burps!

**Product Features:**

- Pre-washed and stays soft wash after wash
- 100% cotton muslin
- Absorbent and easily soak up messes and spills
- Open weave allows liberal airflow
- Quick drying
- Machine washable

**Includes:**

- Three 70 cm x 70 cm muslin squares

**Age recommendation:** 0m+

FAQs

**Fast Delivery**

Please check the Payments and Postage (above left) for shipping options available on this item. We ship most items worldwide. Please allow 2-5 working days for standard UK delivery and 5-10 working days for international delivery. If you require next working day delivery please order before 2p.m. and select this option during checkout.

**30 Day returns**

For your peace of mind we offer a 30 day 'no quibble' return policy. Purchases can be returned within 30 days of delivery for any reason, so long as they have been carefully looked after and are in their original packaging. Return postage costs are paid by the buyer

**Secure Payment**

We only accept payment via PayPal. This means that you can rest assured that your payment will be processed quickly and your item dispatched without delay. Purchases made via PayPal are also covered by eBay's Money Back Guarantee.

**Professional UK Seller**

Hello Baby is a professional UK based eBay seller with over 7 years of trading history. We strive to provide an excellent level of customer satisfaction as can be seen from our feedback. To find out more please read our terms and conditions. If you have any queries please email us through eBay questions.

## eBay listing template

A well-designed listing template can make a massive difference to the impression you make as an eBay seller and help to promote your brand on this major international marketplace. A listing template with a brand, logo and consistent styling gives the impression that an honest, professional company is on the other end of the transaction.

When creating your eBay listing design, include the following information:

- Information about you as a seller
- Return information

Vendlab, 2 Spring Valley Business Centre, Porters Wood, St Albans, AL3 6PD, UK  
email: [hello@vendlab.com](mailto:hello@vendlab.com)

- Shipping details, e.g., courier used, handling information
- Images of the product

An attractive listing design that includes information about the product and the seller can significantly impact conversion rates.

## Listing content rules

Note: eBay has rules about the kind of content included in listings. For example, the use of JavaScript and external links are banned.

- **JavaScript policy:** <https://www.ebay.co.uk/help/policies/listing-policies/javascript-policy?id=4247>
- **Links policy:** <https://www.ebay.co.uk/help/policies/listing-policies/links-policy?id=4248>

## Mobile-friendliness

When creating an eBay template, ensure that it will appear well on mobile devices and desktops. Preview your template on multiple screen sizes before publishing.

## Variation listings

When you have multiple versions of the same product, such as clothing in different sizes and colours, you can create a single listing covering all the different types, known as variation listing. From a variation listing, buyers can select the different options available from a dropdown menu.

When selling items available in several similar versions, it usually is better to sell them through a single variation listing.

- **Usability.** The buyer can access all options through a single listing without hunting around for the alternatives.
- **Best match.** eBay's Best Match ranking algorithm looks at the historical sales of a listing. A single listing with multiple options will generate more sales and perform better in search.

On the downside, variation listing can be tricky to configure and listing through 3<sup>rd</sup> party platforms.

## Category

It is essential to ensure that your item is listed in the most appropriate category to be easily located by eBay's 'Best Match' algorithm and buyers browsing by category. If you are unsure what category to use, search for similar products listed by other sellers to see which they have selected.

## Shipping

Selling internationally is a great way to grow your business, and it is easy to get started. Add international postage, and your listings will become available to millions of eBay buyers worldwide.

Your listings will appear on international eBay sites by specifying international shipping, opening your business up to a worldwide marketplace. If you do not want to do the international shipping yourself, opting into eBay's Global Shipping Programme will enable your listing to be shipped internationally, but the order only needs to be sent to a UK destination.

If a product has opted into the Global Shipping Programme, eBay will ship the order to international customers, including shipping and any customs charges. The destination address supplied to the buyer will be eBay's fulfilment hub address.

## Item specifics

Item specifics are product attributes that sellers can select from the pre-defined values or enter their own. Item specifics have two purposes.

- Provide more information to buyers about the listing.
- Power the filters which are used on eBay search.

The screenshot shows an eBay search results page for 'iPhone'. On the left, there are three filter sections: 'Model' with options like Apple iPhone 7, 8, X, XR, 11, 6s, XS Max, and 8 Plus; 'Network' with options like Unlocked, EE, 1&1, Vodafone, O2, 1pMobile, Three, and iD Mobile; and 'Storage Capacity'. The main content area shows three sponsored listings:

- Listing 1:** Apple iPhone 7 32GB 128GB 256GB Black Gold Red Silver Unlocked Smartphone. Price: £99.95 to £189.95. Features: 12 MONTH WARRANTY, FREE NEXT WORKING DAY DELIVERY, Refurbished. Seller: buyur (20,072) 99.2%.
- Listing 2:** Apple iPhone 8 - 64GB/256GB - Gold/Grey/ Silver - UNLOCKED - Various Grades. Price: £129.99 to £219.99. Features: 1 YEAR WARRANTY, UNLOCKED, FAST AND FREE DELIVERY, Refurbished. Seller: onemoremobile (13,462) 100%.
- Listing 3:** Apple iPhone 7 32GB 128GB 256GB Silver Jet Black Rose Gold Unlocked Smartphone. (Partially visible)

In the above example for the search 'iPhone', buyers can find the right product by using the filters on the LHS. If your listing does not include the relevant item specifics, it will be excluded from these filtered search results.

eBay reports that 65-80% of listings do not include their category's top three item specifics. Therefore, your listing will be at an advantage by having item specifics appearing in more filtered searches.

### Use product Identifiers

There are several different types of product identifiers, including Universal Product Codes (UPCs), European Article Numbers (EANs), Global Trade Item Numbers (GTINs) and International Standard Book Numbers (ISBNs).

Adding product identifiers to eBay is important as eBay uses product identifiers to show listings on Google Shopping. They also make it possible for product reviews to appear on your listing. Finally, buyers will sometimes search by product identifiers.