

# Create About Me/ Open an eBay Store

Create an About Me page or open an eBay Store to start building your business. eBay Stores is your merchandising hub and aggregates all of your items (auction and fixed price) in one place. The About Me page can also be used to aggregate your items by including an “<ebayitemlist>” in your HTML. Create a logo for your About Me page and include it in all of your listings. This will help buyers recognize your eBay brand. Store descriptions are searchable, so include relevant keywords that users may search for, such as brands. For more information on how to sell more with eBay Stores, please visit:

<http://www.ebay.com/sellmore/>



# Attract Buyers Who Search

---

Most buyers on eBay shop by using title searches. Therefore, every character in the title is critical to helping users find your items easily. Since some users search broadly, try including the general category in the title, like “laptop”. If you have several listings of the same product, consider using synonyms for a portion of those listings, like “notebook”. Other users search for attributes, therefore include important specifications in your listings. For example, a notebook may be best described in the title by including brand, processor speed and memory. Avoid non-standard abbreviations and misspellings, as this will hinder people from finding your goods and greatly reduce your final selling price. Other popular keywords include:

- NR (or no reserve)
- NEW
- Free Shipping
- Warranty

Consider the most searched key words in your category when creating your listing titles. These “popular searches” are shown in the merchandising column on the left-hand side of our browse pages.



# Attract Buyers Who Browse

---

Sellers should always list their products in the appropriate categories. It is critical that their items are in the right place for buyers to easily find. Since eBay constantly updates its category structure, monitor the site to stay abreast of these changes. Convert browsers into buyers through creative promotions. One effective promotion is “free shipping”, since many online retailers currently use it to acquire new buyers. This promotion can have a big impact on your business, and its costs can be built into your selling price. Just include free shipping in your title.



# Use eBay

## Merchandising

eBay offers many merchandising vehicles that will highlight your products and have a positive return on your business. Our research shows the following:

	Increases Final Value (on average)	For Items Over	Cost
Bold	20%	\$10	\$2.00
Gallery	12%	\$3	\$0.25
Featured Plus	15%	\$133	\$19.95

Best Practice Example:

Help : Sell : Help : Sell : Featured Plus Example ...

Help | eBay | back-forward | Topics

Topics > Seller topics > Listing Your Item > Promoting Your Item > Featured Plus

### Featured Plus! Example

Give your listing stand-out placement in both category lists and search results!

**Example 1**  
Your item will be shown prominently in the **Featured Items** section of its category list. It will also appear in the regular, non-featured item list.

**Note:** Featured Plus! is available to sellers with a feedback rating of 10 or more.

10 items matching your search criteria

LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100
LA SPORTS - BASKETBALLS - 100 BULL	\$174.99	100

To find out more about the Featured Plus! program and how to use it, visit [Featured Plus!](#)

**Example 2**  
Your item will stand out on search results pages\*. Each search results page has a **Featured Items** section at the top of the page - your item will be in this highly visible list (that's double the visibility for your listing!)

# Market Off-eBay

Promote your eBay business in all of your marketing activities, including:

- Print advertising
- Business cards
- Direct marketing
- Your website

Best Practice Example:

