

Merchandise Your Store

Once the customer has found your store or About Me page, make their browsing experience easy and drive them toward a purchase. As customers enter, they should first see your hottest products featured with an actionable link, such as “Bid Now.” Create a visual shopping experience in your About Me page by having several product photos that link to your categories. Images only please. Cross-merchandising text links cannot be used to maintain the integrity of search. For instance, an image of a monitor could link to all of the monitors in your store. Use Store's custom categories feature (up to 11) to help build “aisles” within your store for buyers to shop. Depending on your inventory, you could use product-based categories (laptops, desktops, PDAs, etc.) or a more flexible category structure (sale items, seasonal, best-sellers, etc.). To highlight your store, we also offer feature and anchor placement. For more information, please visit:

<http://pages.ebay.com/storefronts/featuredstores.html>



Merchandise Your Store (cont.)

Sellers who use Store's featured or anchored placement also automatically receive detailed monthly reports on their sales and the marketplace's performance. For more information about these reports, please visit:

<http://pages.ebay.com/storefronts/seller-reports.html>

Seller Reporting

Stores Seller Reports:

How Seller Reports and Product Sales reports occur monthly reports on their sales. These Seller Reports provide sellers with both sales specific and marketplace performance data. Most of all, Seller Reports reporting is free to Access and will not Show. All Access and Product Sales. Seller will be provided the report with the email address associated with their Store Account.

How to Read your Seller Report

Shows Seller Reports you make up of two parts. My Data and Marketplace Data.

My Data Section:

The My Data section outlines your monthly Sales broken out by % Volume you had in eBay.com, Store and Motors (including International Store).

My Data Section:

Features: Open, International, Seller, of all successful ratings and all that reports. Calculated: Cost of Goods for the given month.

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Best Practice Example:

LAPTOPS

Sealed Compaq iPAQ 2225 PDA

The Sealed Compaq iPAQ 2225 PDA is a powerful, portable, and easy-to-use device. It features a color screen, a camera, and a variety of connectivity options. It is perfect for anyone who needs a reliable, portable device for work or travel.

Features:

- Color screen
- Camera
- Connectivity options

Price: \$199.99

Best Offer

Buy It Now

ebay
Electronics

Highlight Value

Emphasize savings by listing MSRP or the discount compared to retail price. For example, “Brand New Palm PDA for 20% Less Than Retail.” Highlighting value gives buyers a helpful reference point.

Best Practice Example:

MONSTER CABLE

Monster Cable Studioliink Patchbay Cable New!

High Performance, Low Loss Patchbay cables for use in home and professional studios, live sound and installations. Smooth, excellent frequency response. Wide dynamic range with precise clarity. Efficient operation with greater clarity. Precision machined gold plated connectors. Internally braided construction with braided steel shield for low loss signal transfer and high resolution music reproduction. Low impedance eye flares with twisted pair heliwave increase clarity, punch and extend frequency response. Precision fine control windings provide accurate grading, even knowledge, precise imaging, tight bass and smooth highs. Studioliink 000's durable, ultra flexible jacket is easy to grab in tight spots and will hold up after years of use.

Retail Price: \$24.95
Stock Number: 601123-04

Terms & Shipping

ALL ORDER SHIPPING
We only accept PayPal payments through our secure checkout link. Charges will be made by credit/debit card on your account. You are responsible for payment for this item when using the number by accessing the checkout link.

INTERNATIONAL SHIPPING

Shipping only to the US, United States. No international shipping.

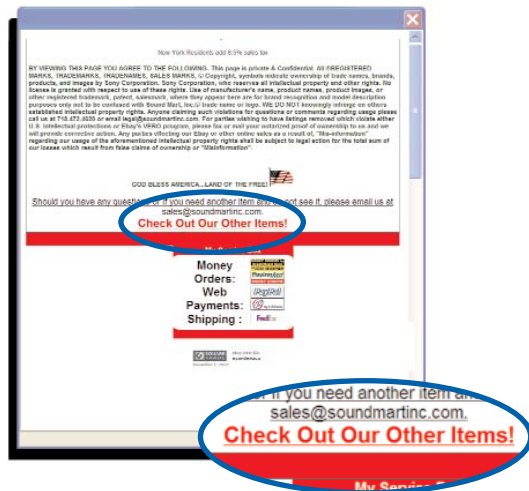
1. Lower **48 states** (United States) - Lowest toll-free toll-free ground service.
2. All other **international** - shipping based on weight, volume, etc.
3. All shipping charges are calculated during the checkout process based on weight and shipping address.
4. International shipping rates are subject to varying factors - proceed to checkout for your specific shipping quote.

Retail Price: \$24.95
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Cross-Merchandise

Every listing should be viewed as an advertisement for your store. Encourage people to “Check Out My Store” with a text link. Alternatively, you may also link to other items with photos in your listings. For instance, you may recommend a battery in your laptop listing via a photo that links to the related item. Use free counters in your listing to measure how well your merchandising is working.

Best Practice Example:



Try Merchandising Manager

Merchandising Manager allows eBay Stores' sellers to control which items their buyers see after bidding on items or using Checkout. Sellers can choose to show different items on each listing. For example, you may want to show buyers the film, camera case, batteries, and other accessories that work with the camera they just bought. Merchandising Manager is free and easy to use. To learn more: http://pages.ebay.com/community/news/merchandising_manager.html

