

Create Consistent Listing Templates

The key to building a known brand on eBay is to have a common look and feel. To do so, you should have a consistent and easy to follow listing template. It should include the following five main sections:

1. Photos
2. Item description
3. Payment information
4. Shipping costs
5. Store policies (returns, warranties, etc.)

More information on each section to follow.

Best Practice Example:

Description

Refurbished Auction
The item will be sold as-is and is not guaranteed.

IBM ThinkPad A Series - A31
Model # 282204
This is a sale of IBM equipment direct from IBM retail inventory, not refurbished.

Product Information
 Approximate shipping costs
 Buyer's Item Policy
 Item Terms and Conditions of Sale
 Item return policy and return shipping
 Return shipping and accessories for this item from the eBay Store
 Once the auction has ended, please click [here to pay for this item](#).

Product Information		View Item
Model	282204	
Processor	Mobile Intel® Pentium® 4 Processor M 1600MHz	
Memory	2GB	
Hard Drive	40GB	
Display	14" (diagonal) active-matrix TFT	

Approximate Shipping Costs		Print Table
Standard Shipping (US & Canada) - \$15	Actual shipping cost may vary. Please allow up to 72 business hours (3 business days) for credit card authorizations before any orders are processed for shipment. We do not ship before 9:00am PST Monday thru Friday.	
Priority Shipping - \$25		
International Shipping - \$25		

International Buyer

120-day (no payment) return policy. Item shipped except via, non-refundable, non-eligible return and shipping.
For international payment for shipments to the US IBM will accept American Express Only, the only ship to the US and charge applicable state taxes.
once the auction has ended, please click here to pay for this item.

Item Terms and Conditions of Sale

Please click here to read the full IBM Terms and Condition of Sale

1. Photos

Photos are the most important element of your listing. We cannot underscore that point enough. Images should be clear and accurately represent all key aspects of the product. Be cognizant of slow load times since many eBay users access the site via a dial-up modem. JPEGs are recommended. Also, include a photo of the product in the image field of the “Sell your Item” form so that your listing is tagged as having a photo.



2. Item Description

The product information should be in an easy to read format (bullet points work better than long paragraphs) and should look professional. Include all relevant information that a typical customer would want to know when buying this item. If you get the same question repeated on a product, update your item description in future listings. Any product defects or scratches should be accurately described. Accurate and complete item descriptions are critical to earning a loyal customer base.



3. Payment Information

Different buyers prefer different payment options. Certain people enjoy the convenience and speed of electronic payments like Paypal, while others prefer more traditional means like money orders and checks. Therefore, reach the largest audience by accepting a wide variety of payment options. Seller should promote Paypal to increase their sales velocity. Buyers also benefit since using Paypal is fast, easy and safe.



4. Shipping Costs

Shipping costs should be clearly stated. Buyers fear price gouging on shipping, and often will not purchase an item unless these costs are clearly spelled out. Stating that buyer will pay “actual shipping” charges is insufficient.

Including shipping costs in the final price of an item and promoting “free shipping” is an effective marketing tool. Also, satisfy the needs of buyers who want the item urgently by promoting “Buy-It-Now, Get-it-Fast.” This simple promotion is effective because it combines the speed of our Buy-it-Now format with your guarantee of fast, 2 day delivery. Expedited delivery is particularly important during the gift-giving seasons as people do their last minute shopping.

