

Advanced Business Seller Guide





Advanced Business Seller Guide

Welcome to eBay's Advanced Business Seller Guide.

Have you mastered the basics of selling on eBay? Are you ready to take your business to the next level? If you answered “yes” to both of these questions, this guide's for you.

Before you dig in, think about all you've accomplished selling on eBay. What are your greatest opportunities for improvement? For starters, ask, “Am I taking advantage of all the discounts eBay has available? Can I deliver a better experience to customers to improve feedback? Where can I automate tasks to save time? Are there any new ways I can market my business?”

Once you've identified your personal goals, use these tips, tools, best practices, and resources to make them a reality.

- [PowerSeller Status: Your Ticket to the Top](#)
- [Thrill Buyers for 5-star Feedback Every Time](#)
- [Understand Your Profitability](#)
- [Save Time and Money: Optimize and Automate](#)
- [Get the Word Out: Advanced Marketing](#)
- [Build Your Brand on eBay and Beyond](#)
- [Quick Links: Your eBay Resources](#)

You'll find a checklist at the end of each section to help you track your progress.

Happy selling!

PowerSeller Status: Your Ticket to the Top

PowerSellers rank among the most successful sellers on eBay in terms of sales and customer satisfaction. If you haven't already reached PowerSeller status, please make it one of your goals to join the program in the next 90 days.

Why buyers love PowerSellers



This icon next to your user ID lets buyers know you meet the highest standards on eBay. You sell a consistently high volume of items and maintain a 98% or better positive feedback rating. Your detailed seller ratings (DSRs) are 4.5 or better in all four areas. Your account is in good financial standing, and you comply with all of the policies on eBay. In short, you're a seller that buyers feel they can trust.

PowerSeller program rewards

We're proud to recognize every PowerSeller's contributions to the success of the eBay Community. Here are just a few of the benefits of joining the program.

- **Prioritized customer service** PowerSellers get prioritized support by email or telephone, depending on sales level.
- **Final Value Fee (FVF) discounts** Save up to 20% on FVFs each month. The higher your DSRs, the higher your discounts. [Find out more](#). (If you're already a PowerSeller, check what discounts you qualify for on your [Seller Dashboard](#).)
- **Unpaid Item protection** Get credits for Feature fees if a buyer does not pay for an item and you close an Unpaid Item dispute. This program covers Auction-style listings (excluding Dutch Auctions) and single-item Fixed Price listings on eBay.com, eBay.ca, and eBay Motors. [Get full details](#).
- **UPS® rate discounts** Save up to 23% on UPS Ground Daily Rates with the [UPS Savings Program for eBay PowerSellers](#).

➤ [Learn more about the PowerSeller program and its benefits](#)

Goal: Reach PowerSeller status in 90 days

- Sustain a high volume of monthly sales
- Maintain 98% or better positive feedback
- Maintain 4.5 or better DSRs in all four areas
- Keep your account in good financial standing
- Accept your invitation to the PowerSeller program

Thrill Buyers for 5-star Feedback Every Time

Delighting customers is about more than your reputation. It's about improving your bottom line. With high [detailed seller ratings \(DSRs\)](#), your listings get increased visibility in [Best Match search results](#), which helps drive your overall sales volume, and you get PowerSeller [Final Value Fee \(FVF\) discounts](#) up to 20%.

Goal: Meet and exceed expectations for 5-star DSRs

To earn 5-star ratings for each DSR, proactively manage your customers' responses before and after every sale.

Item/product description

- Describe items accurately and point out any flaws. People don't mind if items aren't in perfect condition as long as you set their expectations ahead of time (let them know what they'll receive).
- Upload at least one clear, well-lit photo of the actual item you're selling. We host the first picture in every listing free and use it as your free Gallery photo. Add more photos to show different angles or features.
- Specify shipping costs and carriers, handling time, and your return policy. This information is required, and having a clear return policy lets buyers know that they're protected if items don't meet their expectations.
- Anticipate and address buyer concerns up front. Set up [Frequently Asked Questions \(FAQs\)](#) to address common concerns.

Communication

- Answer emails quickly. Many buyers use email to test your responsiveness and gain trust.
- If an issue comes up, keep the buyer informed as you take steps to resolve it. They'll feel better knowing that you're on top of things.
- Provide great customer service. DSRs are all about meeting buyers' expectations—so put yourself in your buyers' shoes and treat them the way you'd like to be treated.
- Tell buyers you appreciate their feedback, and briefly educate them on DSRs. Never guilt a buyer into leaving positive feedback; it can backfire.
- On your packing slip, tell buyers you're available to resolve any issues. For example, "I strive to provide 5-star customer service. If you are not happy with the service you have received, please contact me so that I can improve my customer service for you and for future buyers."
- When you package an item, include a handwritten thank-you note. Offer a discount on the buyer's next purchase to encourage repeat business.

Shipping time

- Ship within 24 hours of receiving payment. Use carrier pickup ([USPS® is free](#)) to save trips to the Post Office.
- Surprise buyers by shipping earlier than expected.
- Inform buyers when you ship items, and provide an approximate delivery date range.
- Keep buyers in the loop by providing tracking numbers. Tracking and delivery confirmation numbers will be added to the Order Details page automatically when you [print shipping labels with PayPal](#). You can also upload USPS and UPS tracking numbers directly to eBay—for single items in My eBay and for multiple items using [File Exchange](#).

Shipping & handling charges

- Buyers want the most reasonable price for an item, from a seller they can trust. State your fair and reasonable shipping charges clearly in listings (it's required).
- Specify a flat rate ([free USPS® Priority boxes](#) are available) or use the [Shipping Calculator](#) to charge actual costs based on a buyer's ZIP code.
- Keep your buyer's perspective in mind when setting shipping charges. We've found that buyers comparing identical items perceive a better value when shipping costs are lower, even if total cost is the same.
- Try free shipping. Buyers love it, your listing will get an eye-catching Free Shipping icon, and sellers who offer free shipping in their listings earn a 4.8 DSR on average.
- [Offer discounts on combined shipping](#) to encourage multiple item purchases. Buyers love the simplicity of an all-in-one price.
- Take advantage of carrier discounts and pass your savings on to buyers. Use the [PayPal Label Printing Solution](#) to automatically get discounts on USPS® Priority Mail and Express Mail and save up to 31% with UPS ([get details](#)). If you're a PowerSeller, enroll in the [UPS Savings Program for eBay PowerSellers](#) and save up to 23% more on Ground shipments.

Understand Your Profitability

Now that you have more than a few sales under your belt, it's a good time to find out what's working. Your Seller Dashboard and eBay Sales Reports Plus—two tools that don't cost a thing—are essential for measuring success.

Seller Dashboard

For evaluating customer satisfaction, there's no better tool than the [Seller Dashboard](#). This quick reference guide is always available in My eBay. Check it regularly to track your DSRs, get tips on improving your overall buyer satisfaction rating, see your PowerSeller status, find out if you qualify for discounts of 5% to 20% off your Final Value Fees, and get alerts on situations that may require immediate attention.

➤ [Log into your Seller Dashboard](#)

eBay Sales Reports Plus

What's best for your business in the long run? The detailed sales metrics in [Sales Reports Plus](#) help you find out so you can refine your selling strategy and effectively scale your business. Use the information to:

- Measure your sales performance against your sales goals
- Find out which factors contribute to sales
- Determine areas of opportunity and areas for improvement
- Spot marketplace trends based on your sales
- Track your growth from month to month through archived reports

To subscribe:

1. Log into My eBay
2. Click the Account tab and choose Subscriptions
3. Click the Subscribe link next to Sales Reports Plus

How profitable is your business?

Profitability (n.): A business's ability to increase its profits or profit margin.

You're in business to make money. Increasing sales alone won't increase profitability. You need to reduce costs, increase selling prices, or both. Building for long-term growth requires a sustainable model that keeps costs consistently in line with sales through efficient processes.

Reduce costs

Rapid growth can mean more costs. Are you keeping track of them? Segment costs and prioritize them. If you need to cut, choose line items that aren't as important to your business. Also evaluate the trade-offs of implementing changes—it'll help you make the smartest choices.

Grow top-line sales

Your Sales Reports Plus subscription will help you understand and manage trade-offs you may need to make when selling on eBay. To determine what's right for your business, carefully monitor:

- **Conversion Rate (CR)** A measure of selling success on eBay, with no respect to listing duration or listing type. It is the aggregate measure of the number of Successful Listings (SL) divided by the number of Total Listings (TL).
- **Average Selling Price (ASP)** The aggregate value of all items sold divided by the number of items sold. To calculate ASP, divide TL or Gross Merchandise Volume (GMV) by SL.

Here are two examples that highlight how the two work together.

Last month	This month
SL: 40 TL: 100 ASP: \$10 Total sales: \$400	SL: 45 TL: 100 ASP: \$8 Total sales: \$360
CR increased from 40% to 45%, but because ASP declined, total sales decreased.	

Last month	This month
SL: 40 TL: 100 ASP: \$10 Total sales: \$400	SL: 35 TL: 100 ASP: \$15 Total sales: \$525
ASP increased from \$10 to \$15. Although CR decreased, total sales increased.	

Goal: Understand Your Profitability

- Visit your Seller Dashboard to evaluate buyer satisfaction
- Subscribe to Sales Reports Plus
- Calculate your Conversion Rate
- Calculate the Average Selling Price of your products
- Reevaluate pricing
- Decide where you can reduce costs

Save Time and Money: Optimize and Automate

You've heard the saying "time is money." This adage is especially true for business sellers on eBay. That's why we've made a variety of tools available to help you optimize your processes, reduce costs, and maintain your sales volume—freeing up time for you to focus on growth.

Save time shipping

When you let packages pile up, getting them out the door tends to take more time. Consider shipping daily instead of once or twice a week. Most sellers see shipping time DSRs improve when they ship within 24 hours of receiving payment. It's easier than you think, especially if you stop going to the Post Office.

- **Order supplies online** Order free boxes and envelopes at the [USPS® Shipping Zone](#), and find everything from bubble wrap to packing tape using the search box on [ebaybusiness.com](#)
- **Print labels through PayPal** Print up to 50 USPS® labels at a time with [PayPal MultiOrder Shipping](#), and use the USPS Shipment Confirmation Acceptance Notice (SCAN) form. SCAN contains a single bar code that represents all packages in a shipment. When scanned, the packages associated with that bar code show up as "Shipment Accepted" in tracking information.
- **Have carriers come to you** Schedule free [USPS® carrier pickup](#). Many delivery services will pick up from businesses at no cost as well.

Auto-reply—it's okay

Direct questions deserve direct answers, but notification emails can easily be automated without affecting your communication DSRs. For example, PayPal will automatically let buyers know when you ship when you use the PayPal Label Printing Solution. Several selling tools and third-party solutions are available to help you manage emails, too. To customize your End of Auction emails and invoices, log into My eBay, click the Accounts tab, and choose Marketing Tools.

Answer questions before buyers ask

There are three easy ways to reduce the number of emails you get from buyers.

1. Write detailed item descriptions
2. Make your policies clear in listings
3. Set up [Frequently Asked Questions \(FAQs\)](#)

Remember, if a buyer emails you a question you've already answered in your listing or FAQs, reply promptly and remain courteous. They could be testing to see if you're a responsive seller.

Reign in your workflow

How much time does it take you to sell an item on eBay? Why not speed things up? Our [feature comparison table](#) will help you choose the right tools for optimizing your sales process. Here's an overview of your options.

- **Turbo Lister (free)** This easy-to-use software designed for medium- to high-volume sellers helps you create listings in bulk on your computer and then upload them to eBay. [Download Turbo Lister](#) and you can:
 - Create professional-looking listings easily using a design editor and templates (no HTML knowledge needed)
 - List multiple items at once
 - Duplicate existing listings and save listings to use as templates
 - Change formats or add item specifics to multiple items at one time
 - Upload thousands of listings to eBay with a single click
 - Add photos and preview listings offline
 - Import active or completed listings from eBay to Turbo Lister
 - Save listing information for the future—all listings are saved in your Item Inventory

➤ [Learn more](#)

- **File Exchange (free to qualified sellers)** Designed for high-volume sellers, [File Exchange](#) integrates with Microsoft Excel and Access and other inventory software so you can list items in bulk and manage sales using flat files.

➤ [Sign up and download instructions](#)

- **Selling Manager (free to all sellers)** Manage your sales, right in My eBay. Selling Manager is a great option for medium- to high-volume sellers. It lets you perform all of your listing- and sales-related activities online. Use it with other selling tools, such as Turbo Lister and Accounting Assistant, to create a complete selling solution. Selling Manager is free to all eBay sellers.

➤ [Subscribe now](#)

- **Selling Manager Pro (30-day free trial)** [Compare](#) Selling Manager to Selling Manager Pro and you'll see additional product inventory and automation features. Selling Manager Pro is included in Premium and Anchor Store subscriptions.

➤ [Start your free trial](#)

- **Blackthorne Basic (30-day free trial)** Do you sell at least 25 items a month? Consider Blackthorne Basic. It lets you create professional listings in bulk, track the status of your sales, and manage buyer communications and feedback—all from your desktop.

➤ [Start your free trial](#)

- **Blackthorne Pro (30-day free trial)** How many employees sell on eBay for your business? If your answer is more than two, consider Blackthorne Pro. This top-of-the-line tool supports multiple user profiles and includes all the features in Blackthorne Basic plus inventory management, reporting tools, and more.

➤ [Start your free trial](#)

- **Accounting Assistant (free)** Cut down on data-entry time and reduce errors with Accounting Assistant. It easily exports your eBay and PayPal transaction data and information about eBay fees to QuickBooks and you do it all online.

➤ [Try eBay Accounting Assistant](#)

Third-party solutions

Want even more work taken off your plate? Hundreds of services and solutions are available from third parties to help make high-volume selling and post-sales management more efficient. Find tools that fit your business needs at the [eBay Certified Providers](#) website.

Certified Providers are carefully screened and must have extensive experience with eBay, pass a strict certification exam, and provide a number of proven customer references that are checked by eBay, among other criteria.

Goal: Save Time and Money

- Establish a smooth and effective workflow
- Print labels with PayPal MultiOrder Shipping
- Schedule carrier pickups
- Set up automatic email replies
- Have your system automatically leave positive feedback upon payment
- Add FAQs to your listings
- Choose listing tools
- Automate as many processes as possible

Get the Word Out: Advanced Marketing

Where would you rather have your listings appear: the first page of search results or the third? Answering that one was easy. So why leave this important selling factor to chance? On eBay, visibility means sales, and there are a number of strategies you can employ to help buyers find your items quickly, driving sales and moving inventory faster.

What's hot?

The eBay homepage is the most visible page on eBay, filled with links to listings for the most popular products. We have several resources that reveal which products we expect to be popular tomorrow, next week, next month, and even next season.

- **eBay Pulse** [eBay Pulse](#) gives you insight into the most popular product searches on eBay in general and in specific categories.
- **Marketplace Research by Terapeak** With a [Marketplace Research by Terapeak](#) subscription, you'll be able to determine the market value (ASP) of products you plan to sell, look at sales trends that can help you determine demand and seasonality, build listing titles using top keywords, find out which listing upgrades help sell specific products, and more.

Elevate your listings in eBay search

High DSRs, satisfied buyers, competitive prices, great listings—they all lead to increased visibility in eBay search results and higher sales potential. Here's how.

The default sort option on eBay is Best Match. Its goal is to present buyers with items they're most likely to buy, offered by sellers with solid transaction records. It intermingles Fixed Price and Auction-style listings, showing buyers the best of both. Great sellers see higher conversion rates, and buyers have experiences that keep them coming back to eBay.

The Best Match algorithm looks at a number of factors, including:

- Relevant keywords in your listing title
- Seller performance/buyer satisfaction ratings (DSRs)
- Shipping (including costs, shipping DSRs, and Free Shipping)
- Time ending soonest (Auction-style only)
- Recent sales on multi-quantity listings (Fixed Price only)

To improve your position in Best Match, follow the steps on your [DSR checklist](#) and optimize your listing titles to include as many powerful keywords that apply to your items as possible.

The easiest way to determine the right keywords: Act like a buyer and search for your product by name. What are the most common keywords on the first page of results? Pay close attention to listings at the top of the page, especially those with a lot of time remaining. If an item has a day left but appears above a listing scheduled to end in just over an hour, the first item is better optimized for Best Match.

For example, search for “new webkinz” (a line of popular stuffed animals) and you’ll see titles containing the keywords “unused tags,” “unused codes,” and “in hand now.” That’s because our system has learned what buyers want most: items that have valid codes their kids can use to play online, offered by top-rated sellers ready to ship immediately (not pre-orders).

To stay in compliance with our [Search and Browse Manipulation policy](#), use only words and phrases that actually apply to your listings. For example, if an item is used, don’t say it’s “new” or “like new,” and don’t specify a brand other than the one you’re selling.

Optimize your listings for search engines

Being able to reach the 84.5 million active members on eBay is just the tip of the iceberg. Through [search engine optimization \(SEO\)](#), you can easily attract a world of online shoppers through their favorite search engines.

- **Use relevant keywords** Search engines index eBay constantly, so make sure your listing titles and item descriptions start with important keywords buyers are most likely to query. Use full sentences if you can and be specific. You’re not fishing for page views; you’re appealing to buyers who are ready to purchase. And don’t overdo it. Your listing can get less visibility if a search engine (on or off eBay) thinks you’re keyword spamming.

If you have an eBay Store, include brand names and other popular keywords in your Store description and when naming your custom categories. For example, “Zach’s eBay Store is a great place to find Star Wars toys and Sony’s PlayStation Portable. We have the Master Replicas Force FX Lightsabers, Star Wars Legos, and great action figures, including General Grievous!”

- **Cross-promote** Link to your informational pages and other items within each listing. As a general rule, the more a page is linked to, the more relevant it becomes to a search engine. Besides having SEO benefits, cross promoting offers great opportunities to drive multiple sales. Recommend accessories and add-ons or entice buyers with combined shipping discounts.

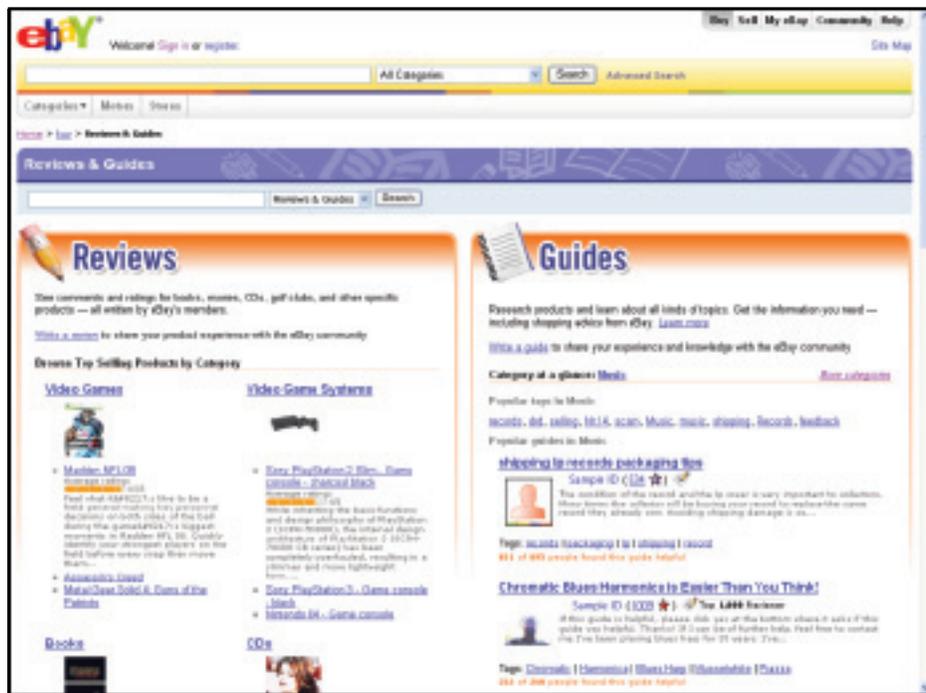
To generate a list of all of your listings, use [Advanced Search](#) on eBay to search for your user ID or go to ebay.com/searchbyseller Then copy the link and add it to your listings. Creating HTML hyperlinks is easy. Using your own URL and description, type: `Hot Brand You Love`

- **Link your keywords** Contextual links typically get more search engine recognition than “click here.” For example, use “go to my eBay Store” instead of “click here for my eBay Store.”

Embrace self-promotion

eBay Stores subscribers have access to a variety of cross-promotional tools and opportunities, and every seller can use these resources.

- **About Me** Set up your [About Me](#) page to tell the world about your business, your products, and your interests. Be sure to include links to your listings and information about your policies.
- **My World** [Customize](#) your [My World](#) page with links to your listings, a photograph of yourself or your business’s logo, and information about what makes you, you. It’s a good place to reiterate your policies and share your expertise since this is what buyers will see when they click on your user ID in listings. To share your My World page, direct people to myworld.ebay.com/youruserid
- **Reviews & Guides** Review specific items in the eBay product catalog or write a guide on any topic. Your [reviews and guides](#) help establish you as an expert in the eBay Community—which can help convince buyers to shop with you—and will include a link to your My World page from your user ID.



- **eBay To Go** Promote your listings on your blog, personal website, and social networking pages and share interesting things you've found on eBay. In seconds, [eBay To Go](#) lets you create widgets that you can place almost anywhere. It's easy and free.
- **Squidoo** Create pages (called "lenses") that talk about your business and are highly optimized for search engines. [Squidoo](#) is free to use, increases your visibility outside of eBay, and can be customized for most products. For example, if you sell party supplies, talk about how to throw an awesome party with all the trimmings. If you sell golf gear, share tips on improving your game and choosing the right equipment.

Please note: All search engines have different methods of indexing and ranking webpages, so use these tips as a general guideline. Visit your favorite search engines for specifics and to learn about other promotional opportunities.

Sell for a cause

Did you know selling to benefit nonprofits can be good for your profits? Buyers love to purchase items associated with causes they support (and we've found that charitable listings often have more bids and higher final selling prices). To reap the rewards of "cause marketing," sell through:

- **eBay Giving Works** Donate all or part of an item's final sale price to a nonprofit through [eBay Giving Works](#), our dedicated program for charity listings. Your listings will get an eye-catching ribbon icon and will appear on eBay, on eBay Giving Works, and on the benefiting nonprofit's About Me Nonprofit page. As a thank-you for your generosity, we'll give you a [prorated credit](#) on your Insertion and Final Value Fees equal to the percentage of the proceeds you donate. And donations are tax deductible.
- **WorldofGood.com** List products that create opportunity for marginalized populations in the U.S. and abroad; preserve cultural traditions or crafts that are being lost; or create sustainable economic development through fair trade, sweatshop-free labor, or other models of ethical sourcing. Listings appear on both WorldofGood.com and on eBay. Get verified and start selling at [worldofgood.com](#)

Measure your traffic

Instantly see how many people are visiting a listing by adding a [traffic counter](#). We recommend checking your counters 24 hours after listings go live to make sure buyers are viewing them. If there are only a few visits to a page, consider updating the keywords in your title or description so it gets more attention in search.

Goal: Get the Word Out

- Optimize keywords in listing titles and descriptions
- Create an About Me Page
- Write a review or guide
- Add information to your My World page
- Make eBay To Go widgets for your blog, social networking pages, and personal website
- Create Squidoo lenses
- Sell for charity through eBay Giving Works
- Get verified and sell at WorldofGood.com
- Add counters to your listings

Build Your Brand on eBay and Beyond

Maximum visibility, advanced business tools, professional branding—they can all be yours when you [open an eBay Store](#). This comprehensive e-commerce solution gives you the ability to create a central shopping destination to showcase your business and your products. Choose from [three subscription levels](#):

- **Basic** An easy-to-create, customizable storefront with sales and marketing tools.
- **Premium** Get more customization options and advanced sales and marketing tools (including Selling Manager Pro) that'll help you accelerate sales. Robust analytics and reporting tools are included in your subscription, and you'll get top-tier service with 24/7 support.
- **Anchor** Designed for high-volume merchants, Anchor includes all the benefits of a Premium subscription plus expanded sales and marketing capabilities, advanced reporting and analytics tools, and more customization options for a truly professional look.

➤ [See eBay Stores pricing and tier details](#)

Elevate your brand

[Develop your custom storefront](#), complete with a branded Store header, logo, custom pages, and your own category structure. You're in control of your buyers' experience, so take advantage of every opportunity to tell customers about your business, the items you sell, and your policies.

To explore your customization options, visit the [eBay Stores FAQ](#) and take the [Stores tutorials](#).

Attract more buyers

eBay Stores offers many features to help you market your store and drive traffic to listings. Here are just a few.

- **Integration with Shopping.com** eBay Stores subscribers have exclusive access to Store Inventory Format (SIF) listings. SIF helps you list items longer in your Store with the Good 'Til Cancelled option, have low Insertion Fees, and be automatically indexed into [Shopping.com](#), an eBay company, so you get maximum exposure on the Web.
- **Search Engine Keywords** Search engines look at every area of your store, so optimize pages with keywords likely to attract buyers. Talk about the products and brands you sell, and even use these keywords when organizing your aisles. Link back to your store in listing headers and customize your listing frame to include Store categories, a search box, and category navigation.

When you're done, use the Search Engine Keywords tool in the design section of your store preferences (My eBay > My Subscriptions > Manage my store > Search Engine Keywords) to create meta tags for your listings. These tags appear at the top of the HTML code in your listings, helping search engines find and present your pages in search results.

- **HTML Builder** Turn pictures into clickable links and drive sales to your store from eBay.com and from other SIF listings. It's a great way to encourage multiple purchases, especially of add-ons and accessories. Use HTML Builder to generate the code you need and copy/paste it into your listing templates.
- **Email Marketing** Promote your store—even to buyers who haven't shopped with you before—and build repeat business with email newsletters. The [Email Marketing](#) tool lets you:
 - Create compelling emails with links to your eBay Store and listings
 - Generate up to five mailing lists, targeting buyers based on their interests, purchase activity, or type of promotion
 - Measure the success of each email through the Sent Email page so you can refine your email marketing strategy—see how many people opened your email, clicked your links, placed bids, used Buy It Now, and more

Buyers can subscribe when they add you to their Favorite Sellers list or by clicking the “Sign Up for Store Newsletter” link in your store.

- **Markdown Manager** Buyers love a deal, so catch their attention by temporarily slashing prices or advertising Free Shipping. [Markdown Manager](#) lets you discount items by a percentage or dollar amount so you can create seasonal sales events to move excess inventory or attract buyers to your store through loss leaders.
- **Promotional flyers** Keep buyers coming back for more with [promotional flyers](#) that advertise your store, highlight interesting products, and promote your sales and special deals. Flyers give you another opportunity to reiterate your return policy, remind buyers to leave positive feedback if they're satisfied, and recommend products repeat buyers may need soon (so remember to include your URL). Include your flyers in every shipment and make them available at your retail store.

Refine your promotion strategy

Keyword optimization, email marketing, cross-promotion—find out what’s working by viewing your [Store Traffic Reports](#). You’ll see a detailed analysis showing where traffic’s coming from, which keywords are generating the most attention (so you can use them in your titles and descriptions), and which pages buyers are visiting most. Reports show:

- All pages within your Store (including any custom pages, custom category pages, search results, and more)
- All of your listings, in all formats (Auction-style, Fixed Price, SIF)
- Other pages on eBay that are specific to you as a seller, including your Seller’s Other Items page, your Membership Profile (Feedback) page, and your About the Seller page
- Other pages associated with your listings, such as bid and Buy It Now confirmation pages that only buyers see

[Advanced reporting](#) tools are available to Premium and Anchor subscribers.

Get a 75% credit on Final Value Fees

With the [Store Referral Credit](#), you’ll get a Final Value Fee credit on successful SIF listings when your marketing efforts off eBay (email newsletters, promotional flyers, personal websites, etc.) generate the sales. Simply add referral codes to your links and meet all of our [eligibility requirements](#).

Extend your brand

The ultimate way to brand your business online: open a [ProStores®](#) Web store at your own Web address.

ProStores, an eBay company, has complete [e-commerce solutions](#) for small, medium, and enterprise businesses. Each subscription level provides everything you need to set up, manage, and promote your store online, including:

- Domain registration of your personalized Web address and hosting
- A customizable online storefront
- Shopping cart
- Secure credit card processing
- Integration with eBay
- Marketing tools to create email promotions, newsletters, and announcements

➤ [Take the ProStores quick tour](#)

Don’t miss a single opportunity to make a sale. Take advantage of multiple sales channels to accelerate your business growth. Find out how ProStores can work for you by calling 1-866-747-3229.

Goal: Build Your Brand on eBay and Beyond

- Become an eBay Stores subscriber
- Set up your Store with custom store pages and categories, listing frames, and promotion boxes
- Opt in to cross-merchandising
- Create and send email newsletters (ongoing)
- Put items on sale using Markdown Manager (ongoing)
- Create promotional flyers
- Analyze Stores Traffic Reports to find out what's working (ongoing)
- When linking to your store off eBay, add referral codes to qualify for the Store Referral Credit
- Launch a custom storefront with ProStores® Web store

Quick Links: Your eBay Resources

Congratulations! You now have the information you need to take your business on eBay to the next level and build your brand online. Please print this guide and keep it for your reference. If you have questions, these resources are available anytime from any computer with an Internet connection.

Automation Tools

Accounting Assistant
ebay.com/accountingassistant

Answering Buyers' Questions
ebay.com/help/sell/answer_qs.html

Blackthorne
ebay.com/blackthorne

Blackthorne Pro
ebay.com/blackthornepro

eBay Certified Providers
certifiedprovider.ebay.com

eBay Seller Tools Feature Comparison Table
ebay.com/selling_manager/comparison.html

File Exchange
ebay.com/file_exchange

Selling Manager
ebay.com/selling_manager

Selling Manager Pro
ebay.com/selling_manager_pro

Tool Recommendations
ebay.com/sell/tools.html

Turbo Lister (download page)
ebay.com/turbo_lister

Turbo Lister (information page)
ebay.com/help/sell/turbo-lister-ov.html

Advanced Marketing

eBay Business
ebaybusiness.com

Creating an About Me Page
ebay.com/help/account/about-me.html

eBay Advanced Search
shop.ebay.com/advsearch/

eBay Giving Works
ebaygivingworks.com

eBay Giving Works Fee Credit Policy
ebay.com/help/sell/givingworks-fee-policy.html

eBay Pulse
pulse.ebay.com

eBay To Go
togo.ebay.com

Marketplace Research by Terapeak
ebay.com/marketplace_research

My World (Information Page)
ebay.com/help/account/myworld.html

My World (Login Page)
myworld.ebay.com

Reviews & Guides
reviews.ebay.com

Search by Seller
ebay.com/searchbyseller

Search and Browse Manipulation Policy
ebay.com/help/policies/search-manipulation.html

Search Engine Optimization
ebay.com/sell/seo.html

Shopping.com
shopping.com

Squidoo
squidoo.com/ebayonsquidoo

Traffic Counters
ebay.com/help/sell/counters.html

WorldofGood.com
worldofgood.com

eBay Stores

eBay Stores
stores.ebay.com

eBay Stores Design Center
ebay.com/storefronts/designcenter.html

eBay Stores FAQ
ebay.com/storefronts/faq.html

eBay Stores Subscription Guide
ebay.com/storefronts/subscriptionguide.html

eBay Stores Subscriptions and Fees
ebay.com/storefronts/subscriptions.html

Email Marketing
ebay.com/help/sell/email-newsletter.html

Markdown Manager
ebay.com/markdownmanager

Promotional Flyers
ebay.com/help/sell/promotional-flyer.html

Store Referral Credit
ebay.com/help/sell/referral-credit-faq.html

Store Traffic Reports
ebay.com/help/sell/traffic-reports.html

PowerSeller Resources

Increased Visibility in Best Match Search
ebay.com/services/buyandsell/powerseller/benefits/visibility.html

PowerSeller Program Portal
ebay.com/powersellers

PowerSeller Fee Discounts
ebay.com/services/buyandsell/powerseller/benefits/discounts.html

Unpaid Item Protection for PowerSellers
ebay.com/services/buyandsell/powerseller/unpaiditem_protection.html

UPS Savings Program for eBay PowerSellers
ebay.com/upspowersellersavings

ProStores

About ProStores (Information Page for eBay Sellers)
ebay.com/help/specialtiesites/prostores-ov.html

ProStores (an eBay Company)
prostores.com

ProStores Quick Tour
prostores.com/shopping_cart_tour.html

Success Measurement Tools

Detailed Seller Ratings
ebay.com/help/feedback/detailed-seller-ratings.html

eBay Sales Reports Plus
ebay.com/salesreports

Seller Dashboard (Informational Page)
ebay.com/help/sell/seller-dashboard.html

Seller Dashboard (Login Page)
ebay.com/sellerdashboard

Shipping Resources

Combined Shipping Discounts
ebay.com/sellerinformation/shipping/resources/discounts.html

File Exchange (Upload Tracking for Multiple Items)
ebay.com/file_exchange

Order Free Shipping Supplies
ebay.com/usps/preparingitems.html

PayPal MultiOrder Shipping
ebay.com/sellerinformation/shipping/multilabels.html

Print Shipping Labels
ebay.com/sellerinformation/shipping/labels.html

Shipping Calculator
ebay.com/sellerinformation/shipping/calc.html

UPS Savings Program for eBay PowerSellers
ebay.com/upspowersellersavings

UPS Special Pricing Program for eBay Sellers
ebay.com/ups

USPS® Carrier Pickup
ebay.com/usps/shippingitems/carrierpickup.html

USPS Shipping Zone
ebay.com/usps