


eBay Fall 2012 Seller Checklist

Stay on top of seller updates and improvements




Checklist items with this symbol may require updates to your listings. Save time and effort by making multiple updates at once whenever you can.

Starting Now


-  Start now to list and update existing listings with the **eBay catalog** in the following [Consumer Electronics categories](#):

- CPUs/Processors
- Motherboards
- PC Desktops and All-In-Ones

Starting September 10, listing these items with the catalog will be required whenever there's an exact match. Only items listed with the catalog can qualify to be featured in the value box on top of the product page.

-  Continue updating your listings to meet the [new picture quality requirements](#). Your listings will benefit immediately and, starting in October, you won't be able to submit a listing that doesn't have at least one picture.

In August

-  **Top Rated sellers:** Update any listings that don't yet offer 1-day handling and minimum 14-day returns with money-back option. Starting in September, only listings from Top Rated sellers that offer both of these services will be displayed with the [new Top Rated Plus seal](#).




In September

- September 10: [Category updates](#) are in effect in the following categories:





- Art
- Business & Industrial
- Cameras & Photo
- Clothing, Shoes & Accessories
- Coins & Paper Money
- Computers/Tablets & Networking
- DVDs & Movies
- Everything Else
- Home & Garden
- Jewelry & Watches
- Motors Parts & Accessories

- Music
- Musical Instruments & Gear
- Specialty Services
- Toys & Hobbies


Several categories will also be [discontinued](#) in the first week of September.

-  Week of September 24: Upload and **share photos** through My Messages. No need to share your personal email address or use a third party photo sharing service to send buyers additional photos of an item. [Learn how](#).
 -  Check the new **Fast 'N Free** report in your Seller Dashboard. See which of your listings [qualify for the eBay Fast 'N Free logo](#), the impact it's having on your sales, and how you can adjust your shipping and handling to get this sales-driving logo on more of your listings.
 -  Starting September 10, [listing with the eBay catalog](#) is required in the **Consumer Electronics** categories shown above, whenever there's a product match.
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In October

-  Last chance to **make sure all your listings have a picture**. Starting this month, you'll no longer be able to list, relist, or revise listings that don't have at least one picture.
 -  Make sure your listings all include a **valid zip code**. This month, eBay will start auto-completing city and state from the zip code in your listing.
 -  [Add more detail about your item's condition](#) in the new **item condition notes** field starting the week of October 22. Your comments will be prominently displayed near the top of the item page to set the right buyer expectations about the condition of your used items.
 -  Take advantage of new functionality available this month to make updates to your multi-variation listings (e.g. a listing for a shirt available in different colors and sizes) to make sure they match to more buyer searches. Add variation details (color/shade, size/size type) and make changes to quantity and price—even after your listing has a sale. Later this year you'll have a handy [new tool](#) to easily identify existing single-variation listings and convert them to one multi-variation listing.
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February 2013

-  [New safeguards for sellers](#) are now in place. Buyers are **required to contact you** first through member-to-member communications before opening a buyer protection case. Just having a case opened is no longer a factor in evaluating your performance.