eBay Stores

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WHAT IS AN eBay STORE?

Figure 1-1: What Is an eBay Store?

eBay Stores is an easily customizable and powerful e-commerce solution for marketing and selling your products. It provides a unique storefront and URL for return customers and allows all your items to be displayed in a central location on eBay.

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To obtain an eBay Store, you need the following:

- An eBay seller's account with your credit card on file
- A PayPal account and be PayPal Verified
- Premium and Anchor Store Subscribers: Must have an "Above Standard" performance rating as defined by seller performance standards
  - For more information, see http://pages.ebay.com/help/policies/seller-non-performance.html

Figure 1-3: Requirements for an eBay Store

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BENEFITS OF AN eBay STORE

Not only does an eBay Store provide powerful tools to build, manage, promote, and track your business, but you can also save on Fixed Price insertion fees and free pictures with any subscription level. eBay Stores are offered at subscription levels starting at $15.95 a month.

For more information about the discounted fees you get with a store, go to http://pages.ebay.com/help/sell/fees.html and http://pages.ebay.com/help/sell/storefees.html

Figure 1-4: Store Pricing

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WHY SHOULD I OPEN AN eBay STORE?

An eBay Store makes sellers successful by providing powerful tools to help them build, manage, promote, and track their eBay presence. eBay Stores are particularly useful to experienced sellers who sell at a higher volume, are committed to growing their sales, and expect to have part-time or full-time businesses on eBay.

Having an eBay Store allows you to access over 90 million shoppers worldwide. Using your Store, you can:

- Showcase your listings in your own customizable online storefront.
- Boost sales with marketing tools that entice buyers back.
- Create your own brand in minutes with an easy setup.
- Optimize performance with business intelligence and reporting capabilities.
- Save money with free pictures and discounted Fixed Price insertion fees.
- Receive dedicated, toll-free phone support.

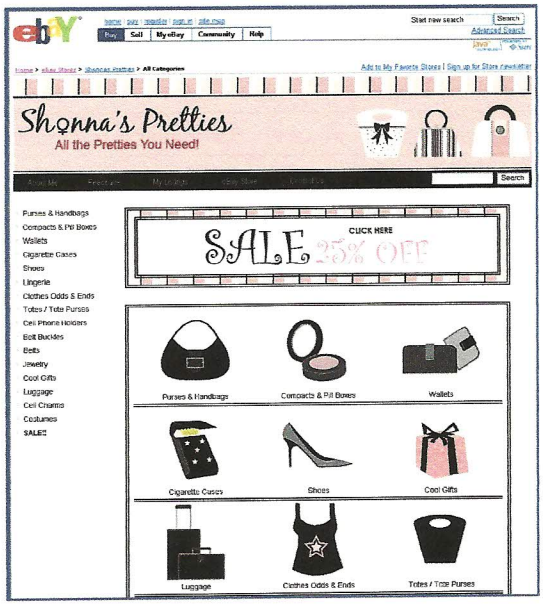

Figure 1-9: Why Should I Open an eBay Store?

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QUICK STORE SETUP

SETTING UP YOUR STORE

Using the quick setup, you can perform the following tasks:

- Choose a name.
- Select colors and a theme.
- Select a display for your items.
- Select Promotion Boxes.
- Upload a logo (optional).
- Select a custom listing layout.

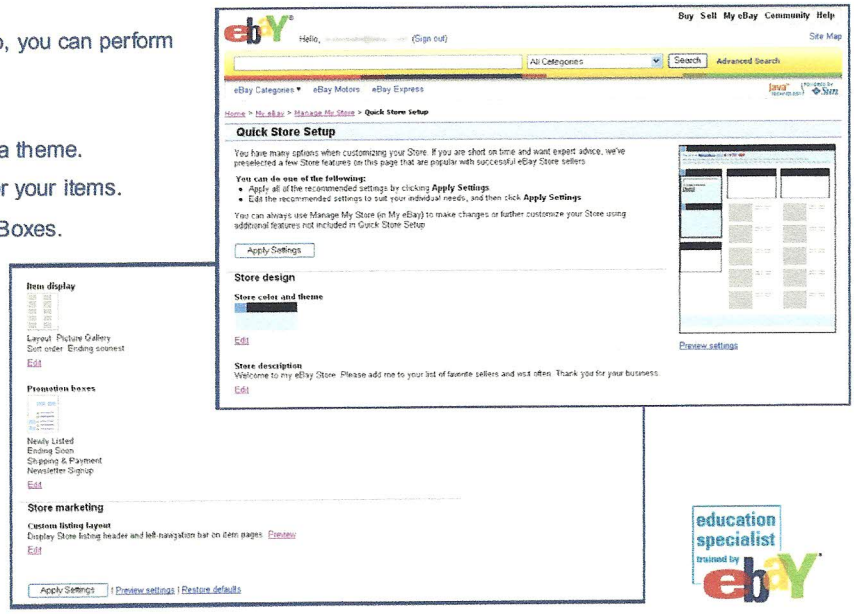

Figure 1-12: Quick Store Setup

New eBay Store subscribers use the Quick Store Setup to customize their Stores and create unique shopping experiences for their buyers. Quick Store Setup provides the following features:

- Expert advice
- An easy and fast approach to customizing your Store
- Popular preselected features that have been successful for other eBay Stores sellers

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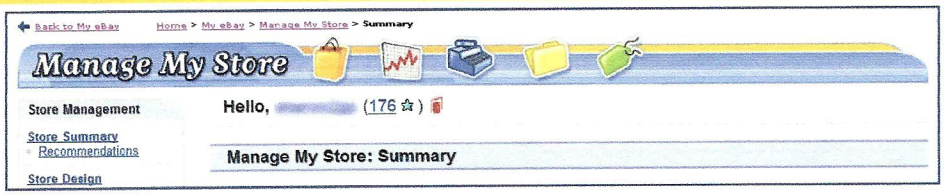
As a new eBay Store owner, you can get started in minutes by using the guided setup on eBay. The Quick Store Setup page lets you use preselected Store features or edit the features to create a more customized look.



You can continue to customize your Store at any time using the Manage My Store page available via My eBay. To customize your Store, you can do the following:

- Optimize your Store descriptions.
- Use up to 300 custom categories for merchandising.
- Access open HTML sections to take customization even further.
- Extend your brand with Custom Pages.
- Grab buyer interest with Promotion Boxes.
- Drive more traffic to your Store by activating the Listing Frame to all your Item pages.

Figure 1-13: Customize Your Store

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Using a Standard Store Layout

Figure 1-14: Using a Standard Store Layout

The Standard Store layout provides a storefront with preselected features. It allows you to edit some of the features to select a color scheme or theme. It also allows you to add Promotion Boxes to display featured items or announce specials.

The components available in the Standard Store layout include the following:

- **Store Logo**: A graphic that symbolizes what you sell or the name of your company.
- **Store Search Box**: A feature that allows buyers to search for items in your Store.
- **Store Categories**: The *aisles* or *shelves* of your Store. You can use up to 300 custom categories to organize and display your items.
- **Left Navigational Bar**: A feature that controls which options are available to your buyers.

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- **Promotion Box**: A flexible, customizable display that highlights featured items, announces specials, or provides alternative ways for shoppers to browse your Store.
- **eBay Header Reductions**: A feature that minimizes the size of the eBay header to emphasize your own logo and branding. (This feature applies only to Premium and Anchor Store tiers.)
- **Store Description**: A feature that allows you to use keywords that describe your Store and items clearly.
- **Gallery View**: A feature that allows you to devote more space to each item by using a larger picture. It is particularly useful for short lists of items where the picture is important.

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Using an Advanced Store Layout

Figure 1-15: Using an Advanced Store Layout

The Advanced Store layout allows you more flexibility to customize your Store. It allows you to include custom graphics to suit your needs and those of your buyers.

The components available in the Advanced Store layout include the following:

- **Store Logo**: A graphic that symbolizes what you sell or the name of your company.
- **Store Search Box**: A feature that allows buyers to search for items in your Store.
- **Store Categories**: The *aisles* or *shelves* of your Store. You can use up to 300 custom categories to organize and display your items.
- **Promotion Box**: A flexible, customizable display that highlights featured items, announces specials, or provides alternative ways for shoppers to browse your Store.

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- **eBay Header Reductions**: A feature that minimizes the size of the eBay header to emphasize your own logo and branding. (This feature applies only to Premium and Anchor Store tiers.)
- **Custom HTML Header**: A customized banner on your Store and listings that can be used to brand your Store and further enhance the buyer experience.

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MANAGING YOUR STORE

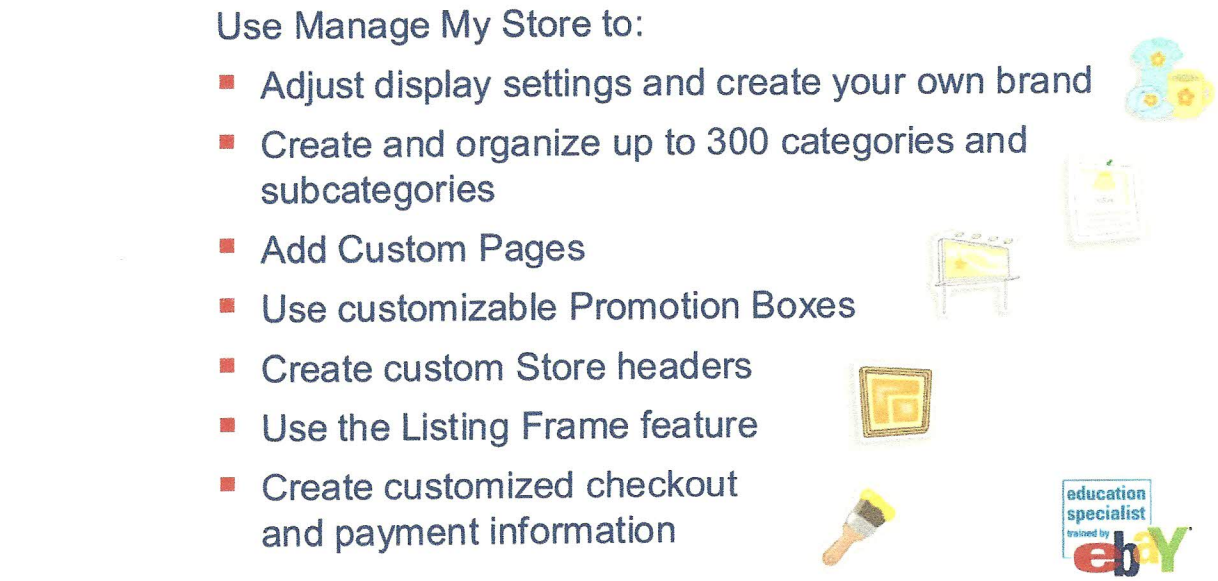

Figure 1-16: Managing Your Store

The **Manage My Store** page houses everything you need to design, customize, manage, and promote your Store. This page allows you to:

- Adjust display settings by adding your own Store logo, name, and description. You can also create your own brand by selecting a design theme, color scheme, and other display settings.
- Create and organize up to 300 categories and subcategories for your Store.
- Add Custom Pages to create a unique home page, provide a sizing or selection guide, and promote special pricing.
- Use customizable Promotion Boxes to highlight special offers, provide access to email newsletters, announce specials, or provide alternative ways for buyers to browse in your Store.

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- Create custom Store headers that promote and highlight your featured items.
- Use the Listing Frame feature to include your Store categories, search box, and category navigation on all of your item pages.
- Create customized checkout and payment information.

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LISTING YOUR ITEMS

Selling Format	How It Works
Auction-style	Receive bids on your item and sell to the **highest bidder** in a fixed length of time. You may also include a **Buy It Now** price in this listing, for a quick sale. Quantity: Offer bidding on one item. Where: Your listing appears in the eBay category (or categories) you choose, in search results, and in your eBay Store.
Fixed Price	You list your items at a set price, so buyers can **purchase immediately** (no bidding). List for 30 days or Good 'Til Cancelled. You may also include the **Best Offer** option in your Fixed Price listings. This enables you to consider offers from buyers who will name their best price. Quantity: Offer one or multiple items for sale at the Buy It Now price **anytime** during the listing. Where: Your listing appears in the eBay category (or categories) you choose, in search results, and in your eBay Store.

Figure 1-18: Listing Your Items

As a reminder, you can list your items in either of these formats and they will appear in your Store. The formats include:

- **Auction-style**: Most listings on eBay use this format. In this format, you offer items at a starting price, buyers bid on the item during the listing's duration, and the high bidder or bidders buy the item for the high bid. This format allows many options, including offering the item at a Fixed Price and setting a hidden minimum price (Reserve).
- **Fixed Price**: In this format, no bidding is involved. You offer the items for sale at a Buy It Now price. Great for selling more than one item in a single listing and items that have multiple variations like color or size.

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CUSTOMIZE YOUR STORE

STANDARD DESIGN

Figure 2-1: Standard Design

You can customize your eBay Store by using the tools that are included with your subscription, or you can design your own storefront using HTML. eBay Stores provides tools to build, brand, and customize your Store (no technical knowledge required). You can access these tools by logging in to **My eBay**, clicking on **Manage My Store**, and then going to **Store Design**.

When customizing your Store, develop the following:

- A clean Store design
- An attractive Custom Header and Custom Page to draw attention to categories of goods
- Creative ways to highlight specific items on sale

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ADVANCED DESIGN

Figure 2-5: Advanced Design

You can use the custom features in eBay Stores to make your Store more appealing to potential buyers. The features below can be particularly effective.

Minimized Header

Anchor and Premium Stores have the ability to control the eBay header displayed on top of all Store pages. Beginning sellers may want to use the standard eBay header to establish credibility. Established sellers, however, may want to display their own brands more prominently. As an established seller, you would choose to use the minimized eBay header.

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Create a Sale

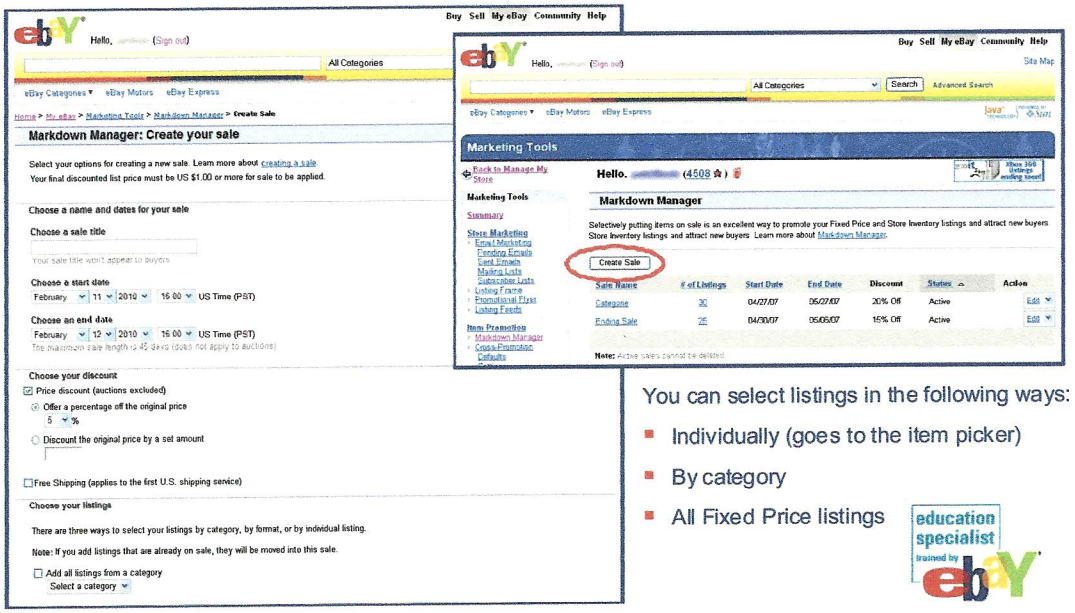

Figure 2-9: Create a Sale

To create a sale, access Markdown Manager from the Manage My Store page. It is located in Marketing Tools, under Item Promotion. You can create an infinite number of sales, but you are limited in the number of items that can be put on sale in a given day based on your Store subscription level:

- Basic: 250 listings
- Premium: 2,500 listings
- Anchor: 5,000 listings

Create the sale by clicking the **Create Sale** button and entering the following information:

- Sale name (not shown to buyers)
- Start date and time

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- End date and time
- Discount by percent off or dollar amount

After creating the sale, you can promote your sale by using Email Marketing, Listing Frames, and Promotion Boxes.

SEARCH ENGINE OPTIMIZATION (SEO)

Observe the following guidelines:

- Do not use the default keywords.
- Do not change your keywords often. This can hurt search engine ranking.
- Keep your keywords in tune with your inventory. (Update as you change your inventory.)

Figure 2-10: Search Engine Optimization (SEO)

SEO is an important and cost-effective way of driving buyers to your listings. Increase the chances of your Store showing up in the various search engines by following the tips below.

Use keywords in your descriptions. Choose words for your Store name, descriptive Custom Category names, and item titles that your buyers might use in a search.

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OPTIMIZE META TAGS

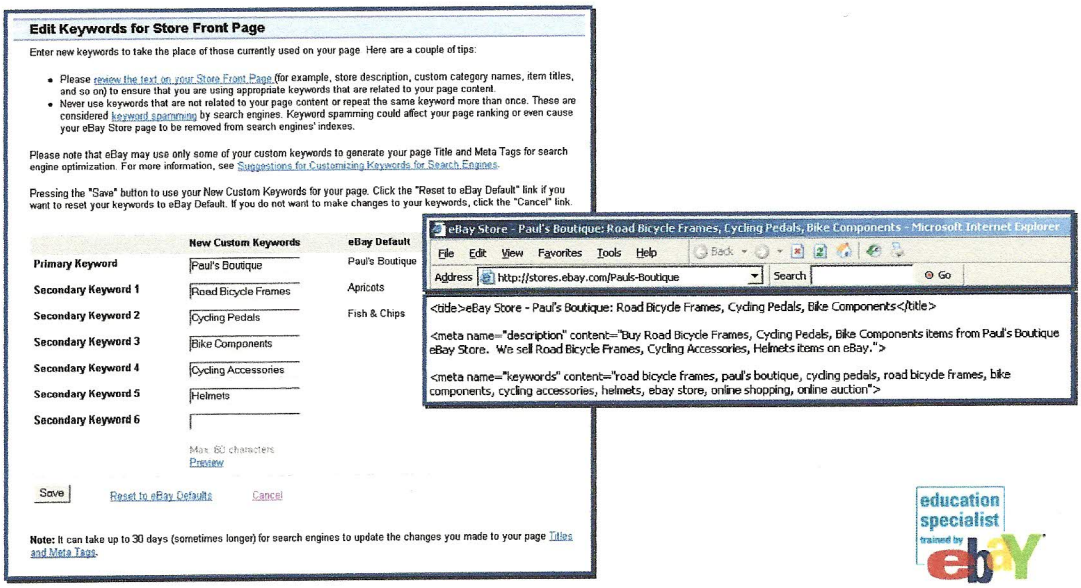

Figure 2-11: Optimize Meta Tags

Customize the keywords that are associated with each Store page to increase the chances of buyers finding your Store pages when using search engines. Be sure to edit your primary and secondary keywords.

Use the meta tags generated by eBay to attract new buyers. eBay does a good job of generating meta tags, so you should not update these tags often.

Describe your page with meta tags. Through Manage My Store, you can customize the keywords associated with each Store Page to increase the chances of buyers finding your Store pages when using search engines. Be sure to edit your primary and secondary keywords. eBay uses these keywords to create page titles and meta tags, so be sure to update these appropriately.

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Store Name and Description

When deciding on your Store name and description, be sure to think about what your buyers are searching for. Use descriptive nouns and adjectives to describe your items and your Store.

The Store name you choose determines your Store's Web site address (URL), so choose a descriptive Store name that tells buyers what you sell. This helps Web search engines find your Store when buyers are looking for the products you offer.

Similarly, your Store description can help increase your Store's chance of being found by search engines. You can increase your chances as follows:

- Use keywords that people enter when searching for your products.
- Be sure your description accurately represents the products in your Store.
- Use a Store theme that includes your Store description in the header.
- Make sure that your description is also useful and meaningful to buyers visiting your Store. It should be more than simply a list of search keywords.
- Do not change your description often, unless your inventory changes often. When your description changes often, search engines will not be able to index your page.

Categories and Subcategories

Help buyers browse your virtual shelves by creating and organizing up to 300 categories and subcategories for your Store. Be sure to use relevant, descriptive, specific, and popular keywords in your Custom Category names. As an example, if you offer laptops, desktops, and printers in your Store, specify your product offering clearly with custom categories. Search engines will not recognize generic terms such as Category 1, Category 2, and Other.

Do not change your Store Categories often. This should be a one-time process when you are initially setting up your Store, or when there are significant changes in the types of items you are selling.

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Tips for Best Return

These featured tips provide eBay Stores sellers with the best return. You should focus on making these features rich in content and relevant to today's key searches. You should fold these best practices into your everyday routines.

- Use the View Item Page wisely. Your item's title and description are your advertisement, an opportunity both to inform and to excite buyers. Writing a good title and description will significantly increase the chances of your listing being found and sold.
  - Listing titles and descriptions provides valuable real estate for generating natural search-friendly content, and is critical to how search engines rank your page.
    - **Listing Title**: Include one to three important keywords or keyword phrases in your listing title. This is not only a great search engine optimization (SEO) practice, but it also helps buyers find your products. Take advantage of the full length of the item title allowed; this is valuable real estate and information.
    - **Listing Description**: Include at least 200 words of visible copy in your listing description, with the most important keyword phrases mentioned at the beginning and end. Remember to employ other content best practices, such as frequently-used keywords, where relevant, and formatting (for example, use bolding and increased font size on important titles and keywords).
- Describe the item. Don't make the description generic.
- Avoid overusing keywords. While it is important to include relevant keywords that relate to the product being sold, overusing keywords will result in the search engines penalizing your listings and will reduce your exposure on the engines.

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EXPLORE ADVANCED NAVIGATION OPTIONS

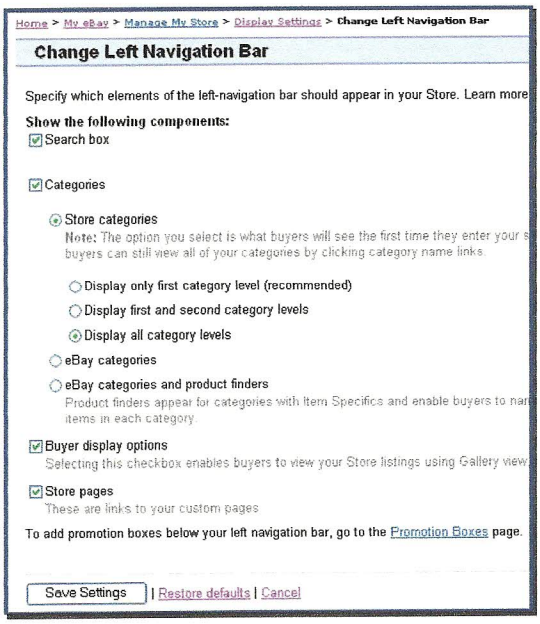

Figure 2-13: Explore Advanced Navigation Options

If you have many items or have outgrown the eBay Custom Category structure, use eBay Stores categories as the *aisles* in your Store. Your Store will then display the eBay categories in which you have listed items.

Another advanced navigation option is the left-navigation bar. You can access this option by logging in to My eBay and selecting **Manage My Store > Display Settings > Change Left Navigation**. You can take full control of the left-navigation bar by customizing what it displays or replacing it. You can:

- Turn off some or all of the sections.
- Totally replace the existing navigation bar with your own.
- Use Promotion Boxes as navigation instead of the navigation bar.

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Optimize Inventory Management

eBay Stores Quick Store Tuneup

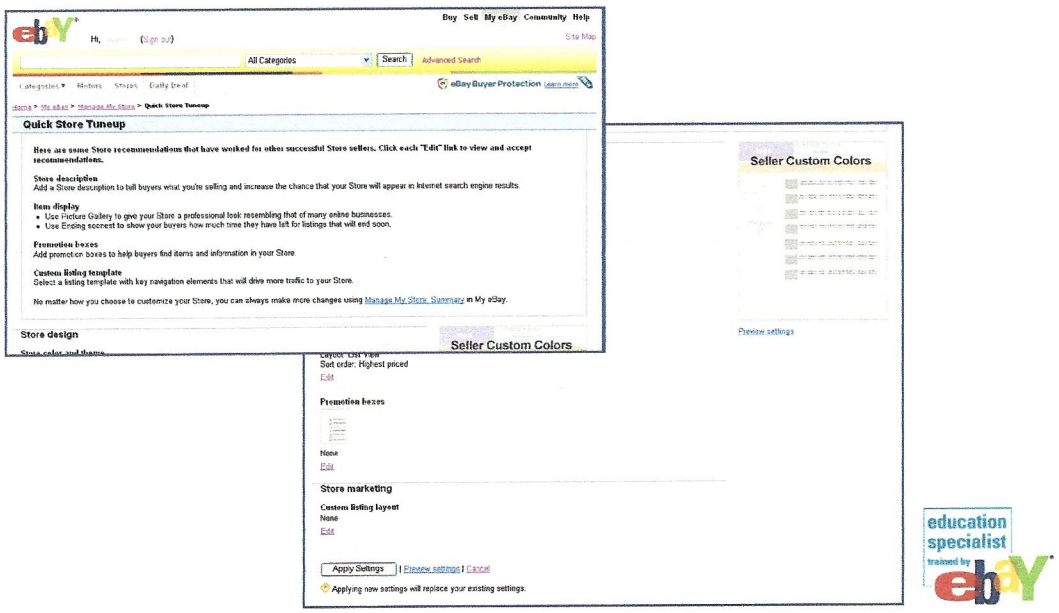

Figure 2-14: eBay Stores Quick Store Tuneup

Existing eBay Store subscribers can use the Quick Store Tuneup feature to optimize their eBay Stores by implementing recommendations that are popular with other eBay Stores sellers. Use the Quick Store Tuneup feature to add the following features to your eBay Store:

- Promotion Boxes
- Listing Frame
- Store color and theme

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TRACKING YOUR STORE'S PERFORMANCE

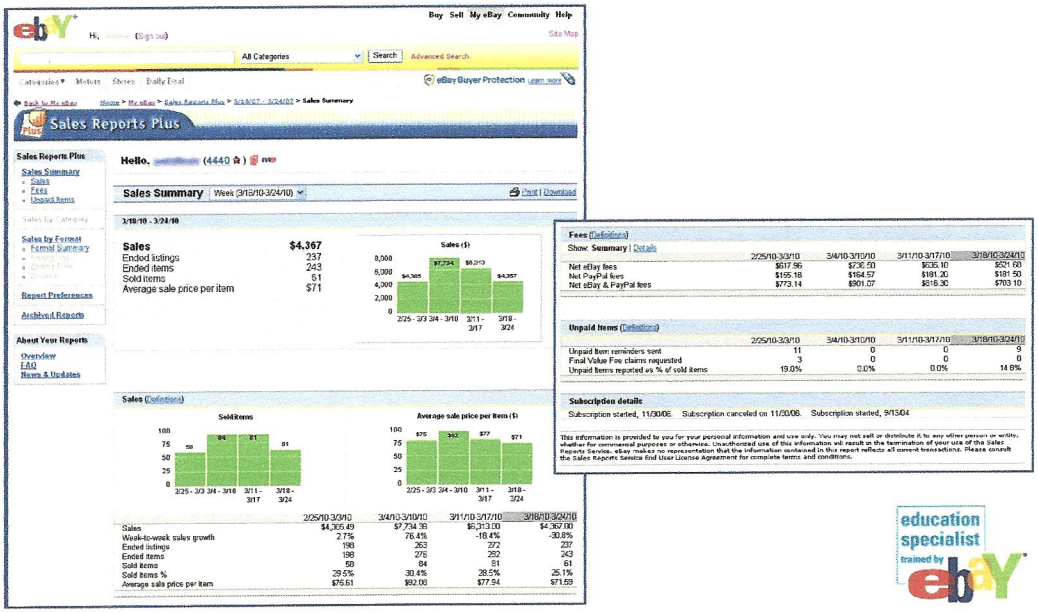

Figure 2-15: Tracking Your Store's Performance

You can get information necessary to analyze your current business and increase sales by using reports and features such as Sales Reports Plus. eBay's Sales Reports enables you to track your sales performance and optimize your business on eBay. As an eBay Store seller, you receive Sales Reports Plus free as part of your Stores subscription. You just need to activate your Sales Reports Plus subscription by taking the following steps:

1. Go to My eBay.
2. Click the **Subscriptions** link under My Account.
3. Click the **Subscribe** link for Sales Reports Plus.

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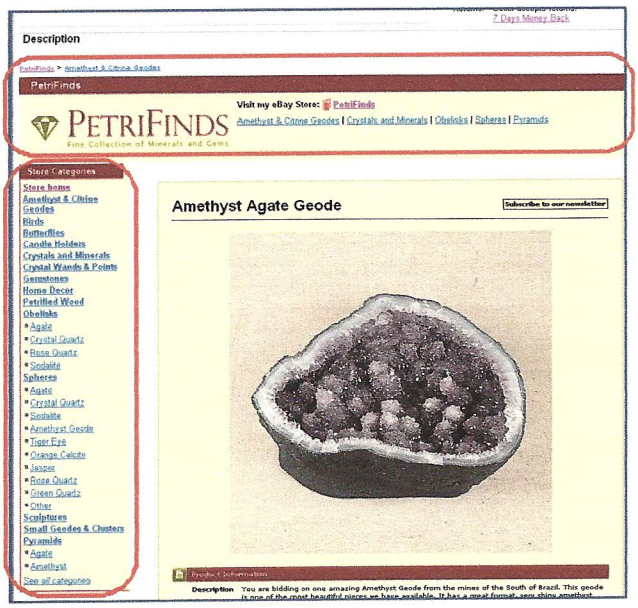
Note

To start using Promotion Boxes, log in to **My eBay** then go to **Manage My Store.**

BUILD YOUR BRAND WITH THE LISTING FRAME



Use the Listing Frame to:

- Display your Store logo.
- Brand all your listings.
- Show categories and on sale items.

Figure 3-10: Build Your Brand with the Listing Frame

The Listing Frame is a feature that allows you to place elements, such as your Store header, category list, and Store Search box, into all of your item description pages. It allows buyers to search in your Store or link to your Store categories and pages automatically.

If you don't have access to custom HTML or graphics for your listings, the Listing Frame is a quick and easy solution. You select which elements and links to include in your Listing Frame. You then apply your Listing Frame to all your listings with

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a few clicks of your mouse. This tool can be accessed via the **Manage My Store** link in My eBay.

You can use the Listing Frame to:

- Display your Store logo, colors, category links, On Sale items link, and newsletter sign-up links.
- Include the left navigation bar of your Store to give buyers a better sense of the breadth of merchandise you have.

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Additional Online Marketing Strategies

Build Buyer Relationships with Customized Emails

Figure 3-11: Build Buyer Relationships with Customized Emails

Email Marketing is a feature available only to eBay Store sellers. It allows you to send promotional messages quickly and easily to your subscribers who have opted-in to your email list, and encourages buyers to return to your eBay Store.

Email Marketing has the following features:

- Easy three-step process to create your email campaigns.
- Free "Welcome Email" that can be set up to introduce a user to your Store when he or she first subscribes to your newsletter.
- The ability to feature items directly from your eBay Store by choosing a few simple settings.

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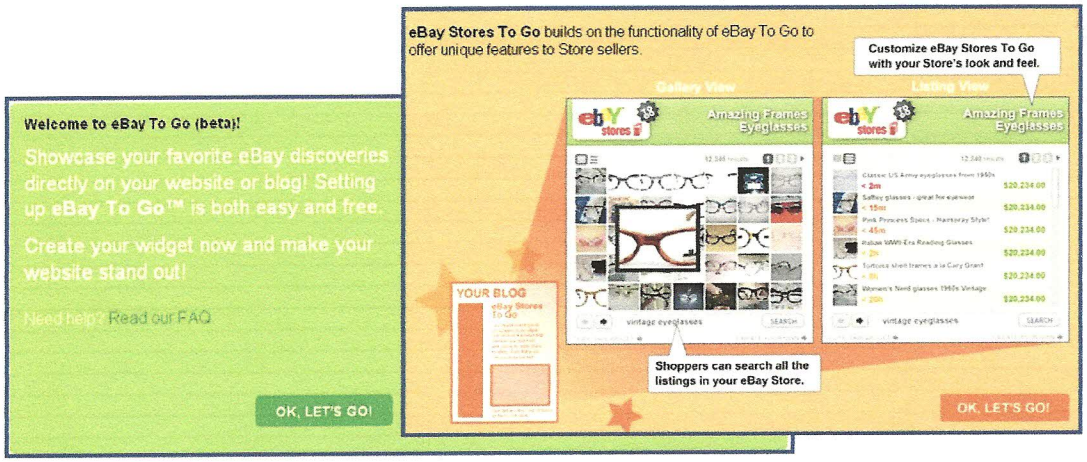
- A customized email layout; you can choose from available templates or use your own HTML.
- The ability to schedule recurring mailings.
- Subscription management that is automated by eBay to ensure maximum deliverability.

PROMOTE YOUR eBay STORE WITH STORES TO GO



http://pages.ebay.com/storestogo/

Figure 3-12: Promote Your eBay Store with Stores to Go

Share your eBay Stores listings as well as your Store's look and feel off eBay. Simply add the widget to your blog, Web site, or social networking site to provide your buyers a convenient window into your Store. For more information, go to **ebay.com/storestogo**.

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Overview and Benefits

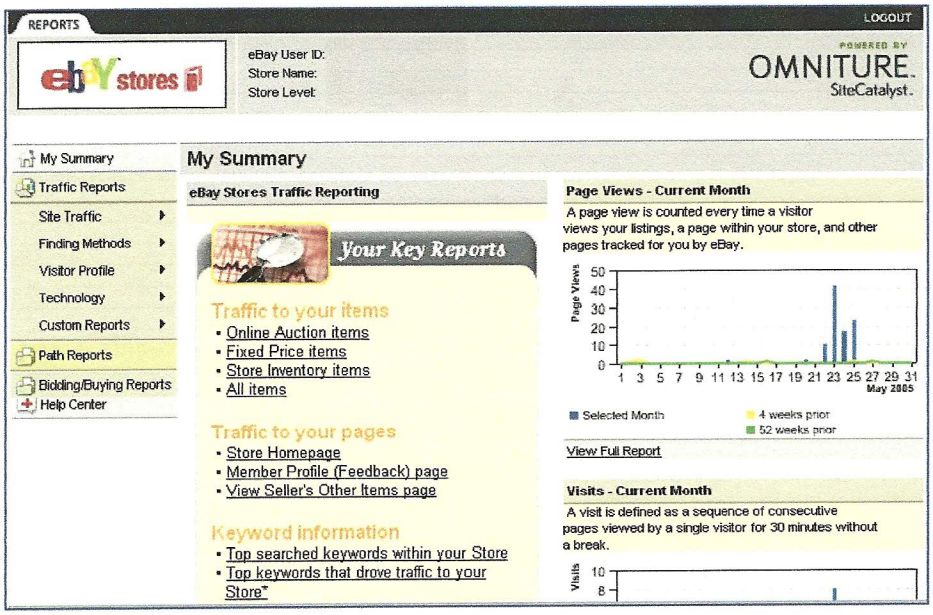

Figure 4-1: Overview and Benefits

Traffic reports provide detailed information about your Store's traffic and are free while you maintain your Store subscription. They offer you real-time reporting on page views for each of your listings, Store pages, and the keywords used by buyers to get to your listings. Premium and Anchor Stores subscribers can also view path analysis reports, which show how your visitors move around within your Store.

Store traffic reports provide the following types of reports:

- **Traffic reports**: These reports provide in-depth insight into your visitors and how they interact with your Store, your listings, and other pages that eBay tracks for you. You can see which pages and listings were most often visited by your customers, and which Web sites and search keywords brought the most visitors to your Store and listings.

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How to Access Your Traffic Report

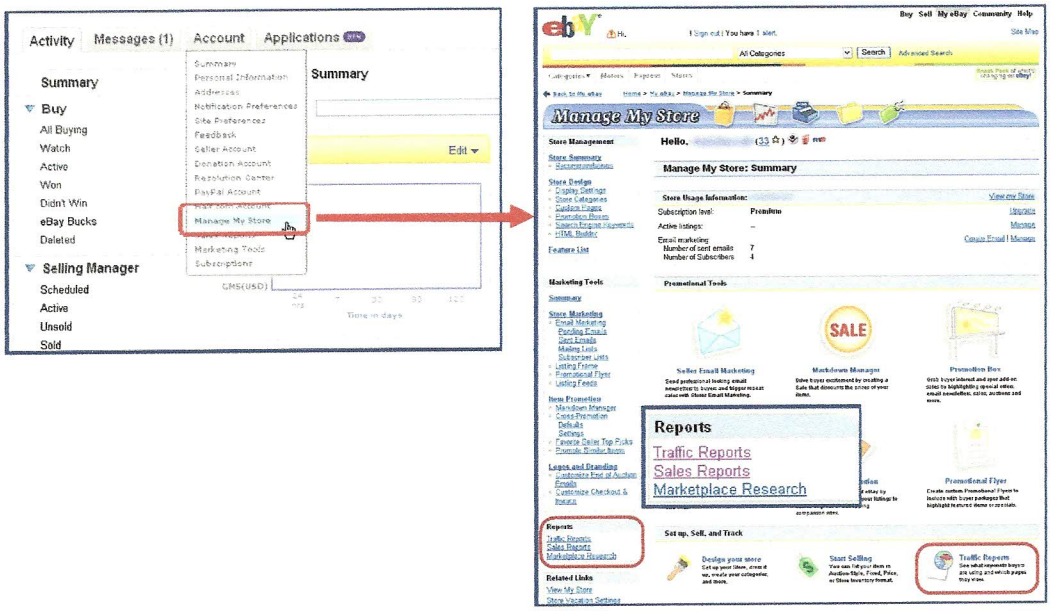

Figure 4-3: How to Access Your Traffic Report

To view traffic reports, use the following procedure:

1. Go to My eBay by clicking the **My eBay** tab at the top of any eBay page. Log on if required.
2. Click **Manage My Store** in the **Account** tab menu.
3. Click the **Traffic Reports** link from the Reports section of the left-navigation bar.
   - eBay prompts you to sign in again for your protection.
   - If you are accessing traffic reports for the first time, you will be asked to give eBay permission to transfer traffic information associated with your eBay Store and listings to Omniture, a third-party Web site that eBay uses to provide your traffic reports.

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