
eBay Stores

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The eBay logo is displayed in a light teal color, positioned in the lower right quadrant of the slide. The background of the slide is a dark teal color, with a vertical gradient bar on the right side transitioning from light green at the top to dark teal at the bottom.

Your First Benefit:



The Growth Advisor will now send you
a link for 3 months of a free store!

Business Policy Recap

Getting the business up and running

ebay



Business Policies

When you upload listings to eBay, you need to present your customers with details about shipping and returns policies.

- Shipping Policy – defining what the offered handling times and shipping options are, including costs.
- Returns Policy – defining returns options, time-tables and costs available for the buyers.

In order to ease the process for the sellers, eBay enables setting different business policies and implementing them according to the type of product you are selling, easily and quickly.

If you haven't tried yet, you can define business policies now through this link.



Shipping Policy

- Offer an option of free shipping – more than 80% of customers look for products with free shipping;
- Offer at least one option for Expedited Shipping, at extra cost – in order to give your customers as many options as possible;
- Offer shipping discounts and additional relevant promotions clearly – in order to win your customers' hearts;
- You can block shipping to specific countries or addresses – and thus sell only within the abilities of your business.

Shipping and handling

Free shipping for each additional eligible item you buy from guess_outlet, when you use the cart to make your purchase.

Item location: Louisville, Kentucky, United States
Shipping to: United States

Quantity: Change country: ZIP Code:

Shipping and handling	Each additional item	To	Service	Delivery*
US \$7.95	Free	United States	Standard Shipping (UPS Ground)	Estimated between Tue. Sep. 17 and Mon. Sep. 23
US \$14.95	Free	United States	Expedited Shipping (UPS 2nd Day Air [®])	Estimated by Wed. Sep. 18
US \$26.95	Free	United States	One-day Shipping (UPS Next Day Air Saver [®])	Estimated by Tue. Sep. 17

* Estimated delivery dates include seller's handling time, and will depend on shipping service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

Handling time	Estimated sales tax
Will usually ship within 1 business day of receiving cleared payment.	Seller charges sales tax in multiple states.

Rate Table

My eBay > Account > Site preferences > Shipping preferences > Use shipping rate table

It is recommended to use the Rate Table when:

- You want to consider the volume and weight of the item when shipping;
- You want to adapt the price and time for the shipping, to specific countries or specific states in the USA.

Using the Rate Table, you can increase the chances for more exact shipping costs. In addition, you can set the days that shipments are sent and the handling time during these day – this way we can be more exact and give the customers a better experience.

Shipping rate tables [Help](#)

Rate Table Set shipping rates by ⓘ Create new

Table Name

Overnight (FedEx Priority Overnight, One-day Shipping, etc.)

Region	Cost	Delete
+ Add regions / states		



Returns Policy

It is recommended that you offer as generous a returns policy as possible, while specifying the following criteria:

- Choose the return time-frame: 30 or 60 days;
- Indicate the type of return: Exchange for a different product or a refund;
- Who is responsible for the returns shipping cost, you or the customer?

Return policy

After receiving the item, contact seller within

Refund will be given as

Return shipping

60 days

Money back

Buyer pays for return shipping

Return policy details

We work hard with all of our customers
To ensure that they are getting an excellent shopping experience.
Refunds are available for returned items, The returns are free of charge
We accept returns within 60 days from the date you receive your item.

We ship globally Via eBay's global shipping program (GSP).
Thus we don't cover returns for items shipped globally.
Buyers returning such items will be refunded ONLY for the item's cost and not for the shipping.



Return Policy

A clear and generous returns policy will help you attract more customers

Define a competitive returns policy. Check what other sellers are offering for similar items;

Speed up the returns process by automating the process;

Offer free returns. That way you can give your customers greater security when buying;

Deal with every request for returns. Contact eBay in cases where you do not manage to reach a solution with the customer.

Did you know? 66% of online customers look for the returns policy before making a purchase.

eBay Stores/Shops

Setting up Shop

The eBay logo is displayed in a light teal color, positioned in the bottom right quadrant of the image. The background of the entire image is a dark teal color, with a vertical light teal bar on the right side. The bar is divided into three horizontal sections: a light green section at the top, a light teal section in the middle, and a darker teal section at the bottom.



eBay Store

Opening an eBay store creates a single destination where the buyers can learn about you and the products you are offering for sale.

In addition you can enjoy:

- Higher monthly limits of free listings and discounted selling fees (starting from Basic Store and higher);
- Lower Insertion fees for all Store subscribers;
- Access to advanced marketing and sales tools and everything Seller Hub (Lesson 4) has to offer
- Upgrades to the visibility of your store;
- For more information about subscriber benefits, [click here](#).



Basic Stores Table illustrating fees and benefits:

For ebay.co.uk store table, please [click here](#).

- ❖ Pro Tip: Following the promo, you can choose a monthly or yearly subscription plan to enjoy a discounted rate.

Store subscription	Starter	Basic	Premium	Anchor	Enterprise
Price per month for a yearly subscription	\$4.95	\$21.95	\$59.95	\$299.95	\$2,999.95
Best for sellers who	For sellers who have a handful of products and want a storefront to brand and promote their business.	Unlock more free listings, final value fee discounts, and a coupon for eBay-branded shipping supplies each quarter.	If you have an extensive product assortment, a Premium Store subscription gives you substantially more zero insertion fee listings and useful business tools.	For high volume sellers who have an extensive product catalog or are running a business that would benefit from dedicated customer support.	For high volume sellers who have an extensive product catalog or are running a business that would benefit from dedicated customer support.
Zero insertion fee listings allocation per month (fixed price / auction-style)	250 in any format	1,000 all categories 10,000 select categories	10,000 all categories 50,000 select categories	25,000 all categories 75,000 select categories	100,000 all categories 100,000 select categories
		250	500	1,000	2,500
Additional fixed price listing	\$0.30	\$0.25	\$0.10	\$0.05	\$0.05
Additional auction-style listing	\$0.30	\$0.25	\$0.15	\$0.10	\$0.10
Final Value Fees	0%–15.00% + \$0–\$0.30 per order	0%–14.55% + \$0–\$0.30 per order	0%–14.55% + \$0–\$0.30 per order	0%–14.55% + \$0–\$0.30 per order	0%–14.55% + \$0–\$0.30 per order

Important Note

- Once you opt into your store, you have 3 months to take advantage and accelerate with our program!
- Following these 3 months – you will begin to be charged according to the fee. Please remember this and set yourself a reminder if you want to prevent a situation where you are charged for a store you are not using.
- You will only be able to use this promo once!

Choosing a Name

Once you've created your Store, we'll create a website address (URL) for you, using your selected Store name.

We will remove any special characters (such as apostrophes, spaces, &,!, \$, etc.), add hyphens between words, and make all letters lowercase.

Like any other store, you can sort the different product by categories – this way you can help your buyers find the items they are looking for.

- For example, if you name your store “Game Winners!!!” your store will be:
 - <https://www.ebay.com/str/game-winners>

❖ Pro Tip: We do not advise changing the name of your store, as the URL will also be changed, resulting in a greater challenge for buyers to find your store

Customizing and Managing your store

[Managing and operating the store](#) (reached via Seller Hub Marketing tab):

- Billboard image & Logo – emphasize your brand, specific items, or highlight time sensitive promotions;
- Store description – tell the buyers your story. Choose keywords to describe the store and your items;
- Selected items - choose the items you want to showcase;
- Categories – create “Shelves” in your store, present the items by subjects;
- Register for a newsletter – allow interested buyers to register for your mailing list and promotional emails;
- Enlarged pictures –highlight selected items, ideal for attracting mobile buyers;
- “Follow” button – when buyers ‘follow’ you, your items may appear on their eBay homepage.

Categories

Creating categories in the store

- Like any other store, you can sort the different product by categories – this way you can help your buyers find the items they are looking for.
- For example, you can create a special category for Valentine’s Day and offer various presents that suit that day.
- In addition, sorting into categories will also help you as the store owner. On occasion, you may have thousands of items on eBay, so it makes sense to classify them into product type, for example: iPhone covers, or by interest, for example: household items.

How to create categories in your store:

Go to My eBay > Manage my Store > Click on Store Categories > Add Category.

You can create up to 300 categories. Try to think which categories are relevant to your business and eBay activity.

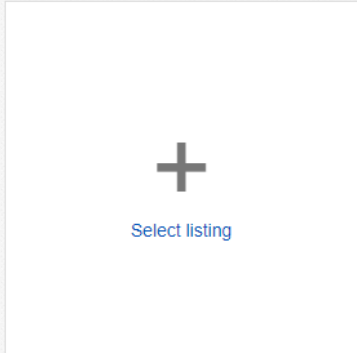
Featured Listings

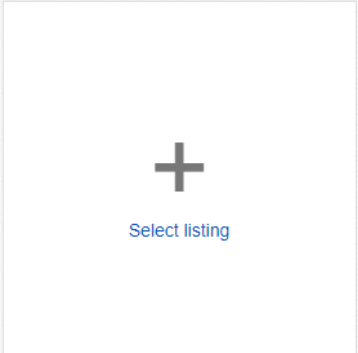
Select the top products you would like buyers to see when entering your store

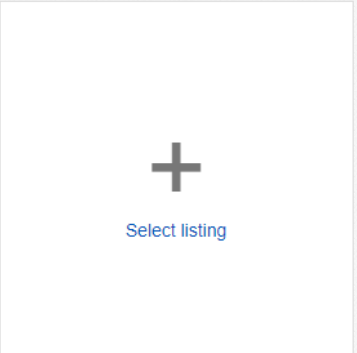
- You have an option to allow eBay to automatically select these listings

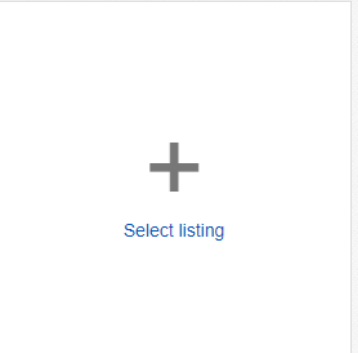
Featured listings

Select your featured listings









Select how you want us to automatically display your featured listings

Time: ending soonest ▾

Featured listings will appear on the Store page according to the display settings you've selected, only when you have 30 or more listings.

Don't show featured listings on my Store page, even when I have 30 or more listings.

Learn more about stores [here!](#)

Seller Hub Intro

Meet your best friend

ebay



Seller Hub

Seller Hub is a customized business performance dashboard. It is Free, easy to use and crucial in managing your eBay business. [Link to Seller Hub](#) (UK Sellers - [Alternative Link](#))

- Consolidates all tools and selling activity in one easy-to-navigate place
- Provides useful recommendations to help your business grow

The screenshot displays the eBay Seller Hub dashboard. At the top, there is a search bar and navigation tabs for Overview, Orders, Listings, Marketing, Performance, Payments, and Research. The main content area is divided into several sections:

- Unread messages:** 24
- Awaiting shipment:** 0
- Sales (31 days):** \$0.00
- Seller level forecast:** Above Standard
- Today's feedback:** 0
- Growth recommendation:** 4

Below these metrics are three main panels:

- Tasks:** A list of tasks with counts, such as "Add required item specifics" (5) and "Add recommended item specifics" (19).
- Sales:** A section with a message about a new sales report and a line chart showing sales data for Oct 12, Oct 19, Oct 26, and Nov 2. A summary table shows sales for Today, Last 7 days, Last 31 days, and Last 90 days.
- Seller level (Region: US):** A table showing performance metrics like Transaction defect rate (0.00%), Late shipment rate (0.00%), and Cases closed without seller resolution (0.00%).

Terapeak

Seller Hub > Research Tab > Terapeak

- Boost your listings and expand your inventory with Terapeak

**Terapeak on
Seller Hub**



<https://youtu.be/DG7WaXXG0CE>

Therapeak

Make sure to select the correct Listing Site

Insert all the parameters you are looking for and select “Research”

Research products Comments? | Listing Site: ebay.com ▼

[Advanced search](#) ▲

- New Fixed Price

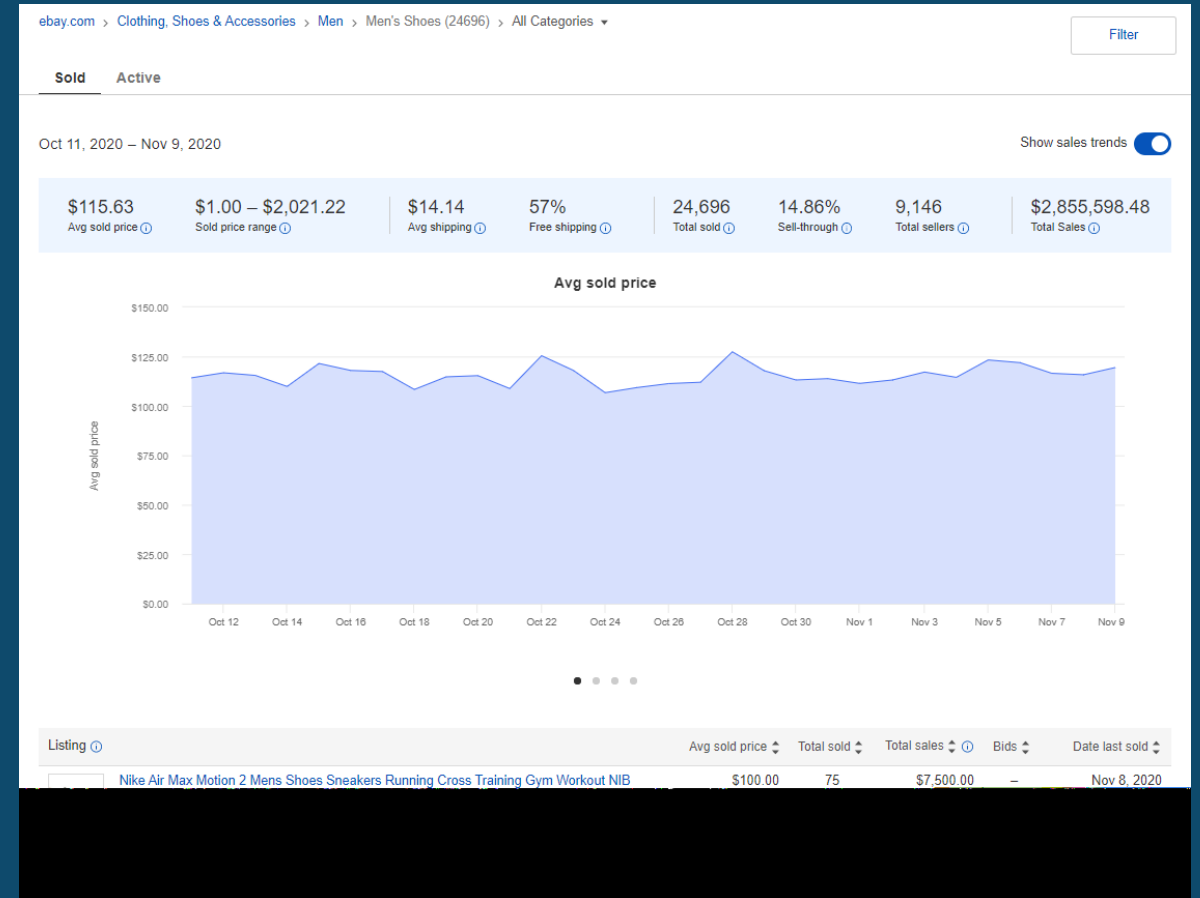
Used or Pre-owned Best Offer Accepted

Refurbished Auction

Terapeak

Use the tool to research your products, paying attention to different parameters.

- You will see most sold items in category, giving you a good idea of ideal price, title and pictures
- Selecting “Show sales trends” will show you how often and well your product is selling



— Preparing for Inventory Upload

Catalogue Prep

ebay



Inventory Upload + Integration

As part of the program – we will help you upload (and integrate, if necessary) your inventory to eBay.

Please note (!) – Your store promo lasts 3 months. Quick inventory upload will help you enjoy it longer!

Following these steps:

1. Provide us with your website / catalogue / uploading file
2. You will be connected to a trusted 3rd party that will reach out to you to start the process
3. We will check in on you. Feel free to let us know about progress or concerns you have
4. Once Completed, we will go over everything and resume our education to make sure you are prepared for your first sales!

Catalogue Creation

Imported CSV files from your website should work.

eBay's MIP tool will be used for this process.

The Growth Advisor will send you an example template depending on your category

Example 1 (Motors)



Example 2 (Non-Motors)





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