



Driving sales & traffic by optimising your eBay listings

Simon Grant – Seller Dynamics

22nd November 2016

eBay Optimisation Agenda

1. Why Optimise?
2. How do eBay buyers search?
3. Titles
4. Descriptions
5. Images
6. Category
7. Item Specifics
8. Listing Templates
9. Mobile Friendly
10. Metrics & DSRs
11. Other Searchable Settings
12. Other Strategies
13. Tools & Research
14. Summary
15. Q & A Opportunity

Why optimise?

eBay currently has:-

- Over 160 million active users
- 25 million active sellers
- 1 billion live listings It's now very hard to stand out.
- The way customers search has evolved
- As has eBay's "best match" criteria

By "optimising" your listings, the listings get more traffic and higher conversions

But what does Optimising mean?

- Making your listings more "findable" to a larger number of "relevant" searches (customers).
- This in turn means increased sales

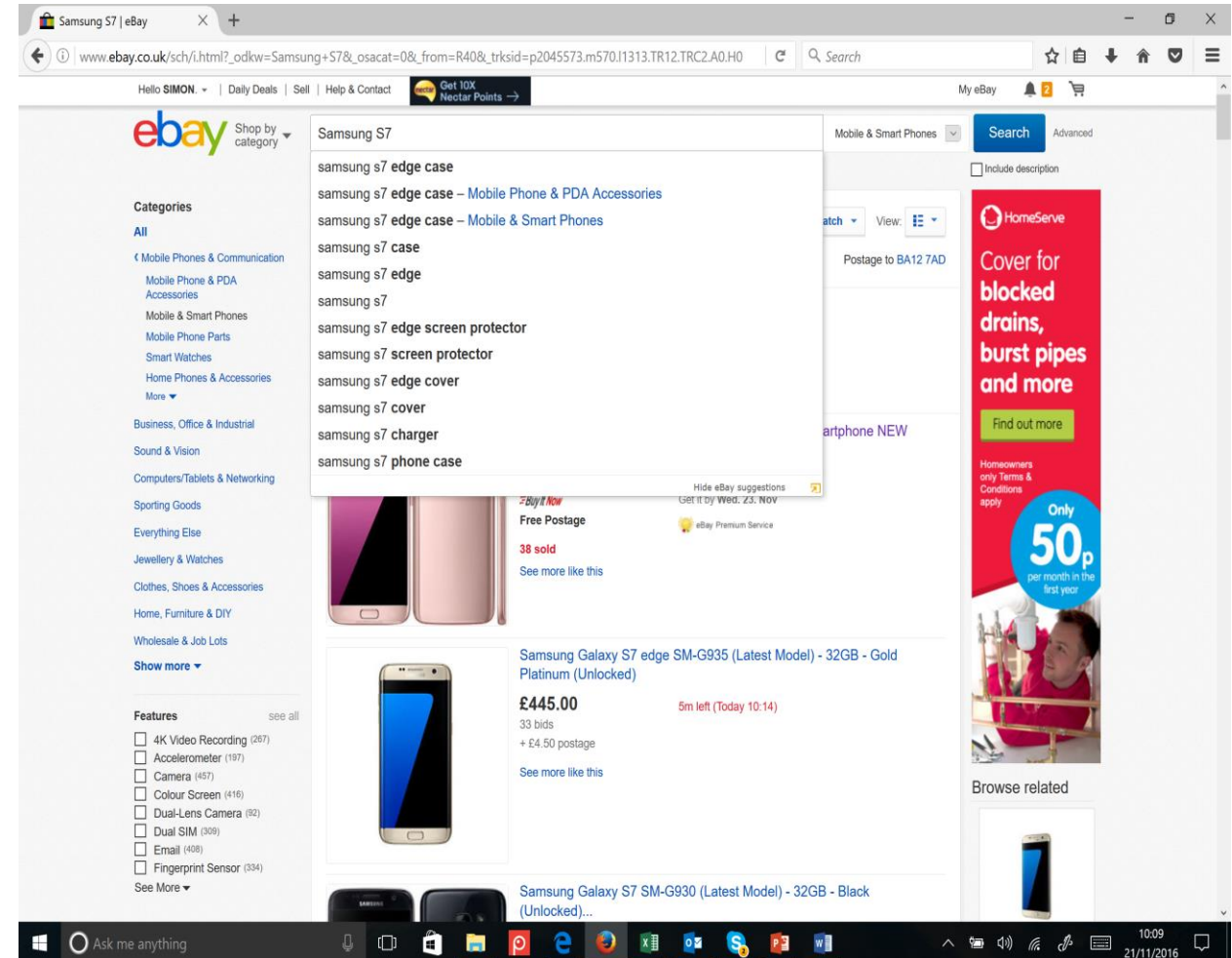


How do people search?

a) Search by specific title best match (e.g. Samsung S7)

Best match results returned based on specific title / listing name

Ranked in order by eBay v best match criteria

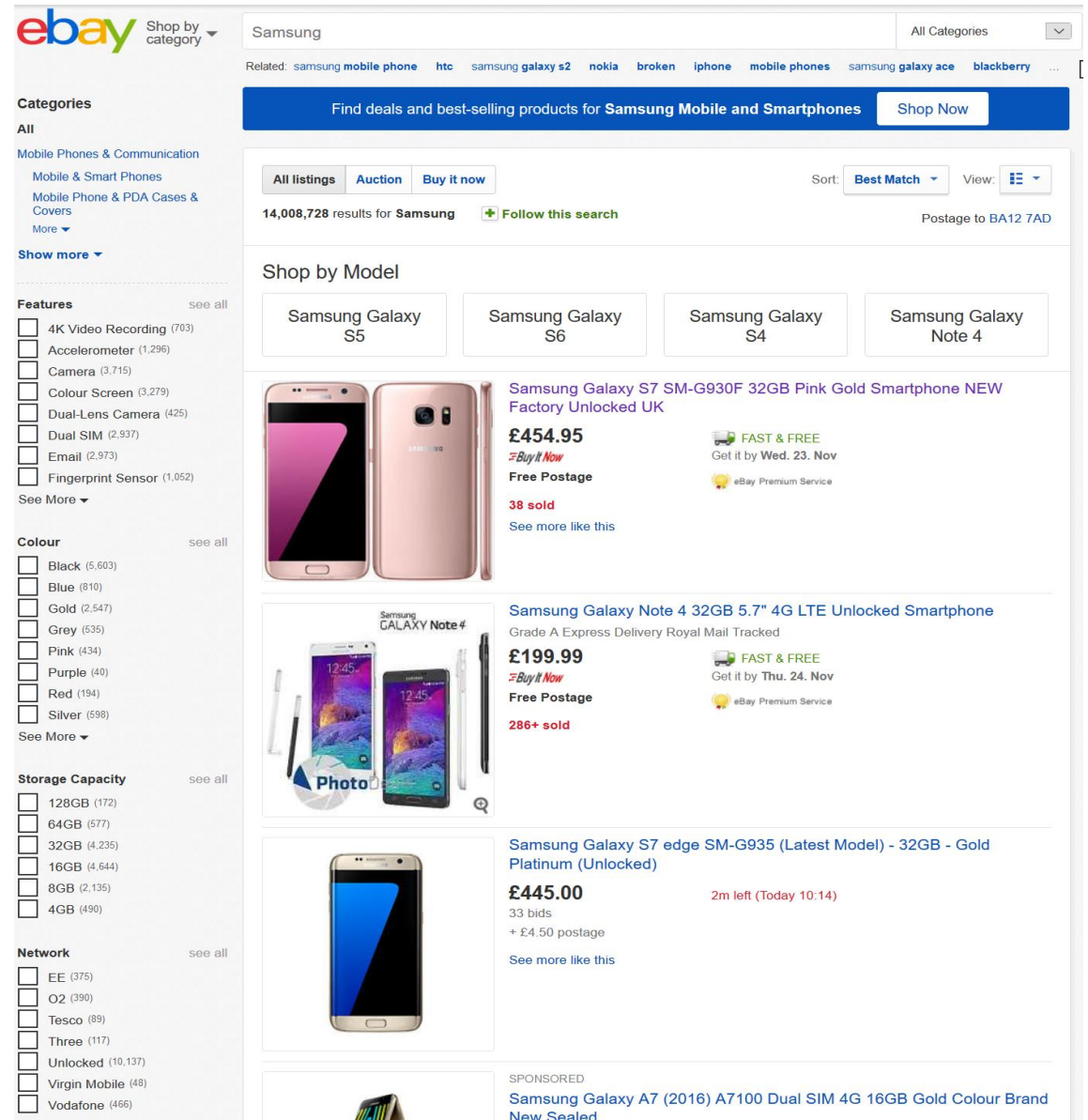


How do people search?

b) Generic search refined using item specifics / options on left

Items return by eBay (best match criteria)

Customer refines selection using Colour, Storage, Network etc.



The screenshot shows an eBay search results page for 'Samsung'. The search bar at the top contains 'Samsung' and a dropdown menu for 'Shop by category'. Below the search bar, there are related terms like 'samsung mobile phone', 'htc', 'samsung galaxy s2', 'nokia', 'broken', 'iphone', 'mobile phones', 'samsung galaxy ace', and 'blackberry'. A blue banner reads 'Find deals and best-selling products for Samsung Mobile and Smartphones' with a 'Shop Now' button. The search results are sorted by 'Best Match' and show 14,008,728 results. On the left side, there are filters for 'Categories', 'Features', 'Colour', 'Storage Capacity', and 'Network'. The main content area displays several product listings, including Samsung Galaxy S5, S6, S4, Note 4, S7, and S7 edge. Each listing includes a product image, title, price, and shipping information.

Categories
All
Mobile Phones & Communication
Mobile & Smart Phones
Mobile Phone & PDA Cases & Covers
More ▾
Show more ▾

Features see all
 4K Video Recording (703)
 Accelerometer (1,296)
 Camera (3,715)
 Colour Screen (3,279)
 Dual-Lens Camera (425)
 Dual SIM (2,937)
 Email (2,973)
 Fingerprint Sensor (1,052)
See More ▾

Colour see all
 Black (5,603)
 Blue (810)
 Gold (2,547)
 Grey (635)
 Pink (434)
 Purple (40)
 Red (194)
 Silver (598)
See More ▾

Storage Capacity see all
 128GB (172)
 64GB (577)
 32GB (4,235)
 16GB (4,644)
 8GB (2,135)
 4GB (490)
See More ▾

Network see all
 EE (375)
 O2 (390)
 Tesco (89)
 Three (117)
 Unlocked (10,137)
 Virgin Mobile (48)
 Vodafone (466)

Shop by Model
Samsung Galaxy S5
Samsung Galaxy S6
Samsung Galaxy S4
Samsung Galaxy Note 4

Samsung Galaxy S7 SM-G930F 32GB Pink Gold Smartphone NEW Factory Unlocked UK
£454.95
Buy It Now
Free Postage
38 sold
See more like this
FAST & FREE
Get it by Wed. 23. Nov
eBay Premium Service

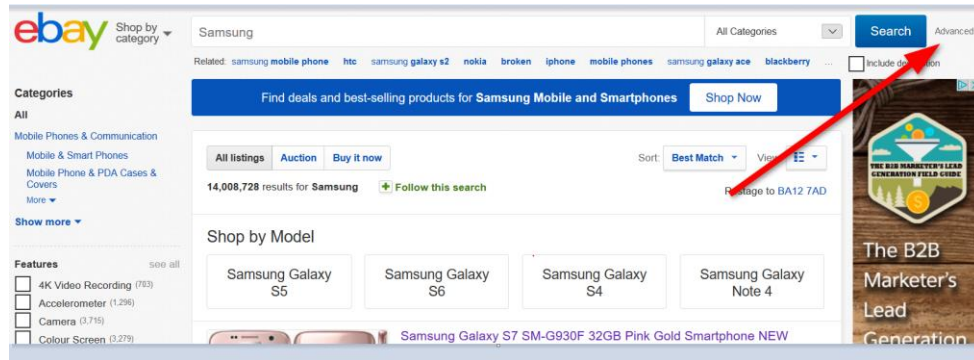
Samsung Galaxy Note 4 32GB 5.7" 4G LTE Unlocked Smartphone
Grade A Express Delivery Royal Mail Tracked
£199.99
Buy It Now
Free Postage
286+ sold
FAST & FREE
Get it by Thu. 24. Nov
eBay Premium Service

Samsung Galaxy S7 edge SM-G935 (Latest Model) - 32GB - Gold Platinum (Unlocked)
£445.00
33 bids
+ £4.50 postage
2m left (Today 10:14)
See more like this

Samsung Galaxy A7 (2016) A7100 Dual SIM 4G 16GB Gold Colour Brand New Sealed
SPONSORED

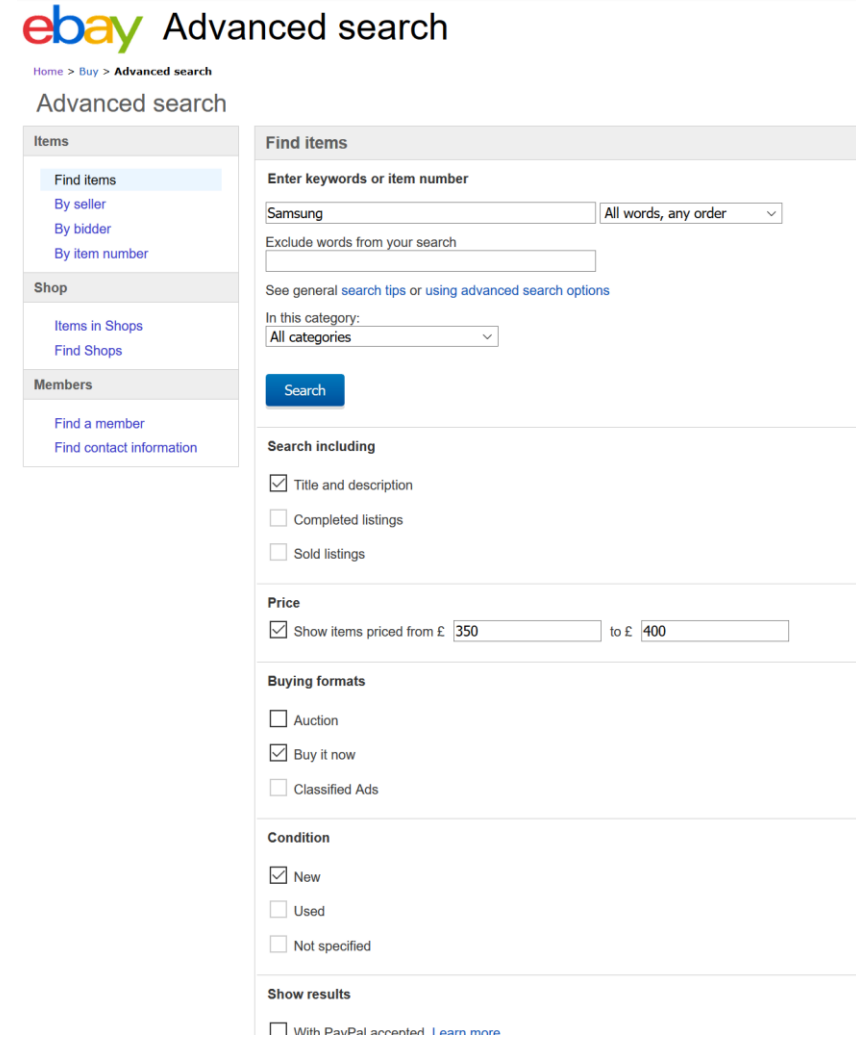
How do people search?

Or using c) advanced search....



Similar to a generic search.....

But setting “item specific” requirements in advance & filtering out listings



Titles

Your listing title is your primary advert / hook and is vital for 2 reason:-

- 1. The chances that eBay will show your item in search results**
- 2. The chances that eBay buyers will bother to click on your listing when they see it in a list of search results**

- Use all 80 characters
- Research / look at competition
- Pack with relevant keywords, brand name & descriptive keywords
- Match phrases in your title to how people search

4 tops tips from Crazy Lister.....



Titles – Using Google Trends

At <https://adwords.google.com/KeywordPlanner> enter your keywords



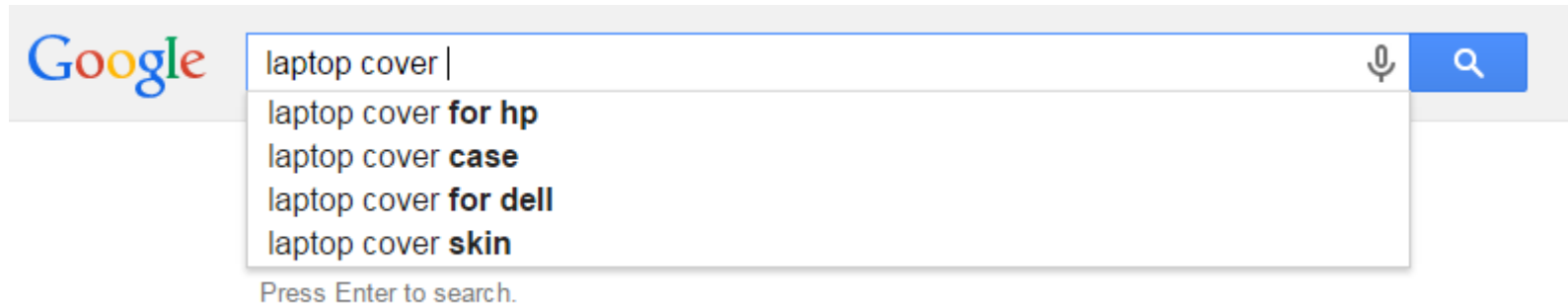
Scroll down to see results:-

Queries	Top	Rising
cover for laptop	100	<div style="width: 100%;"></div>
keyboard cover	60	<div style="width: 60%;"></div>
laptop keyboard	60	<div style="width: 60%;"></div>
laptop keyboard cover	60	<div style="width: 60%;"></div>
laptop cover case	60	<div style="width: 60%;"></div>
laptop case	55	<div style="width: 55%;"></div>
dell laptop cover	55	<div style="width: 55%;"></div>

This is Google telling you how most people are searching for a laptop cover – “Cover for laptop”.

Titles – Using Google AutoComplete

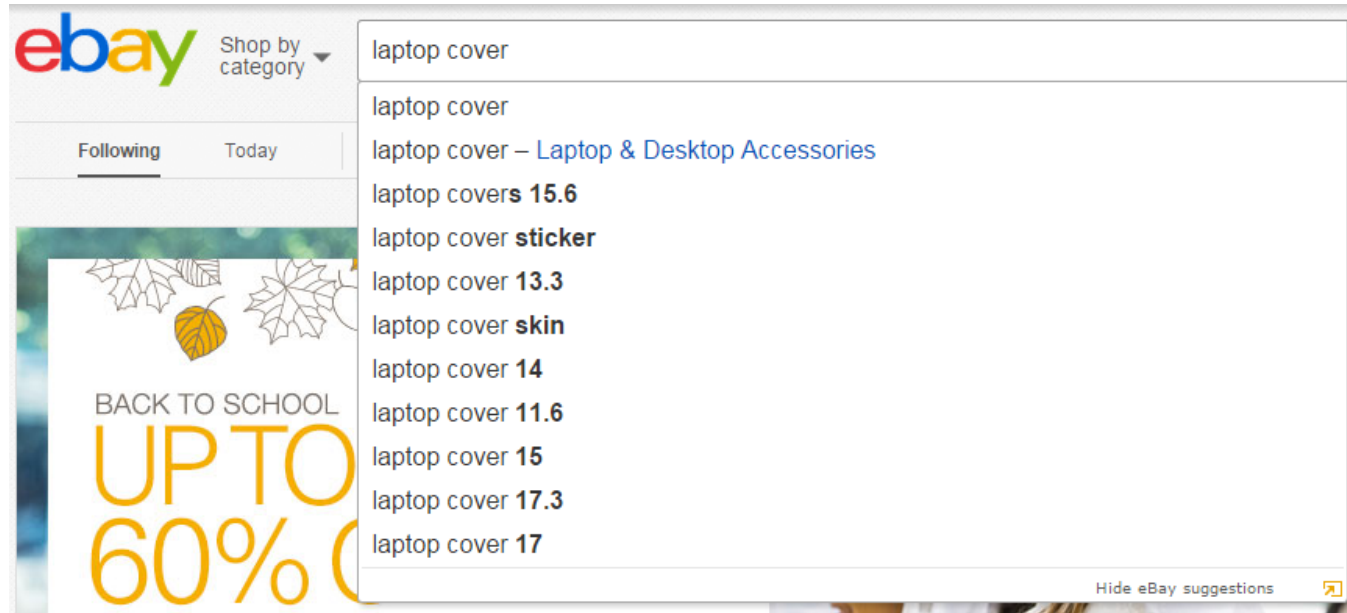
Have you ever noticed how Google automatically completes your search queries as you type?



- “Case” and “Skin” would be wise additions to the eBay listing title

Titles – Using eBay AutoComplete

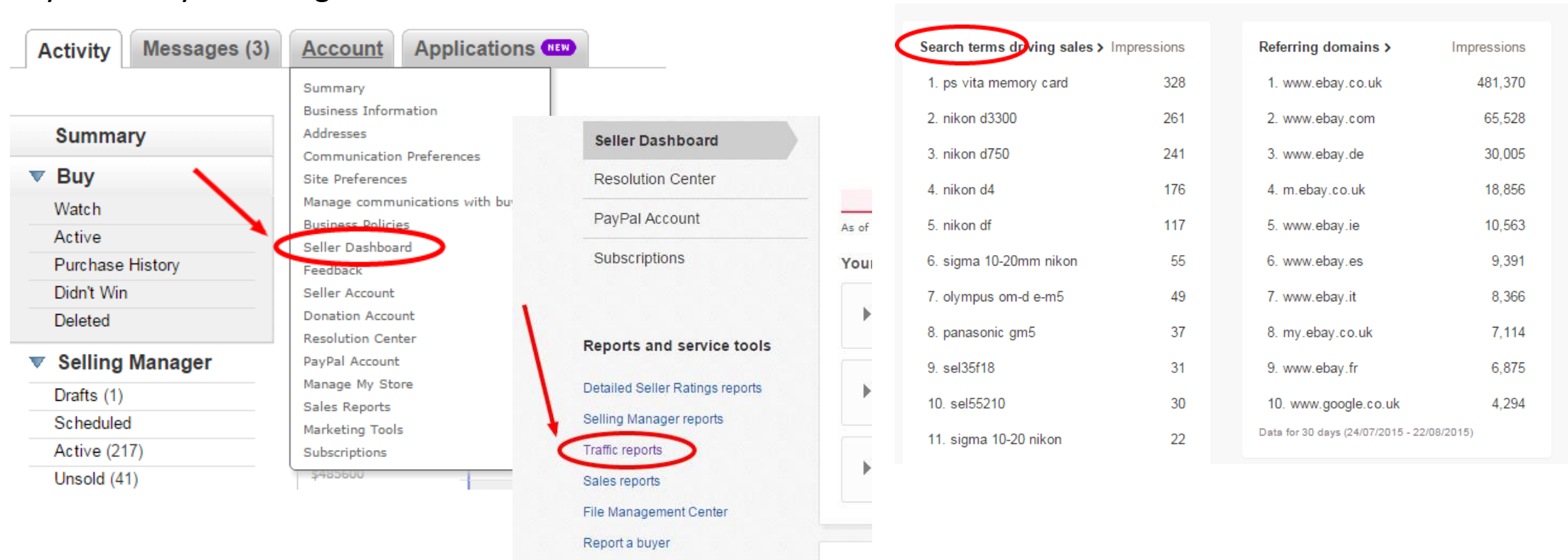
Same idea as with Google AutoComplete – this is eBay’s search algorithm telling you what are the most popular queries related to “laptop cover”



- Google search may be a broad search for general purposes
- eBay search is shopping oriented.

Titles – Your eBay Traffic Reports

eBay have an inbuilt traffic report showing you what your customers are searching for when they click on your listings



The screenshot shows the eBay Seller Dashboard interface. On the left, there are navigation tabs for Activity, Messages (3), Account, and Applications (NEW). Below these are sections for Summary, Buy (with sub-items: Watch, Active, Purchase History, Didn't Win, Deleted), and Selling Manager (with sub-items: Drafts (1), Scheduled, Active (217), Unsold (41)). A red arrow points from the 'Buy' section to the 'Seller Dashboard' link in the Account menu. Another red arrow points from the 'Seller Dashboard' link in the Account menu to the 'Traffic reports' link in the Reports and service tools section. The main content area displays two reports: 'Search terms driving sales' and 'Referring domains'. The 'Search terms driving sales' report is circled in red and shows a list of search terms and their corresponding impression counts. The 'Referring domains' report shows the top domains driving traffic to the seller's listings.

Search terms driving sales	Impressions
1. ps vita memory card	328
2. nikon d3300	261
3. nikon d750	241
4. nikon d4	176
5. nikon df	117
6. sigma 10-20mm nikon	55
7. olympus om-d e-m5	49
8. panasonic gm5	37
9. sel35f18	31
10. sel55210	30
11. sigma 10-20 nikon	22

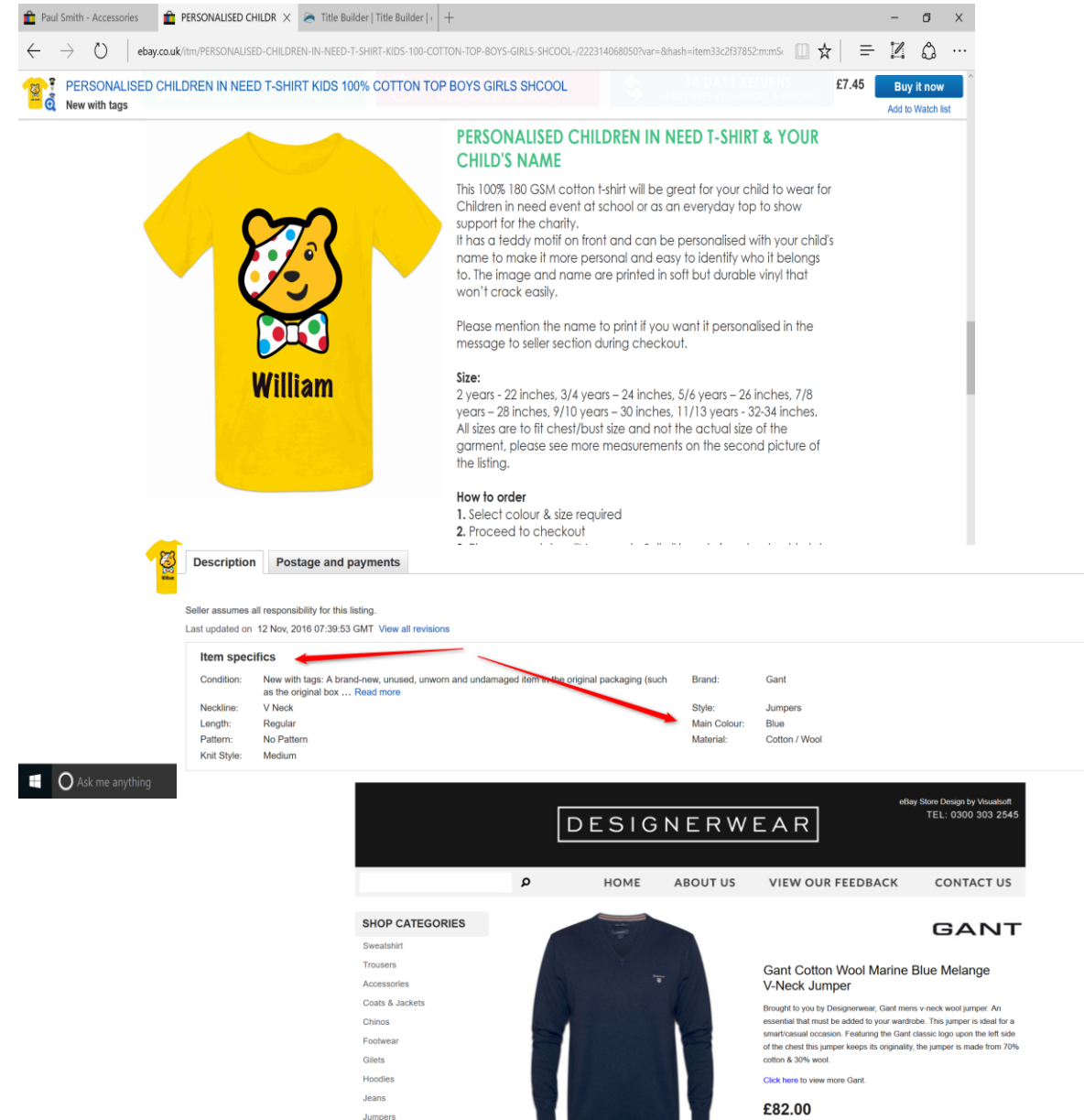
Referring domains	Impressions
1. www.ebay.co.uk	481,370
2. www.ebay.com	65,528
3. www.ebay.de	30,005
4. m.ebay.co.uk	18,856
5. www.ebay.ie	10,563
6. www.ebay.es	9,391
7. www.ebay.it	8,366
8. my.ebay.co.uk	7,114
9. www.ebay.fr	6,875
10. www.google.co.uk	4,294

Data for 30 days (24/07/2015 - 22/08/2015)

In this sample we can see that the most sought after product from this seller is a “ps vita memory card”, this is the wording that you should use for this products title in order to align it with the customers queries.

Description

- As a rule a buyer takes 7 seconds to review product information
- Keep the running order strategic
- REMEMBER.....
 - **Advanced Search**
 - **Cassini Search & description**
- Item specifics
- Intro statement – a practical descriptive selling para
- Item specifics – sizes / colours / relevant details
- Sizing chart
- Below that the “marketing story”
- Returns / Contact / Payment / Delivery



The screenshot shows two parts of an eBay listing. The top part is for a 'PERSONALISED CHILDREN IN NEED T-SHIRT & YOUR CHILD'S NAME'. It features a yellow t-shirt with a teddy bear graphic and the name 'William'. The description includes details about the 100% cotton fabric, the charity support, and the personalization options. The price is £7.45.

The bottom part is for a 'DESIGNERWEAR' Gant Cotton Wool Marine Blue Melange V-Neck Jumper. It shows a dark blue long-sleeved shirt. The price is £82.00. The listing includes a 'SHOP CATEGORIES' sidebar and a navigation bar with 'HOME', 'ABOUT US', 'VIEW OUR FEEDBACK', and 'CONTACT US'.

PERSONALISED CHILDREN IN NEED T-SHIRT & YOUR CHILD'S NAME

This 100% 180 GSM cotton t-shirt will be great for your child to wear for Children in need event at school or as an everyday top to show support for the charity. It has a teddy motif on front and can be personalised with your child's name to make it more personal and easy to identify who it belongs to. The image and name are printed in soft but durable vinyl that won't crack easily.

Please mention the name to print if you want it personalised in the message to seller section during checkout.

Size:
2 years - 22 inches, 3/4 years - 24 inches, 5/6 years - 26 inches, 7/8 years - 28 inches, 9/10 years - 30 inches, 11/13 years - 32-34 inches. All sizes are to fit chest/bust size and not the actual size of the garment, please see more measurements on the second picture of the listing.

How to order
1. Select colour & size required
2. Proceed to checkout

Item specifics

Condition:	New with tags: A brand-new, unused, unworn and undamaged item in the original packaging (such as the original box ... Read more	Brand:	Gant
Neckline:	V Neck	Style:	Jumpers
Length:	Regular	Main Colour:	Blue
Pattern:	No Pattern	Material:	Cotton / Wool
Knit Style:	Medium		

DESIGNERWEAR

Home Design by Visseloft
TEL: 0300 303 2545

HOME ABOUT US VIEW OUR FEEDBACK CONTACT US

SHOP CATEGORIES

- Sweatshirt
- Trousers
- Accessories
- Coats & Jackets
- Chinos
- Footwear
- Gilets
- Hoodies
- Jeans
- Jumpers

GANT

Gant Cotton Wool Marine Blue Melange V-Neck Jumper

Brought to you by Designerwear, Gant mens v-neck wool jumper. An essential that must be added to your wardrobe. This jumper is ideal for a smart/casual occasion. Featuring the Gant classic logo upon the left side of the chest this jumper keeps its originality, the jumper is made from 70% cotton & 30% wool.

[Click here to view more Gant.](#)

£82.00

Images & Image Quality

- At least 500px wide.
- White background
- Use multiple images
- Use several 1000px plus to allow zoom
- If you are selling fashion / jewellery products / sporting items include a picture with someone wearing it / using it
- For size comparison, include an every day object in the shot
- Ensure focus stays on your product and not the props you use



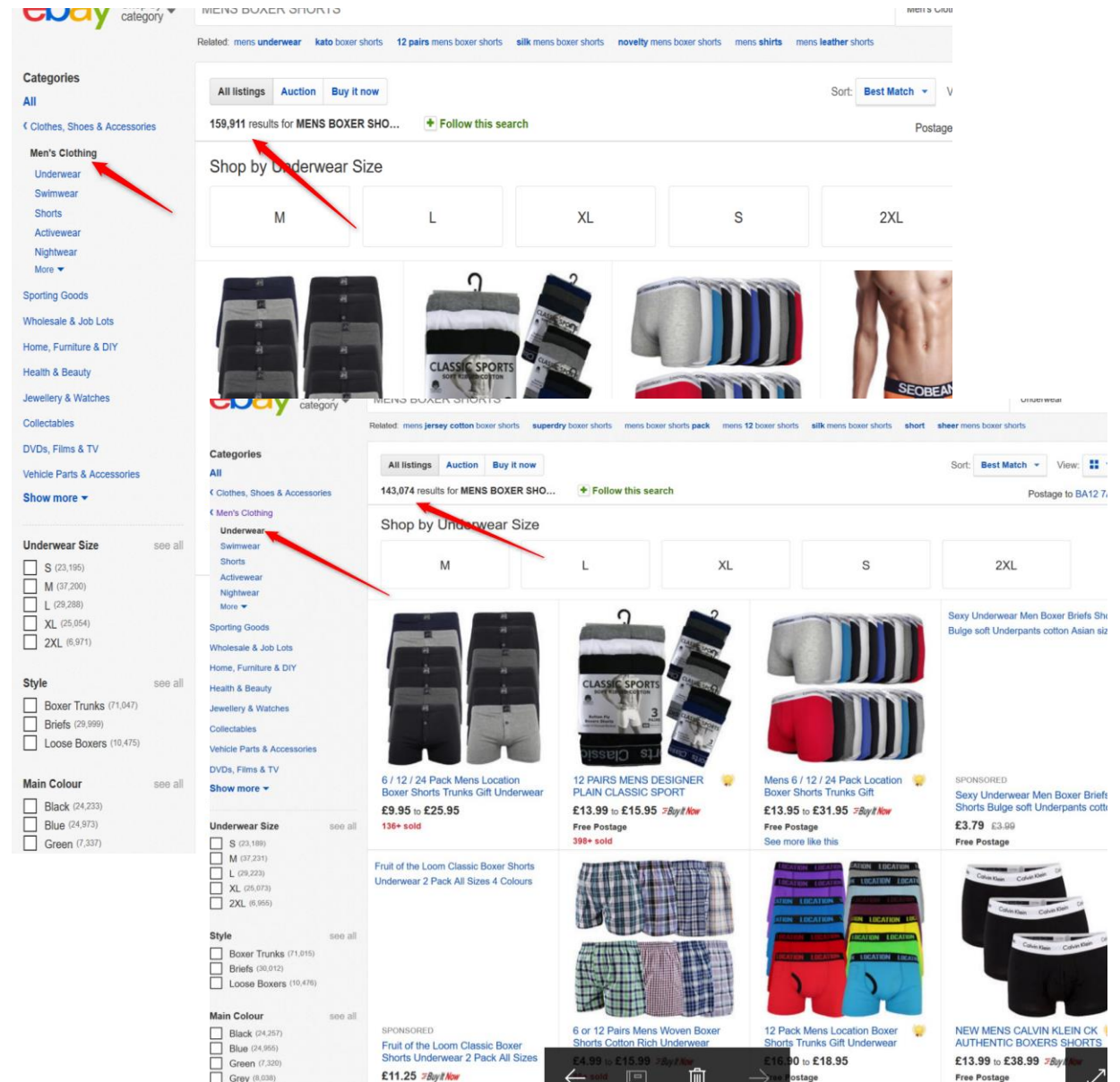
Category

- Research the best category for your item (Buyers' search is often refined by category)
- List in two categories. For example, you could list headphones in:-

[Computers/Tablets & Networking](#) > [Laptop & Desktop Accessories](#) > [Headsets](#)
[Sound & Vision](#) > [Headphones](#)

- List in “Sub Categories” not “Master Categories”

For example, always list Men's Boxer shorts in the Underwear category not in Men's Clothing



The image displays two screenshots of eBay search results for men's boxer shorts. Both screenshots show a search for 'MENS BOXER SHO...' with filters for 'All listings', 'Auction', and 'Buy it now'. The top screenshot shows 159,911 results, and the bottom screenshot shows 143,074 results. Both screenshots feature a 'Shop by Underwear Size' filter with options for M, L, XL, S, and 2XL. The bottom screenshot also includes a 'Categories' sidebar on the left with options like 'Underwear', 'Swimwear', 'Shorts', 'Activewear', 'Nightwear', 'Sporting Goods', 'Wholesale & Job Lots', 'Home, Furniture & DIY', 'Health & Beauty', 'Jewellery & Watches', 'Collectables', 'DVDs, Films & TV', and 'Vehicle Parts & Accessories'. The 'Underwear' category is highlighted with a red arrow in both screenshots. The product listings include various styles of boxer shorts, such as 'CLASSIC SPORTS', 'Fruit of the Loom Classic Boxer Shorts', and 'NEW MENS CALVIN KLEIN CK AUTHENTIC BOXERS SHORTS'.

Item Specifics

Item specifics are details about the item you're selling, such as brand, size type, colour, & style (for CSA) or Screen Size, Audio Inputs, & Display Technology for TVs

Item specifics also helps buyers to find your product and drive more traffic to your listings – Most buyers use the left menu filtering to narrow their search

The use of search specifics has soared – if your items don't include **relevant** Item specifics, you lose the traffic and the potential sale

When you create your listing, review and complete the Add item specifics section for the item you're selling

Housekeeping – regularly bulk update your listings to refresh the item specifics

Custom Item Specifics – Good for conversion rates not necessarily for traffic...

Description Postage and payments

Seller assumes all responsibility for this listing.
Last updated on: 12 Nov, 2016 07:39:53 GMT [View all revisions](#)

Item specifics

Condition:	New with tags: A brand-new, unused, unworn and undamaged item in its original packaging (such as the original box ... Read more	Brand:	Gant
Neckline:	V Neck	Style:	Jumpers
Length:	Regular	Main Colour:	Blue
Pattern:	No Pattern	Material:	Cotton / Wool
Knit Style:	Medium		


DESIGNERWEAR ebay Store Design by Visualsoft TEL: 0300 303 2545

HOME ABOUT US VIEW OUR FEEDBACK CONTACT US

SHOP CATEGORIES

- Sweatshirt
- Trousers
- Accessories
- Coats & Jackets
- Chinos
- Footwear
- Gloves
- Hoodies
- Jeans
- Jumpers

GANT



Gant Cotton Wool Marine Blue Melange V-Neck Jumper

Brought to you by Designerwear. Gant men's v-neck wool jumper. An essential that must be added to your wardrobe. This jumper is ideal for a smart-casual occasion. Featuring the Gant classic logo upon the left side of the chest this jumper keeps its originality, the jumper is made from 70% cotton & 30% wool.

[Click here to view more Gant.](#)

£82.00

Show more ▾

Screen Size 999 of 10

- Less than 20" (651)
- 20" - 29" (566)
- 30" - 39" (568)
- 40" - 49" (891)
- 50" - 60" (420)
- More than 60" (192)

Brand 999 of 10

- Bang & Olufsen (154)
- Bush (229)
- Cello (323)
- Hitachi (131)
- JVC (155)
- LG (1,452)
- Panasonic (871)
- Philips (422)

[See More ▾](#)

Display Technology 999 of 10

- CRT (146)
- LCD (3,877)
- LED (1,757)
- LED LCD (1,726)
- OLED (80)
- Plasma (854)

Max. Resolution 999 of 10

- 4320p (14)
- 2160p (946)
- 1080p (2,685)
- 720p (1,371)

Built-in Digital Tuner 999 of 10

- FreeSat HD (76)
- Freeview (3,585)
- Freeview HD (1,221)

Smart TV Features 999 of 10

Colour 999 of 10

USB 2/HDMI Port
FREE Delivery. 12 Months Manufacturers Guarantee
£154.99
[Buy it Now](#)
Free Postage
1716 sold
[See more like this](#)

Samsung UE32K5100 Black 32" Full HD LED TV E HDMI USB Ports
FREE Delivery. 12 Months Manufacturers Guarantee
£179.99
[Buy it Now](#)
Free Postage
68 sold
[See more like this](#)

Bush 24 Inch 720p HD Ready Freeview HD Smart White - From Argos
Free Instant Pickup Using Fast Track Click & Collect
£139.99 RRP: £159.99 [Free Click & Collect.](#)
[Buy it Now](#)
+ £3.95 postage
107 sold
[See more like this](#)

SPONSORED
Proscan Black 19" LED TV PLEDV1947-UK with D Remote Control
£97.72 Was: £114.97 [Buy it Now](#) [eBay Premium Service](#)
Free Postage
[See more like this](#)

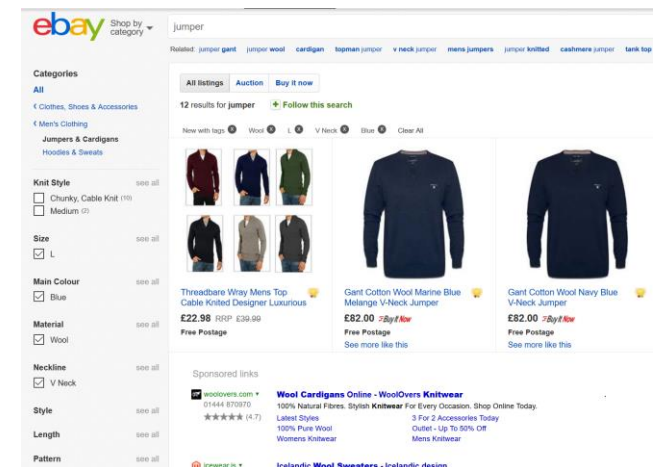
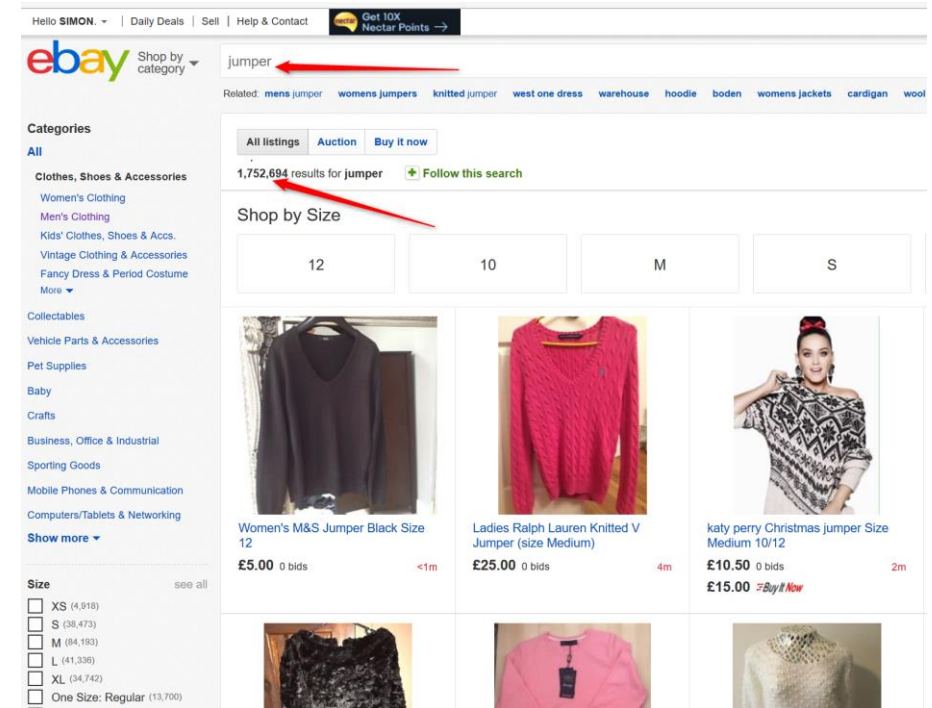
SPONSORED
LG Electronics LG 24MT48S 24 inch Smart TV HD

Item Specific Search – An Example

- Customer looking for a **Men's V-Neck Blue Wool Jumper...**
- Searches “Jumper” in CSA on ebay.co.uk – 1,752,694 listings returned
- Using Item Specifics on the left, refining search requirements:-

Men's Category	757,788
Jumpers Category	204,814
Size – Large	60,948
Colour – Blue	1,328
Style V-Neck	325
Material – Wool	3

- Drops to just 3 listings from 1,752,694 in just 6 refinements
- Failure to include any 1 of the 4 item specifics (or 2 category) would cost you the sale



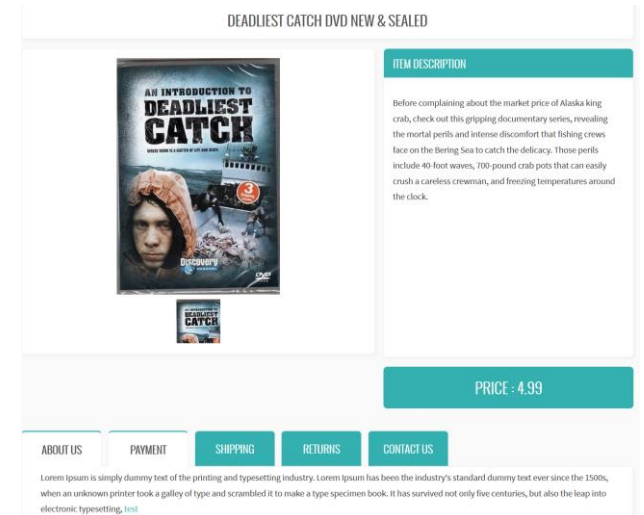
Listing Templates

- Use Smart / Professional Listing Templates on all your eBay listings.....

1. *They will increase conversion of orders....*
2. *They will save you time....*

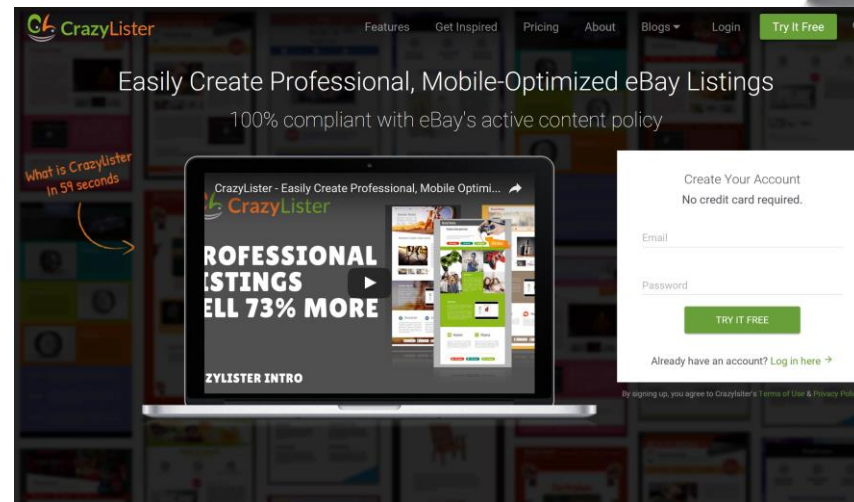
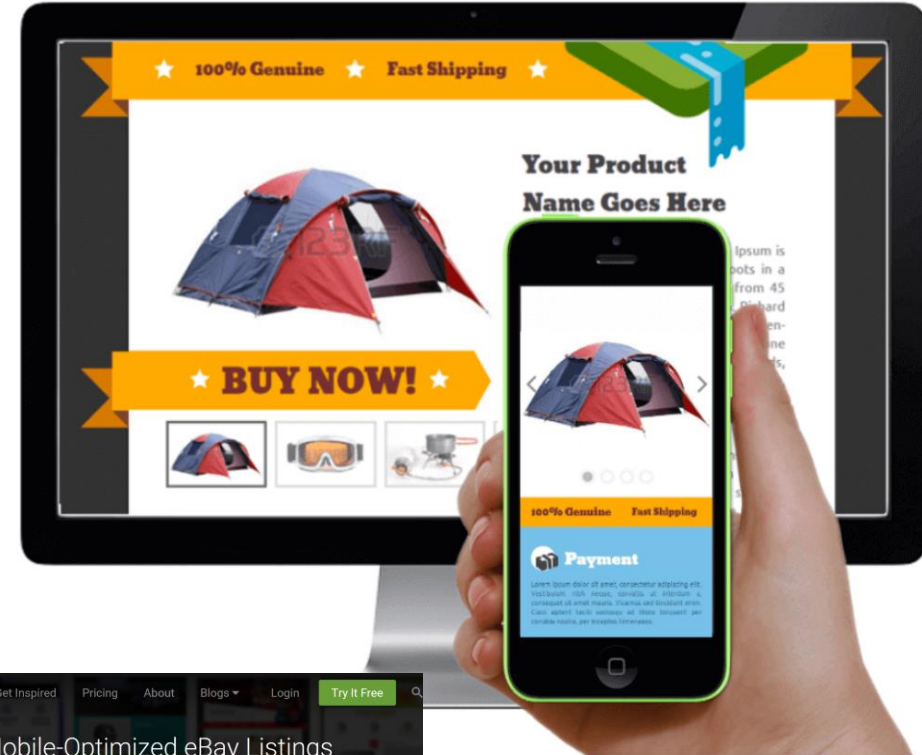
- Seller Dynamics provides 4 free designs (courtesy of Dzine Hub)
- Create your own using Online HTML editing software
- If you already use “Listing templates”, make sure it’s up to date for:-

1. *eBay Spring 2017 ban of active content (a critical change).*
2. *Mobile Friendly*



Optimise listings for Mobile


- 58% of eBay transactions are being touched by mobile
- Making your eBay listings [optimised for mobile](#) is crucial to winning sales.
- Optimised means they will automatically adjust for various mobile devices - e.g. the relevant details (image / title / description) will adjust to the screen size
- Use a listing template that ticks the right boxes (such as Crazy Lister or Dzine Hub)




Metrics & Service Levels

- Maintain High Service levels
- Maintain your DSR's and feedback (respond to cases quickly – open cases go against the search criteria)
- DSR's & feedback not only effects your conversion rates but also search position




Feedback profile



co-operativeelectrical (53637  )

Positive Feedback (last 12 months): 99%
[\[How is Feedback percentage calculated?\]](#)
 Member since: 17-Mar-14 in United Kingdom
 Registered as a business seller

This member is an **eBay Top-rated seller**





-  Consistently receives highest buyer ratings
-  Dispatches items quickly
-  Has earned a track record of excellent service

[Learn more](#)

Recent Feedback ratings (last 12 months) ?

	1 month	6 months	12 months
 Positive	2089	10106	23564
 Neutral	10	53	148
 Negative	14	75	256

Detailed Seller Ratings (last 12 months) ?

Criteria	Average rating	Number of ratings
Item as described		20120
Communication		21106
Dispatch time		20012
Postage and packaging charges		21783

Other searchable settings & service offerings

- Click & Collect
- Free Shipping
- Fast & Free

Convert more sales with international shipping settings

- eBay expects 5 – 15% extra sales by passively selling CBT
- 30 days returns
- Research & replicate top sellers

Condition [see all](#)

- New (4,382)
- New other (see details) (802)
- Manufacturer refurbished (425)
- Seller refurbished (413)
- Used (4,303)
- For parts or not working (1,033)
- Not specified (1)

Price

£ to £ >>

Format [see all](#)

- All listings
- Auction
- Buy it now

Item location [see all](#)

- Default**
- Within of >>
- UK Only
- European Union
- Worldwide

Delivery options [see all](#)

- Free P&P
- Click & Collect

Show only [see all](#)

- Completed listings
- Sold listings

More refinements...

Listing Quality Example



Seller A & B both use same image

But only Seller B has additional images



TOY STORY 1-3 Collection DISNEY Pixar DVD Set NEW Region 2

Seller B has a full title, Seller A doesn't

Toy Story 1-3 DVD NEW

£12.21

Buy it now

Add to basket

Add to Watch list 18 watching

Add to collection

£12.99

Trending at: £13.89

Buy it now

Add to basket

Add to Watch list 62 watching

Add to collection

THE RESULT:
Seller B has more people watching at a higher price! Seller B has sold 52 units in period (175 in total) v 13 units for Seller A

Item specifics

Condition:	New: An item that is still in its original shrink wrap from the manufacturer and the original ... Read more	Director:	John Lasseter, Lee Unkrich
Duration:	252 minutes approx	Release Year:	2010
Edition:	Boxset	Rating:	PG
Leading Role:	Tom Hanks, Tim Allen	Genre:	Family
Movie/TV Title:	Toy Story	Format:	DVD
Publisher:	Walt Disney Home Entertainment	Signal Standard:	PAL
Region Code:	DVD: 2	Brand:	Disney PIXAR
Release Decade:	2010-onwards	Certificate:	PG
Sub-Genre:	Disney Pixar Animation	UPC:	Does not apply
ISBN:	Does not apply	EAN:	8717418288440

Item specifics

Condition:	New: An item that is still in its original shrink wrap from the manufacturer and the original ... Read more	Director:	John Lasseter, Lee Unkrich
Genre:	Family	Release Year:	2010
Format:	DVD	Rating:	PG
Signal Standard:	PAL	EAN:	8717418288440

Seller B uses a wide range of Item specifics, Seller A doesn't

Other Strategies

****All Strategies dependant on Stock Depths****

Pricing Strategy

- Sell low initially to build sales history

Use Good Til Cancelled listings

Out of Stock Inventory Control – retain listing when out of stock and keep sales history

Control & Scarcity – set your software to only show 1 or 2 of an item as available / in stock to create an urgency to purchase (even if you have 100s)

Other Strategies

Drive outside traffic to your eBay listings / new eBay listings

- Use social media, email lists, ppc
- Targeted at new listings

Use RSS Feeds

- Promote your items across social media, search engines, and comparison-shopping engines.
- <https://blog.dlvrit.com/2014/12/create-rss-feed-of-ebay-store/>

Paid Search Campaigns on eBay

- <http://sellercentre.ebay.co.uk/business/promote-your-listings>

Create ad campaigns to promote your best listings in prominent locations on eBay where buyers are actively shopping for related items.

List against the eBay Catalogue

FINAL TIP:-

When re-listing a “POOR” listing, use the Sell Similar item function – this way you’ll get a new eBay item... with fresh stats

Tools & Reports

eBay traffic report

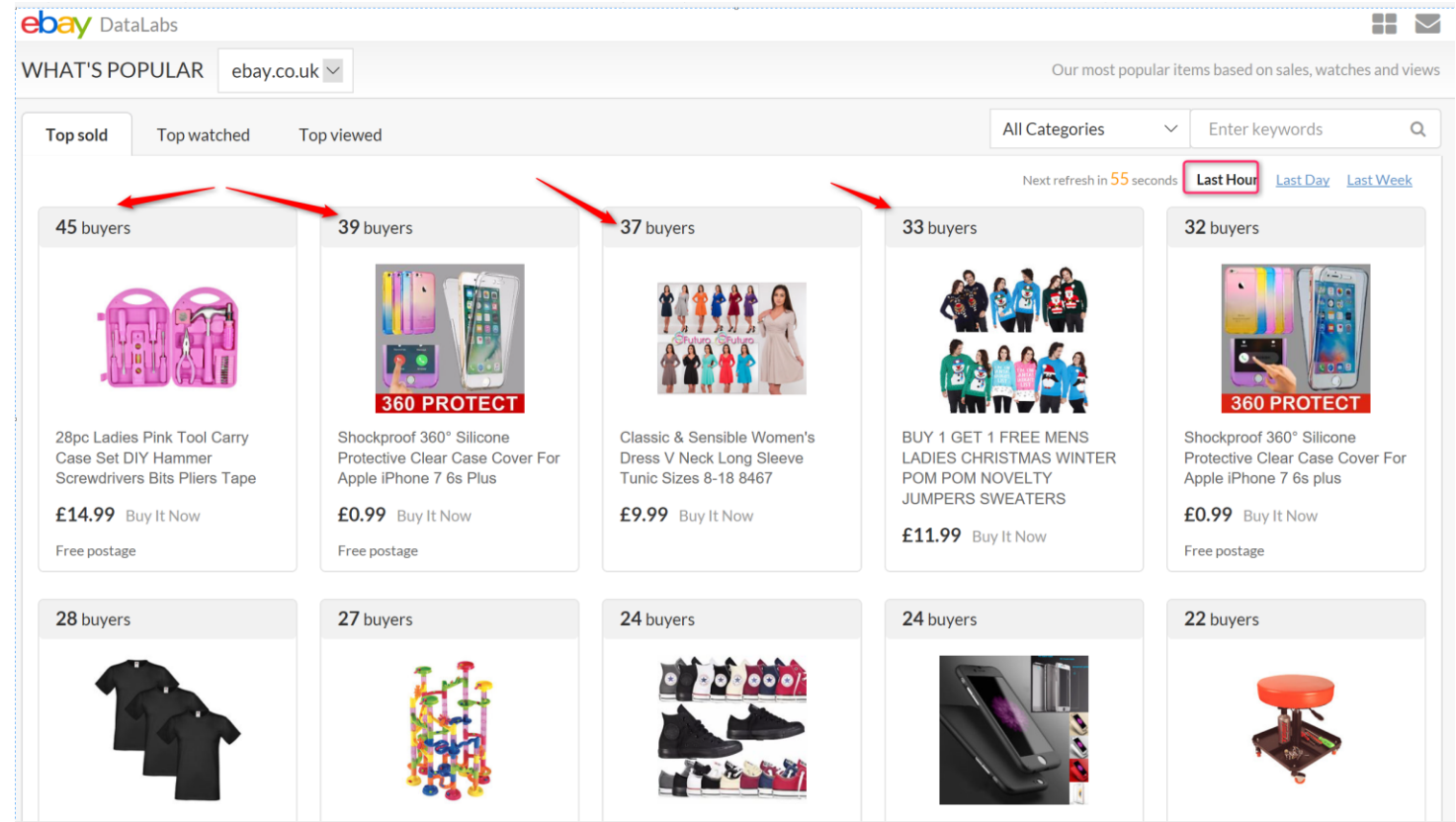
<https://www.ebay.co.uk/sh/prf/traffic>

eBay Data Labs

<http://datalabs.ebay.com/>

Terapeak

<http://www.terapeak.com/>



ebay DataLabs

WHAT'S POPULAR ebay.co.uk

Our most popular items based on sales, watches and views

Top sold Top watched Top viewed

All Categories Enter keywords

Next refresh in 55 seconds Last Hour Last Day Last Week

Buyer Count	Product Name	Price
45 buyers	28pc Ladies Pink Tool Carry Case Set DIY Hammer Screwdrivers Bits Pliers Tape	£14.99 Buy It Now
39 buyers	Shockproof 360° Silicone Protective Clear Case Cover For Apple iPhone 7 6s Plus	£0.99 Buy It Now
37 buyers	Classic & Sensible Women's Dress V Neck Long Sleeve Tunic Sizes 8-18 8467	£9.99 Buy It Now
33 buyers	BUY 1 GET 1 FREE MENS LADIES CHRISTMAS WINTER POM POM NOVELTY JUMPERS SWEATERS	£11.99 Buy It Now
32 buyers	Shockproof 360° Silicone Protective Clear Case Cover For Apple iPhone 7 6s plus	£0.99 Buy It Now
28 buyers	(Image of black t-shirts)	
27 buyers	(Image of colorful toys)	
24 buyers	(Image of shoes)	
24 buyers	(Image of a phone case)	
22 buyers	(Image of a stool)	

Summary / Optimisation Check List

Listing Related

Title

Description

Image

Item Specifics

Mobile Friendly

Listing Template

Settings / Service related

DSRs & Feedback

International Shipping
Settings

Free Postage

Click & Collect

Returns

GTC listings

Out of Stock Settings

Strategy & Other

End Poor Listings & Re-create

Control and Scarcity

Outside Traffic

RSS Feeds

Paid Promotion on eBay

Research & Plan (use tools)

Q & A

simon.grant@sellerdynamics.com

info@sellerdynamics.com