

10 WAYS TO MAKE AN IMPACT ON EBAY

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If you've side-lined eBay as an e-commerce channel, or if you've let your campaigns gather dust without proactively reviewing them – could it be time for a rethink?

With the surging popularity of marketplaces in Australia and globally, eBay is ideally placed to capitalise on its established position in the minds of shoppers and continues its strong growth into the future.

In the second quarter of 2021, the marketplace reported **159 million active buyers** worldwide, **2.7 billion of revenue** and **22.1 billion of GMV**.

If you are an existing eBay seller or considering selling on the marketplace, then read on for **10 easy ways to maximise your sales on eBay**.



1

Go to the top of the class with 'A Grade' listings

To succeed on eBay, you need to win your place in Best Match. This can only happen by getting on the right side of eBay's algorithm – this dictates the order in which shoppers see items.

If you want your items to show up first, you need to list with pinpoint accuracy. Use the most relevant keywords in your titles and descriptions and place items in the correct categories.

Include all item specifics, including brand, colour and size, because buyers use these when they are searching. And don't forget to include product identifiers, examples being GTINS, MPNs and brand. These will help buyers find your items both on and off the platform.



2

Make listings stand out with 'outstanding' images

According to eBay Australia, on average, sellers who add a second image increase their conversation rate by over 5%. And, with every additional picture, that conversion rate increases further.

Use up your full quota of images to boost your chances of converting. Take close up shots, and if you're listing multiple variants, show the shopper what these are in your pics.

Provide high resolution photos only, at least 1600 pixels on the longest side so that viewers can zoom in. Remember too that mobile is primarily visual so keep distractions to a minimum.

Make the most of product images by following these tips, provided by eBay:

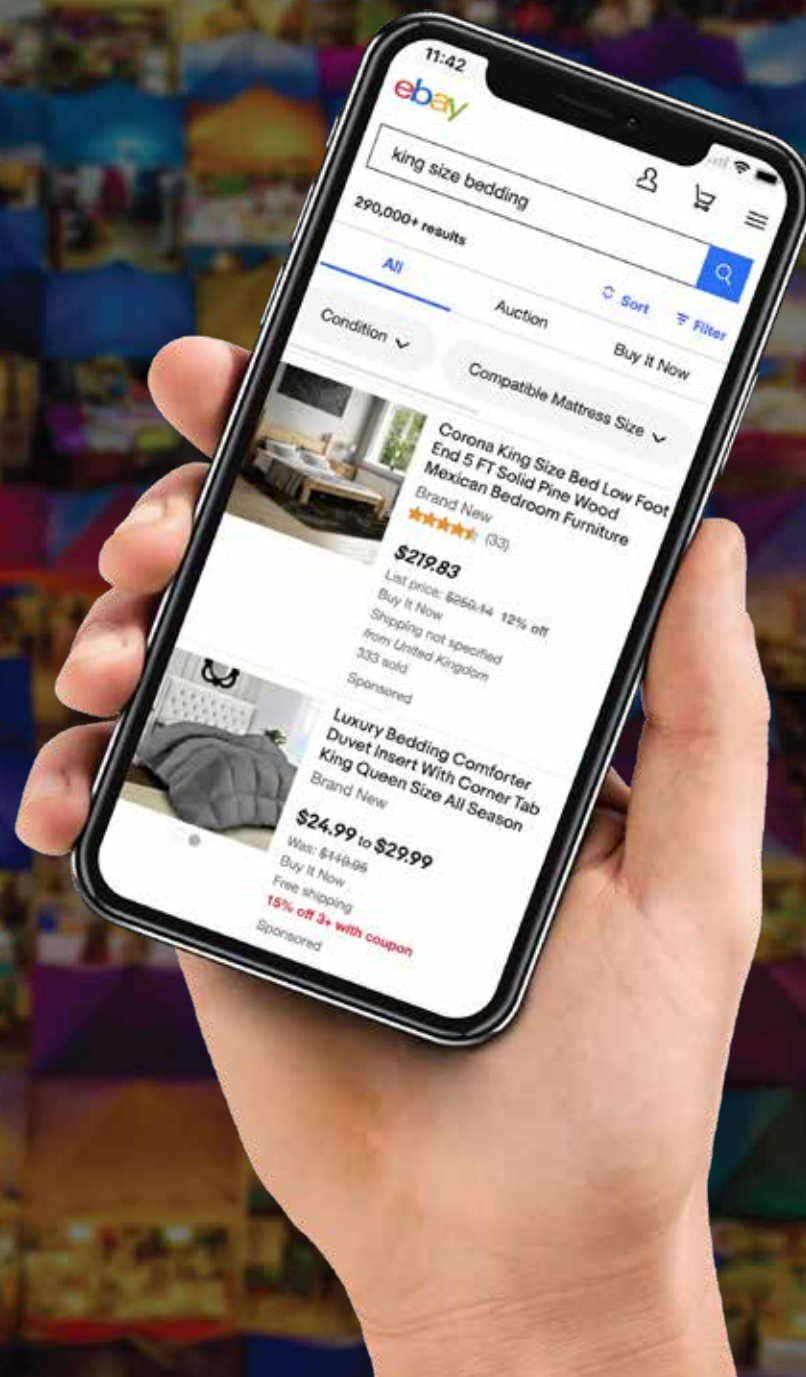
- Add up to 12 photos, they're included free in every listing
- Photograph your item in front of a white background
- Do not place any text or borders on the images
- Use professional images where possible
- Use multiple images – capturing different angles and close-ups
- Take photos that are least 500 pixels (preferably 1600 pixels) on the longest side



3

Check listings are mobile-friendly

Browsing online using multiple devices continues to shape the ecommerce world. Shoppers are accessing online stores and marketplaces from more devices than ever, from tablets to phones to laptops. In 2020, each adult was using an average of **4.4 devices to access the internet**. So, follow eBay's advice to make your descriptions mobile-friendly. Use a clear layout and black font, size 12-14px, on a white background. Use bullets and avoid using active content like JavaScript. Always check to see what your listings look like on mobile.



4

Aim to be a Top Rated Seller

Seller Standards are levels that describe the performance of each eBay seller. Every month, eBay sellers are assessed and awarded one of three seller levels:

- **Top Rated** (you are one of the best sellers on eBay, meeting a certain criteria)
- **Above Standard** (you are meeting the minimum standard requirements for sellers and treating your customers well)
- **Below Standard** (you are not meeting one or more of the minimum requirements provided by eBay)

Top Tip from eBay: Take a look at your Seller Dashboard to check your level. If your level is Below Standard, you'll find information on how you can improve.



5

Communicate clearly with customers

Clearly state your returns policy and make sure you describe items accurately. Only indicate dispatch times you can 100% guarantee and stick to the shipping service you've specified in the listing. Don't neglect your after sales process – let buyers know that they're appreciated by sending a thank you email with the shipping information.

6

Respond to negative feedback

Buyers can rate you positive, neutral or negative with a short comment describing their experience. If you get negative feedback get in touch with the buyer and take action to resolve it. Once it's sorted you can request feedback revision or reply to the feedback. If the feedback is inappropriate - report it.



7

Set up an eBay Store

Build your brand on eBay by having a shop window – then you can invite eBay shoppers in, and enable them to get to know your brand personality and find out about your products. As a shop owner you'll also get discounted fees, a unique URL, custom categories and other benefits. You can also customise emails – adding a personal message to dispatch notices – or letting customers know about any upcoming promotions.

Create links from your shop to everywhere you have a presence, such as social channels. You can also write a guide on eBay with information that relates directly to your products – this can help you get picked up by search engines.



8

Don't let defects define you

Keep up to date with seller standards and late delivery metrics. Avoid defects at all costs. Even a 2% defect rate can mark you down. Cancelling a transaction due to insufficient stock, describing an item inaccurately – or failing to resolve a buyer issue promptly will affect your defect rate.

Keep track of defects by using your seller dashboard in eBay. This will tell you your status – and give you granular information on a transaction by transaction basis. It's worth challenging inaccurate defects as they can impact your overall rating dramatically.

To keep your rating high, always refund buyers via eBay not PayPal – otherwise your refund won't get tracked and could be marked as a defect.



9

Take part in promotions

The growth of online sales events, such as Black Friday, Cyber Monday and Click Frenzy, is changing consumer buying behaviour.

According to Australia Post, November 2020 became the **biggest month in Australian online shopping history**, due to the combination of the Cyber Sales and people shopping early for Christmas.



Go global with eBay

Consider eBay's Global Shipping Program, which makes your items available to more than 60 million buyers worldwide. You're protected from negative / neutral feedback, and have control over which items you want to ship through the program.

Send your eligible item to our domestic shipping center, and once it reaches eBay, your job is done: eBay manages the international shipping and customs process for you.

To learn more about eBay's global Shipping Program and criteria, [click here](#).



Summing it up . . .

Serious sellers know that eBay is a goldmine of opportunity. You need to be everywhere your shoppers are, especially major marketplaces like eBay. But simply listing your products isn't enough. You need to fight for those shoppers by increasing your product visibility. If you're overlooking this channel, or need to invest some time improving your campaigns, now is the time to follow these tips to success!

Connect and optimise the world's commerce

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