



**VOLO**

Adventures in ecommerce

# **SELLING ON EBAY**

## **eCommerce Best Practice Series**



**ebay**





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Did you know that eBay enables 19% of all global ecommerce?\*

If you're serious about selling online, you need to be serious about selling on eBay. This ebook shows you how.

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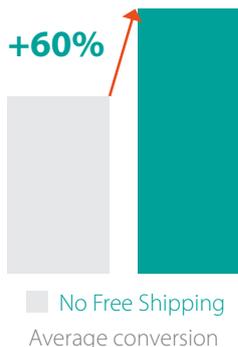
\* Source: eBay internal research 2013



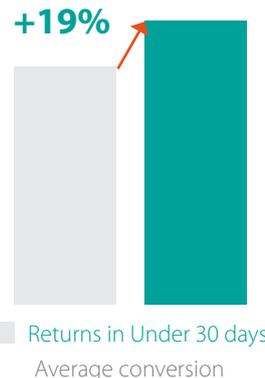
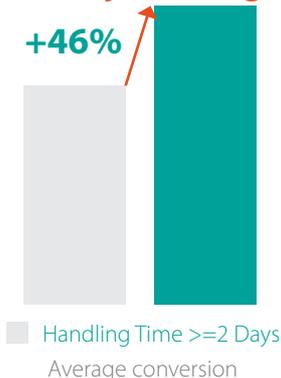
# THE BASICS

eBay PowerSeller	eBay Top Rated Seller	eBay Premium Service
<b>Requirements</b>		
Minimum GMV of £1,000 over 12 months	PowerSeller, active for 90+ days, positive feedback rating of 98%+	Hassle-free minimum 14-day returns policy
Minimum 4.6 average across all 4 DSRs	Maximum of 2 DSRs of 1 / 2 stars, <0.5% total feedback	Fast and / or free delivery
Levels (GMV based): Bronze, Silver, Gold, Platinum, Titanium	Maximum 2 cases closed without seller resolution, <0.3% total transactions	Items sent within 1 working day
		Track record of excellent service as rated by buyers
Priority Customer Support	Improved visibility in Best Match search results	Visible Premium Service branding
Promotional Offers	15% discount in final value fees	Increased buyer confidence
Acceptance into Top Rated Seller Programme	Grace period of 2 months if seller rating slips	Improved visibility in Best Match search results (+85%)
	Listings eligible for eBay Premium Service	15% discount in final value fees

Listings which meet the eBay Premium Service criteria are preferred by buyers who convert in far greater numbers.



### 0-1 Day Handling

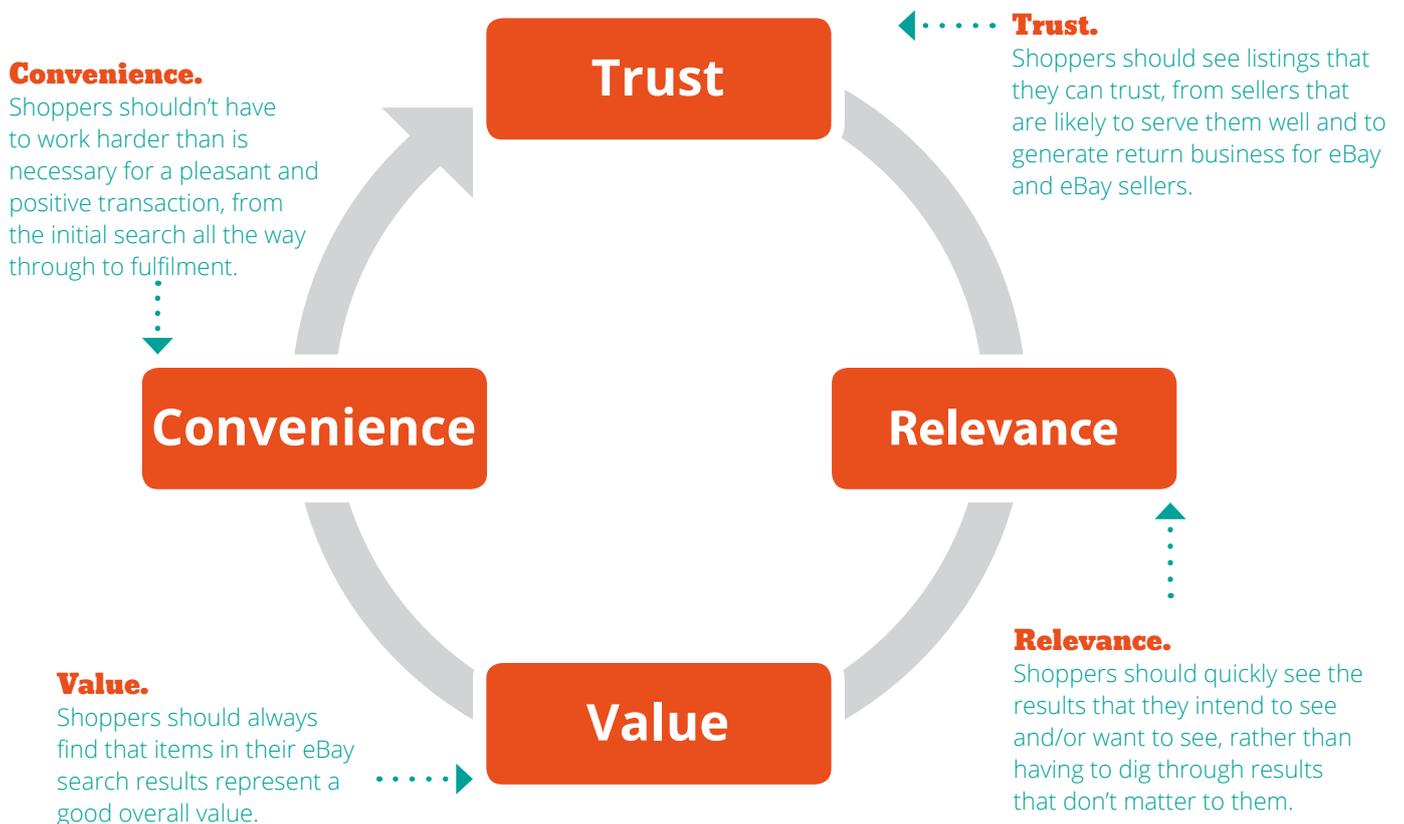




# CASSINI AND BEST MATCH

The eBay Cassini search engine replaced Voyager, the biggest change to eBay since 2008 when eBay introduced Best Match. Cassini bases its search results on over 100 different data points, covering not just the item listing but seller performance too. The buyer experience is paramount at eBay, so Cassini reflects new policies, with the result that negative feedback and loss of seller ratings instantly affect search results.

Best Match also aims to create the best experience for the buyer. Best match is an algorithm that mines the enormous amounts of eBay data to present search results that are most likely to result in a sale with a high buyer satisfaction outcome. Sort order is determined from not just listing titles, but also catalogue entries and item specifics, complete item descriptions, seller performance and customer satisfaction, as well as the performance of particular listings and products over time – and Powerseller status, Top Rated status and Premium Service!





# LISTING ANALYSIS AND BEST PRACTICES

Here are 6 really important areas to get right to improve your listing position and conversion rates.

## Titles

As eBay say, the most important aspect of your listing is to ensure that your title is relevant and comprehensive. Make sure you use all 80 characters, with relevant key words like the brand name, size, colour, material and condition. Lots of resources can help you improve your titles. Try Terapeak, Title-builder, Google's Keyword tool and eBay's own listing analytics.



twin exhaust tail pipes

**£12.00**

4 bids  
+ £8.00 postage

3h left (Today 19:40)

## Sub-titles

Did you know that in tests adding a subtitle to an existing listing gives an increase in page views of 26%? You have 55 additional characters to describe your item. Make sure you include the factors that set you apart, like warranties, free shipping and discounts.



New 27"iMac with Retina 5K display/3.5Ghz i5/32GB/1TB Flash/Windows 7 or 8 Pro

Run Mac & Windows Together/AMD Radeon R9 M290X/Office11

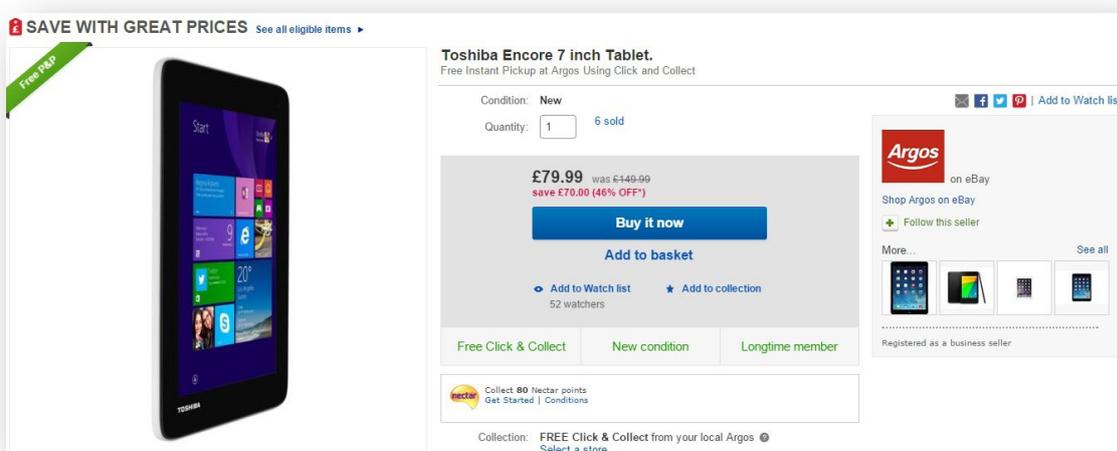
**£3,249.00**

*Buy It Now*  
+ £29.99 postage



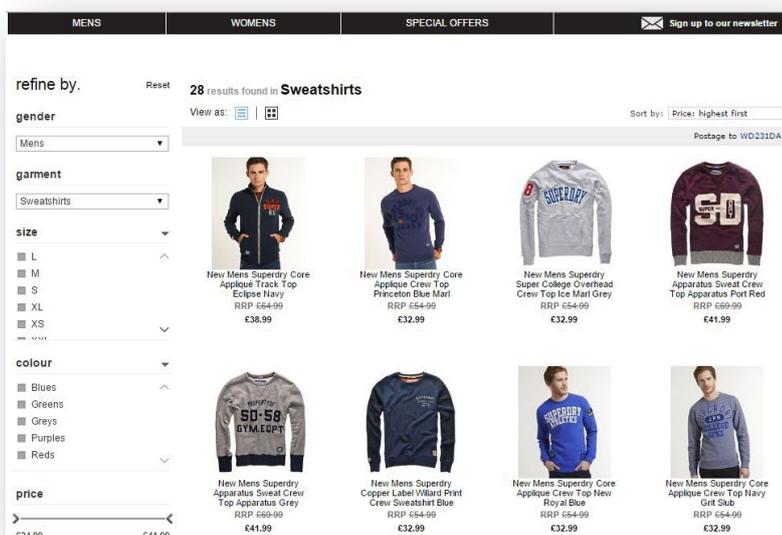
## Price

Price is one of the most important aspects of the buying decision. Make sure you use the eBay strike-through pricing to stand out, entice your users and show value. eBay sellers report a 30% uplift in sales since using strike-through pricing.



## Item Specifics

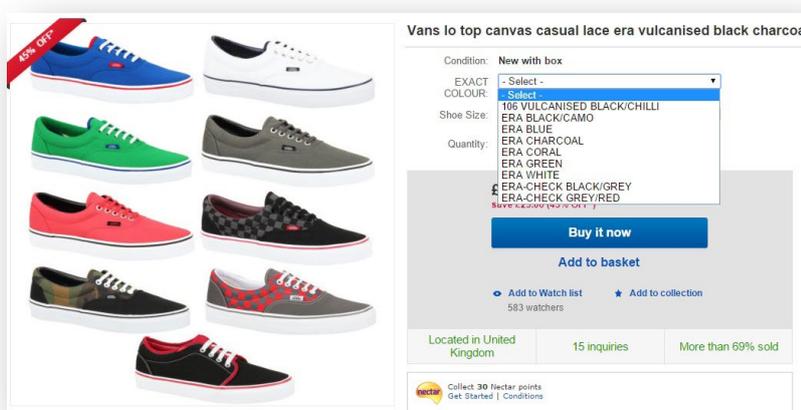
Item specifics can boost your traffic and conversion rates, and the majority of buyers use filtered search. Buyers are increasingly using the left hand side filters on eBay to drill down to the item they are looking for – if you haven't entered the specific value they select, your item will not be found. Use it yourself to try and find your own items; it will help you spot holes in your information and correct missed selling opportunities. Don't forget that item specifics are presented in a prime position for mobile users, and mobile features in almost half of all eBay purchases. Volo has an item specifics look-up tool built in; be sure to use it!





## Item Variations

Instead of creating a number of separate listings for an item that has multiple options, you can create a single multi-quantity listing that includes all the variations you offer. The good thing is that you pay only once and for variation style listings the title search is enhanced to include the information about every variant within the listing.



## Pictures

Did you know that an eBay study showed on average that sellers who list with 2 pictures are 7% more likely to sell and are 3% more likely to sell with each additional picture added to a listing?\*

Using lots of high-quality pictures provides a great shopping experience and helps to sell your items. Use a picture size of 1600 pixels on the longest side, as this helps to make sure the zoom and enlarge features can be used to give buyers a good look at the item.



\* Source: eBay.com study (July 2012) of 6.8 million listings



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## ABOUT VOLO

At Volo, we've set ourselves one core mission: to get merchants and brands flying high in the world of ecommerce. We want to take the administrative and managerial headaches away from trading online, and get you focused on what you do best - spotting and embracing new opportunities for growth.

That's why we've built the world's most useful and easy-to-use ecommerce service. A complete combination of technology and people that brings together your entire online sales process, and helps simplify and automate core tasks from inventory management and product scheduling through to payment and dispatch.

With Volo, you can scale your business up whenever the time is right, and make the most of sales opportunities across multiple channels such as eBay and Amazon. Our platform processes more than 40 million sales orders annually and our customers achieve over a 50% revenue increase in year 1 and 100% in year 2.

**Are you ready to see your business fly?**

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