



CED COMMERCE

## How to start selling on eBay 101: Understanding the basics



If you're an established business looking for extensive growth, by now, you would have wondered "How To Sell Stuff on eBay." However, If you're a budding entrepreneur, thoughts like "How To sell on eBay for Beginners" would have been on your mind quite often. Well, you can put these thoughts to rest now that you've found your way to the guide to help sellers precisely like you. It covers everything you need to know when you start selling on eBay, like the fees, seller accounts, and the entire process from start to finish.

We all know that eBay is one of the most dominant online marketplaces globally, catering to the needs of over 183 million customers. We get to see over \$15,000 of sales every minute for collectibles and art. The user base keeps on expanding with every passing year making eBay a preferred choice amidst sellers like you.

### How to sell on eBay for beginners?

The first step to selling on any marketplace is to get an account. eBay is no different. Here, all you need is an email address to get started.

But, before you begin, it is of utmost importance that you know the terms and conditions that you need to be abided by when selling on eBay. For instance, using drop shipping or product sourcing is not allowed on eBay. It may lead to a temporary ban and even cancellation of your listings, which may result in a decreased seller rating.

### Create eBay seller account

There are two ways you can create an account on eBay.

- **Personal Account:** Useful if you're a casual seller with small products in lower quantities to sell, or
- **Business Account:** If you're registering on eBay to get your business a push and experience better

growth and exposure, this is the option you should choose.

## Personal Account

To register a personal account, you get three options to opt for by using either of these.

1. **An email address**
2. **A Gmail Account**
3. **Facebook Account**, or
4. **An Apple ID**

### Create an account

Have a business? [Create a business account](#)


First Name  Last Name


Email


Password   Show

By Creating an account, you agree to our [User Agreement](#) and acknowledge reading our [User Privacy Notice](#).

or

 Continue with Google

 Continue with Facebook

 Continue with Apple

## Business Account

It's the account you need to go for if your main reason behind creating an account is to sell and compete amongst other sellers. On eBay, you can create a business account after providing information related to your business. Getting a business account on eBay gives you access to promotions, professional tools, and imposes some seller limits.

You need to enter your details shown in the image below and then select the payment method to complete the registration process.



→ Sign in

+ Register

## Register a business account

Or create a personal account

**i** Qualify for business selling limits, promotions, and get professional tools to help you grow.

Legal business name

Legal business email

Reenter email

Password

  Show

Legal business phone

 +1

Enter the numbers in the image

758 81

[Change the image](#) | [Listen to the numbers](#)

When you Register, you agree to our [User Agreement](#) and acknowledge reading our [User Privacy Notice](#).

Register

## List products to sell on eBay

Once you've successfully registered yourself on eBay, you are ready to sell products instantly. You can always research [What are the top-selling products on eBay](#) and choose to list the products that can bring incremental profits even at the start. All you need to do is select your niche and start selling on eBay.

eBay makes things easy for you. It gives you two simple options to create listings, namely through:

### Quick Listing Tool

The quick listing tool helps you create your listing using previously used products that match your product details.

How Quick Listing Tool works?

eBay sees to it that person selling casually does not have to go through intricate listing procedures. The Quick Listing Tool helps them create a listing from a previously existing listing for an item that matches the seller's keywords in the search bar.

Suppose you need to sell your ASUS ROG Phone 3. Instead of adding every detail for the product, you can search and select one from the result that matches your product.

Tell us what you're selling Send us your fees

Asus Rog Phone 3 X Search


Brand ^  
 ASUS


Network ^  
[See more](#)

Model ^  
 ASUS ROG Phone  
 ASUS ROG Phone 3

Storage Capacity ^  
 8 GB  
 16 GB

Similar products in our catalog

 **ASUS ROG Phone 3 ZS661KS-6A020EU - 512GB - Black Glare (Unlocked) (Dual SIM) (12GB)**  
MPN: ZS661KS-12G512G  
Brand: ASUS  
Network: Unlocked  
Storage Capacity: 512 GB  
Camera Resolution: 5.0 MP, 13.0 MP, 64.0 MP  
Resolution: MP  
[Select](#)


 **ASUS ROG Phone 3 ZS661KS-6A026WW - 512GB - Black (Unlocked) Smartphone**  
MPN: ZS661KS-6A026WW  
Network: Unlocked  
Storage Capacity: 512 GB  
Camera Resolution: 64.0 MP  
Operating System: Android  
[Select](#)

Once you've selected the details that match your product, eBay gives you the option to edit the products' details and images. You can edit or use the same information that has been pre-filled from the existing listing.

[Customize](#)

**Create your listing**

**Product details**



Stock photo

Cell Phones & Accessories > Cell Phones & Smartphones

Brand: ASUS  
 Style: Bar  
 RAM: 12 GB  
 Storage Capacity: 512 GB  
 Features: Facial Recognition, Ultra Wide-Angle Camera, AMOLED Display, Triple Rear Camera, Fingerprint Sensor, HDR10+, Fast Charging, High Capacity Battery (5000 mAh or More)

[See details](#)

Prefill this listing with eBay catalog info

[Find a different product](#)

[Help](#)

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**Listing details**

\*Title [?](#)

ASUS ROG Phone 3 ZS661KS-6A020EU - 512GB - Black Glare (Unlocked) (Dual SIM)...

Stand out with a bold title in search results (\$2.00) 1 character(s) left

Automatically updated item specifics [Remove all](#)

Model: **ASUS ROG Phone 3** [X](#)      Model Number: **ZS661KS-6A020EU** [X](#)

## Advanced Listing form

This is the listing type one needs to go for if they have a huge inventory with multiple products they are willing to list on eBay.

How Advanced Listing works?

You can search for your product or select the product by searching through the categories. Once you find and choose the products, eBay gives you a form to fill. This form contains details for each product that needs to be listed manually.

Listing details

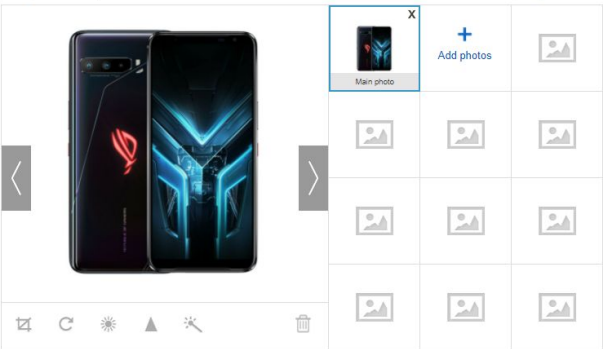
\*Title  1 character(s) left

Subtitle (\$1.00)  55 character(s) left

Variations  We don't support variations for auction-style listings. To use variations, change the **Format** to fixed price.

\*Condition

\*Additional photos (1) Add up to 12 more photos Delete all Import from web



Display a large photo in search results with Gallery Plus (\$0.35)

Additional item specifics  **Required** Buyers need these item specifics about your item

\*Model

**Recommended**  
Buyers frequently search for these item specifics

**Add as many details as you can**

Screen Size  Lock Status

Contract  Model Number

**as you can**

Memory Card Type  Lock Status

**Additional**  
Buyers may also be interested in it

Show additional options

Model Number  440G  5049W  5049Z  
 5054N  9505A  9670  
 A1203 (GSM)  A1241 (GSM)  
 A1303 (GSM)  
 A1324 (China)  ZS661KS-6A020EU

\*Item description  **Standard** **HTML**

**Additional**  
Buyers may also be interested in these item specifics

Show additional options

\*Item description  **Standard** **HTML** Mobile-friendly checker Advanced editing

Help ?

# Title, Descriptions, and Product Images

To successfully create an impressive and complete listing that stands out, you need to get the trio of **TITLE, PRODUCT DESCRIPTION, and IMAGES** perfect.

## #1. Title

Be Honest, Clear, and say exactly what you're selling. It will make people click on your product more often as they can identify the most gripping information about the product through its Product Title. eBay gives you 80 characters to fill the Title and 55 characters to fill the subtitle. Make sure you make optimum use.

### Listing details

\*Title ⓘ

ASUS ROG Phone 3 ZS661KS-6A020EU - 512GB - Black Glare (Unlocked) (Dual SIM)...

Stand out with a bold title in search results (\$2.00) 1 character(s) left

Automatically updated item specifics Remove all

Model: **ASUS ROG Phone 3** X

Model Number: **ZS661KS-6A020EU** X

Subtitle (\$1.00) ⓘ



55 character(s) left

## #2. Product Description

Once the product is in front of your buyer, a glance at the product description is what it takes to confirm the sale. Be sure your product description answers essential questions that anyone can have (size, quality, specification, condition).

\*Item description ⓘ

Standard HTML Mobile-friendly checker

**B**   Advanced editing

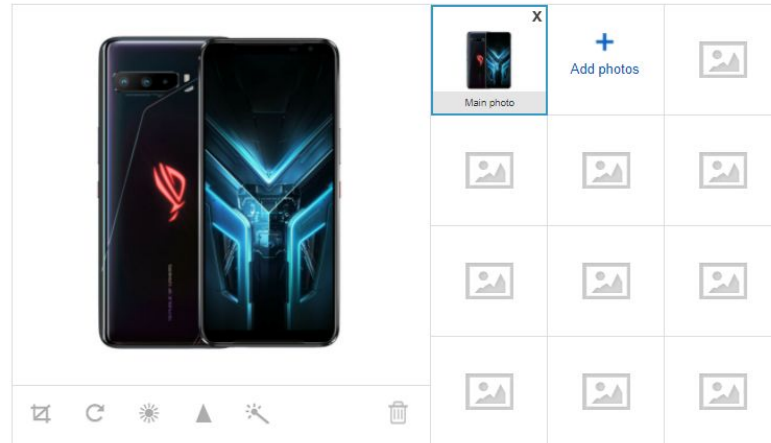
## #3. Product Image

When Selling on eBay, you can add up to 12 images for each product on eBay. eBay gives you the option to select pictures having a minimum resolution of 500\*500. Yet, it would help if you focus on getting a better image resolution. A minimum of 1600\*1600 is what most eBay sellers recommend. Also, you can get in detailed information about [how to optimize your product images for eBay](#).

\*Additional photos (1)

Add up to 12 more photos

Delete all | Import from web



Display a large photo in search results with Gallery Plus (\$0.35) ⓘ

## Selecting the right categories to sell on eBay

eBay gives you a free hand to list their products under more than one specific category. It is a great way to find more eyes to your product and, in the process, finding buyers. But you need to be very careful when selecting categories to list your products.

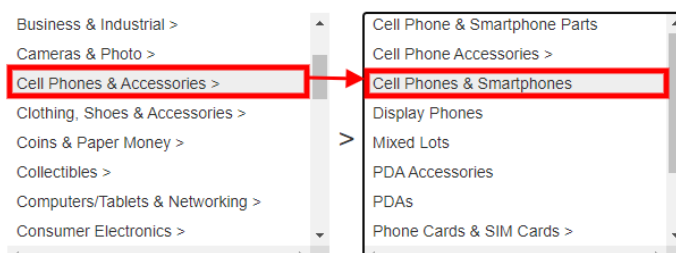
Listing a product under the wrong category will start giving you diminishing returns in the long run. It happens as your product starts appearing in search results that are irrelevant to the product you're selling.

Instead, take your time, find a category and its sub-category that define your product, and create a listing under it.

\*Category

Cell Phones & Accessories > Cell Phones & Smartphones

[Suggested categories](#) | [Search categories](#) | [Browse categories](#)



## Types of eBay listing

eBay, as we know, came into existence in 1995, which was initially an auction site. Although with time, eBay has evolved, it still gives you an option to select between either of the two when listing your product,

- **Auction Style**



- **Fixed Price**

## Auction style

Auction is what sets eBay apart from all the other competitor marketplaces. It has comfortably kept the good old fashioned product auction alive through this option. To arrange an auction-style listing on eBay, you need to set the selling format to auction-style. Moving ahead, you get to choose the duration of your auction-style from a range of 3-5-7 or ten days. Once done with it, set the starting date, price, and other details related to the auction.

Selling details

\*Format

\*Duration

Start my listings when I submit them  
 Schedule to start on     PST

Price

\*Starting price  Buy It Now price  Reserve price (fees apply)

Best Offer  Let buyers make offers. Allowing offers increases your chance of selling by 3-7% based on recent individual seller listing performance.

The Auction style is the best when you're unsure how much a given commodity can add to your bank balance. Also, you get to set a reserve price. It acts like a Minimum selling price that you are willing to accept for the product on sale. However, it would be best if you remember that your **"Buy It Now Price"** should always be 30% greater than the Starting price you set for the auction.

Get the complete detail about how you can [get the Action style listing in your favor](#) before actually trying it.

Price

\*Starting price  Buy It Now price  Reserve price (fees apply)

Best Offer  Let buyers make offers. ⓘ Must be at least \$130.00 (30% more than the starting price). Allowing offers increases your chance of selling by 3-7% based on recent individual seller listing performance.

## Fixed price

The fixed price listing is similar to any other listing that other marketplaces have to offer. You can sell your products by setting a fixed price that you want for them. It can be done by entering an amount under the **"Buy It Now"** option.

To help you make a sale, eBay makes it a compulsion that your Fixed Price listing gets listed with a **"Good 'Til Canceled"** duration. Under the good til canceled listing, your listing renews each month automatically. You get charged when you make a sale, or the listing gets renewed automatically.

eBay also lets you decide if you wish to make a sale or decline one through the best offers option. Here, a buyer can make you an offer for the product that can get negotiated as per your will before confirming the deal.

Selling details

\*Format ⓘ Fixed price ↖

\*Duration ⓘ Good 'Til Cancelled  
To help you sell your item, fixed price listings can only be listed with a Good 'Til Cancelled duration. Listings renew automatically every month, based on the listing terms at that time, until all quantities sell or the listing ends. Each time a listing renews and whenever an item sells, you'll be charged applicable fees.

Start my listings when I submit them

Schedule to start on Saturday, Jan 02 10 50 AM PST

Price

\*Buy It Now price  
\$ 100.00

Best Offer ⓘ ↖




Let buyers make offers. Allowing offers increases your chance of selling by 3-7% based on recent individual seller listing performance.

Automatically accept offers of at least \$

Automatically decline offers lower than \$

## A quick price research

Although you have already priced your products, it's never a bad idea to do the price research before you list them. Until your product is so unique that no one else's selling it. Search for the products that appear on the search result with the most "sold" lists. Scan through this list and decide accordingly for the price that'll suit your product resulting in higher chances of making confirmed sales.

 <p>Sponsored New Mens Polo Shirt T-Shirt Top Short Sleeve Contrast Colours S M L XL PL05 <b>\$15.02</b> Buy It Now +\$8.19 shipping <b>1,352+ sold</b> ↖</p>	 <p>Sponsored EMPORIO ARMANI GA EAGLE LOGO T-SHIRT - BLACK <b>\$23.14 to \$27.77</b> Buy It Now Free shipping <b>12+ sold</b> ↖</p>	 <p>GILBAN ANY TEXT TEXT FRONT &amp; BACK AVAILABLE Get it fast!!! ANY PHOTO here you will be able to upload and edit your any picture and text creating a truly personalised T shirt exactly as you want it, <b>PRINTED IN FULL COLOUR</b> Personalised T-shirt Custom Your Image Printed Stag Hen Party Men Women Kid... <b>\$5.45 to \$13.66</b> Buy It Now +\$3.28 shipping <b>464+ sold</b> ↖</p>
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## Select shipping services

Selecting the shipping services that you'll be providing to your buyers comes next. Here you need to set up your shipping details based on

- **Domestic Shipping**
- **International Shipping**

For either of them, you have to specify the Handling time, package dimensions, and weight. Although you can also opt to calculate the shipping cost using eBay shipping Calculator by entering package-specific data as shown below,

The screenshot shows the eBay Shipping Calculator interface. At the top, it says "eBay Shipping Calculator". Below that, it says "Enter your shipping details" and provides instructions: "Pack your item (but don't seal it) and tell us more about the package. Click Calculate shipping, and the Shipping Calculator will help you research shipping rates." The form is divided into three main sections: "Package details", "Your details", and "Destination (optional)".

**Package details:** Includes a "Type" dropdown menu set to "Package", with the note "Option Package is selected". Below this are "Dimensions" input fields for Length (L), Width (W), and Height (H), each followed by "in.". There is also a checkbox for "Irregular package size". Below the dimensions are "Weight" input fields for pounds (lbs.) and ounces (oz.), both set to "0".

**Your details:** Includes a "Your ZIP code" input field and a "Handling fees" input field with a "\$" symbol.

**Destination (optional):** Includes radio buttons for "Domestic" (selected) and "International". Below this are two options for destination: a text input field and a "Select major city" dropdown menu. A note below says "No option is selected".

At the bottom of the form are two buttons: "Calculate shipping" and "Cancel".

Disclaimer: This shipping calculator is intended for informational use only and does not include all potential applicable fees. By using shipping calculator, you acknowledge that eBay is making no representations or guarantees regarding actual fee and sales amounts and that the results are estimates only.

The shipping option gives you the option to select the locations you are willing to ship your product. It also allows you to filter out the regions you wish to exclude from your shipping services.

## eBay seller fees

eBay charges you several fees every time you list your products. However, these charges come into play

once you've crossed a certain fixed amount of free listing that you have got from eBay.

Since 1st Aug 2020, eBay has increased the amount of free listings limit for each seller by manifolds. The fee deduction is negligible and doesn't put a more significant dent in your pockets, unlike other marketplaces. Here's a revised zero insertion limits that you get before you get charged for making other listings.

You can read more about the [insertion fees charged on eBay](#) as it can help you know about the various expenses you'll pay when selling on eBay.

## Free monthly zero insertion fee listings starting August 1, 2020

### All Sellers

Non-Store, Starter Store, and Basic Store subscribers

Store Subscription	Before Aug 1, 2020 monthly zero insertion fee listings	After Aug 1, 2020 monthly zero insertion fee listings
Non-Store	50 auction or fixed price listings	200 auction or fixed price listings
Starter Store	100 auction or fixed price listings	250 auction or fixed price listings
Basic Store	250 fixed price listings 250 auction listings in Fashion & Collectibles	350 fixed price listings 250 auction listings in Fashion & Collectibles

## Integrate your store with eBay

When you decide to dive into the world of multi-channel sales, you get ready to welcome many changes in your selling style. The entire inventory, order, and product management system receives a new life blown to it.

Going multi-channel must bring you the joy of collecting leads from several places, handling multiple orders, and enjoying incremental profits. But along with the perks, it also brings the tedious tasks, long selling process, and undivided attention to inventory and orders. What you need to do here is integrate your stores with eBay to reduce this work pressure and make selling hassle-free. When managing the multi-channel selling through the app, it minimizes your workload, makes inventory, and orders management simple, and automates the entire selling process.

## How does eBay integration help?

The application helps you simplify the complications of multichannel operations. It lets you create templates that you'll use to list your products on eBay, allowing you to manage orders and products. The eBay Marketplace Integration also enables you to control the Profiles. You can set different policies (Business, Return, and Shipping) with ease. The app happens to be an addition to your tools that can make selling products on eBay simple, easy, and efficient.

Start your Multi-channel operation with eBay through Different Frameworks. The eBay Integration is available for [Shopify](#), [BigCommerce](#), [WooCommerce](#), and [Magento](#). Try it Now!

## Create an eCommerce calendar for the year

Once you've created an eBay account and have successfully integrated it with your Store, you need to focus on creating a plan. It will help you sail smoothly through the tougher tides of Seasonal and Holiday sales when the time comes.

Your eCommerce calendar should cover all the important dates to make things comfortable and prepared for the year-round holiday season. It should include plans for promotion, sales, and discounts, inventory levels required, and the given festival's target audience.

## Promote the listings

eBay gives you ample opportunities to stand out from the rest of the sellers. These opportunities include the sponsored advertisement or the promoted listing types.

The promoted listing allows your product to be seen by the millions of active buyers when they are buying or browsing through eBay. It increases the chances of you making a sale. Although eBay's promoted listing services come with a selling fee, the positive aspect of the price is that you pay it only when you make the sale through the ads.

<p><b>Sponsored</b></p> <p>3.5mm Super Bass In ear HIFI Stereo Earphone Earbuds Headphone Headset...</p> <p><b>\$2.41 to \$2.46</b></p> <p>Was: \$2-54 5% off</p> <p>Buy It Now</p> <p>Free International Shipping</p> <p><b>487+ sold</b></p>	<p>Noise Isolating Handsfree Headphones Earphones Earbud with Mic</p> <p><b>\$3.62 to \$3.95</b></p> <p>Buy It Now</p> <p>+\$18.75 shipping estimate</p> <p><b>5,228+ sold</b></p>	<p><b>Sponsored</b></p> <p>3.5mm Gaming Headset Mic LED Headphones Stereo Bass Surround For...</p> <p><b>\$15.15 to \$17.09</b></p> <p>Was: \$17-99 5% off</p> <p>Buy It Now</p> <p>Free International Shipping</p> <p>Free returns</p> <p><b>107+ sold</b></p>
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## eBay promotion manager

eBay, as we know, leaves no stone unturned to keep you happy and satisfied. The introduction of eBay's Promotion Manager was one such move. Through the Promotion Manager tool, one can quickly sell on eBay by creating various Sales and Discounts when selling on eBay while controlling the entire process through eBay.

Find more about the [eBay Promotion Manager](#) so that you know how to use it to maximize your benefit.

Need Help Selling on eBay? Contact Us on [Skype](#) and [Email](#).

## Conclusion

Expanding your business beyond your eCommerce store is the first step towards growth. Selecting eBay as the marketplace becomes the second step to it. Registering an account and getting started with eBay's listings comprises elementary steps that you're familiar with now.

However, getting your products on eBay can be a task for you as listing and managing inventory and orders in two different places become a nightmare. It will be a great idea to integrate two or more platforms you are selling on, to save the whole day and make the operations smooth as they should be. The integration app facilitates you to manage the entire selling process from a centralized location and get you across the line of [effortless multichannel selling](#) experience.

# Contact Us

Have a query? Let us know more about it.

Here's how you can reach out to us.

[Connect with the Sales & Support Team](#)

[support@cedcommerce.com](mailto:support@cedcommerce.com)

[Connect with the Marketing Team](#)

[marketing@cedcommerce.com](mailto:marketing@cedcommerce.com)

[Want us to call you ?](#)

[Raise a Ticket \(24\\*7\)](#)

**India HeadQuarter**

[\(+91\) -7234976892](tel:+91-7234976892)



**USA Sales and Marketing**

[888-882-0953](tel:888-882-0953)

**Add us on Skype**

[live:support\\_35785](skype:live:support_35785)

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