

Section	Detail	Completed
Category	<ul style="list-style-type: none"> Type in some top level keywords which are relevant to the listing. Click Find categories. Select 2 of the most relevant categories Could the product be used to start a business? Add the listing to the Businesses for Sale category. 	
Shop Category	<ul style="list-style-type: none"> Select the most relevant shop category. Missing the right category? Head to My eBay > Manage my Shop > Shop Categories > Add Categories 	
Title	<ul style="list-style-type: none"> Go to Terapeak and use the Title Builder tool to compile a list of relevant keywords for the listing. Do an eBay search; can you nick some keywords from competitors? Can some of the keywords be placed together? I.e. Press and Heat would be more relevant as Heat Press. Create as many variations as possible. Make sure you haven't missed any search terms by using the Google Adwords Keyword Suggestion tool. Go to eBay and in the search bar start typing in the keywords to see what relevant terms appear in the suggestions box. Keywords towards the top of the list are being searched for so use these in your title. Results with more results are popular so these keywords are more important than keywords with 1 or 2 suggested keywords. Cram in as many keywords in the 80 character limit. Make sure they are all optimised words; the title doesn't need to make complete sense but it needs to be descriptive about the product. Place more important keywords at the start of the title. Capitalise the first letter of each word to make it look ace. 	
Subtitle	<ul style="list-style-type: none"> What are the USP's? The Product Info Sheet should help you out with this. Try to get 3 USP's in there to make us stand out in the listings Do our competitors have better USP's? Make it pretty by adding a ✓ before each USP. 	
Condition	<ul style="list-style-type: none"> It should be set as brand spanking New 	
Add Pictures	<ul style="list-style-type: none"> Upload at least 10 images for each item. The more the better. 1600px x 1600px, white background, no text, and product spans at least 80% of the image width/height Ensure the images are in perspective, the colour is accurate, and brightness/contrast is adjusted to make the image clear and accurate 	
Add Item Specifics	<ul style="list-style-type: none"> EAN – Get this from Linnworks/Orderwise Brand MPN – Use the item SKU in this box Fill in any other relevant sections 	
Details	<ul style="list-style-type: none"> Use the new eBay template Update the large, medium and small images in the HTML Adjust the item title to the same as the listing title Ensure the correct price is displayed Insert an accurate description – Use ToV Guidelines Add measurements, colour and weight details in 'Specifications' tab Add a reference to the Monster Warranty on the 'Specifications' tab 	
Choose Price & Format	<ul style="list-style-type: none"> Make sure the correct price is used Set VAT to 20% Set the quantity to 200 Duration set to Good 'Til Cancelled 	
How You'll Be Paid	<ul style="list-style-type: none"> Paypal address is sales@monstergroupuk.co.uk Tick the box to request immediate payment on 'Buy it now' 	
P&P Details – Domestic	<ul style="list-style-type: none"> Select Other 24 Hour Courier (1 working day) (Get It Fast) Tick the Free P&P box Tick Buyers can collect the item from you 	

	<ul style="list-style-type: none"> • Set the dispatch time to 1 working day • Ensure the Get It Fast box is selected 	
P&P Details – International	<ul style="list-style-type: none"> • Choose custom location', 'Economy Int'l Postage' • France & Germany: The first box is free and further boxes require a £20 charge per box • Italy, Spain, Europe: £29 charge per box in the sale • USA: £72.50 charge per box • Australia: £145.00 charge per box 	
Excluded Postage Locations	<ul style="list-style-type: none"> • Exclude Russian Federation, Albania, Andorra, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Republic of, Cyprus, Gibraltar, Iceland, Liechtenstein, Lithuania, Macedonia, Malta, Moldova, Norway, Romania, San Marino, Serbia, Svalbard and Jan Mayen, Switzerland, Ukraine, Vatican City State. 	
Postage Rate Table	<ul style="list-style-type: none"> • Apply the domestic postage rate table 	
Returns Policy	<ul style="list-style-type: none"> • This is usually set by default but check it is set to • Returns accepted within 14 days • Postage to be paid for by the customer 	
Item Number	<ul style="list-style-type: none"> • After the item has been added, revise the listing and change the item new ID to the 'buy it now, questions and watch sections in the description HTML. 	
Custom Label	<ul style="list-style-type: none"> • Change the custom label to the item SKU 	