

# Journey of an eBay Seller

How to increase sales on eBay

We know it can be tough to navigate through the eBay lifecycle.

Discover the tools to help guide every step of your eBay journey.



**optiseller**



# Market Research

## Product Suggester

Ideal for when you are researching your options before listing your product.

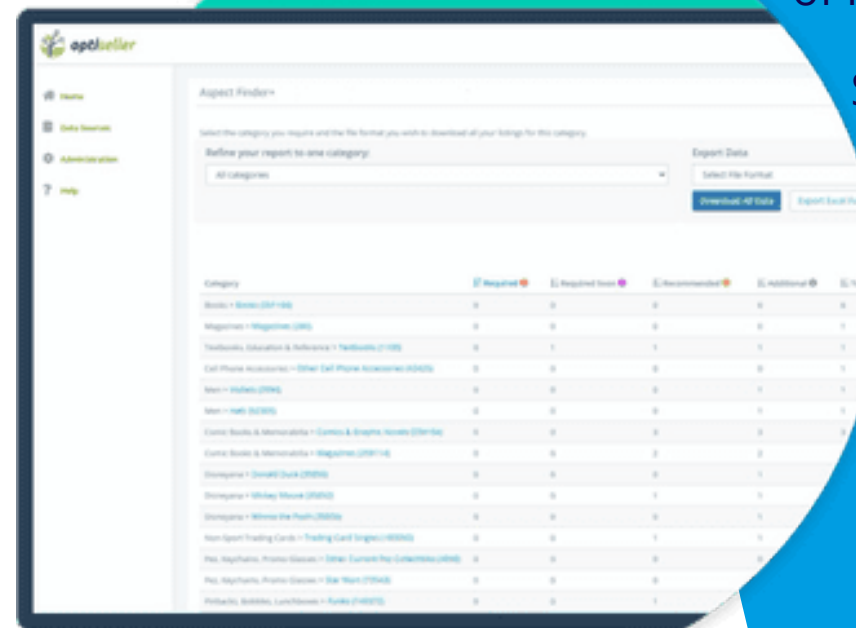
This tool gives you detailed insight into existing listings on the same product (or similar) and provides valuable data on the top 10 ranked listings including competitor title, title length, price and the category they're listed in.

## Category Lookup

This will show you a detailed category tree with data on buyer demand and eBay default values. Get detailed insights into each potential category and top 50 rated matching listings based on your search terms and which category they're listed in.

## Category Suggester

This tool allows you to search item keywords to get a view of the top suggested listing categories with an eBay data confidence rating.



Category	Required	Required Item	Recommended	Additional	Total
Books > Books (201-100)	1	0	0	0	1
Magazines > Magazines (200)	1	0	0	0	1
Textbooks, Education & Reference > Textbooks (2-100)	1	0	0	0	1
Cell Phone Accessories > Other Cell Phone Accessories (20000)	1	0	0	0	1
Maps > Maps (2000)	1	0	0	0	1
Maps > Maps (2000)	1	0	0	0	1
Course Books & Materials > Course & English Books (20000)	1	0	0	0	1
Course Books & Materials > Magazines (200-100)	1	0	0	0	1
Comics > Donald Duck (20000)	1	0	0	0	1
Comics > Mickey Mouse (20000)	1	0	0	0	1
Comics > Winnie the Pooh (20000)	1	0	0	0	1
Non-Sport Trading Cards > Trading Card Singles (200000)	1	0	0	0	1
Play, Replicas, Props, Games > Other Current Play Collections (2000)	1	0	0	0	1
Play, Replicas, Props, Games > Star Wars (20000)	1	0	0	0	1
Reference, Guides, Lookbooks > Books (20000)	1	0	0	0	1

**The first step of any eBay seller starts with market research.** Knowing who your customers are and the best way to get your products in front of them will allow you to successfully go the extra e-commerce mile.

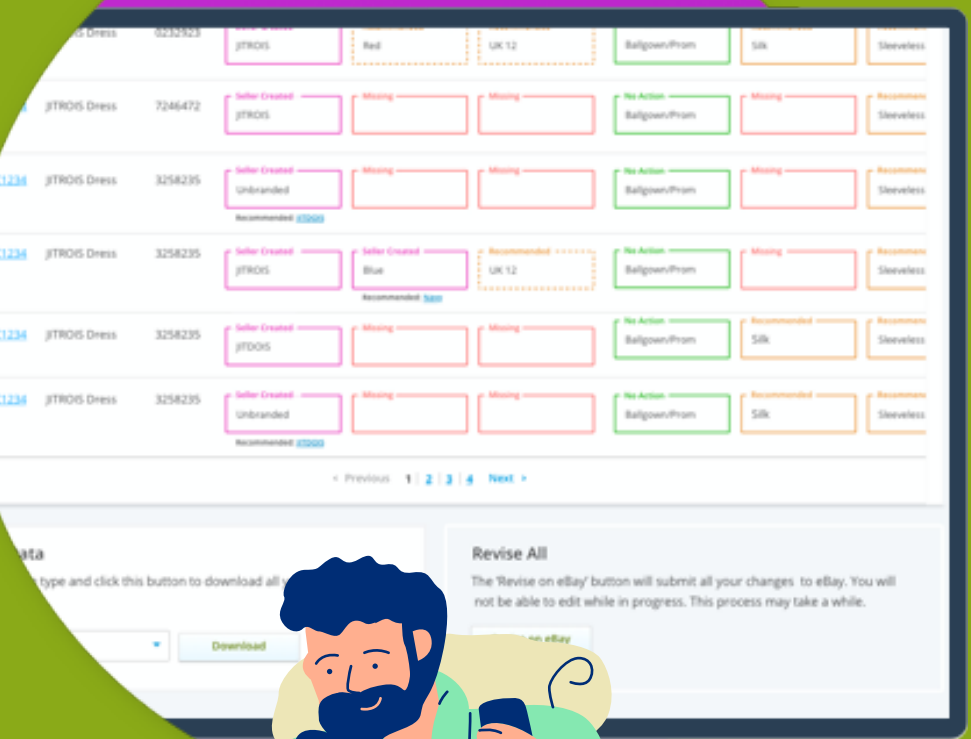
The most important thing when creating an eBay listing is listing it in the correct category. No matter how well you optimise a listing if it's in the wrong category the likelihood of it selling is severely limited.

So start your journey with tools to help put your store on the right path.



Journey on

Next, you want to optimise your on and offsite eBay SEO by populating item specifics. Buyers' increasing use of search filters means that adding the right Item Specifics can provide a major boost to sales.



JTROIS Dress	8232923	JTROIS	Red	UK 12	Ballgown/Prism	Silk	Sleeveless
JTROIS Dress	7246472	Seller Created	Missing	Missing	No Action	Missing	Recommended
JTROIS Dress	3258235	Unbranded	Missing	Missing	Ballgown/Prism	Missing	Recommended
JTROIS Dress	3258235	Seller Created	Blue	UK 12	Ballgown/Prism	Missing	Recommended
JTROIS Dress	3258235	Seller Created	Missing	Missing	No Action	Recommended	Recommended
JTROIS Dress	3258235	JTROIS	Missing	Missing	Ballgown/Prism	Silk	Recommended
JTROIS Dress	3258235	Unbranded	Missing	Missing	Ballgown/Prism	Silk	Recommended

### Aspect Finder+

With this tool, you will be able to identify missing item specifics, process any category and meet eBay standards in categories where item specifics are mandated. Ultimately, you will increase traffic and sales on eBay by utilising the Aspect Finder+ tool.

# Optimisation



**55%**  
of all ebay  
searches are  
**filtered**  
searches

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**Your eBay journey doesn't stop at optimisation.** As with any ecommerce lifecycle, keeping up to date with regulations is key to staying ahead of the game. That's why compliance is crucial and using these tools can prepare you for whatever mandate comes your way.

## Duplicate Listings

eBay does not allow duplicate listings of the same item & price from the same seller. This tool helps identify duplicate listings which in turn helps sellers remove the offending ones. What's more, it will always ensure that sellers can keep the ones with the best sales history, protecting search rankings and sales conversions.

## Unsold Items

This tool will show you any items that have not sold in the last 30 days as well as key information such as hit count and historical sales. By seeing how your listings are performing, you will be able to take care of unsold items to boost your conversion rates.

# Compliance



Journey on



**It's time to leverage your e-commerce data and increase your sales on eBay.**

No matter what stage of the eBay journey you're on, our tools and services enable you to build and grow your e-commerce business through data... no matter your size, shape or industry.

**Discover the full range of tools and services available through Optiseller.**

**Start your journey**



**Join over 50k users worldwide**

"I'm impressed with the fast results. I worked on the first batch of underperforming listings on a Thursday, and by Friday I had sold 13% of the items, some of which were more than a year old and never had a purchase. The only difference was the Item Specific updates made 24 hours earlier. This service is worth the money and then some!"

