



Ecommerce User Guide

How to duplicate a listing

Please note that the screenshots in this User Guide mostly show the colour blue, but in our live system these colours have now changed to green.

Version 3.0



How to duplicate a listing

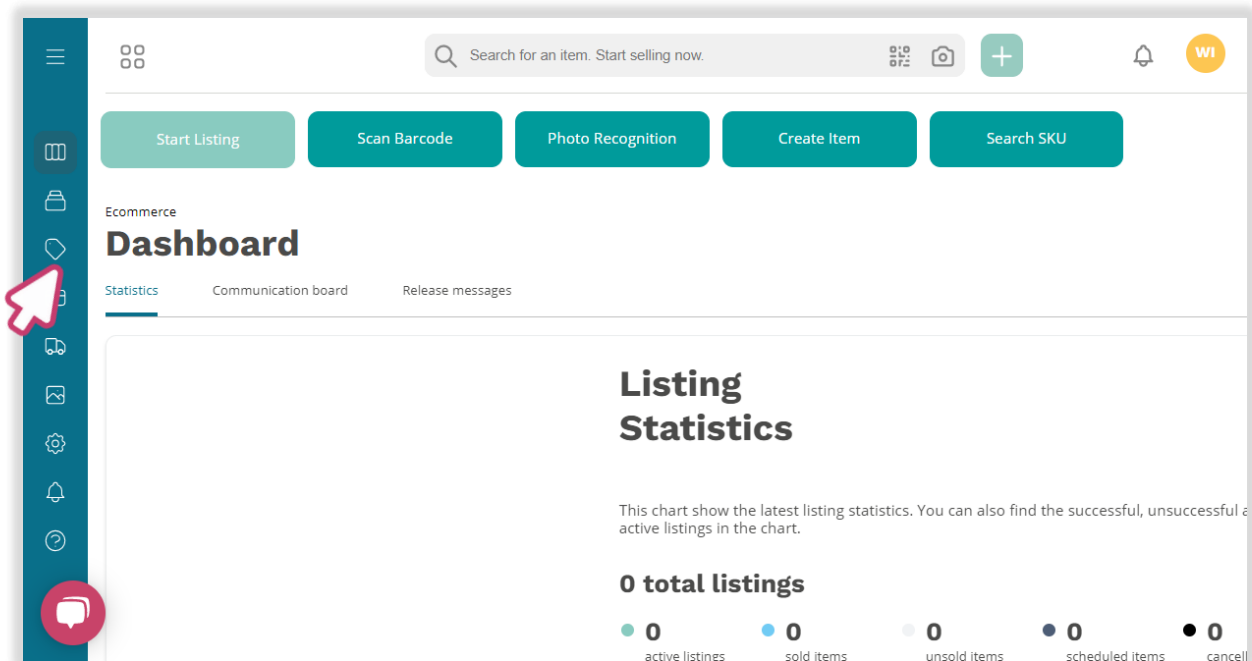
Within your World of Books Ecommerce account, you can duplicate an active listing using information from the existing listing. For example, if you received two or more similar items, you could easily duplicate these items using one of your active listings. This process is easy and will save you valuable listing time.

Your account role must include this privilege in order to duplicate a listing.

To duplicate a listing;

Login to your account.

From the dashboard left-hand menu, click the 'Listings' icon.











How to duplicate a listing










From the 'listings' menu, click on 'Active listings' tab.













Ecommerce

Listings

**Actions** 

Status  Marketplace  Created on  Created by  + Add more options

 **Advanced View**  Revises  Templates & Drafts  **Active Listings**  Sold Listings  Unsold Listings  Unsuccessful  





	 Marketplace	 Status	 Listing Title	 Variant Name	 Marketplace
		Shopify	Cancelled	Kid's Block-The-Sun Hat	rapidlistin
		eBay	Sold	Toddler sleeveless summer romper	Character Family
		eBay	Sold	Toddler summer hat	jnohu92






Select an item in the listing table.










And click on the 'Actions' button (top-right corner).













Ecommerce

Listings

**Actions** 

Status (1)  Marketplace  Created on  Created by  Archived (1)  + Add more options

 **Advanced View**  Revises  Templates & Drafts  **Active Listings**  Sold Listings  Unsold Listings  Unsuccessful  

	 Marketplace	 Status	 Listing Title	 Variant Name	 Marketplace
		Shopify	Active	Slim fit t-shirt	Fit
		Shopify	Active	Simple White T-Shirt	Size / Neckline
		Shopify	Active	Simple Shirt	Size / Colour

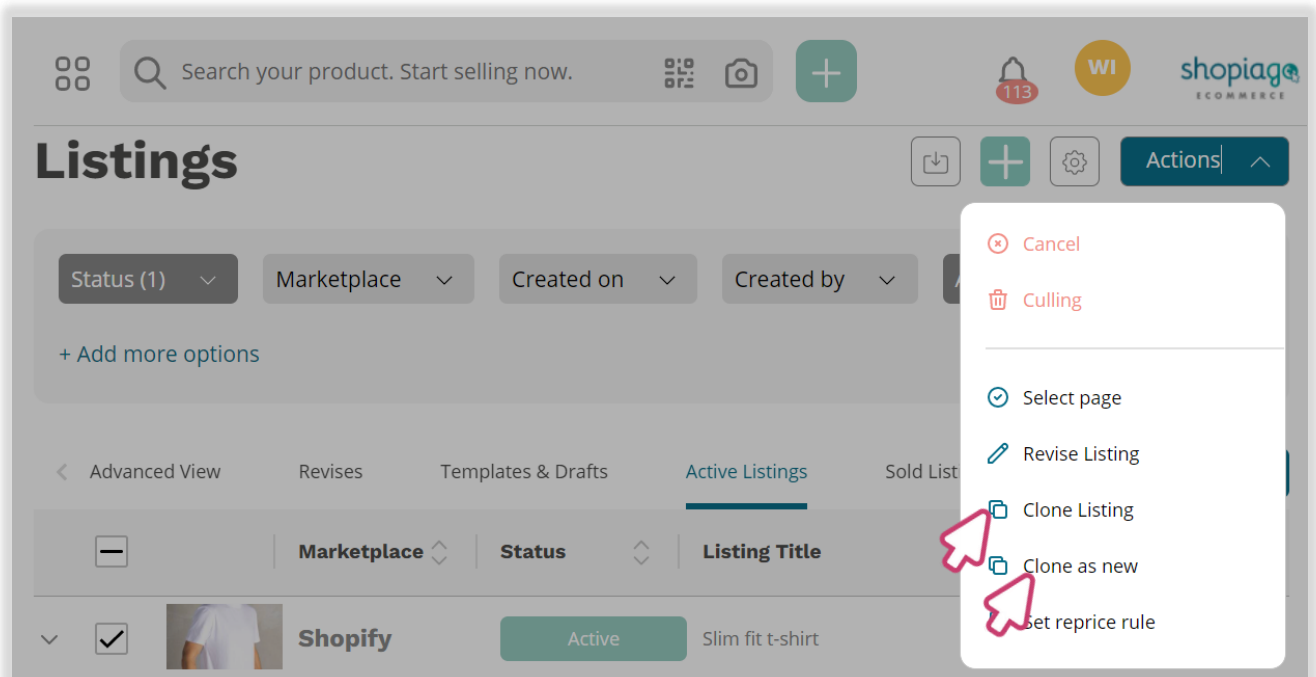


How to duplicate a listing

From the pop-up screen, you will be presented with two cloning options:

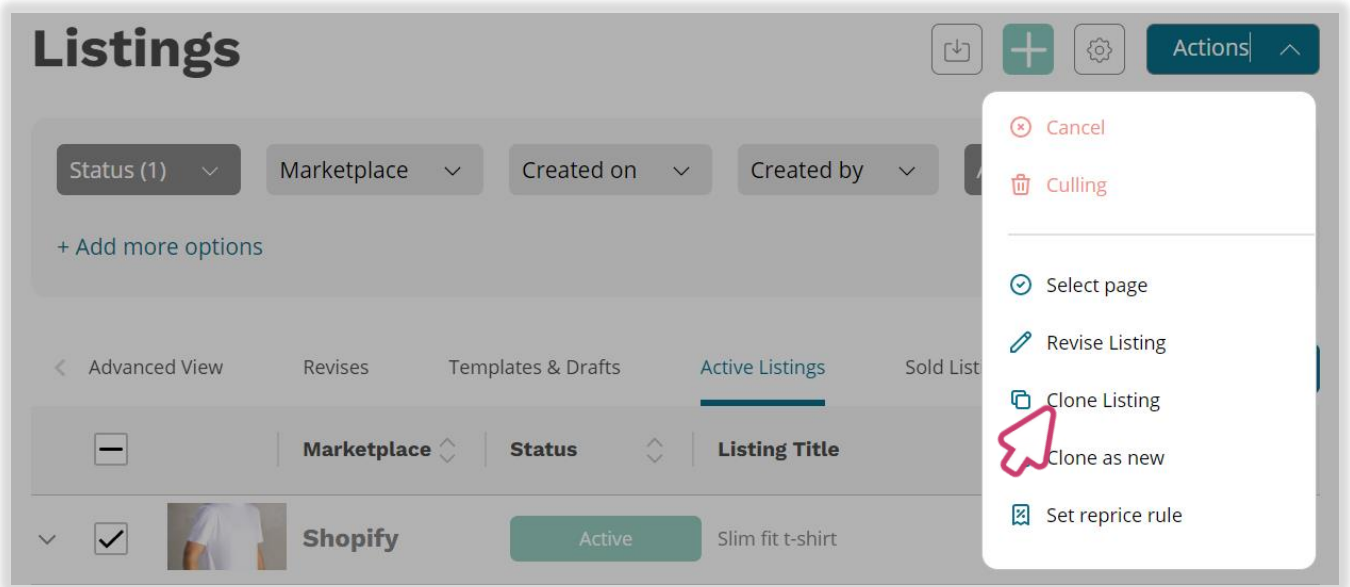
'Clone Listing' - This involves creating a listing based on the same item. All information relating to the existing listing, e.g., item description, variants, images, pricing, policies, etc., will be incorporated into the listing form. Once the listing is submitted, the item will not be added to your inventory, as it already exists. However, if changes are made to inventory data while cloning, the system will automatically adjust the inventory.

'Clone as new' - As the name implies, all information relating to the existing listing, e.g., item description, variants, images, pricing, policies, etc., will be incorporated into the listing form. By selecting this option, the system will create the listing and also add the item as new to your inventory. You can select this option if you want to add the item to inventory "as new" once the listing is submitted.

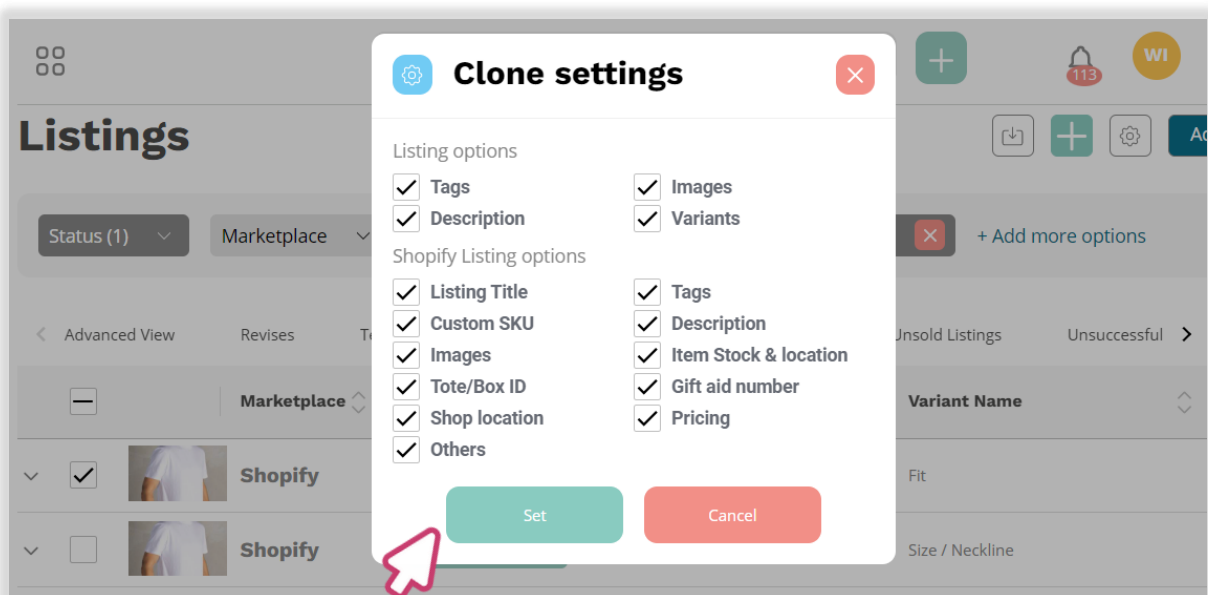


How to duplicate a listing

In the pop-up screen, click on 'Clone listing'. (This is where we already have the item in our inventory).

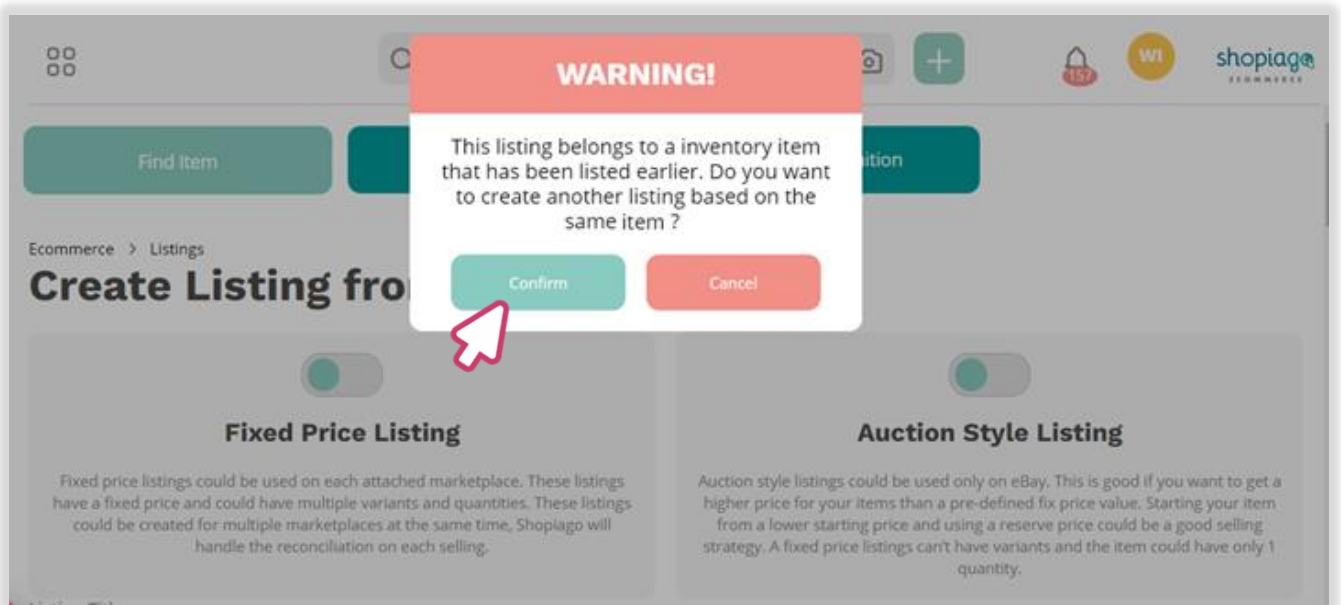


From the pop-up screen, add or remove the clone characteristics that you want to include or exclude in the listing form, and click on the 'Set' button once you are ready. (This is basically to add or remove certain information associated with the existing listing).



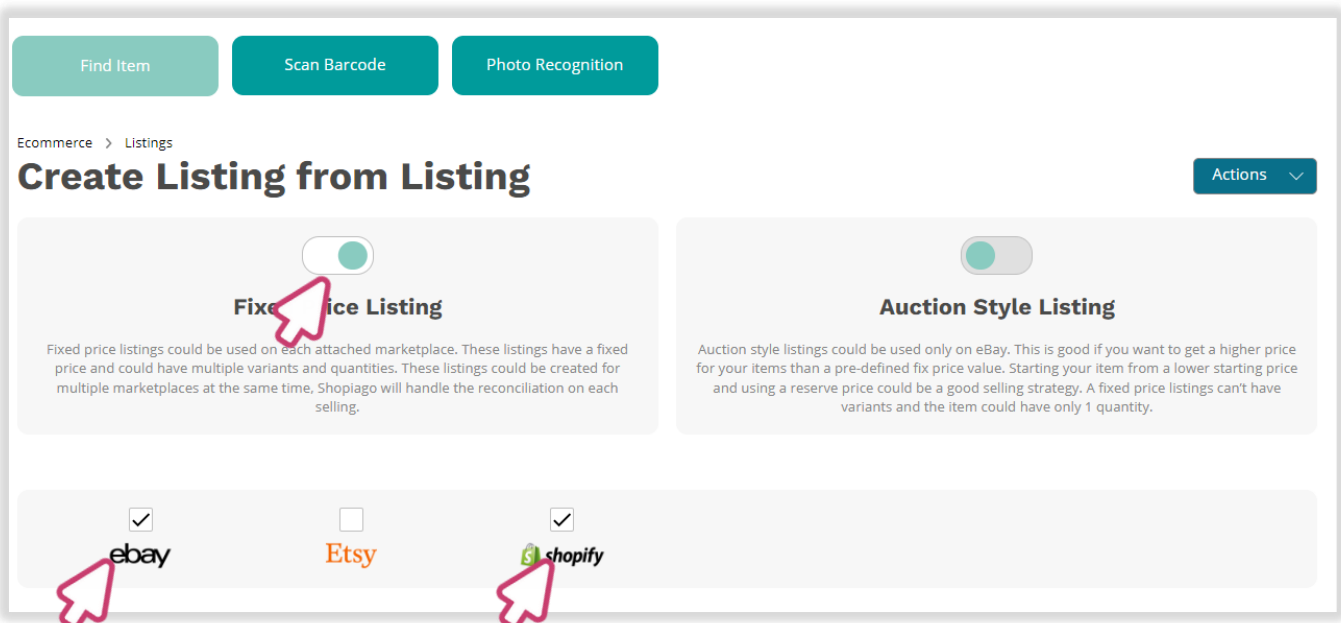
How to duplicate a listing

Then click on the 'confirm' button, to create a listing based on the same item.



From the listing information page, select a buying format. As an example, 'fixed price listing'.

Update or add additional marketplaces for the listing.



How to duplicate a listing

Go through the listing title and description to make sure all the information is correct, and make changes if necessary.

Listing Title

Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Curved Hem Tee [Search on eBay](#)

Description *

[Plain text](#) [eBay](#) [Shopify](#)

Description *

Item Description

Bound By Honour Designer Men's Athletic Slim Fit T-shirt

Ideal for Gym Wear

Long Drop with Curved Hem

Crew Neck, Short Sleeves

Embroidered Logo on The Front

92% Cotton 8% Elastane

Machine Washable (Please See Tags)

To add an HTML template to eBay description, click on the 'eBay' description tab.

Listing Title

Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Curved Hem Tee [Search on eBay](#)

Description *

[Plain text](#) [eBay](#) [Shopify](#)

Description *

Item Description

Bound By Honour Designer Men's Athletic Slim Fit T-shirt

Ideal for Gym Wear

Long Drop with Curved Hem

Crew Neck, Short Sleeves

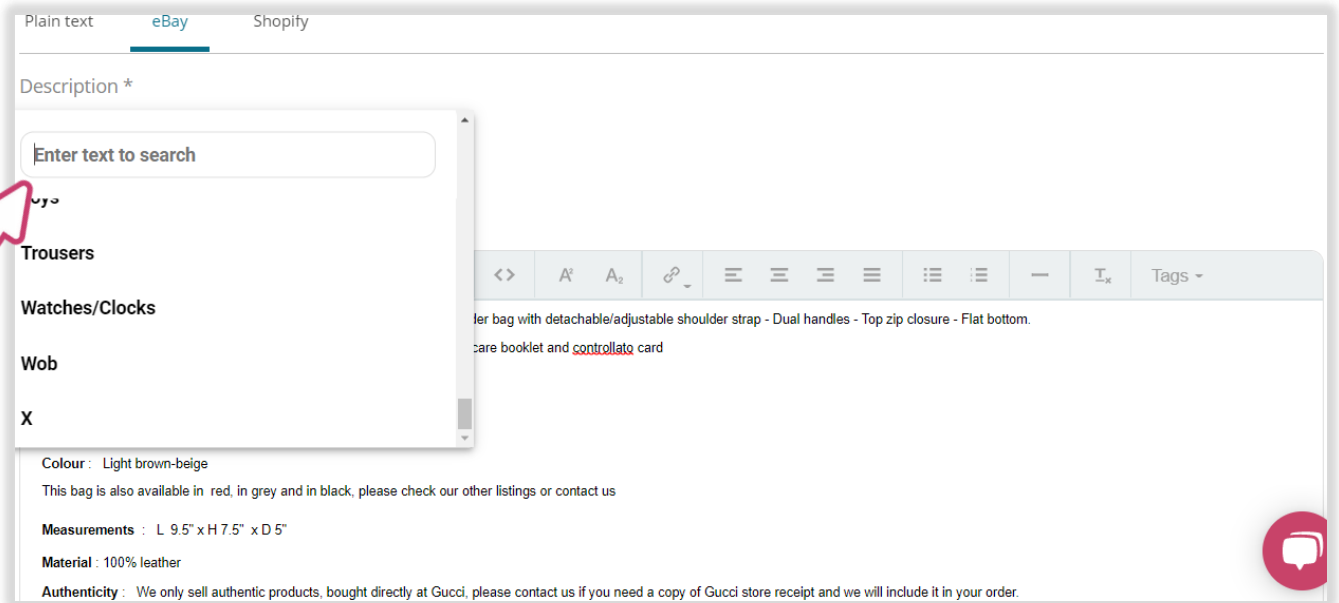
Embroidered Logo on The Front

92% Cotton 8% Elastane

Machine Washable (Please See Tags)

How to duplicate a listing

Then click on the 'HTML field' and select a template from the drop down.



Plain text **eBay** Shopify

Description *

Enter text to search

Trousers

Watches/Clocks

Web

X

Colour : Light brown-beige

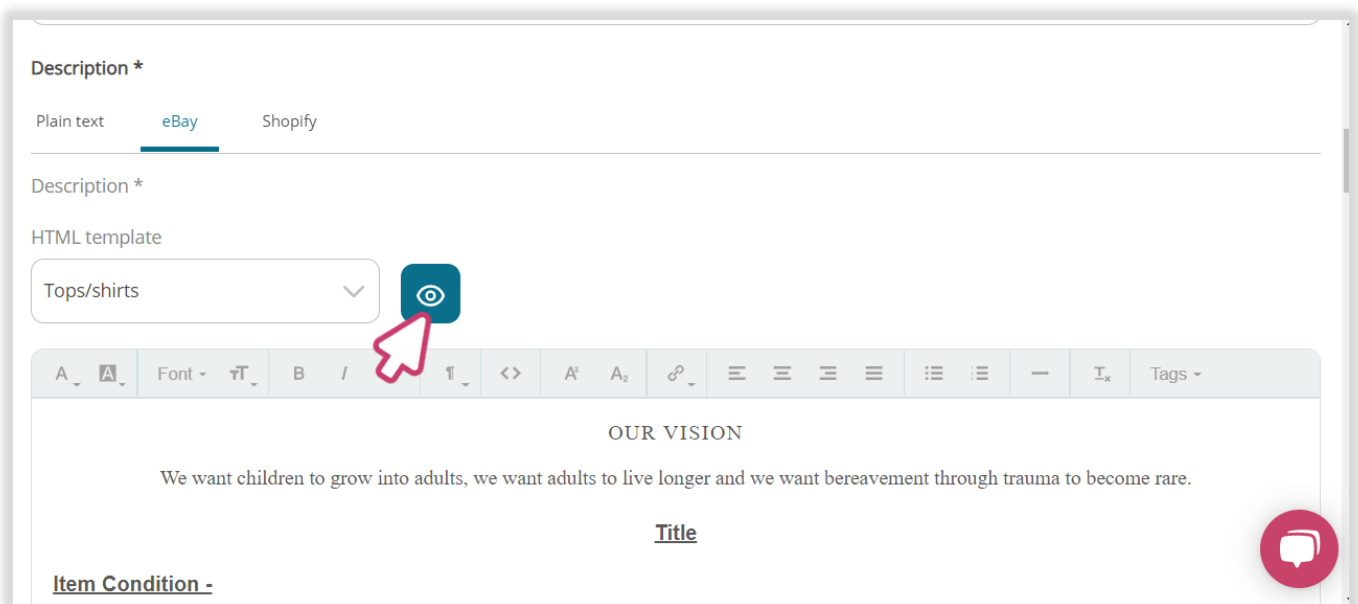
This bag is also available in red, in grey and in black, please check our other listings or contact us

Measurements : L 9.5" x H 7.5" x D 5"

Material : 100% leather

Authenticity : We only sell authentic products, bought directly at Gucci, please contact us if you need a copy of Gucci store receipt and we will include it in your order.

To preview the selected HTML template, click on the 'Quick view' icon.



Description *

Plain text **eBay** Shopify

Description *

HTML template

Tops/shirts

OUR VISION

We want children to grow into adults, we want adults to live longer and we want bereavement through trauma to become rare.

Title

Item Condition -



How to duplicate a listing

Once you've decided on the item price, click on the 'Price' field and enter the item price.

Custom SKU' (Stock Keeping Unit) will automatically populated for each variants.

You can add a tag(s) to the item. This is for internal use for categorising listings—for example, 'Men's T-shirt'.

Enable 'Collect in Store', if you want buyers to collect the item in store. (To use this feature, the account owner or administrator must add these to the shipping methods).


Turn-on 'Job Lot Item' switch, if you are selling the item as a group. If not, leave Off.


Update or add additional item photo(s) if necessary.

Ebay allows you to use an HTML template, you can choose it on the eBay tab of the description section. The content of the plain text field will replace the template's `{{description}}` magic string if it has any.

Price	Custom SKU	Tags
<input type="text" value="17"/>	<input type="text" value="SH-0045"/>	<input type="button" value="Men's T-shirt"/> <input type="text" value="Enter a new tag"/>
Collect in store <input type="checkbox"/>	Job lot item <input checked="" type="checkbox"/>	

Images (1/12)





Browse or upload your images here



Modifying listing information for eBay

Select an eBay account for the listing.

Click on the 'Custom Listing Title' field to modify the title if necessary.

Check that the item is in the right category. If not, you can update it.

The image shows two side-by-side screenshots of online marketplaces, eBay and Shopify, with red arrows pointing to specific fields for modification.

eBay Form:

- Account ***: A dropdown menu showing "jnohu92 - United Kingdom". A red arrow points to this field.
- Custom Listing Title (80 chars) ***: A text input field containing "Mens Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Curved Hem T". A red arrow points to this field.
- Category**: A dropdown menu showing "Clothes, Shoes & Accessories > Men > Men's Clothing > Shirts & Tops > T-". A red arrow points to this field.
- eBay Category**: A dropdown menu showing a list of categories. The "Men's Clothing" category is highlighted. A red arrow points to this field.

Shopify Form:

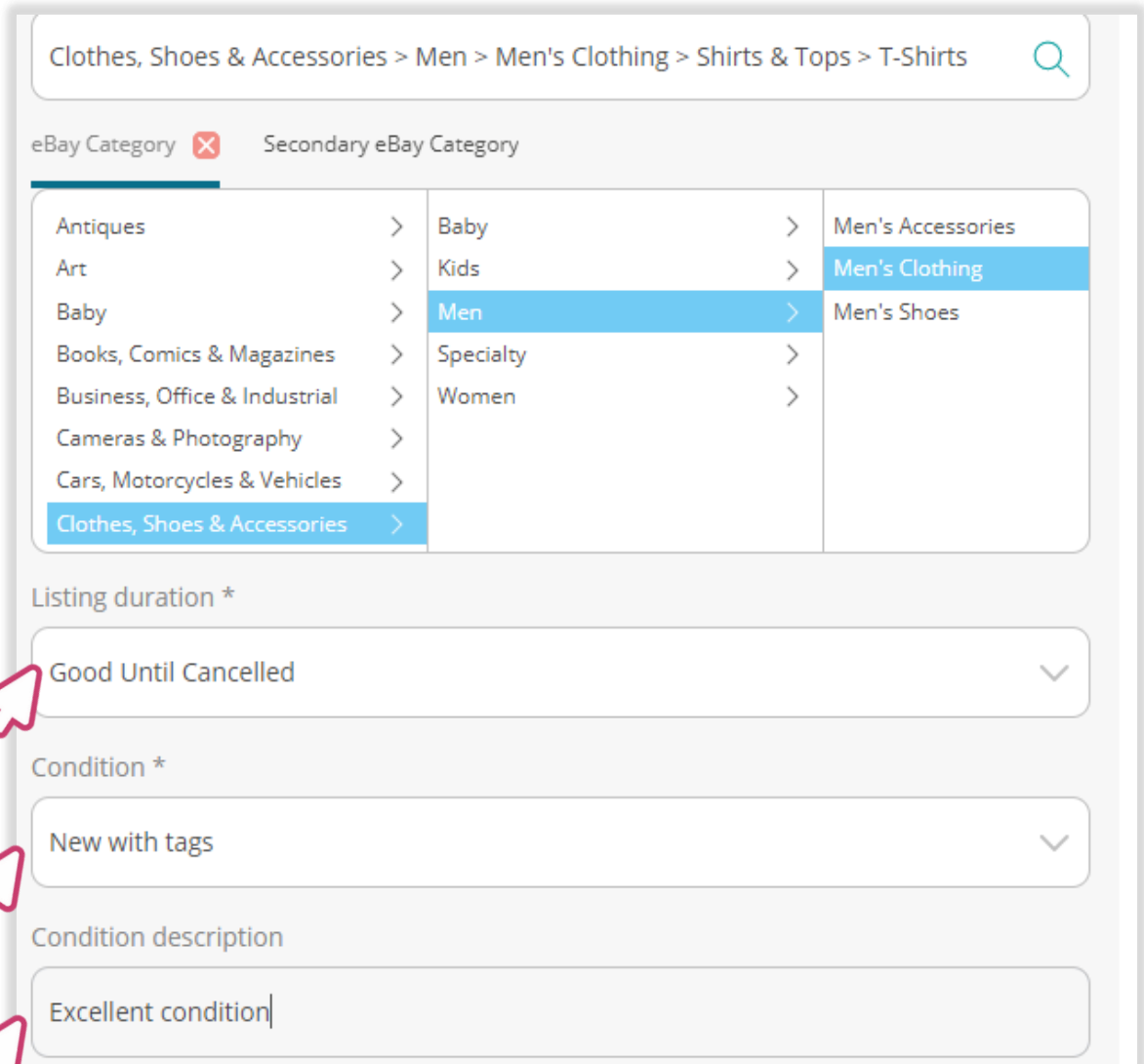
- Account ***: A dropdown menu showing "rpd1st". A red arrow points to this field.
- Custom Listing Title (255 chars) ***: A text input field containing "Mens Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Curved Hem T". A red arrow points to this field.
- Published on ***: A dropdown menu showing "Please select a value". A red arrow points to this field.
- Product type**: A text input field.
- Customer shipping address required**: A toggle switch.
- Vendor**: A text input field.

Modifying listing information for eBay


If you select 'Fixed price' as the listing style (buying format), the listing duration will automatically be selected.

Click on 'Condition' field and select the item condition from the drop-down.

And manually enter the item 'condition description' if there is any.



Clothes, Shoes & Accessories > Men > Men's Clothing > Shirts & Tops > T-Shirts

eBay Category  Secondary eBay Category

Antiques >	Baby >	Men's Accessories
Art >	Kids >	Men's Clothing
Baby >	Men >	Men's Shoes
Books, Comics & Magazines >	Specialty >	
Business, Office & Industrial >	Women >	
Cameras & Photography >		
Cars, Motorcycles & Vehicles >		
Clothes, Shoes & Accessories >		

Listing duration *

Good Until Cancelled

Condition *

New with tags

Condition description

Excellent condition



eBay Item specifics

Item specifics are required when listing to eBay marketplace and once you get it right, it can boost sales. Below are three categories for item specifics;

Required

eBay requires mandatory attributes for this category. It will help customers to find items when they perform a search.

On the marketplace, buyers usually filter their search by using item specifics. Making it easier for them to find what they are looking for.

If you haven't entered one of these specifics, the item will drop off the search and therefore it won't be visible to customers.

Recommended

Your listing will perform better if you fill in these recommended attributes.

It could reach a higher search position and will show up in more search results.

This is not mandatory but if you have these details, please enter them.

Optional

You can add additional attributes to your listing but this is not mandatory.

These attributes will be shown on the listing but may not be used during eBay search.

This doesn't affect buyer's search but could improve customers experience.



Modifying the item specifics

Click on the 'Edit' item specifics button, to confirm that all specifics are similar.

Condition *

New with tags

Condition description

Excellent condition

☒ **Item Specifics** [edit](#)

☒ **Pricing & Payment** [edit](#)

☒ **Policies** [edit](#)

If necessary, you can amend or add additional item specifics. Click on the 'Set Specifics' button after making any changes.

Item Specifics

If you use any of these properties as a variant attribute, those will be excluded

Please enter values

Please enter values

Please select a value

Sleeve Length

Please enter values

Theme

☒ 20s ☒ 30s ☐ 3D ☐ 40s
☐ 50s ☐ 60s ☐ 70s ☐ 80s
☐ 90s ☐ Aloha

Search for more values [+ Add](#)

Vintage

Please select a value

Optional

Accents

☐ Button ☐ Beaded ☐ Bow
☐ Buckle ☐ Crochet ☐ Embroidered
☐ Fringe ☐ Fur Trim ☐ Glitter

Fabric Type

Please enter values

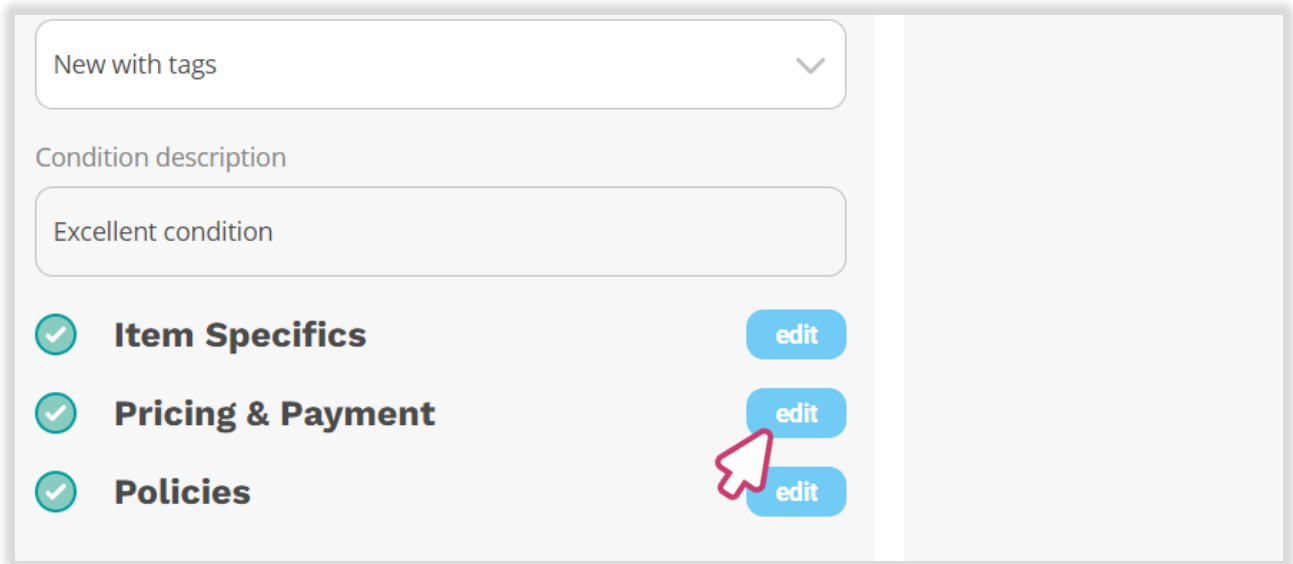
Handmade

Please select a value

[Set specifics](#) [Cancel](#)

Updating eBay pricing and payment

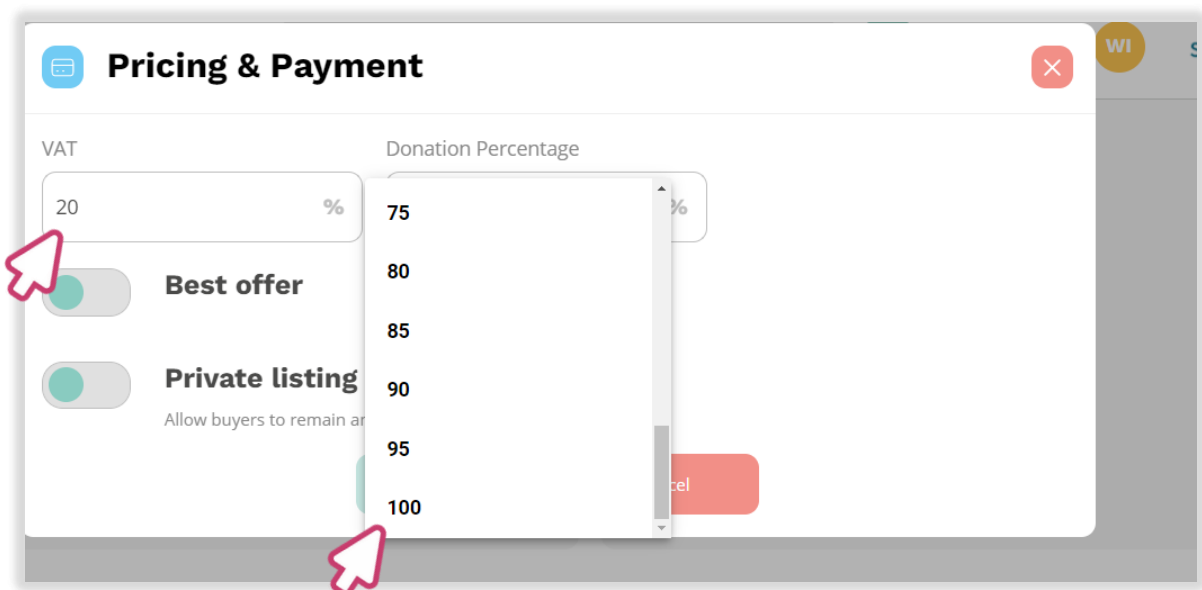
Confirm that 'Vat %' and listing donation percentage' are correctly entered. To do this, click on the 'Pricing & payment' 'edit' button to modify.



The screenshot shows the 'Pricing & Payment' section of an eBay listing. At the top, there is a dropdown menu labeled 'New with tags' and a 'Condition description' field containing 'Excellent condition'. Below these are three sections: 'Item Specifics', 'Pricing & Payment', and 'Policies'. Each section has a green checkmark icon and a blue 'edit' button. A red mouse cursor is pointing at the 'edit' button for the 'Pricing & Payment' section.

From the pop-up screen, modify or key-in the item VAT %. This only applies to new goods. Leave it blank if the item is not new.

Click on the 'Donation percentage' field to select a 'Listing Donation Percentage' for the item. This is the amount you are donating for the item. If you are a charity then this should automatically be set to 100% in your settings.



The screenshot shows the 'Pricing & Payment' pop-up screen. It has a title bar with a blue icon and a red close button. The main content area is divided into two sections: 'VAT' and 'Donation Percentage'. The 'VAT' section has a text input field with '20' and a '%' symbol, and two toggle switches labeled 'Best offer' and 'Private listing'. The 'Donation Percentage' section has a vertical slider with a range from 75 to 100, and a red 'Cancel' button at the bottom right. A red mouse cursor is pointing at the 'VAT' input field, and another red mouse cursor is pointing at the 'Donation Percentage' slider.

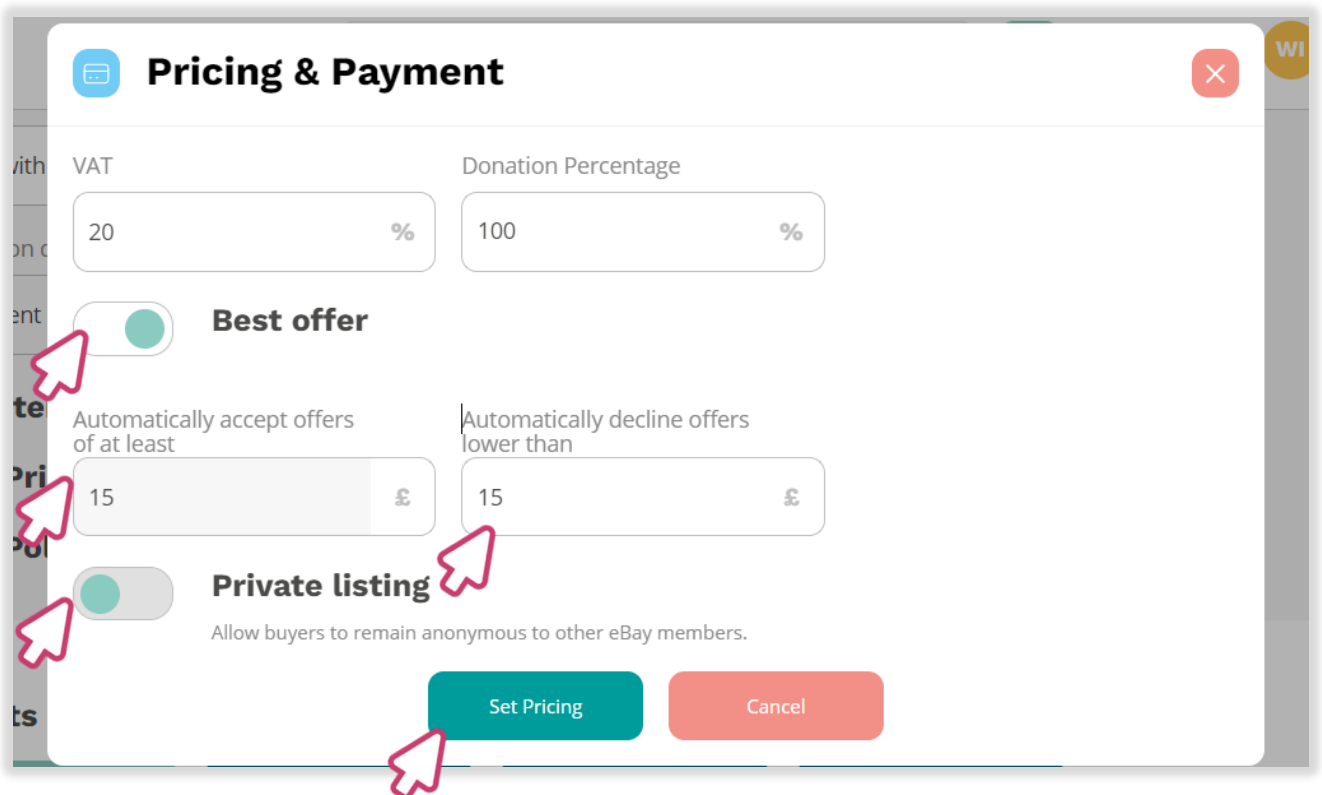
Updating eBay pricing and payment



You can, Switch - On the 'Best Offer' toggle switch if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

Enter the amount you are willing to automatically accept as well as the lowest amount to automatically decline.

Switch on 'Private Listing' if necessary, to keep buyers identities hidden from other eBay members.

And then, click on the 'Set pricing' button to save changes.



 **Pricing & Payment** 

VAT

20%

Donation Percentage

100%

☒

Best offer

Automatically accept offers of at least

15£

Automatically decline offers lower than

15£

☒

Private listing

Allow buyers to remain anonymous to other eBay members.

Set Pricing

Cancel



Updating eBay policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship out an item, and whether you accept returns or not. If these policies are already synced to your account.

Click on the 'Edit' button, to update the listing policies.

Condition *

New with tags

Condition description

Excellent condition

- ✓ **Item Specifics** [edit](#)
- ✓ **Pricing & Payment** [edit](#)
- ✓ **Policies** [edit](#)

From the pop-up screen, click on the 'Payment policy' field to update the payment policy if necessary.

Policies

Payment policy * Shipping policy * Return policy *

PayPal#1 Terms Tracked(Free),1 w... Returns Accepted,Seller,30 days✓

PayPal#2

eBay Payments

Geri payment policy

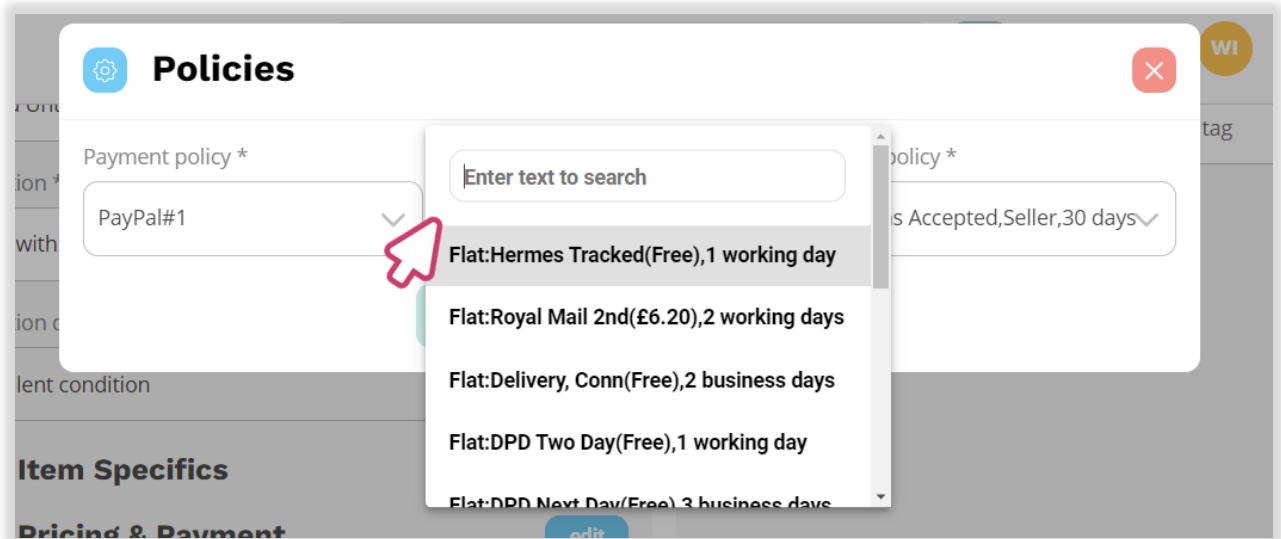
eBay Payments:Cash On Pickup Accepted

[Cancel](#) [edit](#)



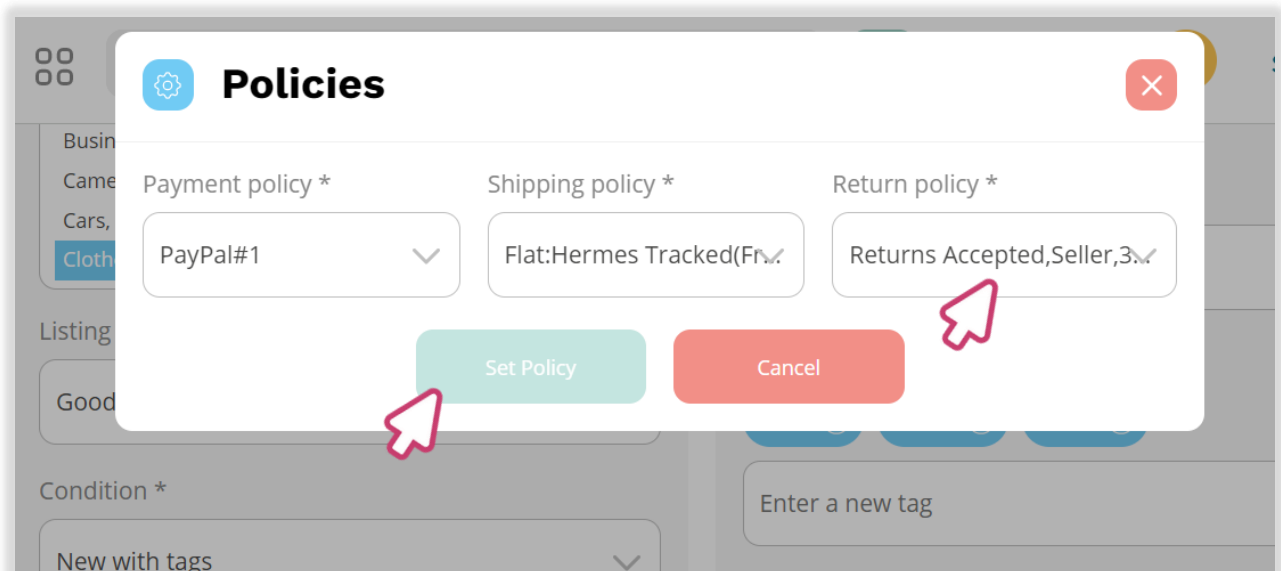
Updating eBay policies

Click on the 'Shipping policy' field and update the relevant postage service provider if necessary.



Click on the 'Return policy' field and update the relevant return policy if necessary.

Then click on the 'Set Policy' button.





Updating Shopify listing information

For Shopify, select the correct account.

Click on the 'Custom title field to update the title if necessary.

Click on 'Published on' field and select either 'Global' or 'Web'. (Web publishing is the process of publishing original content on the Internet which includes building and uploading websites, updating the associated webpages, and posting content to these webpages online. While global publishing refers to the international publishing original content on the internet).

Update or key-in the 'product type' if necessary. This refer to the item category.

Switch on 'Customer shipping address' (to request the customer's address when they checkout).

The screenshot displays two side-by-side forms for listing items on eBay and Shopify. The eBay form on the left includes fields for 'Account *' (jnohu92 - United Kingdom), 'Custom Listing Title (80 chars) *' (Mens Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Cur), 'Category' (Clothes, Shoes & Accessories > Men > Men's Clothing > Shirts), and a category selection table. The Shopify form on the right includes fields for 'Account *' (rpdlst), 'Custom Listing Title (255 chars) *' (Mens Slim Fit T Shirt Muscle Fit Gym Top Designer Short Sleeve Cur), 'Published on *' (Global), 'Product type' (Men's Clothing), and a 'Customer shipping address required' toggle switch. Red arrows point to the 'Account', 'Custom Listing Title', 'Published on', 'Product type', and 'Customer shipping address required' fields in the Shopify form.

eBay Category	Secondary eBay Category
Antiques	Baby
Art	Kids
Baby	Men
Books, Comics & Magazines	Specialty
Business, Office & Industrial	Women



Shopify listing information

Click on the 'Vendor' field and update or enter the item manufacturer name if necessary.

Click on 'Shopify tag' field and update or enter new tag(s) if necessary. Shopify tags are searchable keywords that are associated with the item, which helps customers locate your item when searching.

Category Suggest relevant categories

Clothes, Shoes & Accessories > Men > Men's Clothing > Shirts

eBay Category

Secondary eBay Category

Antiques >

Art >

Baby >

Books, Comics & Magazines >

Business, Office & Industrial >

Cameras & Photography >

Cars, Motorcycles & Vehicles >

Clothes, Shoes & Accessories >

Baby >

Kids >

Men >

Specialty >

Women >

Listing duration *

Good Until Cancelled

Condition *

Published on *

Global

Product type

Men's Clothing

Customer shipping address required

☒

Vendor

Unknown

Shopify Tags

Men's T-Shirts

Enter a new tag





Enter the Item information

In the 'Item information' section;

The tote box ID will be populated. If not, enter the 'Tote/Box ID' where the item would be stored. This can be box or shelf number. Or select 'Does not apply' if it is not necessary.

'Gift Aid Number' will also be automatically selected. If not, enter item Gift Aid number or Select 'Does Not Apply' from the drop-down if you don't have it.

The source shop will automatically be populated.

'Custom SKU' will automatically be populated.

Enter variant 'Quantity'. You can use the quantity adjustment button to increase or decrease the variant quantity.

Enter the 'item Identifier Number'. item identification number makes it easier for customers to find your item. Or click the text field and select Does Not Apply. If your item doesn't have EAN.

Once you are ready, click on the 'Create listing' button

Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
Does Not Apply	Does Not Apply	Shoptown Industries -Shop		- 1 +	Does Not Apply

Do you want to create variants for this listing? [Click here!](#)

☐ I want to follow messages on my dashboard related to this item

[Create Listing](#) [Save as a draft](#) [Save as a template](#) [Cancel](#)



Listing options

Once you've clicked on the 'Create listing' button, you will be prompted to select one listing type:

List immediately – select this option if you want the item to go live instantly.

Add to queue - means the item will be sent to eBay at a scheduled time that you have determined within your settings.

List on date – a set date that you want the item to go live on eBay.

A screenshot of a "Listing create settings" dialog box. The dialog has a title bar with a gear icon and a close button (X). Below the title bar, there is a section for "Listing type" with three options: "List Immediately" (highlighted), "Add to queue", and "List on a date". A red mouse cursor icon is pointing at the "Add to queue" option. Below this section is a field for "Auto cancel after days" with an empty input box. Further down is a "Reprice rule" section with a dropdown menu currently showing "DISCOUNT". At the bottom of the dialog are three buttons: "List it" (teal), "List it & create new" (dark teal), and "Cancel" (red).

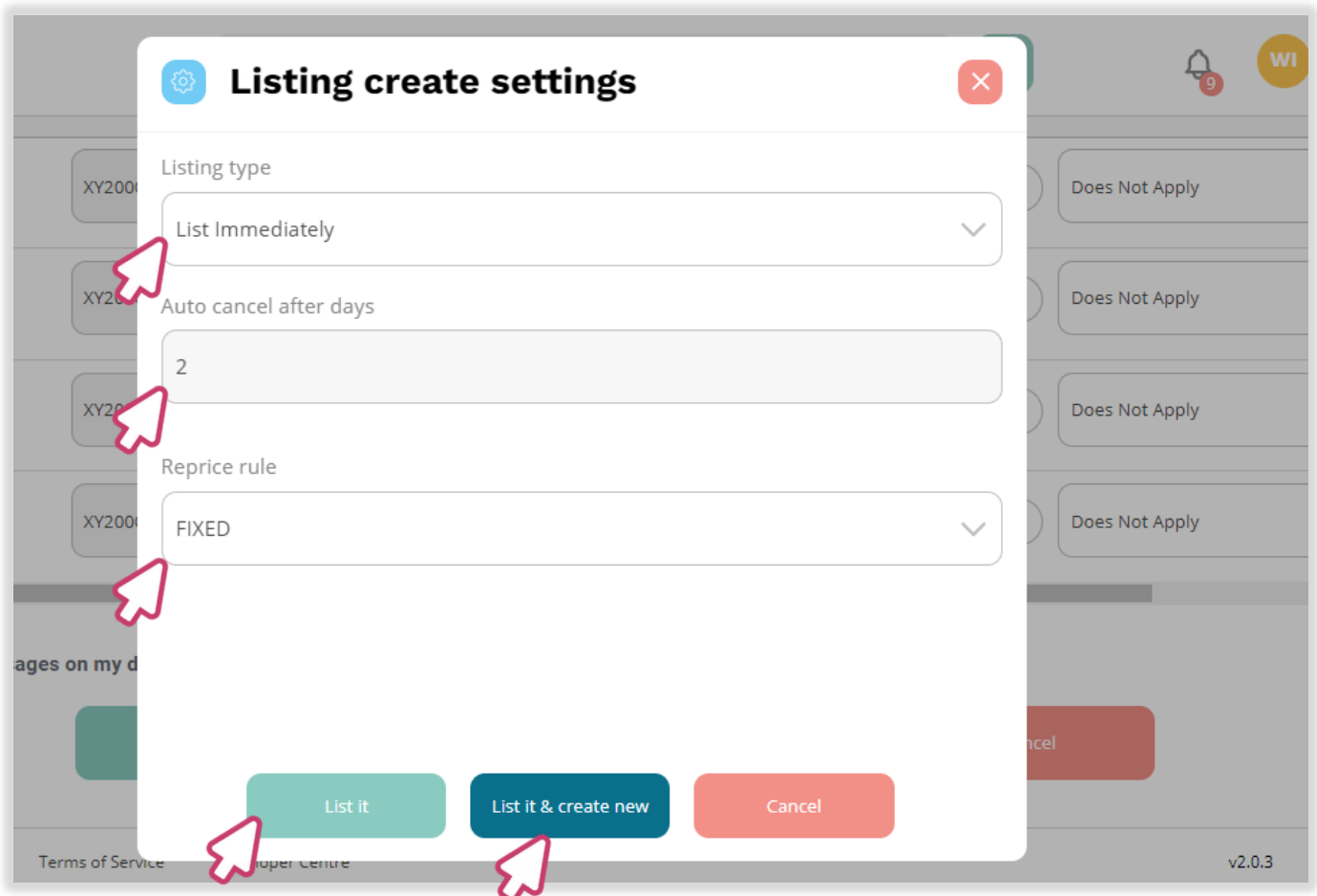
Listing options

If you've selected 'List Immediately' as your listing type:

Enter value for 'Auto-cancel after days'.

Click on 'Reprice rule' field and select a rule that you've created, or leave blank if it is not applicable.

Finally, click 'List it' OR 'list it & create new' button.



The screenshot shows a 'Listing create settings' modal form. The form has a title bar with a gear icon and a close button (X). The form contains three main sections: 'Listing type' with a dropdown menu showing 'List Immediately'; 'Auto cancel after days' with a text input field containing the number '2'; and 'Reprice rule' with a dropdown menu showing 'FIXED'. At the bottom of the form are three buttons: 'List it' (teal), 'List it & create new' (dark teal), and 'Cancel' (red). Red arrows point to the 'List it' and 'List it & create new' buttons. The background shows a blurred view of a book listing page with 'Does Not Apply' buttons and a 'WI' logo.

Listing create settings

Listing type
List Immediately

Auto cancel after days
2

Reprice rule
FIXED

List it List it & create new Cancel



Happy Selling

If you need further help or support,
please speak to your Customer Success Manager
or access Live Chat when logged in.