



Ecommerce User Guide

How to revise an auction-style 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



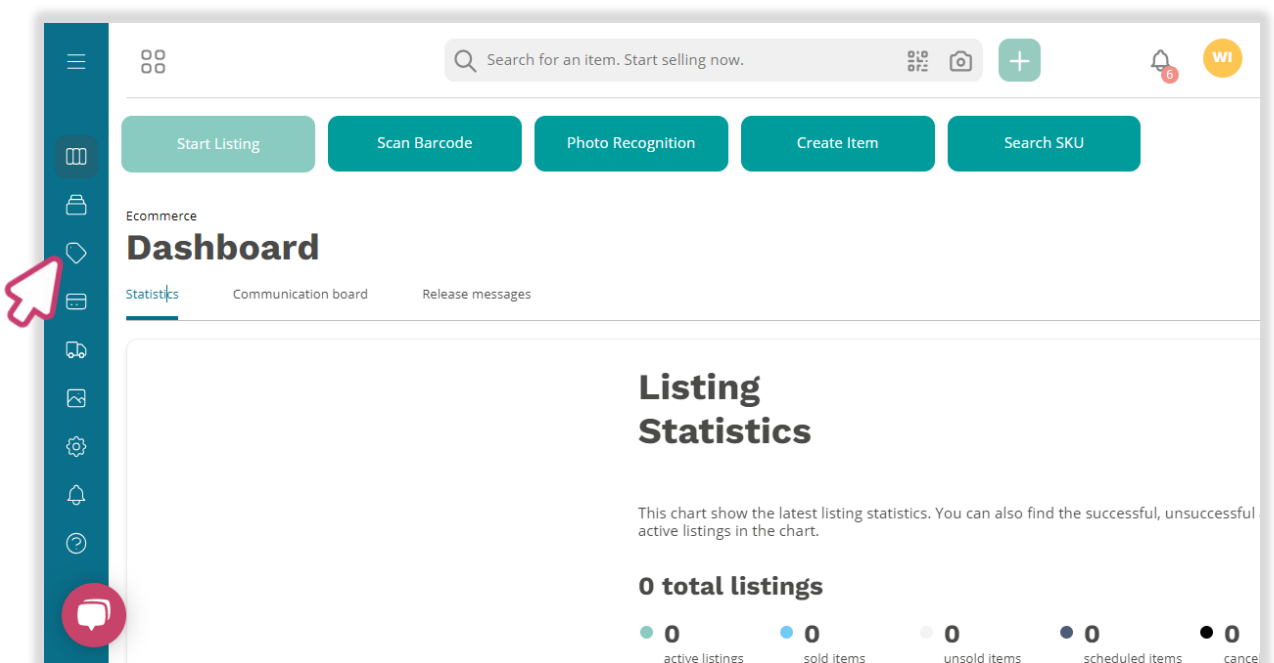
How to revise an auction-style listing

While an auction is active on eBay, you can update the listing title, start price, description, add additional photos, etc., and then relist the item. However, your ability to update an active auction would depend on how much time you have left on the listing and whether the listing has received any bids.

To revise an auction listing;

Login to your World of Books Ecommerce account.

Click on the 'Listings' icon on the left-hand menu.





How to revise an auction-style listing

On the next screen, click on the "Active Listings" tab from the listings menu.

And then, click on the "Add More Options" tab from the filters menu.

Ecommerce
Listings

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

	Marketplace	Status	Listing Title	Variant Name	Marketplace
<input type="checkbox"/>	eBay	Active	PS4 standy		Account 1
<input type="checkbox"/>	eBay	Active	PS4 accessories		jnob
<input type="checkbox"/>	Multiple	Active	Plastic cup collection	Colour	Multiple

From the filter options menu, click on "Buying format."

Ecommerce
Listings

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

	Marketplace	Status	Listing Title	Variant Name	Marketplace
<input type="checkbox"/>	eBay	Active	PS4 standy		Account 1
<input type="checkbox"/>	eBay	Active	PS4 accessories		jnob
<input type="checkbox"/>	Multiple	Active	Plastic cup collection	Colour	Multiple

- Listing Title
- Variant Name
- Marketplace Account
- Listing Site
- Buying Format**
- Condition
- Upload type



How to revise an auction-style listing

And tick the "Auction" box in the pop-up screen, then click on the "Set filter" button.

Ecommerce Listings

Status (1) Marketplace Created on Created by Archived (1)

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

	Marketplace	Status	Listing Title	Variant
<input type="checkbox"/>	eBay	Active	PS4 standy	
<input type="checkbox"/>	eBay	Active	PS4 accessories	
<input type="checkbox"/>	Multiple	Active	Plastic cup collection	Colour
<input type="checkbox"/>	eBay	Active	Orange Ceramic Mug	

Select all

☐ Fixed Price

☒ Auction

Set filter Clear filter

or

The value is not given

Select an item from the active listings table.

Once selected, click on the "Actions" button at the top right hand of the screen.

Ecommerce Listings

Status (1) Marketplace Created on Created by Archived (1)

Buying Format (1) + Add more options Clear Filters Save Filters

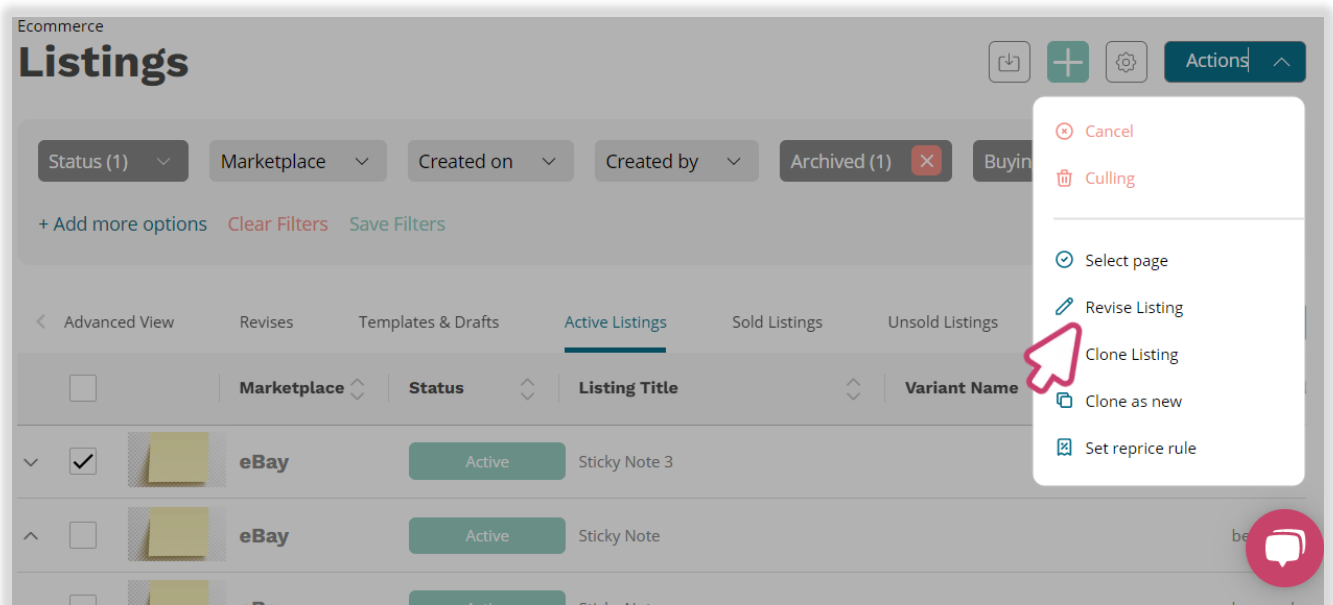
Advanced View Revises Templates & Drafts **Active Listings** Sold Listings Unso

	Marketplace	Status	Listing Title	Variant Name
<input checked="" type="checkbox"/>	eBay	Active	Sticky Note 3	

Actions

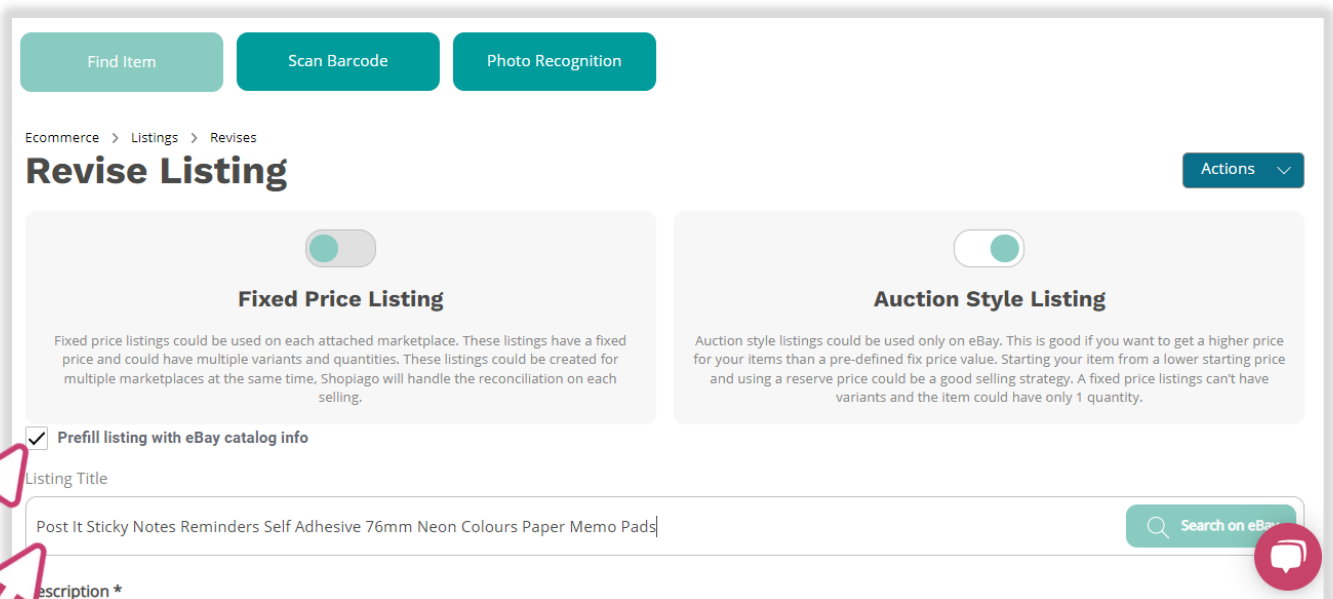
How to revise an auction-style listing

In the pop-up screen, click on "Revise Listing."



From the next page, untick the 'Prefill listing with eBay catalogue info' box, if you want to update the item category. Or leave ticked if the item category is the same.

Update the listing title if necessary.





Updating the listing description

You can update the listing description if necessary.

Add any additional details to your listing description if necessary.

Tips:

The more information you provide, the easier it will be for customers to make a purchasing decision.

The item description should be comprehensive and accurate.

Don't forget to mention any defects if necessary, to avoid complaints.

You can update the description at any time.

Description *

Plain text

eBay

Description *

Removable Sticky Notes (76mm x 76mm | 3" x 3"), Perfect for use at school, office and home.
Key Features: Each pack comes with 1 pad of neon coloured sticky notes with 100 sheets per pad (not all colours).
Size: 76mm x 76mm or 3" x 3".

Each marketplace has its own features to format your listing's description. The plain text field will be used on every marketplace if you don't overwrite it on the right tab.

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.





Updating the listing description

To edit or format the listing description, click on the 'eBay' tab.

Post It Sticky Notes Reminders Self Adhesive 76mm Neon Colours Paper Memo Pads

Search on eBay

Description *

Plain text

eBay

Description

Removable Sticky Notes (76mm x 76mm | 3" x 3"), Perfect for use at school, office and home.
Key Features: Each pack comes with 1 pad of neon coloured sticky notes with 100 sheets per pad (not all colours).
Size: 76mm x 76mm or 3" x 3".

And use the formatting tools to format the description text to how you want it.

Description *

Plain text

eBay

Description *

HTML template

Please select a template

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Tags

Removable Sticky Notes

(76mm x 76mm | 3" x 3")

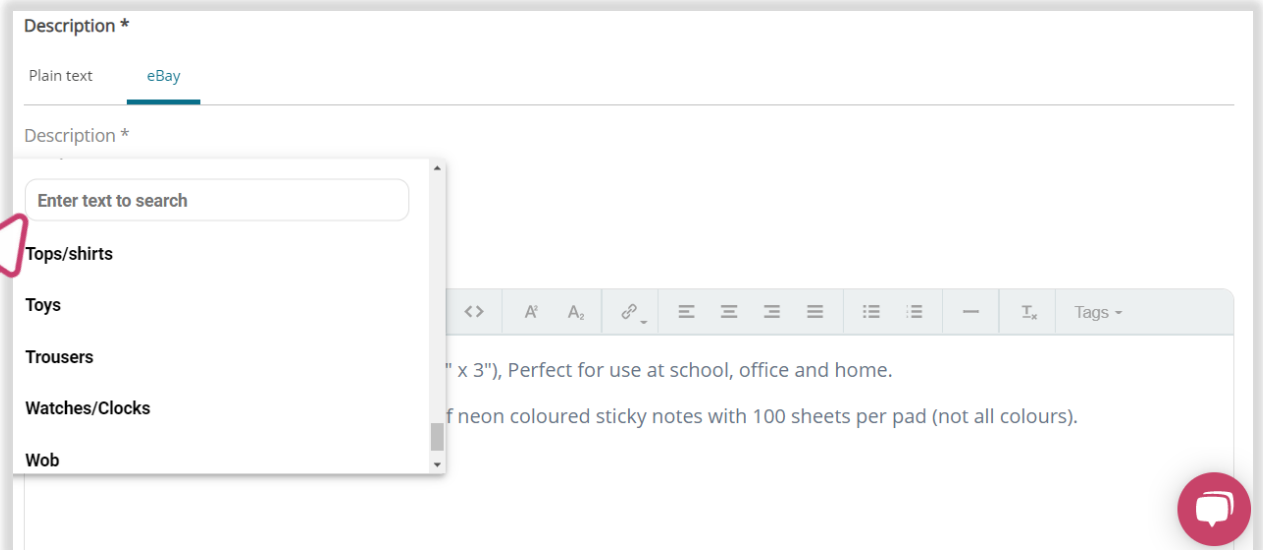
Perfect for use at school, office and home.

Key Features: Each pack comes with 1 pad of neon coloured sticky notes with 100 sheets per pad (not all colours).

Size: 76mm x 76mm or 3" x 3".

Updating HTML template

To update or add HTML template to listing description, click on the 'HTML field' and select a template from the drop down.



Description *

Plain text **eBay**

Description *

Enter text to search

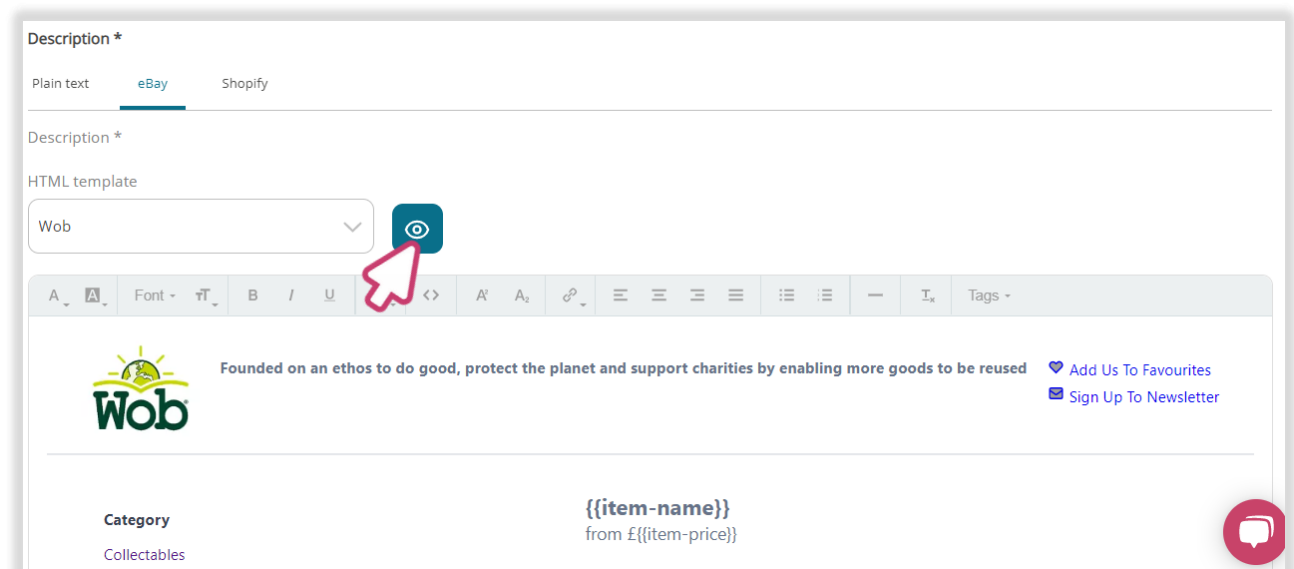
- Tops/shirts
- Toys**
- Trousers
- Watches/Clocks
- Wob

<> A¹ A₂ Tags ▾

" x 3"), Perfect for use at school, office and home.

f neon coloured sticky notes with 100 sheets per pad (not all colours).

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




Description *

Plain text **eBay** Shopify


Description *

HTML template

Wob ▾



A₁ A₂ Font ▾ Tags ▾

 Founded on an ethos to do good, protect the planet and support charities by enabling more goods to be reused [Add Us To Favourites](#)
[Sign Up To Newsletter](#)



Category


Collectables

{{item-name}}
from £{{item-price}}

Updating HTML template

Then press the 'ESC' key on your keyboard or click the 'Close' icon to go back to the listing form once you are ready!

 **HTML description** 




Founded on an ethos to do good, protect the planet and support charities by enabling more goods to be reused

[Add Us To Favourites](#)
[Sign Up To Newsletter](#)

Category

- Collectables
- Clothing & Accessories
- Dresses
- Ladieswear
- Menswear
- Accessories
- Ladies shoes
- Mens shoes
- Furniture
- Home & Garden
- Music
- Bridal Shop
- Vintage & Retro
- Books

Sticky Notes Reminders Self Adhesive 76mm Neon Colours Paper Memo Pads
from £{{item-price}}





Updating the item information

Update or add new tag(s) to the item if necessary. This is for internal use for categorising listings - e.g. 'Lighting'.

Enable 'Collect in Store' toggle switch, if the item is for collection only. (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.

increase revenue and reduce waste through re-commerce.

Copy Plain text

Tags

Memo pad × Sticky notes ×

Enter a new tag

Collect in store

☐

Job lot item

☐



Adding additional photo(s) to listing

Displaying high quality photos is one of the best ways to attract customers.

Tips:

Take photos from as many angles as possible.

Our photo uploader makes it very easy to add, edit and move photos of your item.

You can add up to 12 photos.

If possible, your main image should be on a white background (this will improve visibility on Google search) and show the item photo in full.



Adding additional photo(s) to listing

The minimum photo size should be 500 x 500 pixels or 800-1600 pixels on the longest side.

Photo must be a PNG, JPEG, BMP or GIF.

Don't use a filter as natural colours are better at showing the buyer what to expect.

Don't add thumbnails as these can affect the clarity of the photo when submitted to Marketplaces.

The photo should depict the item being described.

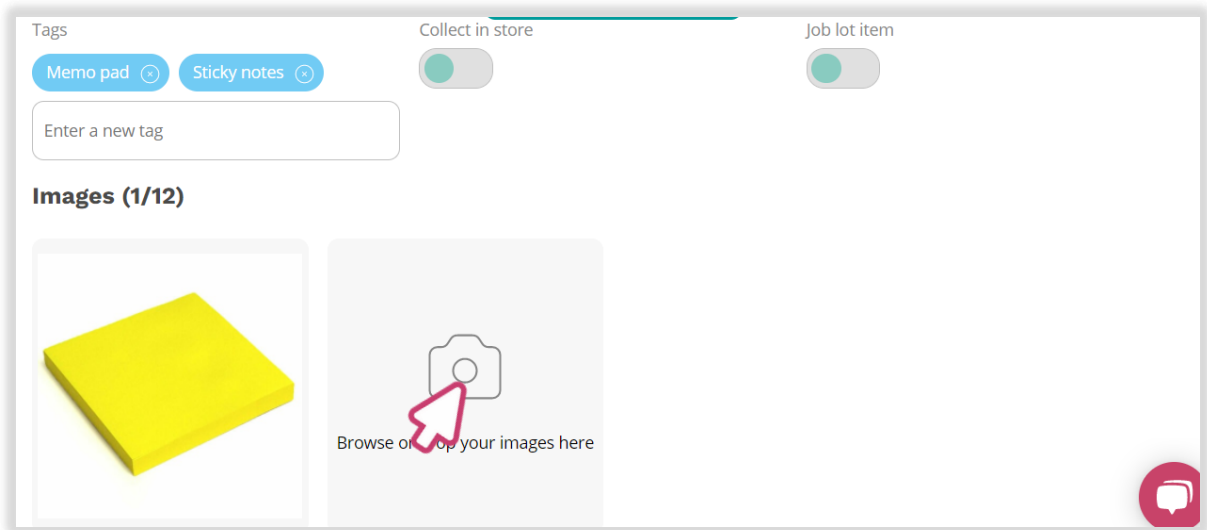
The photo should not contain any watermarks or digital signature.



Adding additional photo(s) to listing

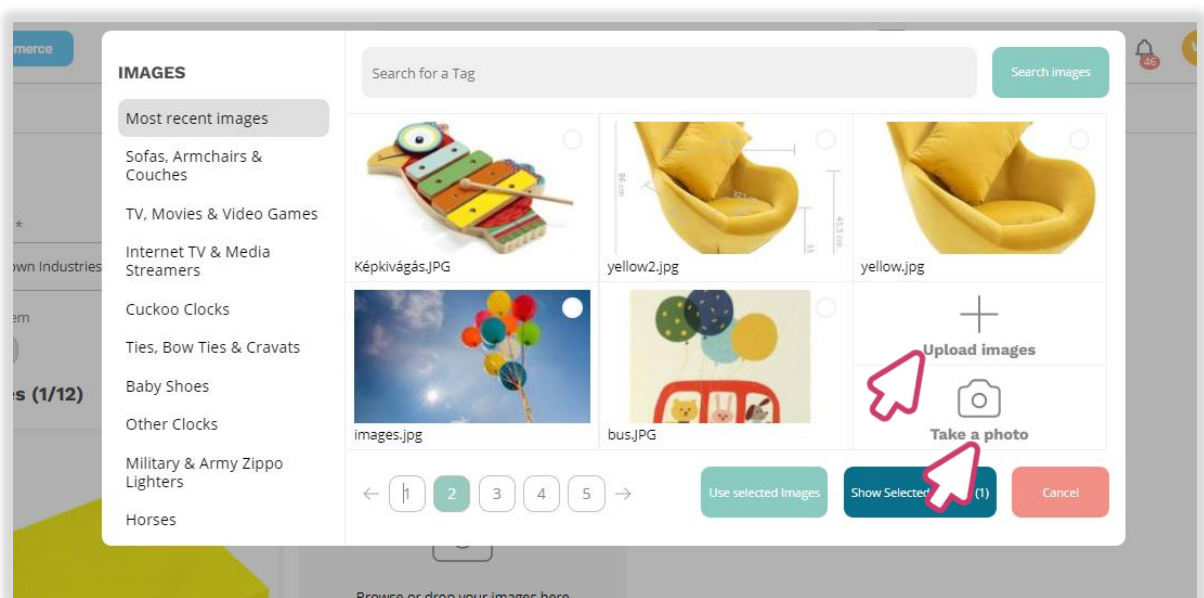
To add additional photo(s);

Click on the 'Photo icon' to select the item photo(s) from your image library, PC or mobile devices. You can also drag & drop the item images into the centre of the upload photo icon area.



From the pop-up screen, click on the 'Upload photos' icon to upload photo(s) already stored on your pc or mobile devices.

You can also take photo(s) directly from your mobile device or PC camera by clicking the 'Take a photo' icon.

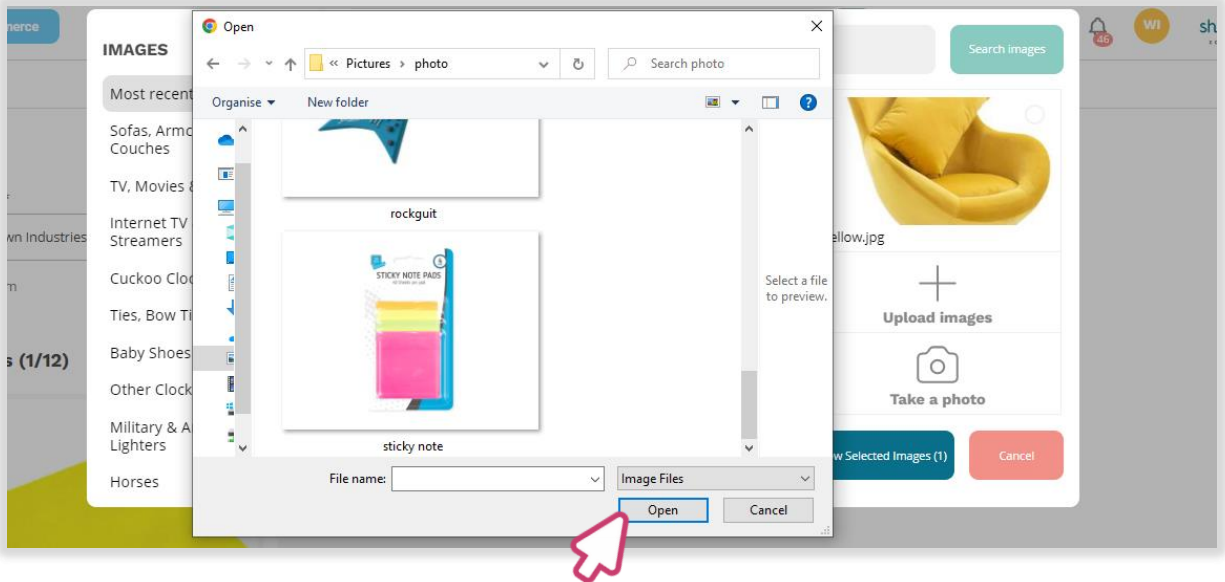


Adding additional photo(s) to listing

Once you've clicked on 'upload photos', you will be prompted to select the item photo(s).

To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

After selecting photo(s), click on the 'Open' button.

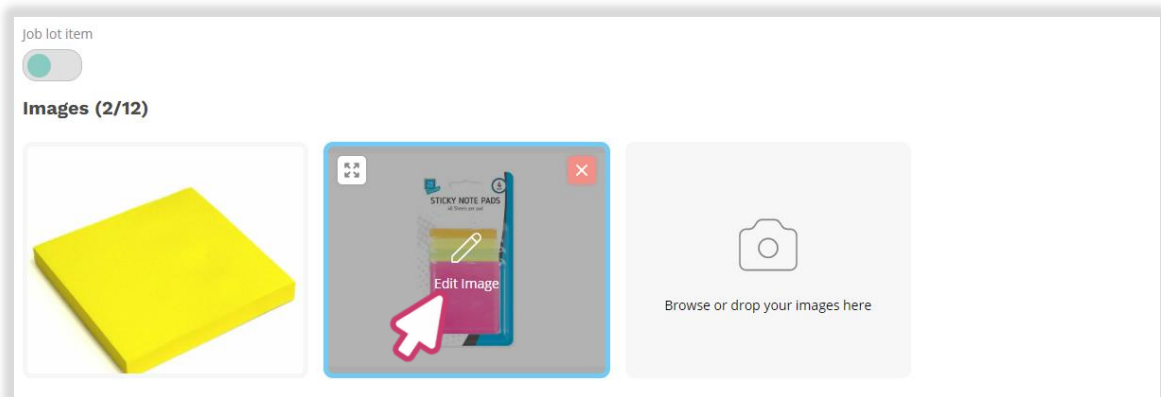


Uploaded photos should then appear on the listing form.



Adding additional photo(s) to listing

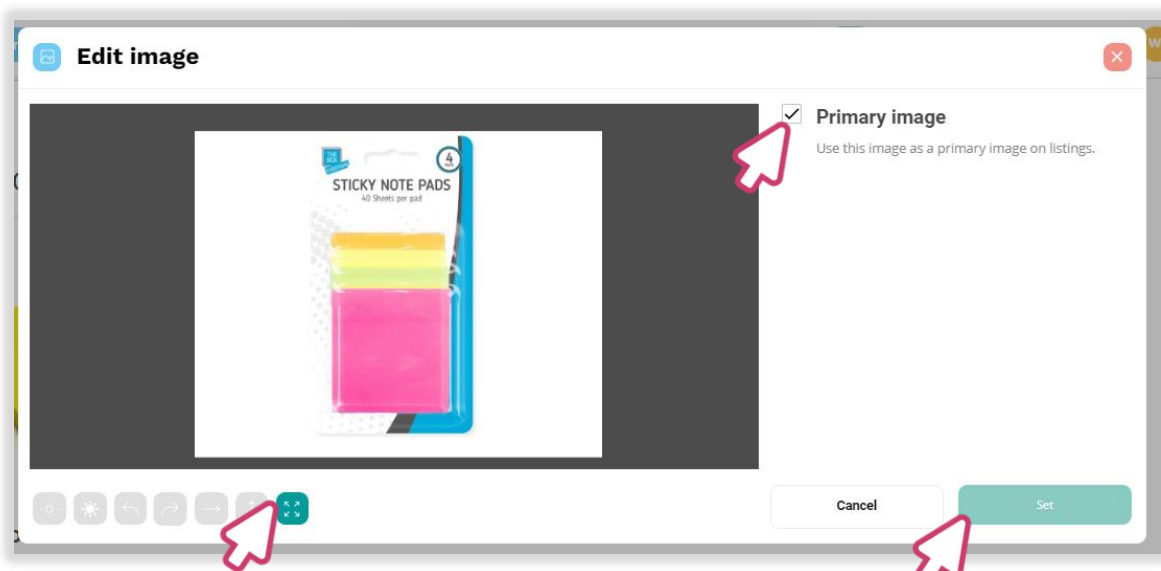
To edit item image, hover your mouse around the center of the photo and click on the appearing 'Edit Image' icon.



From the photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.

To use image as primary listing photo, tick the 'Primary image' box at the top right-hand side of the screen.

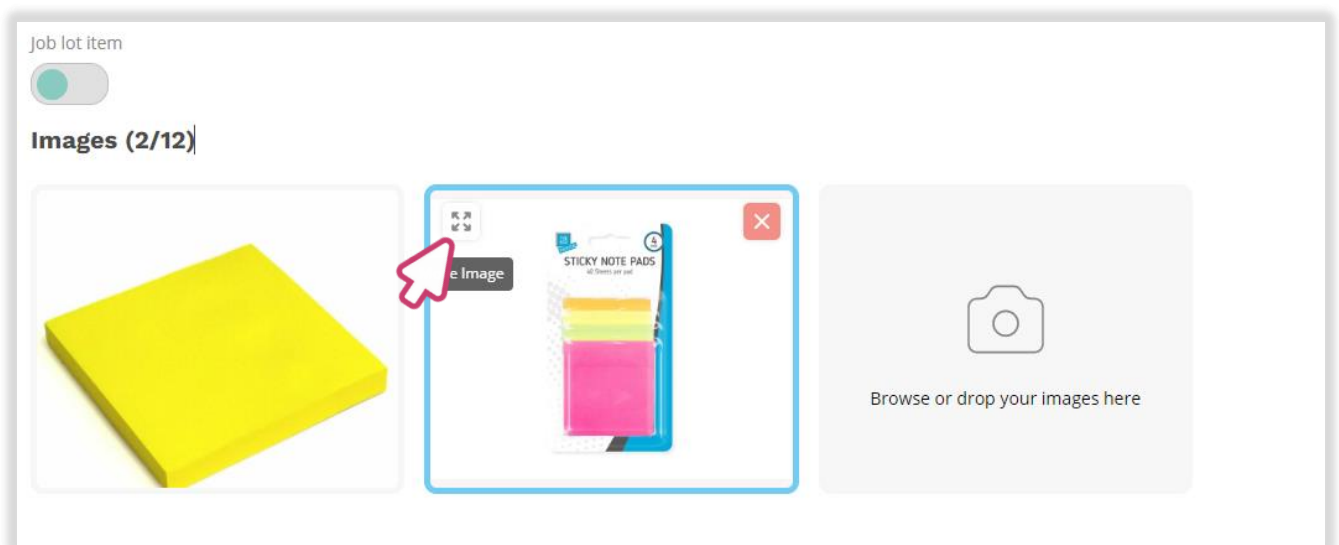
To crop image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, and then, click 'Save' button.



Adding additional photo(s) to listing

To rearrange photo(s), hover your mouse to upper-left of the image, click on 'Move image' icon, and drag the image to a suitable position.

To change the primary listing image, move your mouse to upper-left of the image and click on the 'Move image' icon then, drag the image to the main position.





Updating the listing information

Marketplace account will be set as default. (This can't be changed).

The item category will be pre-populated. You can update it if necessary. To update the item category, click on 'Suggest me the right categories'.

Account *

jnohu92 - United Kingdom

Custom Listing Title (80 chars) *

Sticky Notes Reminders Self Adhesive 76mm Neon Colours Paper Memo Pads

Category

Business, Office & Industrial > Office Equipment & Supplies > Office Supplies & Stationery > Paper Products

[Suggest me the right category](#)

eBay Category ☒ Secondary eBay Category

Then, select the best matching item categories from the pop-up screen, and click on the 'Confirm' button.

Best matching categories

Based on your listing title we search through eBay categories to find some that might fit your item

Business, Office & Industrial > Office Equipment & Supplies > Office Supplies & Stationery > Paper Products

Home, Furniture & DIY > Stationery & School Equipment > Stationery/ Writing Paper

Confirm Cancel

Updating the listing information

You also can manually type in the item category in the search field and select the closest match. Make sure you find the best fitting category.

Custom Listing Title (80 chars) *

Sticky Notes Reminders Self Adhesive 76mm Neon Colours Paper Memo Pads

Category Suggest me the right category 70/80

Business, Office & Industrial > Office Equipment & Supplies > |

- Business, Office & Industrial > Office Equipment & Supplies > Office Equipment > Binding
- Business, Office & Industrial > Office Equipment & Supplies > Office Supplies & Stationery > Binding
- Business, Office & Industrial > Office Equipment & Supplies > Office Furniture > Bookshelves
- Business, Office & Industrial > Office Equipment & Supplies > Office Supplies & Stationery > Business Cards
- Business, Office & Industrial > Office Equipment & Supplies > Office Equipment > Calculator Accessories
- Business, Office & Industrial > Office Equipment & Supplies > Office Equipment > Calculators
- Business, Office & Industrial > Office Equipment & Supplies > Office Supplies & Stationery > Calendars
- Business, Office & Industrial > Office Equipment & Supplies > Office Furniture > Computer Desks & Workstations

If you can't find the right item category, use the 'category selector' and work through the different categories to find the best fit.

Business, Office & Industrial > Office Equipment & Supplies >

eBay Category ✖ Secondary eBay Category

Antiques	>	Adhesives, Sealants & Tapes	>	Copiers & Copier Supplies	>	Binding
Art	>	Agriculture/Farming	>	Fax Machines & Supplies	>	Business Cards
Baby	>	Building Materials & Supplies	>	Microfilm & Microfiche	>	Calendars
Books, Comics & Magazines	>	Businesses For Sale	>	Office Equipment	>	Diaries
Business, Office & Industrial	>	Cleaning & Janitorial Supplies	>	Office Furniture	>	Filing & Storage
Cameras & Photography	>	CNC, Metalworking & Manufacturing	>	Office Supplies & Stationery	>	Organisers
Cars, Motorcycles & Vehicles	>	Electrical Equipment & Supplies	>	Other Office Eqpt & Supplies	>	Other Supplies & St
Clothes, Shoes & Accessories	>	Facility Maintenance & Safety	>	Presentation/AV/Projectors	>	Paper Products

Listing duration *



Updating the listing information

Listing duration will automatically be selected.

Modify the item condition if necessary.

And manually type-in the item condition into the description field if necessary.

Business, Office & Industrial >	Telephone & Answering Systems	Office Furniture >	Filing & Storage
Cameras & Photography >	Test, Measurement & Inspection >	Office Supplies & Stationery >	Organisers
Cars, Motorcycles & Vehicles >	Video Broadcasting & Recording >	Other Office Eqpt & Supplies	Other Supplies & Stationery
Clothes, Shoes & Accessories >	Web Domains/ Email/ Software >	Presentation/AV/Projectors >	Paper Products

Listing duration *

Days 10

Condition *

New

Condition description

Excellent condition

☒ **Item Specifics**

8



Item specifics

Item specifics are required when listing to eBay. Using item specifics can really boost sales. Below are 3 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 at least 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

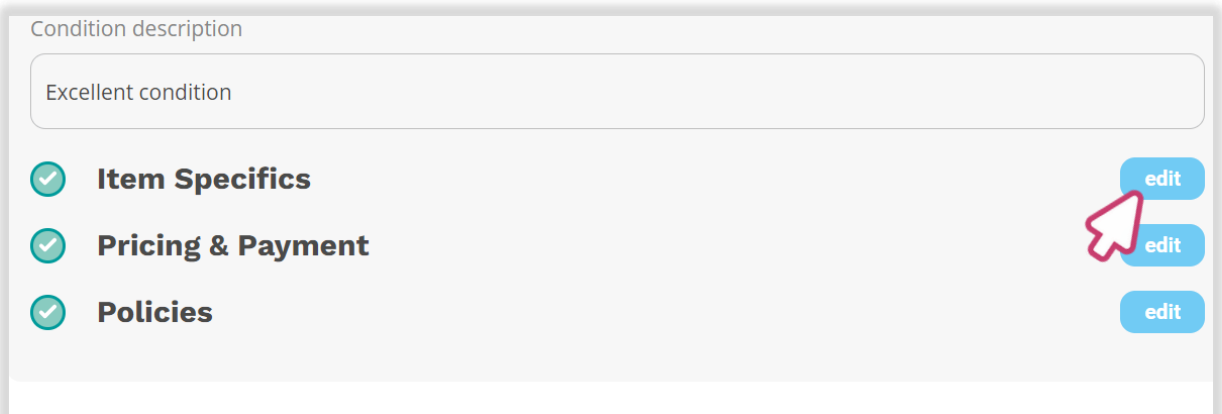
You can add additional attributes to your listing but this is not mandatory.

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.

Item specifics

To modify 'Item specifics', click on the 'Edit' button.



Condition description

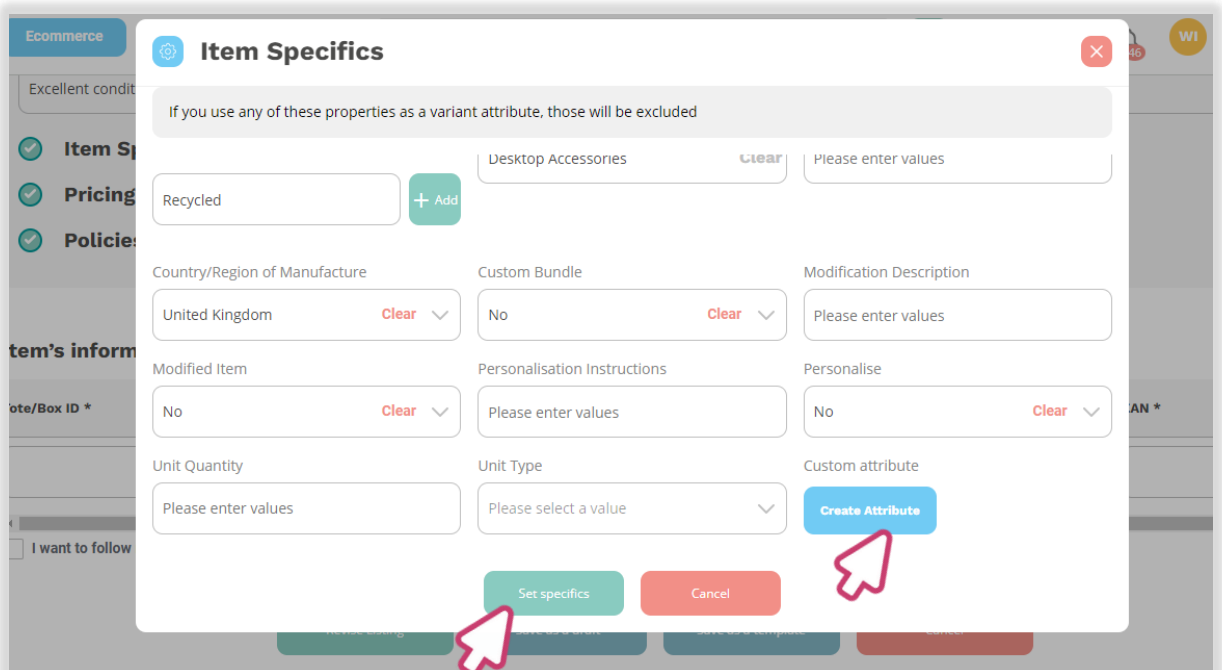
Excellent condition

- ✓ **Item Specifics** edit
- ✓ **Pricing & Payment** edit
- ✓ **Policies** edit

From the pop-up screen, enter or modify all item specifics that are necessary.

To add custom attribute(s), click on the 'Create attribute' button at the bottom of the screen and enter attribute name, value then, click on the 'Add attribute'

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

Desktop Accessories Clear

Recycled + Add

Country/Region of Manufacture United Kingdom Clear ▼

Custom Bundle No Clear ▼

Modification Description

Modified Item No Clear ▼

Personalisation Instructions

Personalise No Clear ▼

Unit Quantity

Unit Type Please select a value ▼

Custom attribute Create Attribute

Set specifics Cancel



Pricing and payment

To update auction start price, 'Vat %' and 'listing donation percentage', click on the Pricing & Payment 'edit' button.

Condition description

Excellent condition

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

From the pop-up screen, update the auction start price if necessary.

Update or add 'Buy it Now price' as a backup if necessary. To give customers the option to buy the item immediately rather than bidding.

Update or set a 'Reserve Price' - a minimum amount that you would want the item to sell for. Leave it blank if you do not want a reserve price.

Pricing & Payment

Auction start price * Buy It Now Price Reserve Price

1.50 £ 6 £ 6 £

VAT Donation Percentage

% 100 %

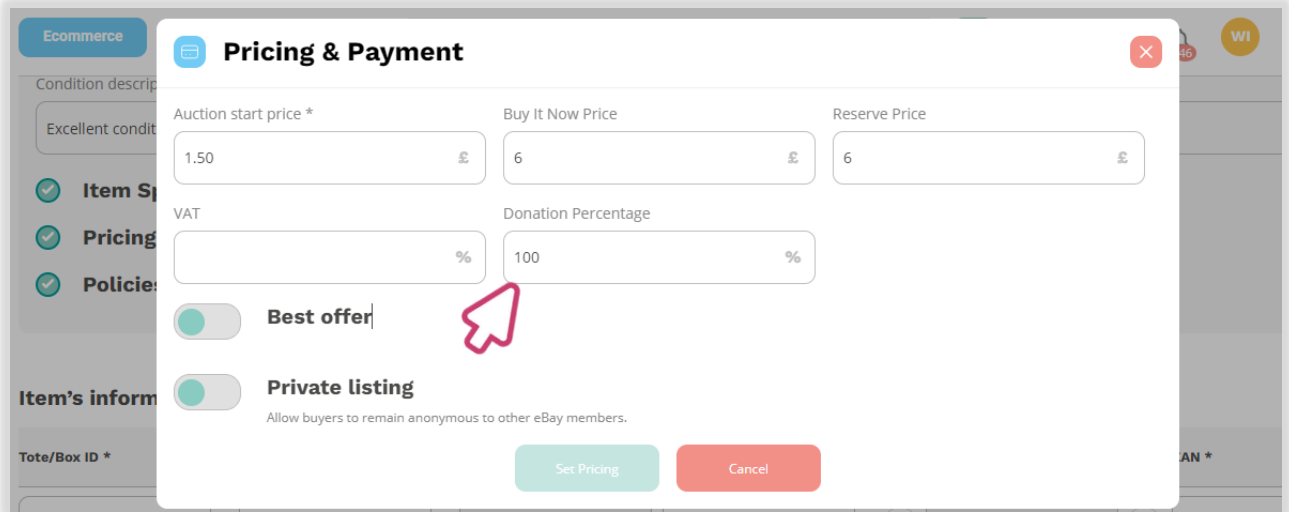
☒ **Best offer**

☒ **Private listing**
Allow buyers to remain anonymous to other eBay members.

[Set Pricing](#) [Cancel](#)

Pricing and payment

Update VAT % if necessary. (This applies only to 'new' items. Leave it blank if it does not apply). Confirm that the 'Listing Donation Percentage' is set to 100% (this is the amount you are donating for the item).



Pricing & Payment

Auction start price * Buy It Now Price Reserve Price

1.50 £ 6 £ 6 £

VAT Donation Percentage

% 100 %

☐ **Best offer**

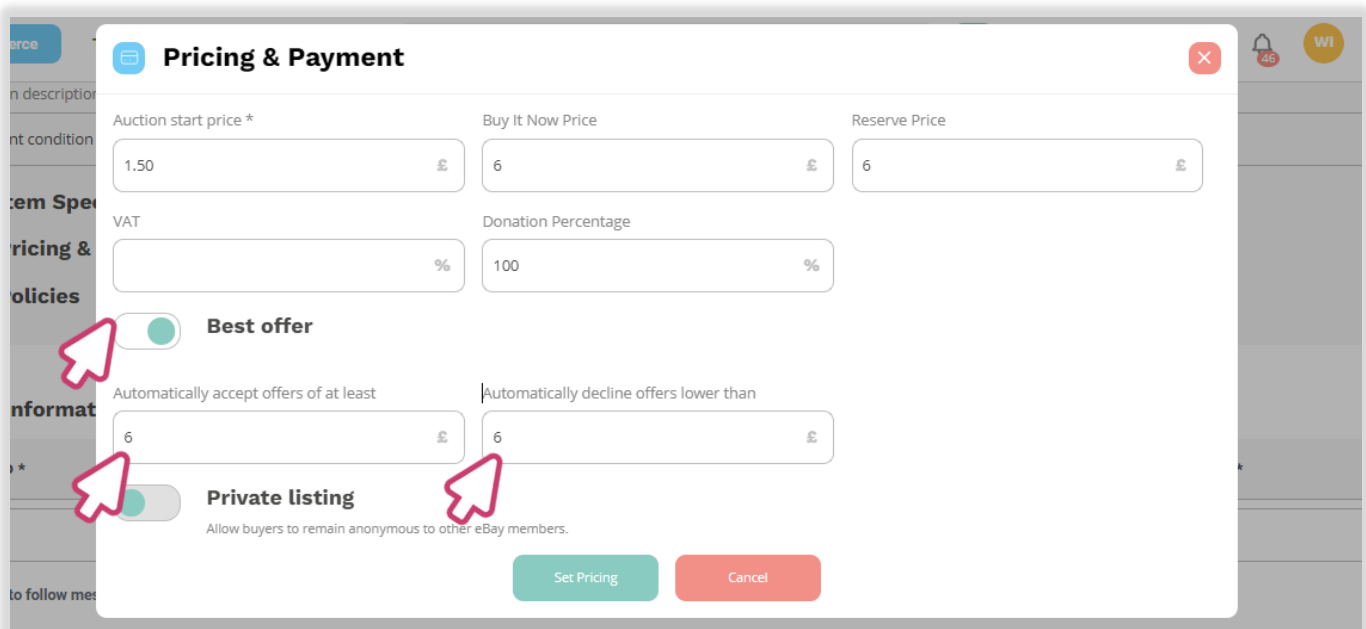
☒ **Private listing**

Allow buyers to remain anonymous to other eBay members.

Set Pricing Cancel

Switch - On 'Best Offer' 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).

And enter the amounts that you are willing to accept and the lowest amounts to automatically decline.



Pricing & Payment

Auction start price * Buy It Now Price Reserve Price

1.50 £ 6 £ 6 £

VAT Donation Percentage

% 100 %

☒ **Best offer**

Automatically accept offers of at least Automatically decline offers lower than

6 £ 6 £

☒ **Private listing**

Allow buyers to remain anonymous to other eBay members.

Set Pricing Cancel



Pricing and payment

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

Click the 'Set pricing' button once all properties are set.

Pricing & Payment

Auction start price * £

Buy It Now Price £

Reserve Price £

VAT %

Donation Percentage %

☒ **Best offer**

Automatically accept offers of at least £

Automatically decline offers lower than £

☒ **Private listing**
Allow buyers to remain anonymous to other eBay members.



Policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship an item, and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your account, making it easier to select them when listing.

To update eBay policies;
Click on the Policies 'Edit' button.

The screenshot shows a portion of the eBay listing form. At the top is a dropdown menu with 'New' selected. Below it is a 'Condition description' field containing 'Excellent condition'. Further down is a list of three sections, each with a green checkmark icon and a blue 'edit' button to its right:

- Item Specifics** (edit)
- Pricing & Payment** (edit)
- Policies** (edit)

A red mouse cursor is pointing at the 'edit' button for the Policies section.

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

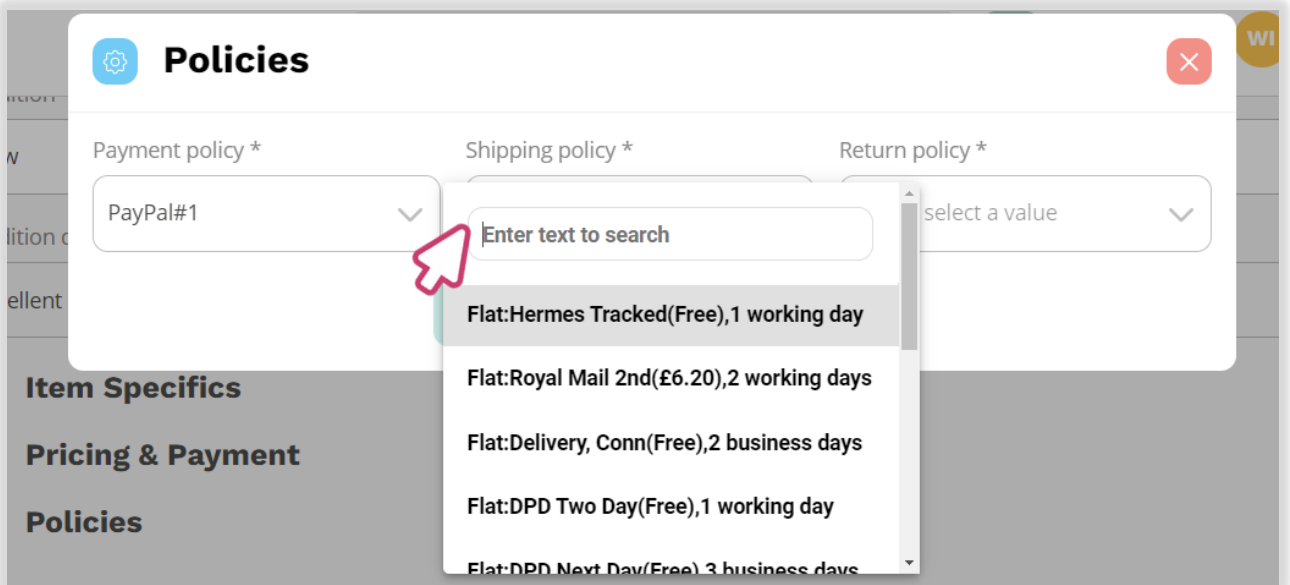
The screenshot shows the 'Policies' pop-up screen. It has a title bar with a gear icon, the word 'Policies', and a close button (X). The main area contains three dropdown menus:

- Payment policy ***: A dropdown menu is open, showing options: 'eBay Payments', 'PayPal#1', 'PayPal#2', and 'eBay Payments:Cash On Pickup Accepted'. A red mouse cursor is pointing at 'PayPal#1'.
- Shipping policy ***: A dropdown menu with the text 'Please select a value' and a downward arrow.
- Return policy ***: A dropdown menu with the text 'Please select a value' and a downward arrow.

At the bottom of the pop-up are two buttons: 'Set Policy' (green) and 'Cancel' (red).

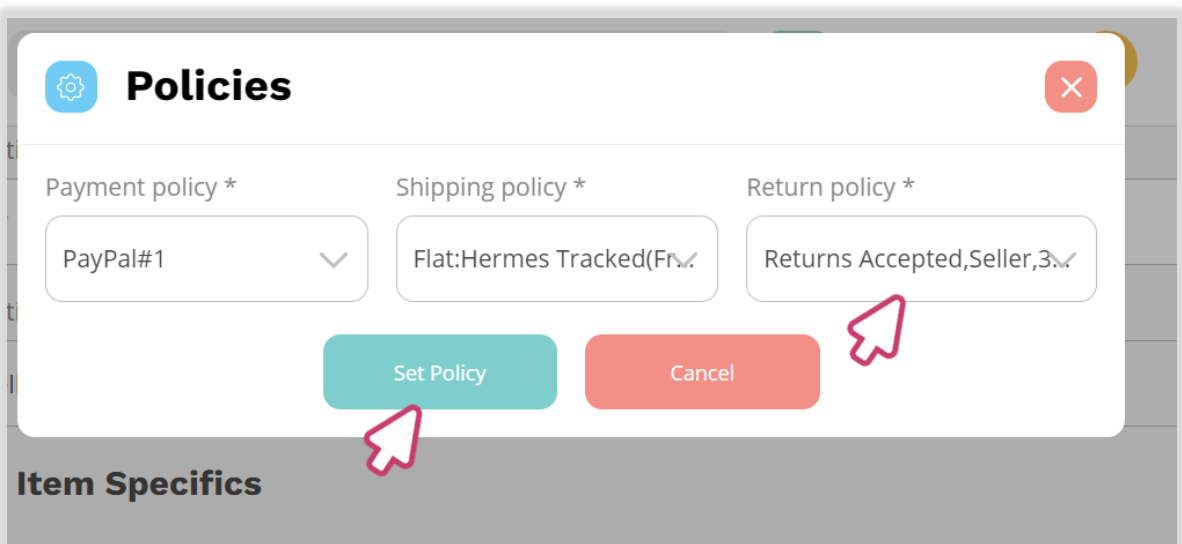
Policies

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



The screenshot shows a modal titled "Policies" with a close button (X) in the top right corner. It contains three dropdown menus: "Payment policy *" (set to "PayPal#1"), "Shipping policy *" (open), and "Return policy *" (set to "select a value"). The "Shipping policy *" dropdown menu is open, showing a search bar "Enter text to search" and a list of options: "Flat:Hermes Tracked(Free),1 working day", "Flat:Royal Mail 2nd(£6.20),2 working days", "Flat:Delivery, Conn(Free),2 business days", "Flat:DPD Two Day(Free),1 working day", and "Flat:DPD Next Day(Free) 3 business days". A red mouse cursor is pointing at the "Flat:Hermes Tracked(Free),1 working day" option. On the left side of the modal, there are tabs: "Item Specifics", "Pricing & Payment", and "Policies" (which is selected).

Click on 'Return policy' field to update the relevant return policy.
And then, click on the 'Set Policy' button, once you are ready!



The screenshot shows the same "Policies" modal, but now the "Shipping policy *" dropdown is closed and set to "Flat:Hermes Tracked(Free),1 working day". The "Return policy *" dropdown is also closed and set to "Returns Accepted,Seller,3 working days". At the bottom of the modal, there are two buttons: "Set Policy" (teal) and "Cancel" (red). A red mouse cursor is pointing at the "Set Policy" button. The "Policies" tab is still selected on the left side.



Update item quantity and revise the item

The item quantity will automatically be set to one.

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.

And then, click on the 'Revise Listing' button once you are ready!

✔ Item Specifics

✔ Pricing & Payment

✔ Policies

edit

edit

edit

Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
<div>Does Not Apply</div>	<div>Does Not Apply</div>	<div>DEFAULT</div>	<div>RZ2000009282</div>	<div>-</div> <div>1</div> <div>+</div>	<div>Does Not Apply</div>

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

Revise Listing

Save as a draft

Save as a template

Cancel

Home

Privacy Policy

Terms of Service

Developer Centre

v2.0.4

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Listing option

From the next screen, the listing type will be set as default. (This can't be changed).

Tick the 'Relist automatically' box, so if the item doesn't sell after the listing period, the system will automatically relist the item for another chance of a sale.

And enter value for 'Automatic relists'.

Tick the New Tote/Box ID if necessary, to add the item to a new tote or box.

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' button.

A screenshot of a web application showing a "Listing create settings" dialog box. The dialog box is white with a blue gear icon and a red close button in the top right. It contains several fields: "Listing type" with a dropdown menu showing "List Immediately"; "Relist automatically *" with a checked checkbox; "New Tote/Box ID" with an unchecked checkbox; "Number of automatic relists" with a text input field containing the number "2"; "Reprice rule" with a dropdown menu showing "Auction Reprice"; and two buttons at the bottom: "List it" (green) and "Cancel" (red). Five red arrows point to the "Relist automatically" checkbox, the "New Tote/Box ID" checkbox, the "Number of automatic relists" input field, the "Reprice rule" dropdown, and the "List it" button. The background shows a blurred view of the application's settings page.



Happy Selling

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