

**A Use a descriptive title**

You can use up to 55 characters to describe your item but make sure to:

- Use key words that accurately describe your item.
- Avoid spelling mistakes and non standard abbreviations.
- Include item specifics such as genre, condition, colour, brand.

**B Upgrade features**

There are lots of ways to make your listing stand out from the crowd and increase its visibility including:

- Highlight
- Border
- Bold
- Subtitle

[Read about these features and more.](#)

**C Start your auction off low**

- This attracts more attention and interest.
- Start at \$0.99 or less and benefit from low listing fees.

**D Use a photo**

- Many buyers won't bid on an item without a picture. [Gallery photos](#) appear directly in browse and search results.
- They stand out in the list and let buyers see what's being offered without having to click to find out more.
- Make sure you show images of any areas of damage to prevent buyers from complaining.

**E Use listing designer**

- This helps improve the visual appeal of your listing.
- Add visual themes and layouts; and if you have Selling Manager Pro it's free.

**F List items in the right category**

- Items listed in an inappropriate category will appear further down the list of search results.
- Consider listing in a [second category](#), especially for higher-value items. This could double your audience.

**G Use item specifics**

- [Item specifics](#) help make buyers more likely to find your item so include specifics in the title and description.
- If you're offered the option of listing items using the Find Your Product feature (available in some categories), use this to increase the amount of information in your listing, and its chances of being found.

**H Specify your postage**

- Manage buyers' expectations by specifying postage so they know up front the total cost of the item. Use the Postage Calculator in your listings. This allows buyers to see accurate postage costs for their location.
- Specifying accurate postage will also help you comply with the [Excessive Postage and Handling Policy](#).

**I Specify your return policy**

- If you have a clear return policy, it may help you to become a more successful seller on eBay. Difficulty in returning items can be a barrier for buyers.
- This is particularly important if you are a business seller, as your buyers may have the right to return items within a reasonable period under consumer laws. [More on this.](#)

The screenshot shows an eBay listing for "Disney's THE LION KING - 2 DVD Platinum Ed. - R1 - NEW!". The listing includes a starting bid of AU \$0.99, a maximum bid of AU \$5.50, and a "Place Bid" button. The seller's feedback is 99.4% positive. The item is described as "Life's greatest adventure is finding your place in the Circle of Life." and includes audio and subtitle options. The listing also shows postage and handling details, a return policy, and a genre selection menu.

**Callouts:**

- A:** Item title
- B:** Seller information
- C:** Starting bid
- D:** Item image
- E:** Description
- F:** Genre
- G:** Region
- H:** Postage and handling
- I:** Return policy

**Here is an example of how a buyer will refine their search using item specifics:**

The screenshot shows the "Genre" filter menu with various categories and sub-categories listed, such as Drama, Television Shows, Action, Adventure, Comedy, Family, etc. The "Go" button is visible at the bottom right.