

Developing Your Brand on eBay

As a business seller, creating a professional-looking presence on eBay is vital to your success. Buyers will gather an impression of your business within moments of reviewing your listings or entering your shop. Create a shopping environment that captures your company's personality by integrating your brand throughout your **eBay Shop** and **View Item Page**.

Tips for Building your Brand

- ▶ Make your brand visually distinct from other eBay businesses that sell similar products.
- ▶ Use colours, imagery, and graphics that complement what you sell and highlight your strengths.
- ▶ Reinforce your branding in all customer contacts. For example, use your brand colours and imagery in your advertising, emails, and especially your eBay listings.

eBay Shops

eBay Shops includes powerful, easy-to-use tools for customising the appearance and content of your Shop. Below are two examples of businesses that have created an impressive brand presence through their eBay Shops:



Develop your brand on eBay with these Shop features...



Shop theme

The theme has the main colours, fonts, and graphics that appear on all the pages of your Shop. If you're not sure where to start, try one of the pre-designed themes, which already have professionally designed graphics and colour combinations. For a custom design, you can completely control the individual elements of your theme with HTML.

Shop logo

A logo usually consists of the Shop name and a graphic that symbolises what you sell or the qualities of your company. Choose from a list of pre-designed logos or design your own (or choose not to have a logo). It's best to make sure your logo looks professional - a poorly designed logo may hurt your image rather than help it.

eBay Header Style (Featured and Premium subscribers only)

In your Shop, you can display either the standard eBay navigation bar or a smaller version that takes up less space. If you're just beginning to sell online, emphasising your association with eBay is a good way to establish credibility with buyers. More-established sellers may want their brand to be more prominent on the page.

Custom categories

These are the "aisles" or "shelves" of your Shop. You can create up to 20 custom categories. As you name them, put yourself in the shoes of your buyers: What words would they use to describe the categories of items they're looking for? The more clearly you name your categories, the more likely buyers will find your items

List view and gallery view

Choose the default display style that best suits your business. List view is useful for showing long lists of items - each item takes up less space, making more items immediately viewable. On the other hand, gallery view devotes more space to each item through a larger picture. This is great for shorter lists of items where the picture is important.

Item sorting

You can determine how your items are sorted in categories and search results. This can have a subtle but important influence on the shopping experience. For example, you might pick "Newly Listed" if you want buyers to first discover your newest Shop Inventory format items.

Header information

You can add more text and pictures to the header of your Shop, and this information will appear on every page. This is great for raising the visibility of newly-listed items or those on sale. It's also an excellent way to tell buyers about promotions, your specialties, the latest news about your business (such as whether you're on vacation), and other aspects of your Shop.

Custom pages

Your custom pages can be used for just about anything - your Shop home page, presenting your Shop policies, highlighting a current sale, telling more about your business, etc.

View Item Page

The View Item page is what buyers see when they click on your item title. Your branding should be consistent across your eBay Shop and View Item Pages. The more attractive, informative, and professional your listing is, the more confidence potential buyers will have in placing a bid.