Promote your eBay Business

▶ **Promote your eBay Listings**
▶ **About Me**
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Promote your Listings
You can increase your items visibility by promoting your images, highlighting your listings, or featuring them on various different pages on eBay. eBay offers the following ways of promoting listings on the site.

Gallery:
Choosing the Gallery feature for your listings displays an image of your product on the listings page.

Did you know?
Including a gallery image in your listing is absolutely FREE.

Gallery Featured:
With Gallery Featured, your item will periodically appear in the special Featured section above the general Gallery.

Bold:
Click on the Bold feature in the Sell Form to have your item title appear in bold on the listings page.

Did you know?
The image will be almost double the size of non-featured Gallery pictures.
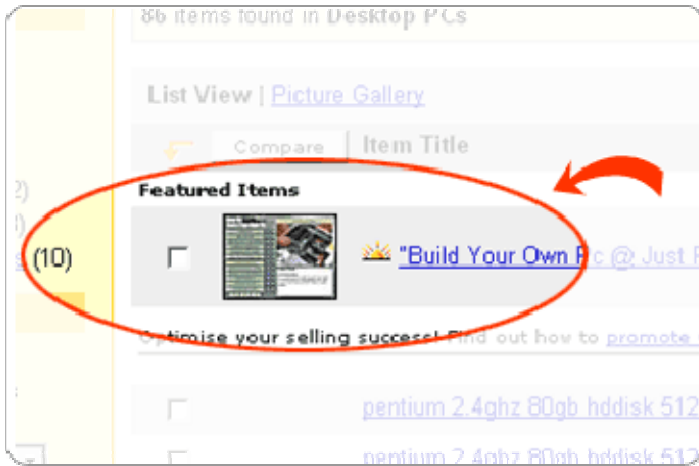

Border:
Choose the border feature to have your item showcased with a coloured band.
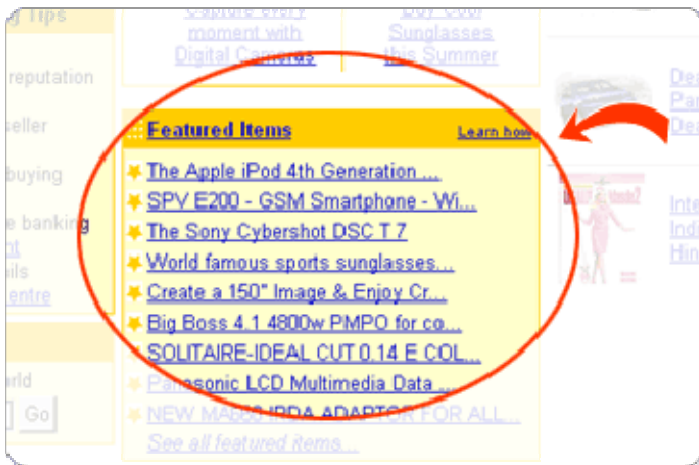

Highlight:
Click on Highlight to make your listing appear with a coloured band in the background.

Featured Plus!
Select this option to have your item appear prominently in the Featured Items section of the category list.

Home Page Featured Listing
Select Home page to have your item appear in a special display on eBay's Home page.

> *Did you know?*
> Promoting you item increases your chances of sales.

About Me Page

The eBay About Me page may be used by a seller to describe and add a personal note to his business.

Benefits of the About Me Page

- You can display all your items in one area
- Help shoppers on the site get to know you better and convince them to buy your product.
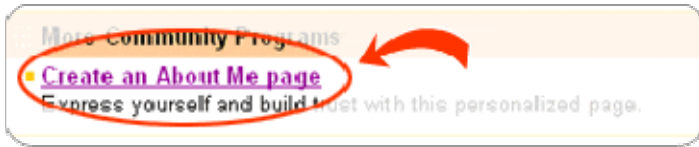- Share information about your business with your buyers.

> *Did you know?*
> Other members will see the me icon me next to your User ID. They can click on the icon to view your page and learn more about who you are.

Steps to create your About Me page

- Click on the Community link available on the top of all eBay pages

- Click on the "Create an About Me Page" link

- Click on the "Create your page" tab

Step 1: Choose Page Creation Option

- Select Create a step by step process or

- Enter your own HTML code depending on how you wish to enter the details on your page

Step 2: Enter Page Content
Fill the form with all the information you would like to add to your "About Me Page".

Page Title:
Enter a title for your page in this box. E.g.: Adventures with Antiques, Sunil's Books and Comics, etc.

Description:
Enter details you would like to have in your About Me page here. You can divide it into 2 paragraphs.
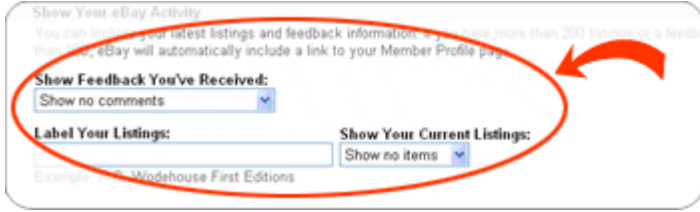
Did you know?
1. You can talk about who you are
2. Describe any interesting incidents about your selling activity
3. You can also highlight your trading records to reassure potential buyers.

- **Picture:**
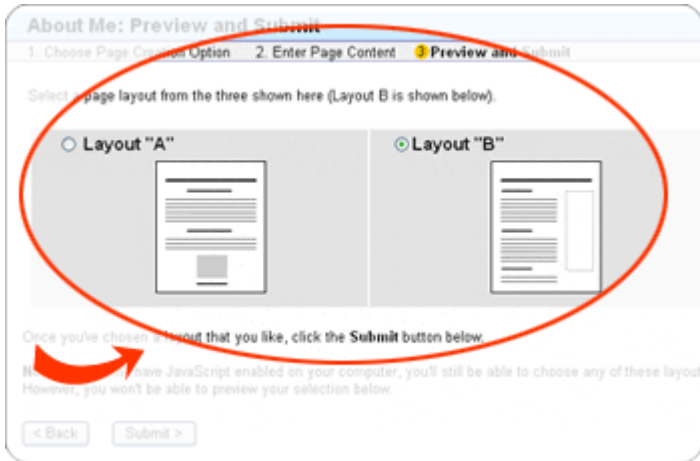 Insert pictures that you would like to share with your eBay users. You can also insert your own picture if you wish.

A. Give your picture a label
B. Link your picture to your about me page by entering the URL.

Show your eBay Activity:
This section allows you to include links to your live listings and recent feedback received.

Choose from Last 10 / 25 / 50 / 100 Comments / Listings you wish to show

on your About Me page.

Add Links:
Add the name and the web address in the text box provided.

Step 3: Preview and Submit

You are almost done.

Choose a layout for your page
Preview the page and click on submit

💡 *Did you know?*
You should read the "About Me Page" policy before you add links to any website in your About Me Page.

You can direct buyers to information that you would like to share with them by adding links to your about me page

eBay Affiliate Program

The eBay Affiliate Program pays Internet publishers, Web masters, and other online partners to drive new users to eBay. Affiliates promote eBay with banners and text links. In return, they receive commissions for driving new users as well as bids and "Buy It Now" purchases.

💡 *Did you know?*
Joining the eBay Affiliate Program is free. You can take advantage of the eBay brand.

To become an eBay affiliate or to learn more about the program, including payment structure, requirements for commissions, available tools, and the business models of some of our affiliates, visit the eBay Affiliate Welcome page.