World of Books

Ecommerce User Guide

How to clone a Marketplace Fixed Price 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 clone a marketplace listing

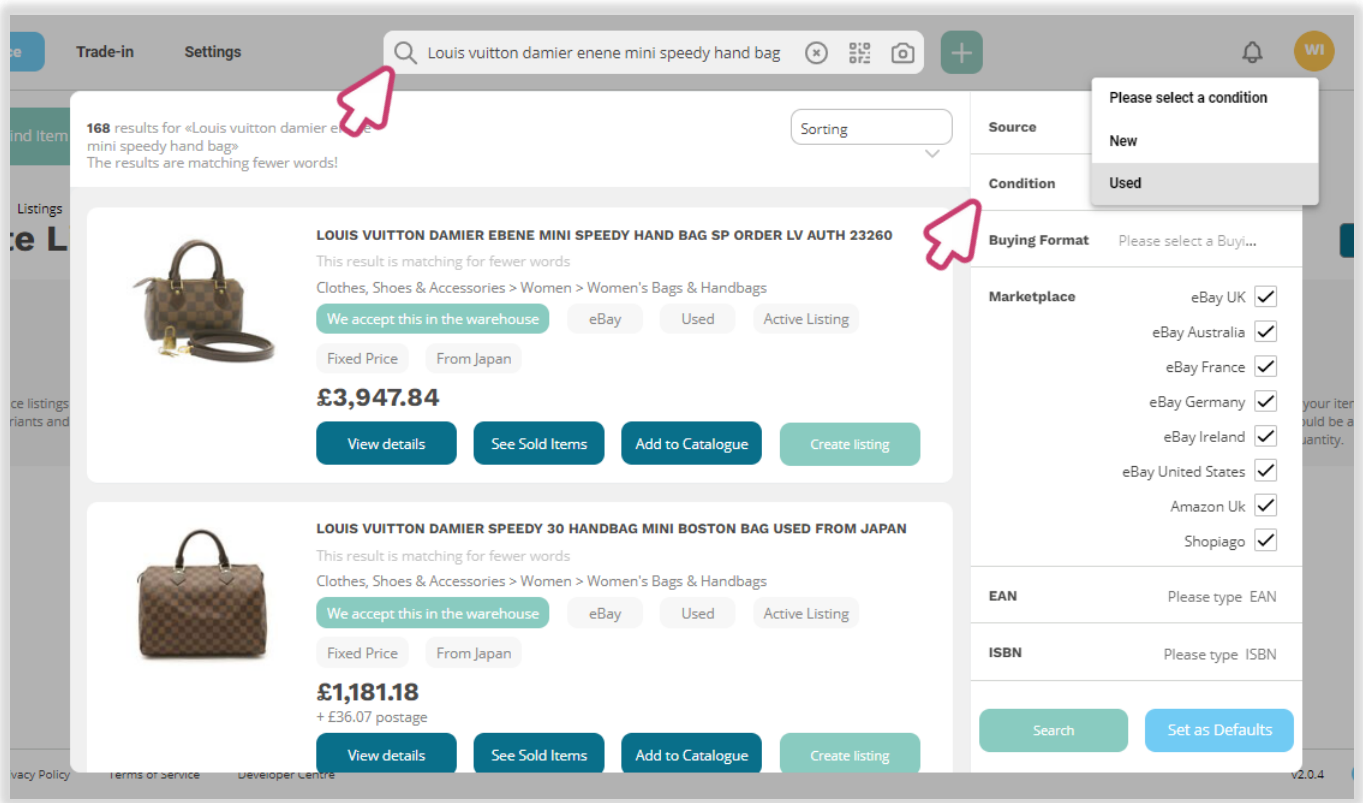
Cloning an existing marketplace listing will help speed up your listing process. By cloning, you will be able to fetch all information relating to the item from selected marketplace(s) catalogue, which includes the item title, brand, dimensions, photos, category etc, to drop into the listing form. You can modify, add additional photos, and then list the item to your preferred marketplace(s). For information about eBay's cloning policy, click here.

Please note: This guide is primarily for 'Fixed price style listing'.
To match-up an existing marketplace listing;

Login to your account.

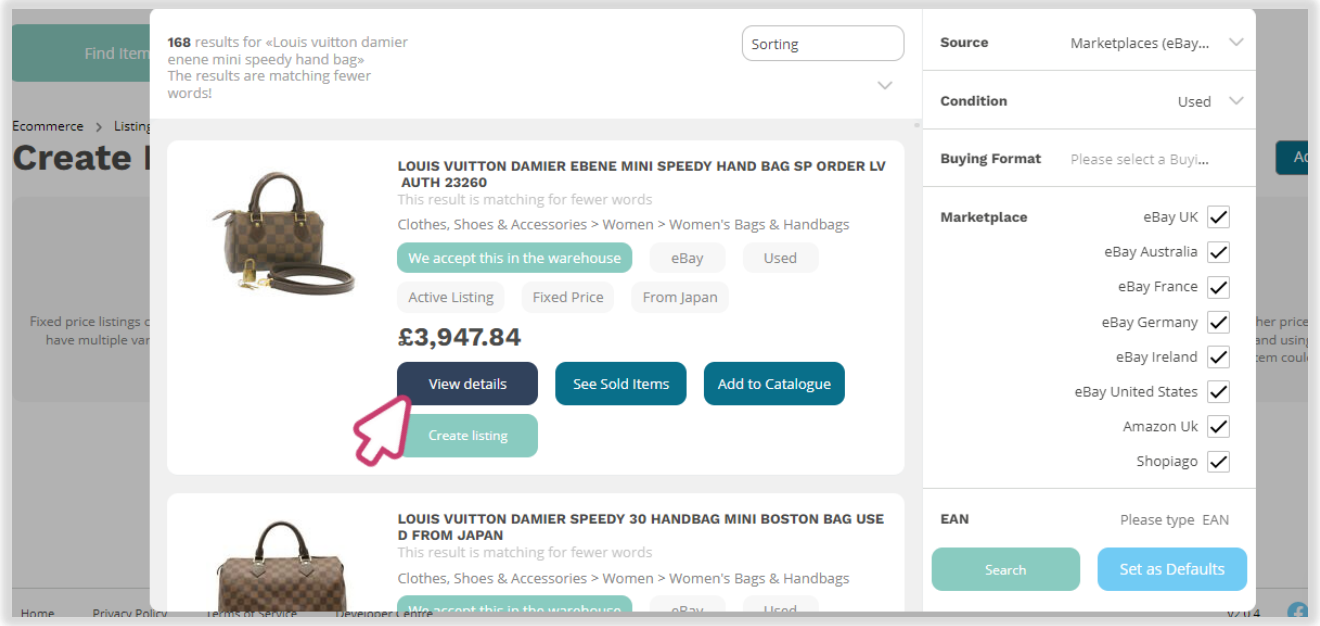
From the dashboard, click on the 'search bar' at the top-centre and match up an existing listing by name, photo, or barcode.

You can also use the 'Search setting' at the top-right of the screen, to enhance your search.

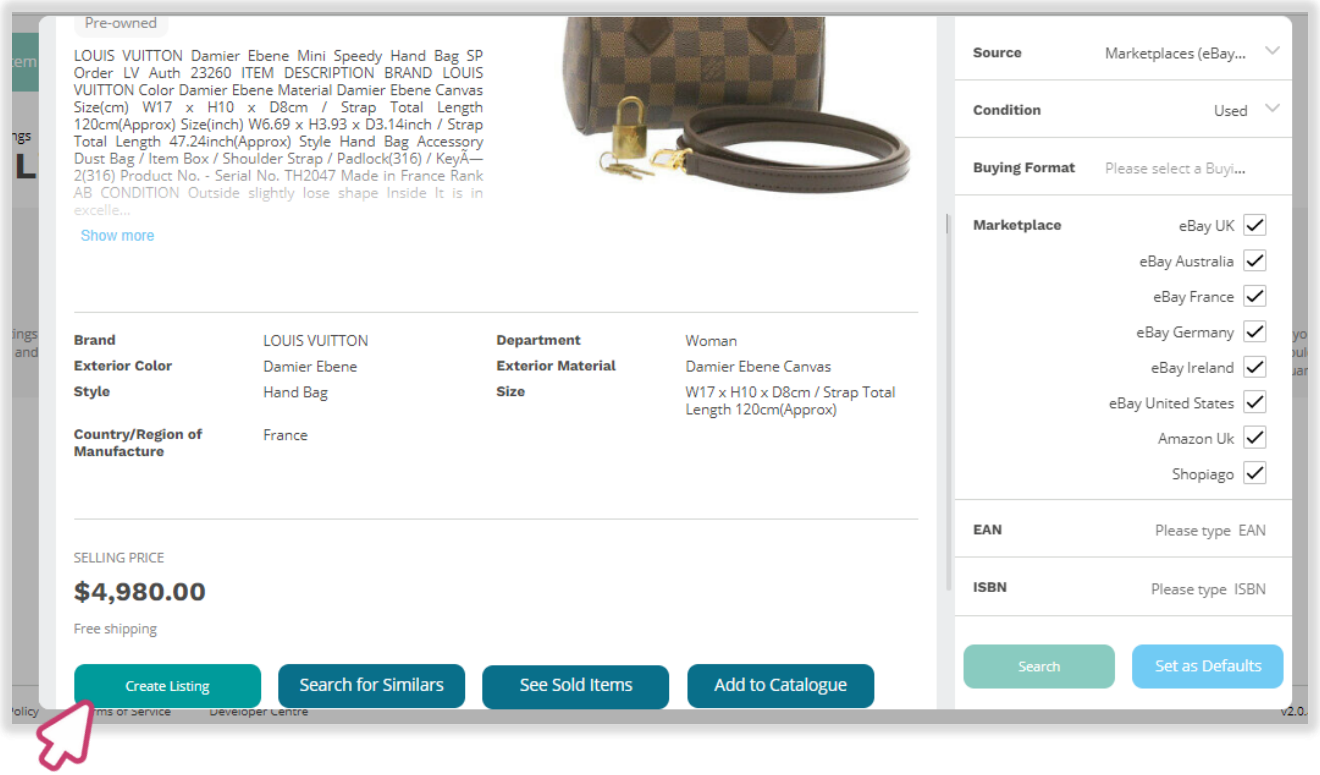


How to clone a marketplace listing

To view the listing information, click on the ‘View details’ button.



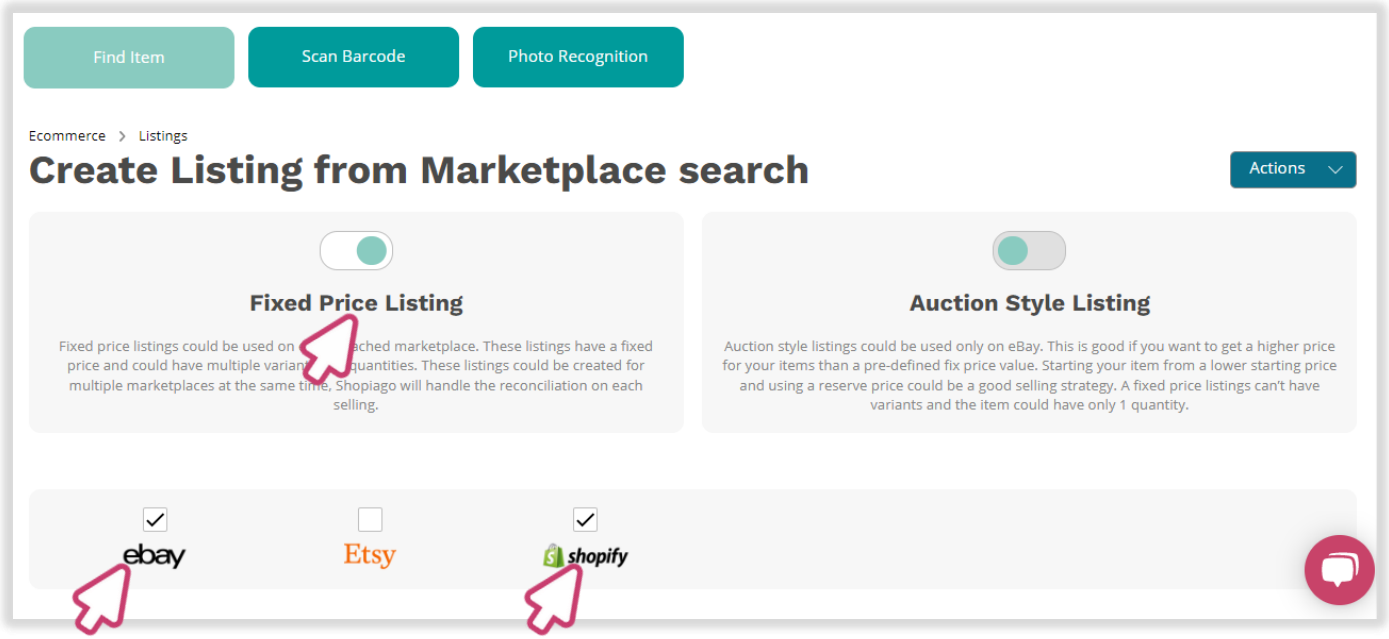
And click on the ‘Create listing’ button once you are ready!



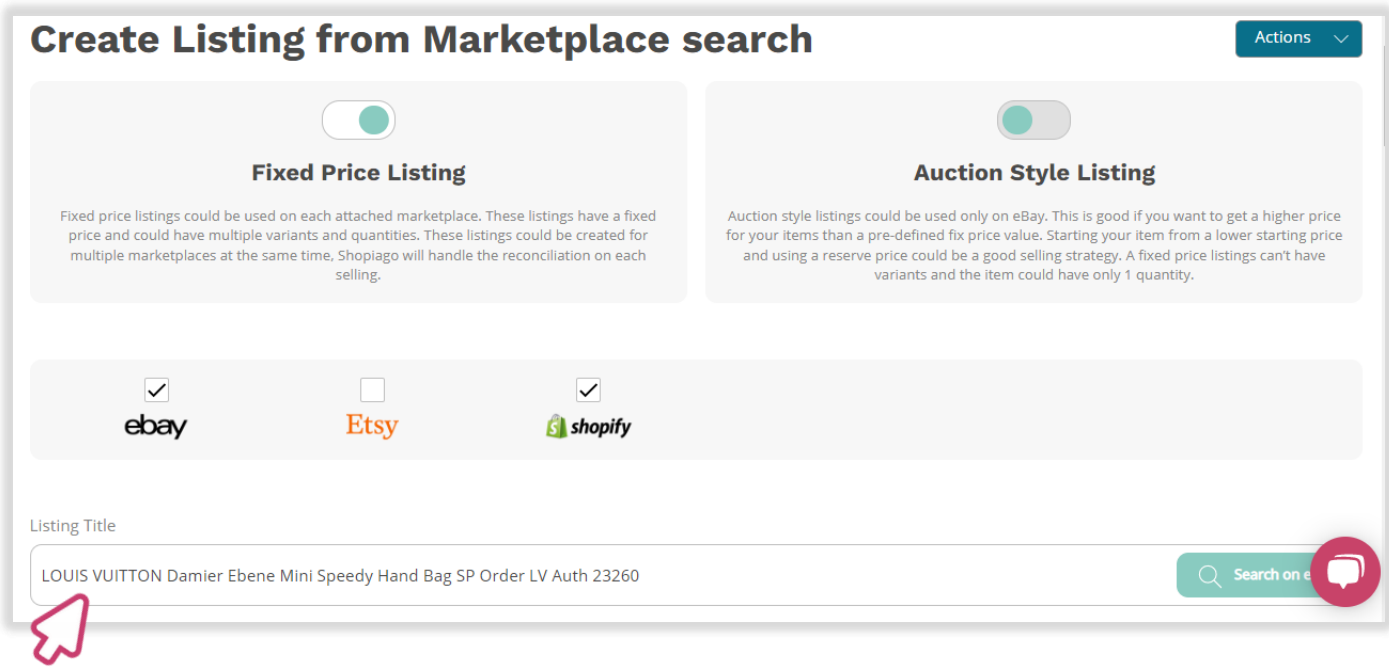
How to clone a marketplace listing

From the next page, select ‘Fixed Price’ as the buying format.

Select single or multiple marketplace(s) for the listing.



Check that the item title is correct and modify if necessary.



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Updating the item description

You can update the listing description if necessary.

Confirm that the item description matches your item.

Add any additional details to your listing description if necessary.

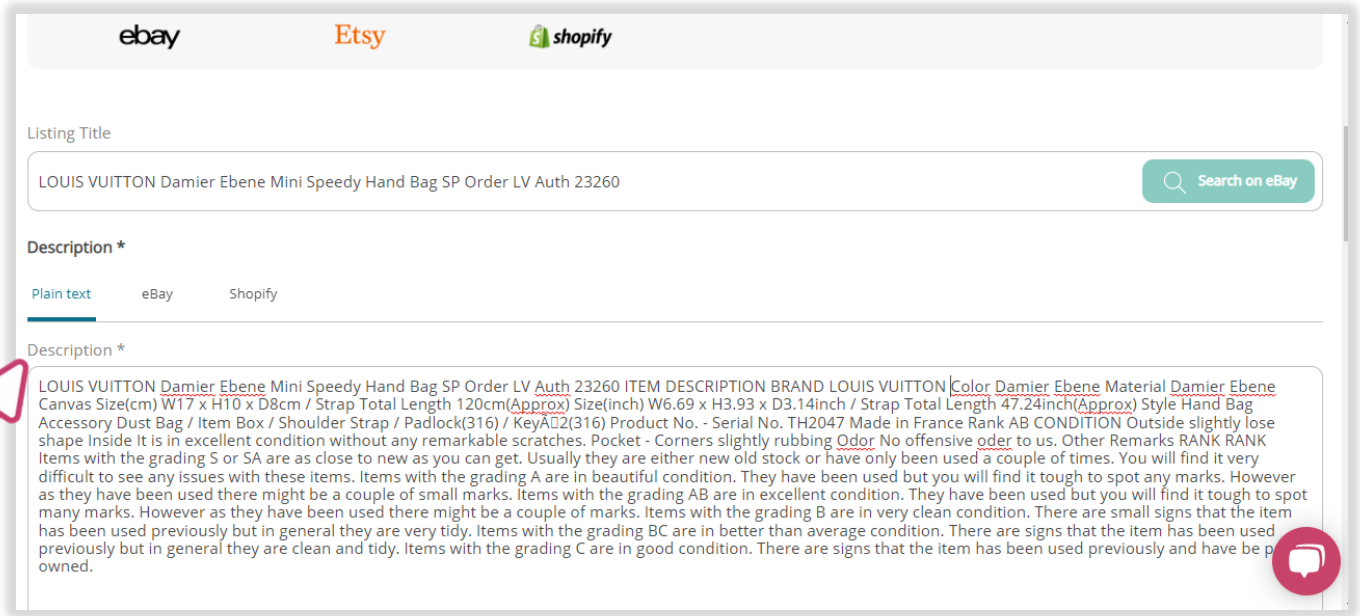
Tips:

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

Your item description should be comprehensive and accurate.

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

You can update the item description at any time.

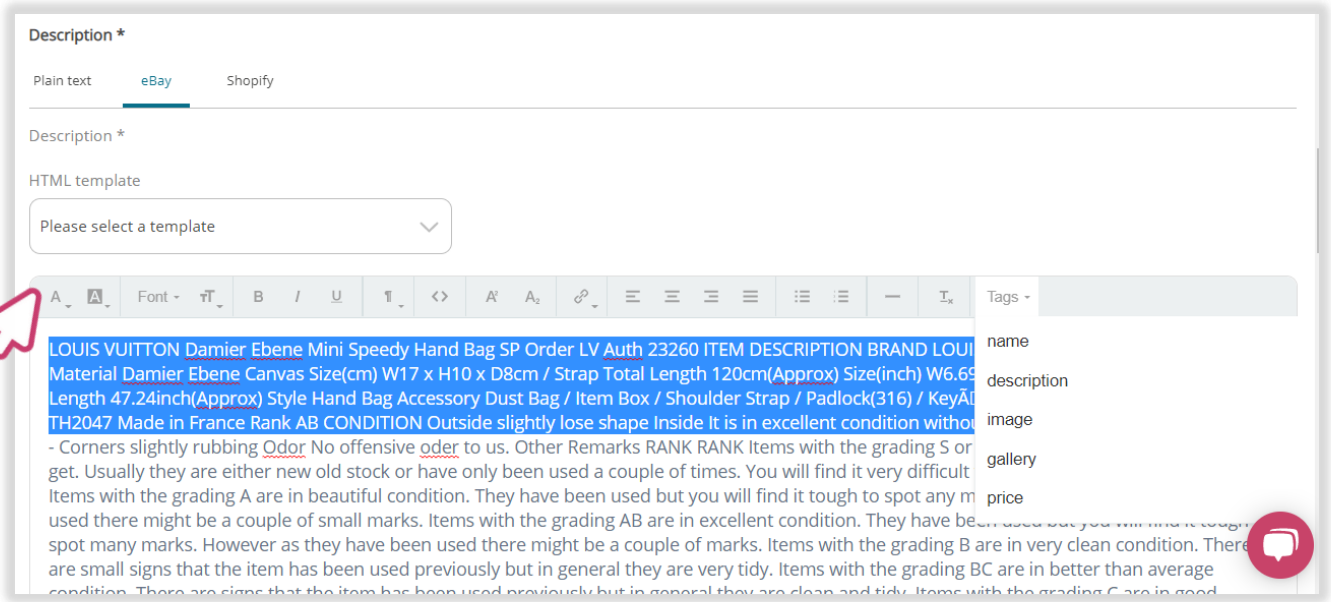


Updating the item description

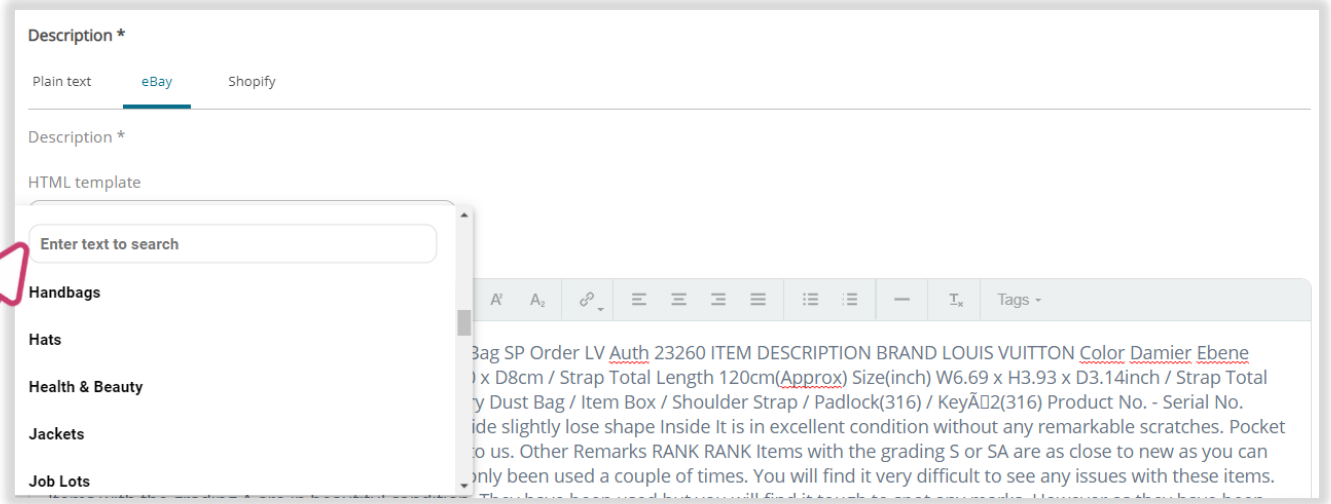
If you are listing to multiple marketplaces, please note that each marketplace has it's own listing description features. The plain text field will be used on every marketplace unless you make changes. You can add an HTML template or edit listing description for eBay.

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

And use the formatting tools to adjust the item description to how you want it.



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



Updating the item price, custom SKU, tag(s), and collect in store

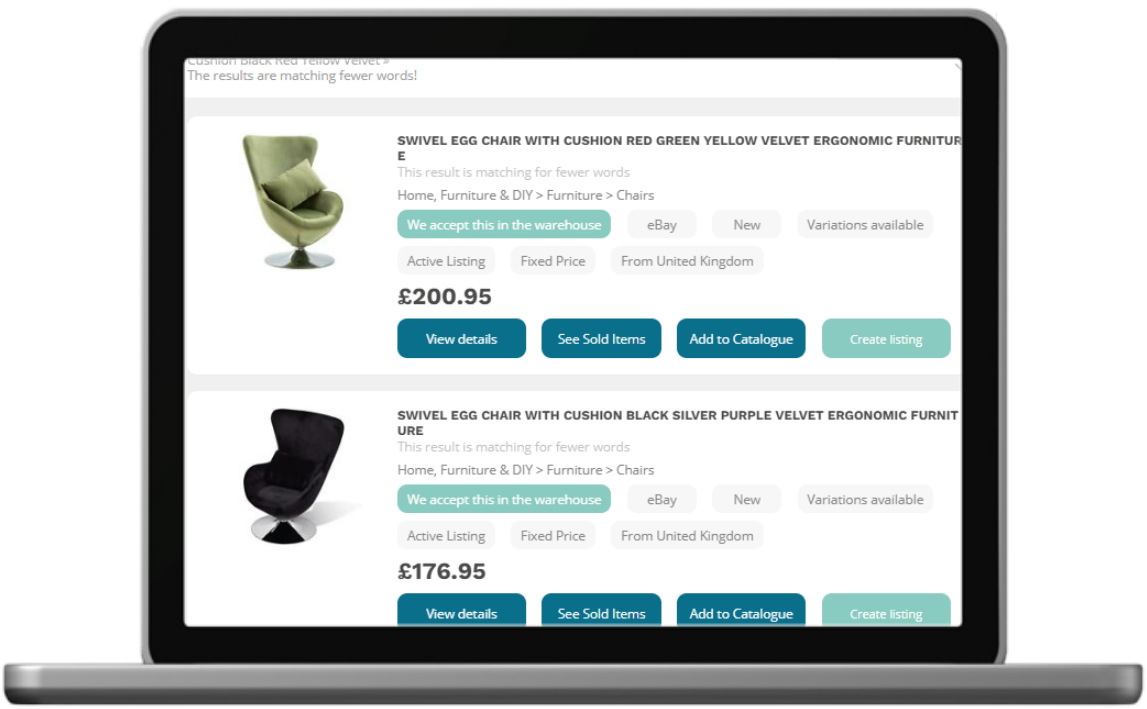
Pricing is one of the top influencing factors. You should think carefully when setting up your price. Most customers will take the item's price into consideration when deciding whether to buy.

Tips:

Avoid setting up your price based on what you want to achieve.

Don’t presume what a customer might pay for your item.

Use the market research tool, to find out your item price!



Updating the item price, custom SKU, tag(s), and collect in store

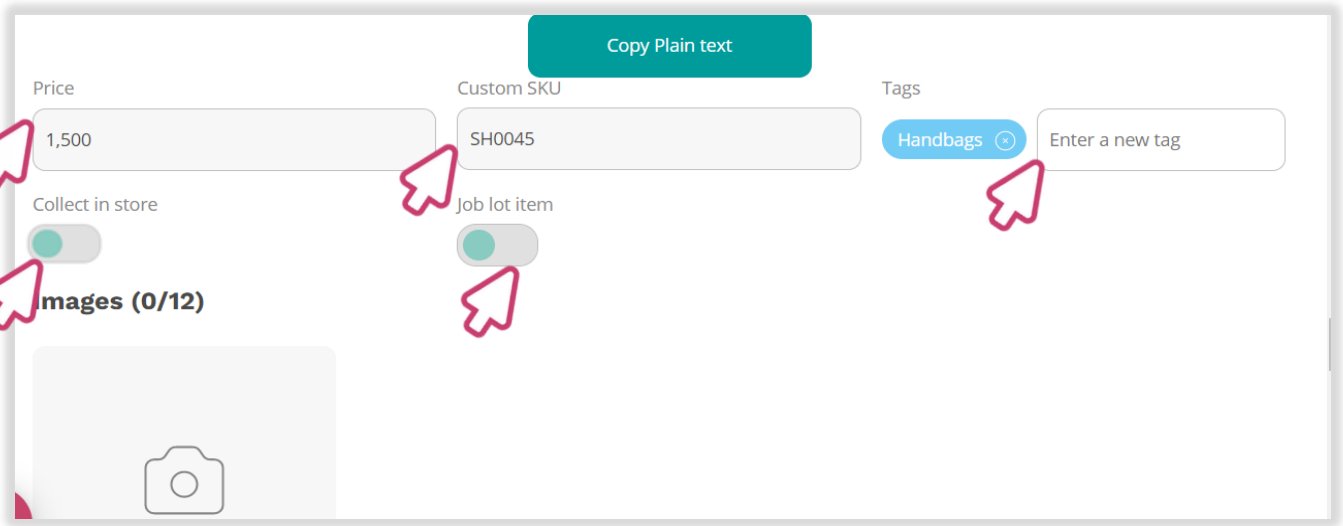
Once you've decided on the item price, click on the 'Price' field to update or add new item price. This will appear on selected marketplace(s).

Add a custom SKU if necessary. Otherwise, leave blank as the system will automatically assign a SKU to the item once it is listed.

You can add tag(s) to the item if necessary. This is for internal use for categorising listings.

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 the "Job Lot Item" toggle switch if you are selling the item as a group. If not, leave off.



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Updating the listing photo(s)

As you can imagine, having 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.

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Updating the listing photo(s)

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.

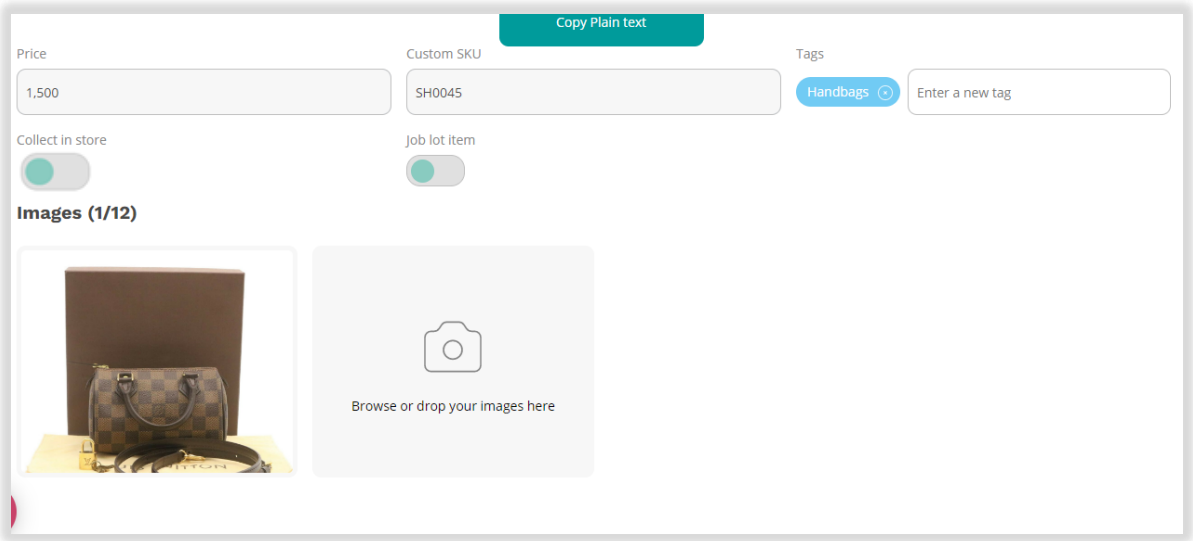
Don’t add thumbnails as these can affect the clarity of the photo when submitted to marketplaces.

The photo should depict the item being described.

The photo should not contain any watermarks or digital signature.

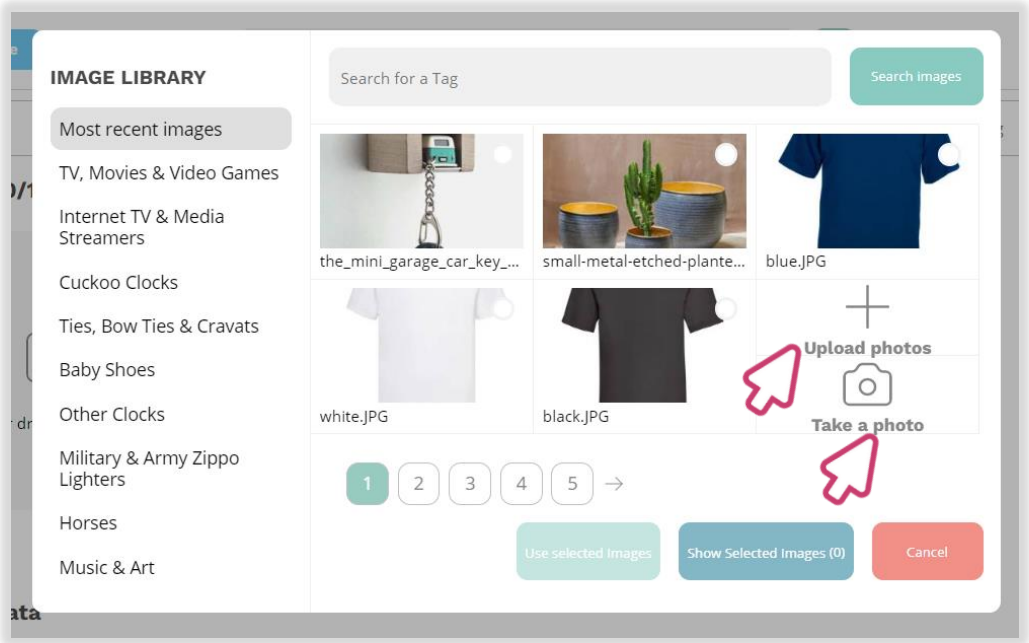
Updating the listing photo(s)

To add additional photo (s);
Click on the 'Photo icon' to select item photo(s) from your image library, Pc or mobile device. You can also drag and 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 device.

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



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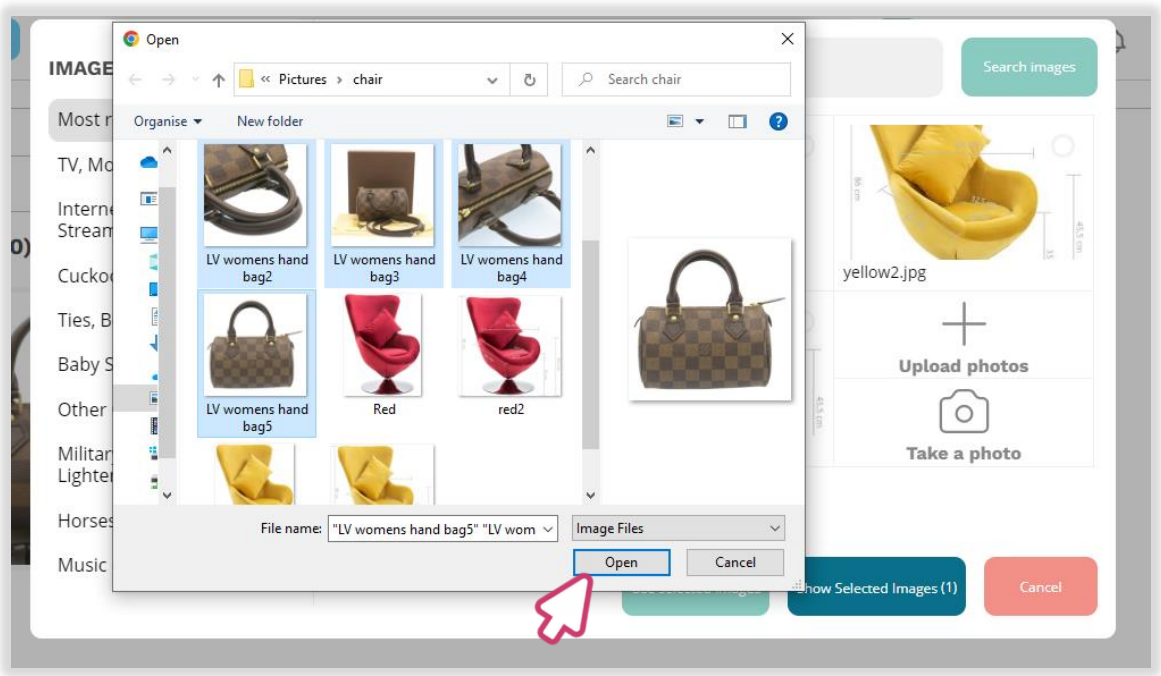
Updating the listing photo(s)

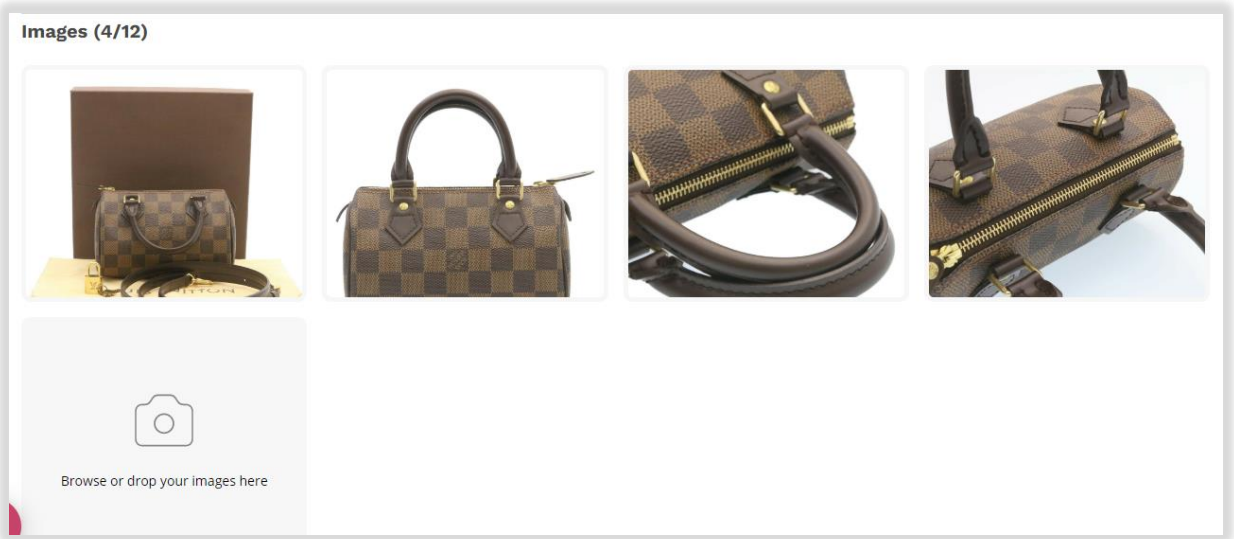
Once you've clicked on 'upload photos', you will be prompted to select the item photo(s).

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.



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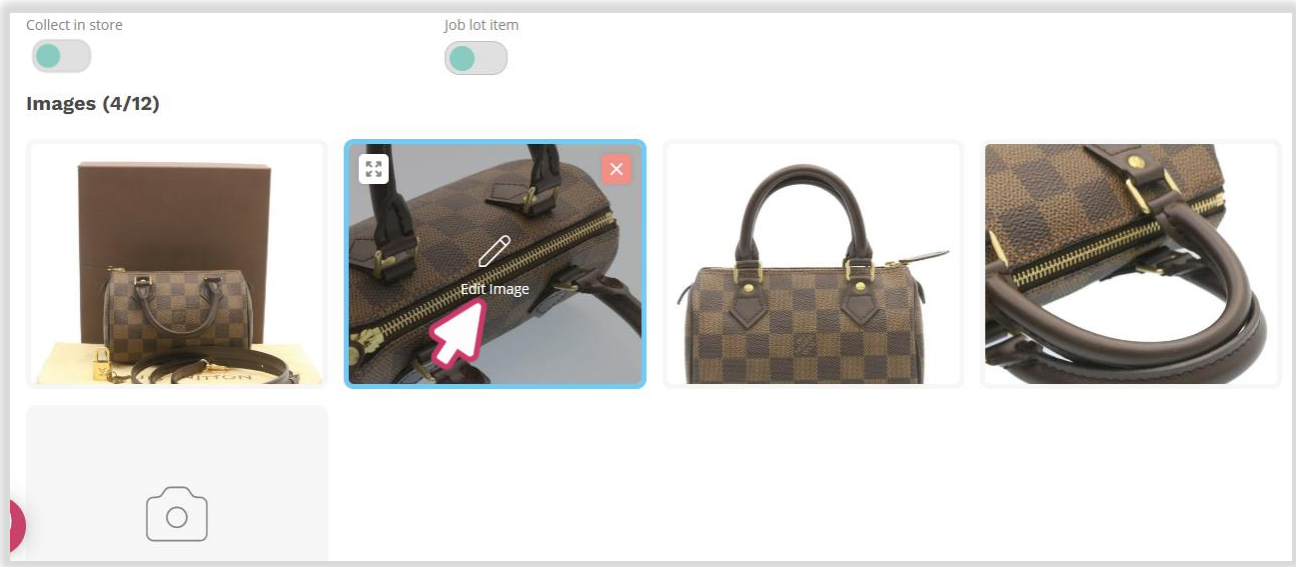
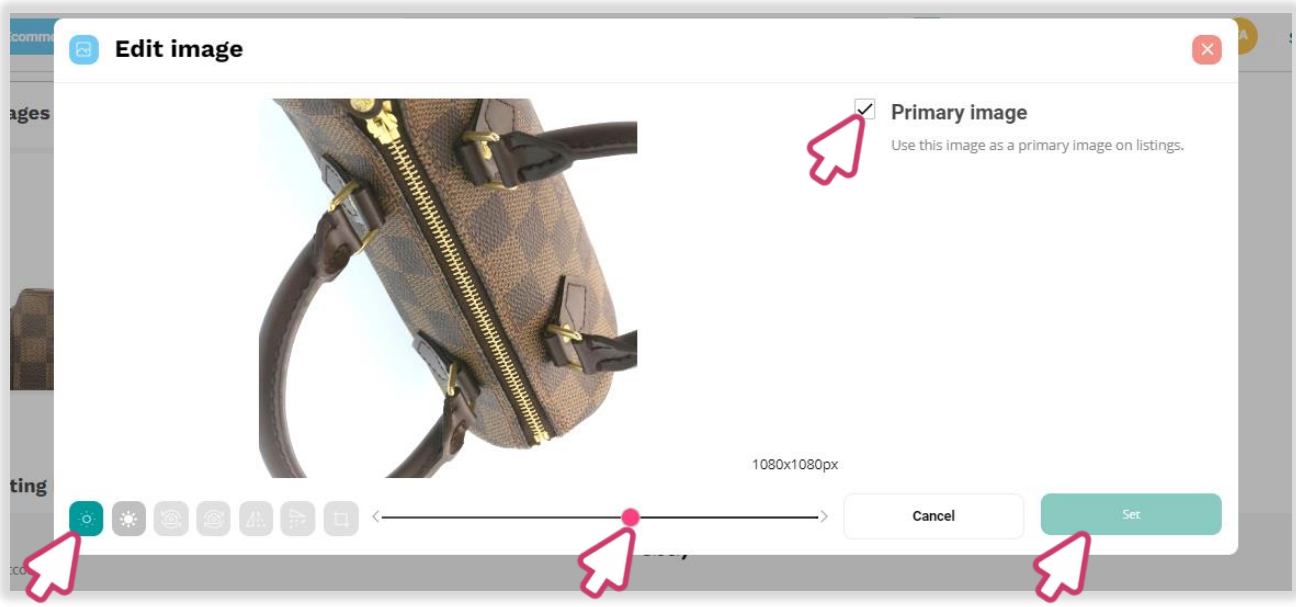
Updating the listing photo(s)

To edit an item image, hover your mouse around the centre of the image 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 the image, click on the ‘Crop’ icon, highlight preferred image area, click on the ‘Set’ icon, and then, click ‘Save’ button.



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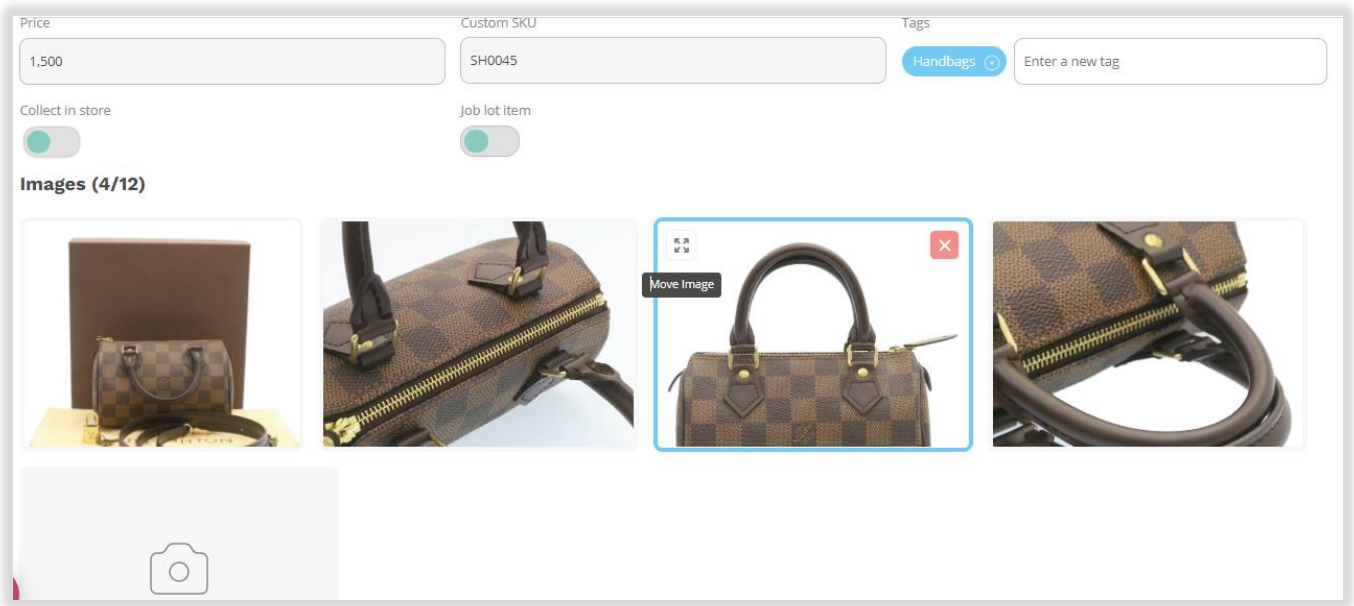
Updating the listing photo(s)

To rearrange photo(s), move 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 appearing ‘Move’ icon then, drag the image to the main position.

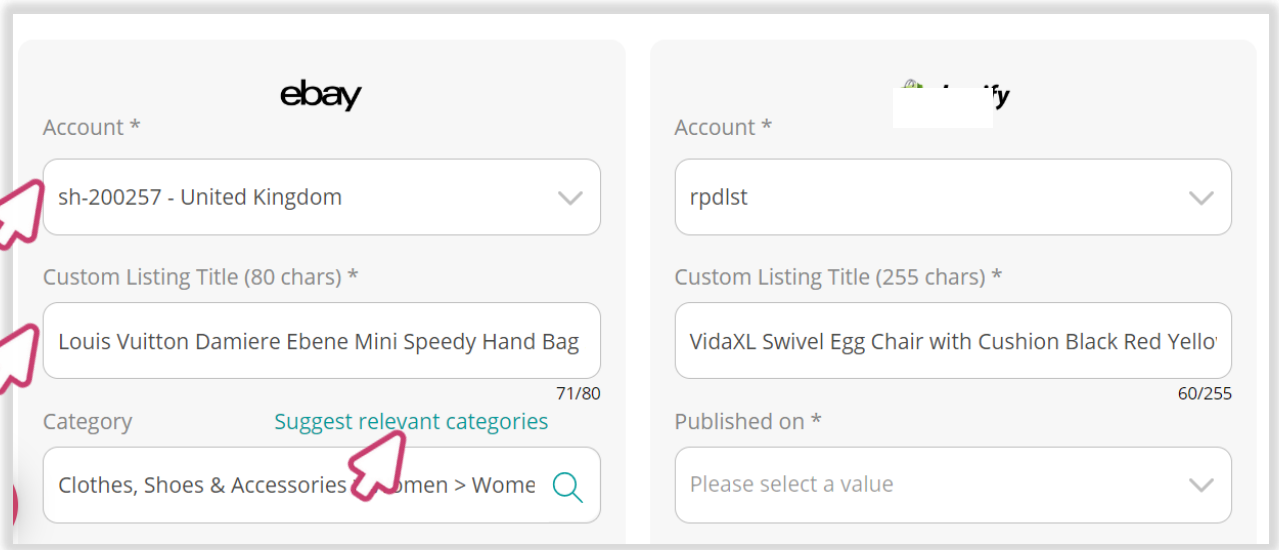


Updating the listing information for eBay

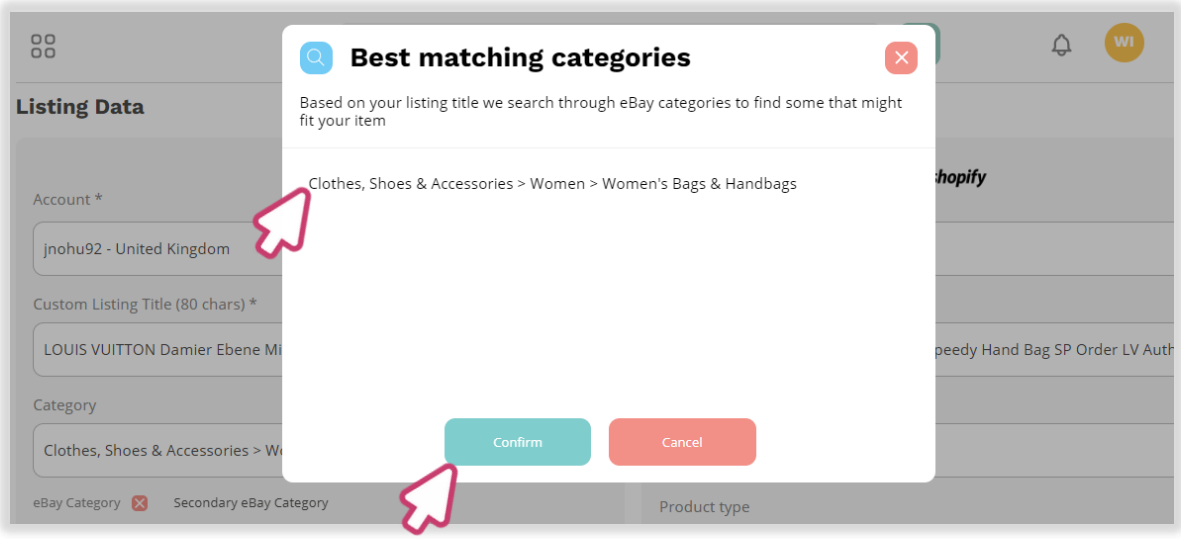
Next, select the right eBay account.

Click on the ‘Custom Listing Title’ field to modify the title if necessary. The title shouldn’t be more than 80 characters.

The right item category will automatically be selected. If not, click on ‘Suggest relevant categories’.



And, select the best matching item categories from the pop-up screen, then click the ‘Confirm’ button.



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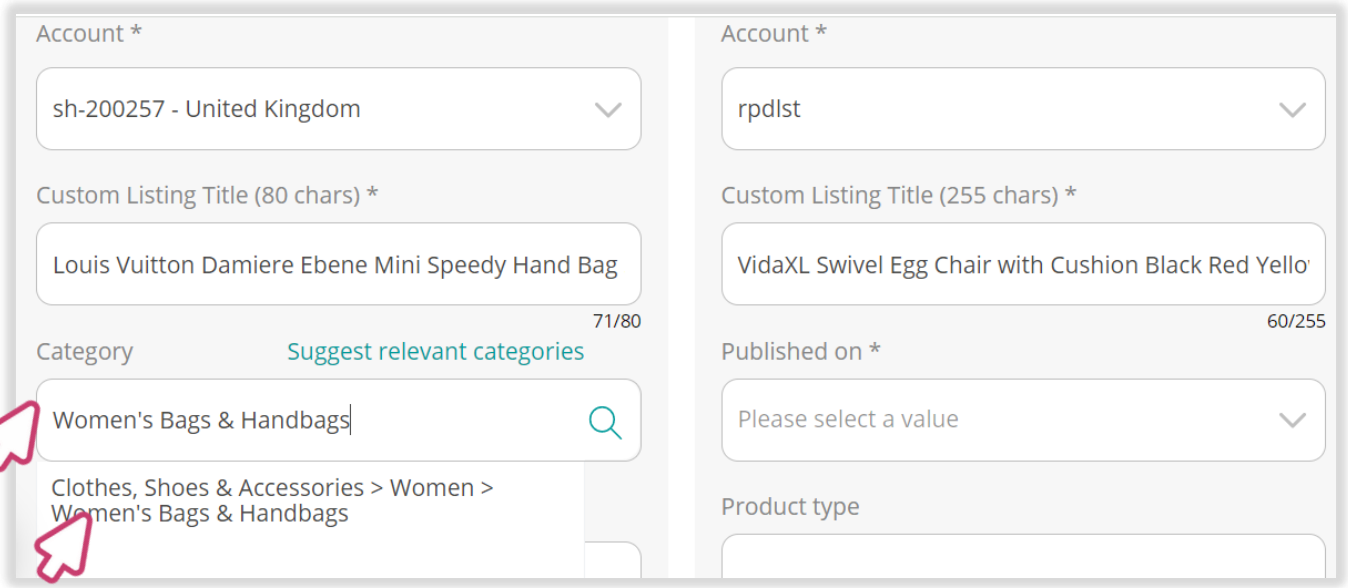
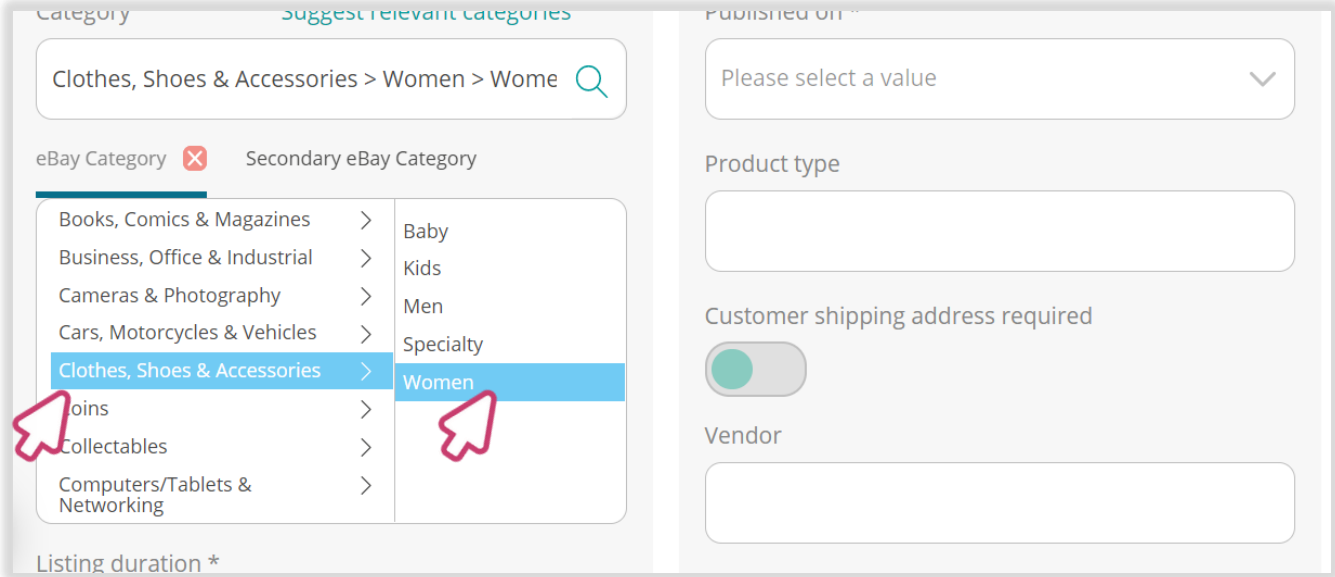
Adding listing information for eBay

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.



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

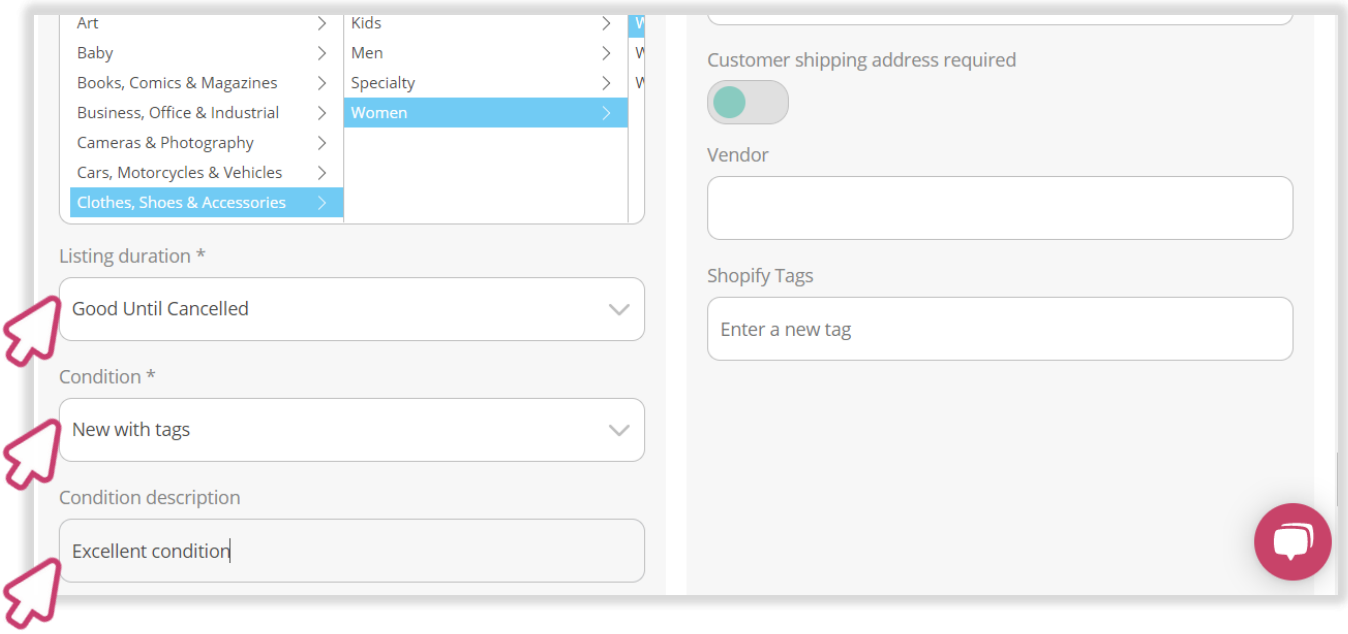


eBay listing duration and item condition

Listing duration will be pre-selected.

Click on ‘Condition’ field and select the item condition from the drop-down menu.

And manually type in the item condition into the description field.



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eBay Item specifics

Item specifics are required when listing to eBay and once you get it right, it can 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 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.

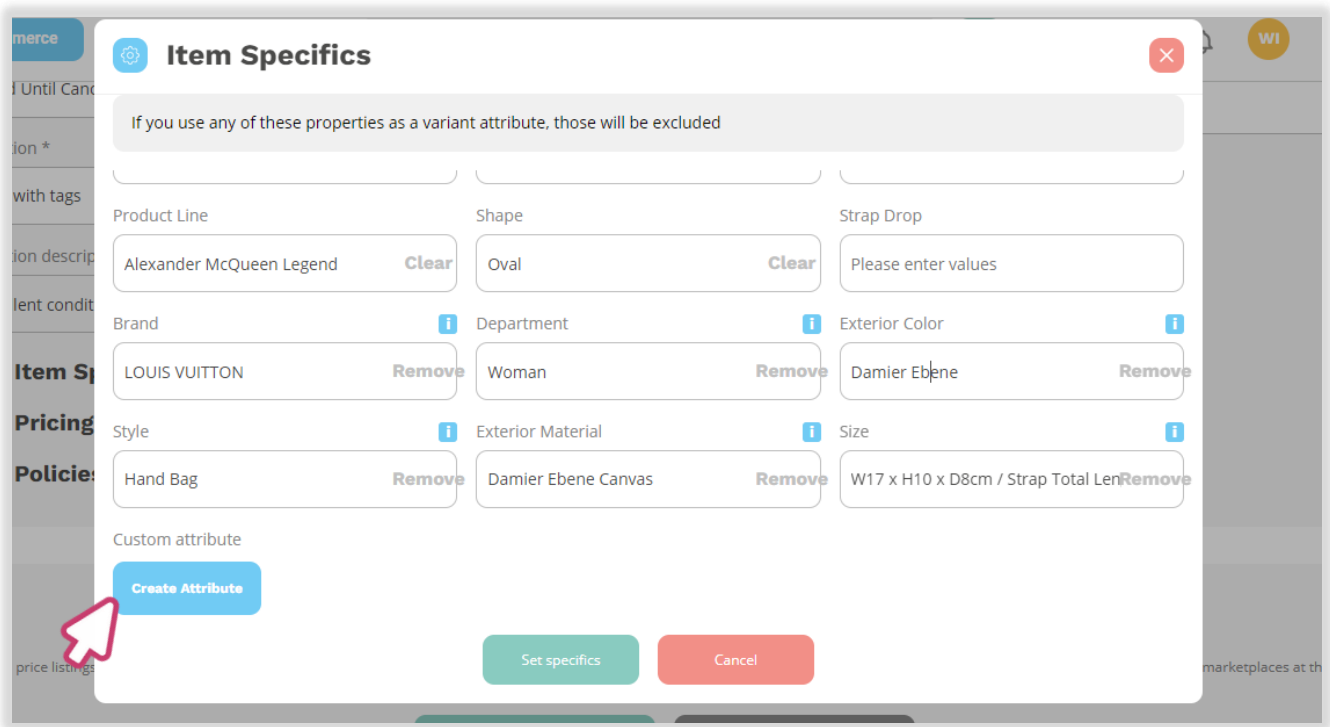
This doesn't affect buyer's search but could improve customers experience.

Updating eBay item specifics

To modify item ‘Specifics’, click on the ‘edit’ button.

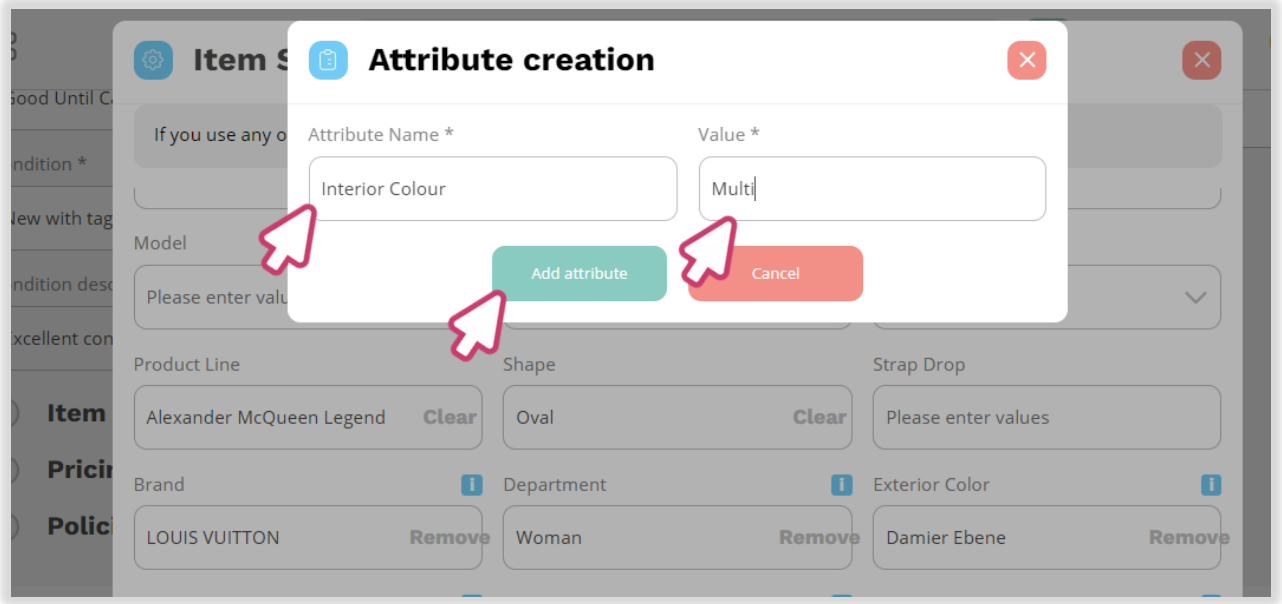
From the pop-up screen, update or add new attributes if necessary.

To add custom attribute(s), click on the ‘Create Attribute’ button at the bottom of the screen

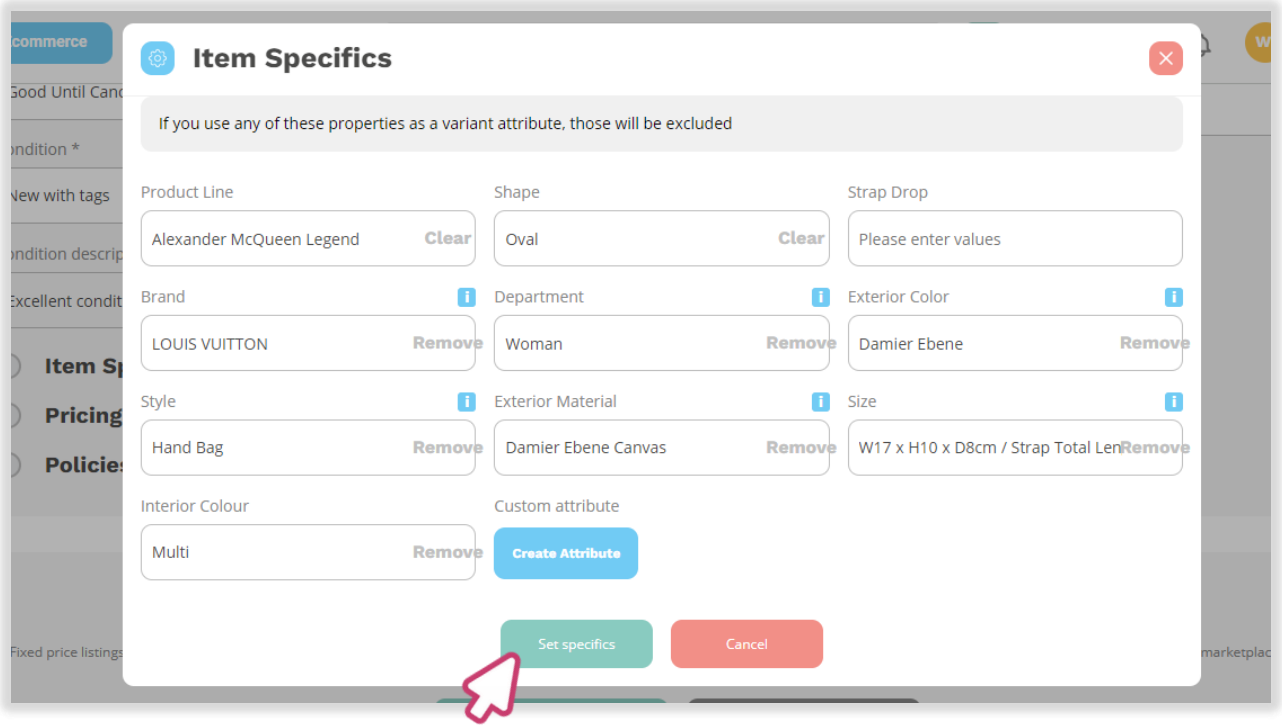


Updating eBay item specifics

From the pop-up screen, key-in the attribute name and value. Then, click on the ‘Add attribute’ button.

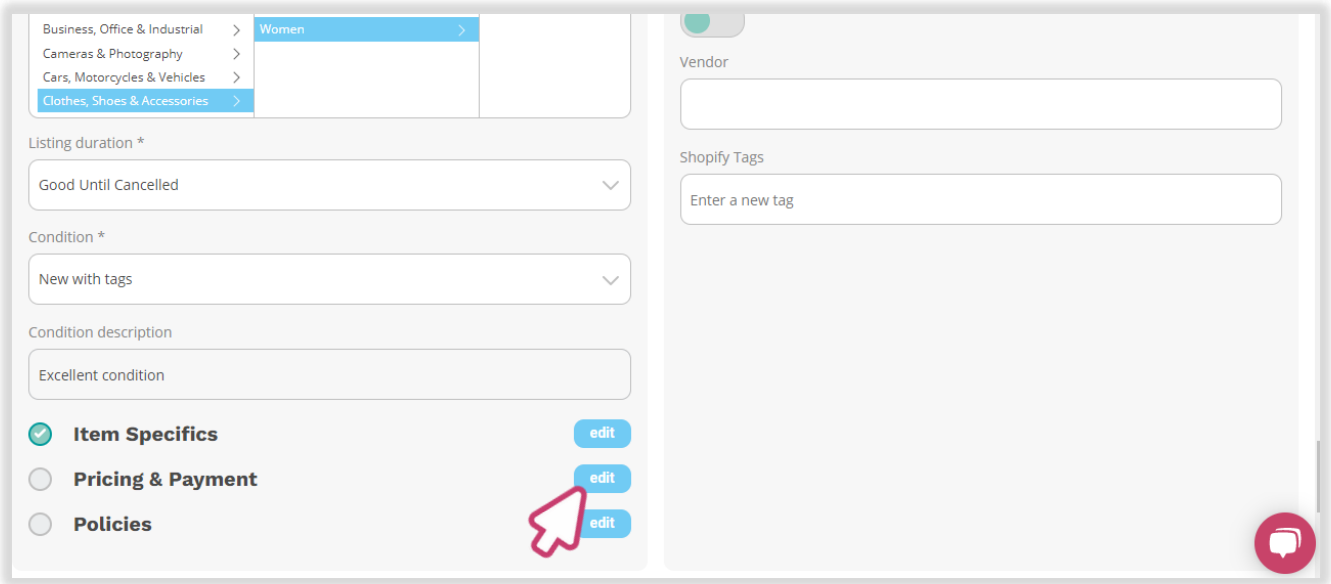


Click on the ‘Set specifics’ button, once you are ready!



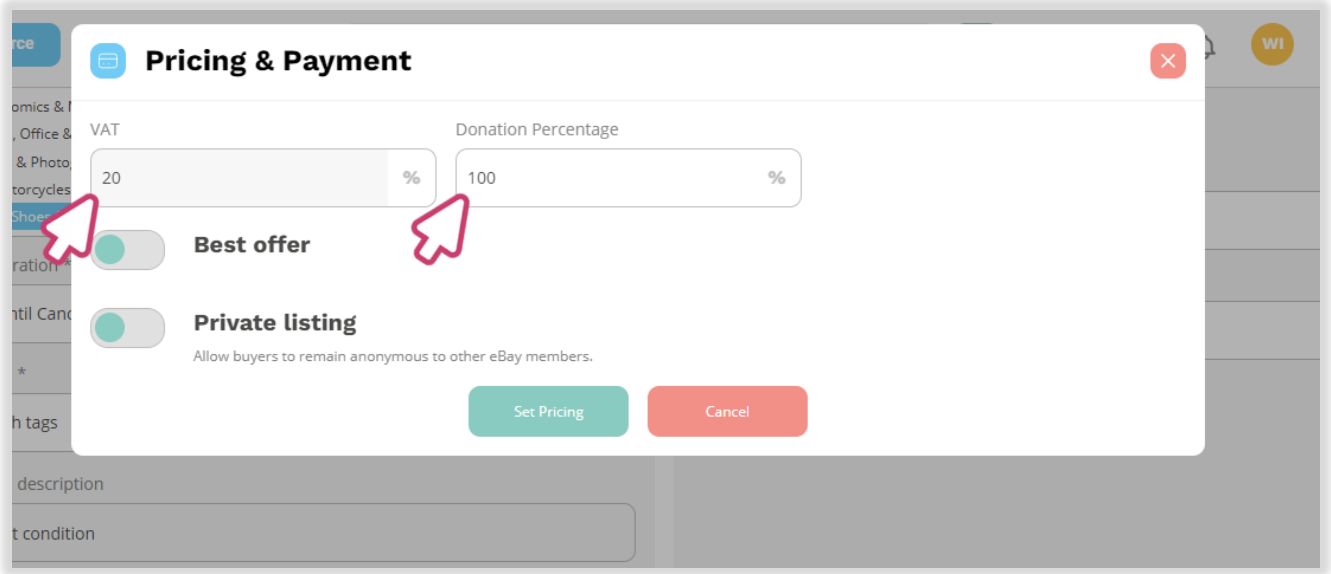
Updating eBay pricing and payment

To update or add new ‘Vat%’ and ‘listing donation percentage’ for the item, click on the ‘Pricing & Payment’ edit button.



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

Click on the ‘Donation percentage’ field to update the ‘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.



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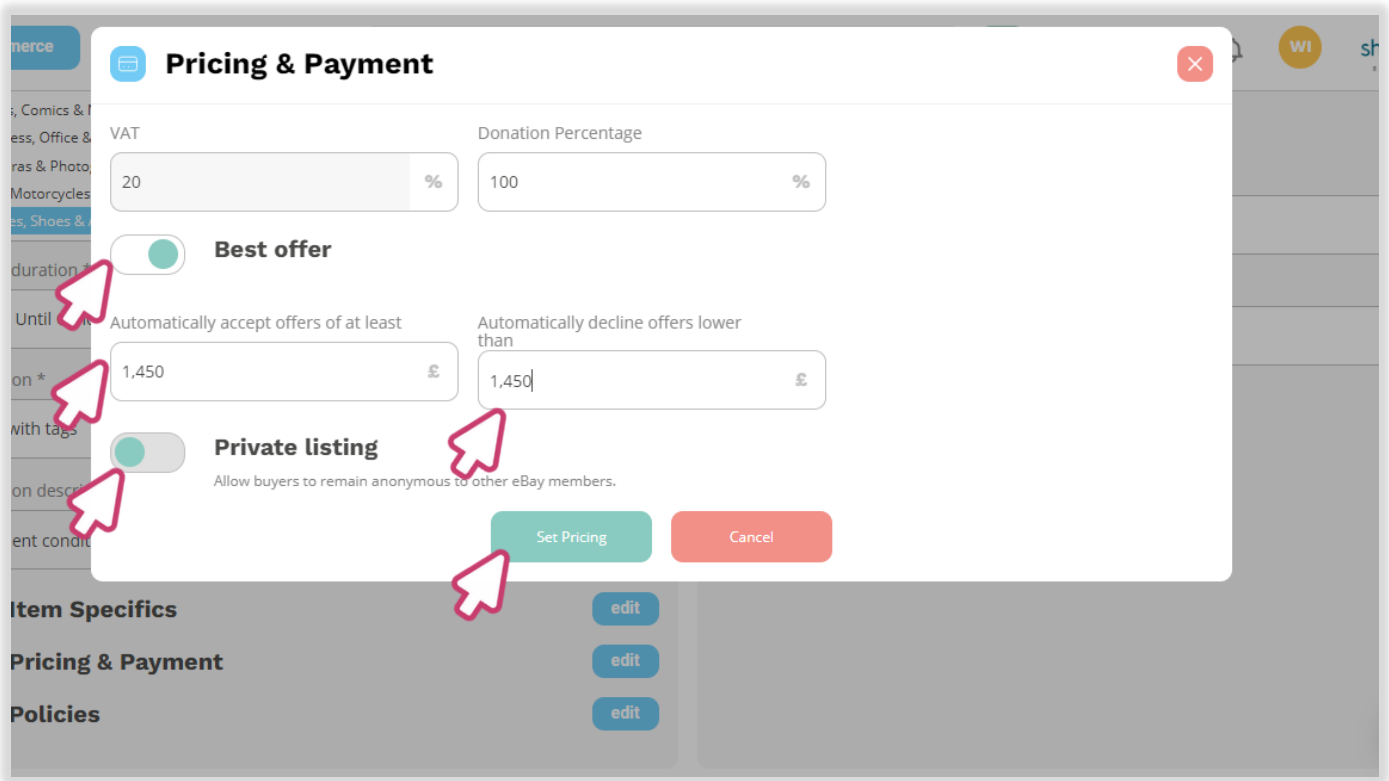
Updating eBay pricing and payment

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 the ‘Private Listing’ if necessary, to keep buyers identities hidden from other eBay members.

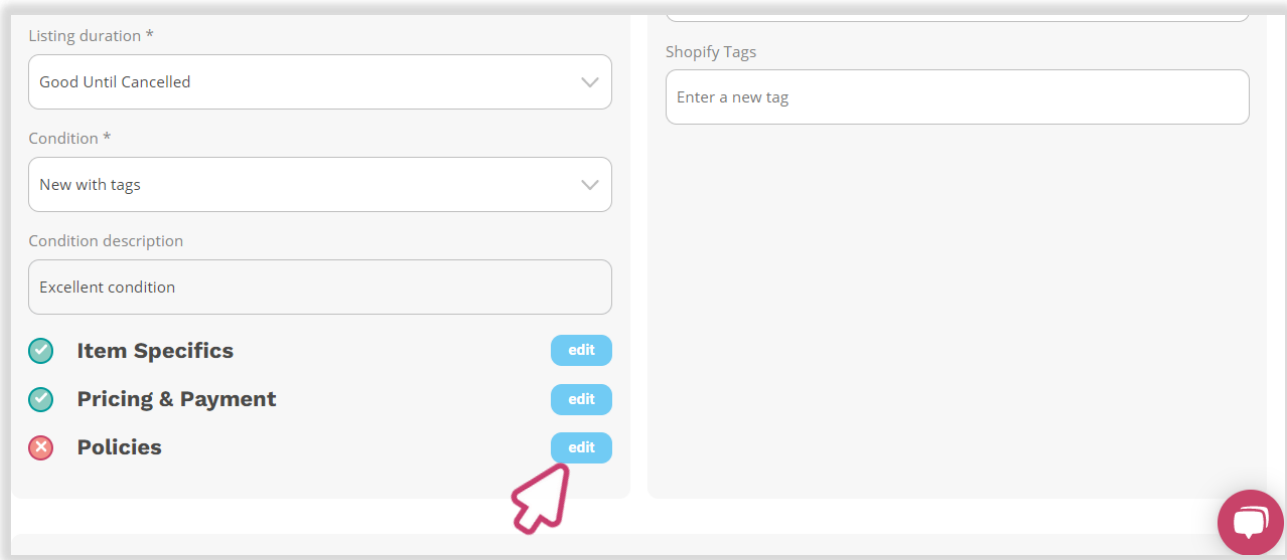
And then, click on the ‘Set pricing’ button to save changes.



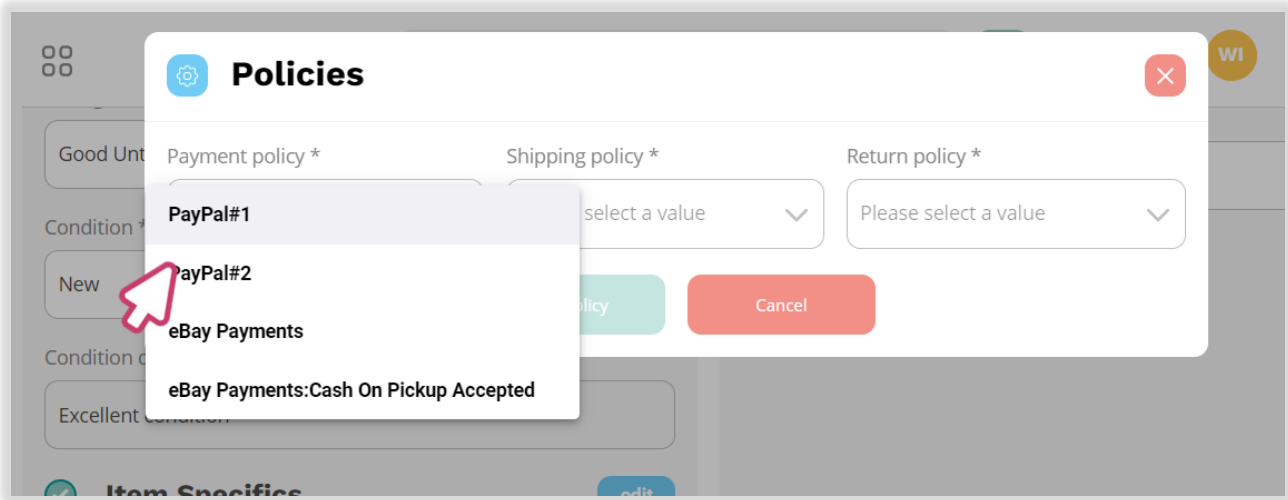
eBay policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship out the 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 when listing.

To set policies:
Click on the 'edit' button.



From the pop-up screen, click on the 'Payment policy' field and select a preferred payment policy.



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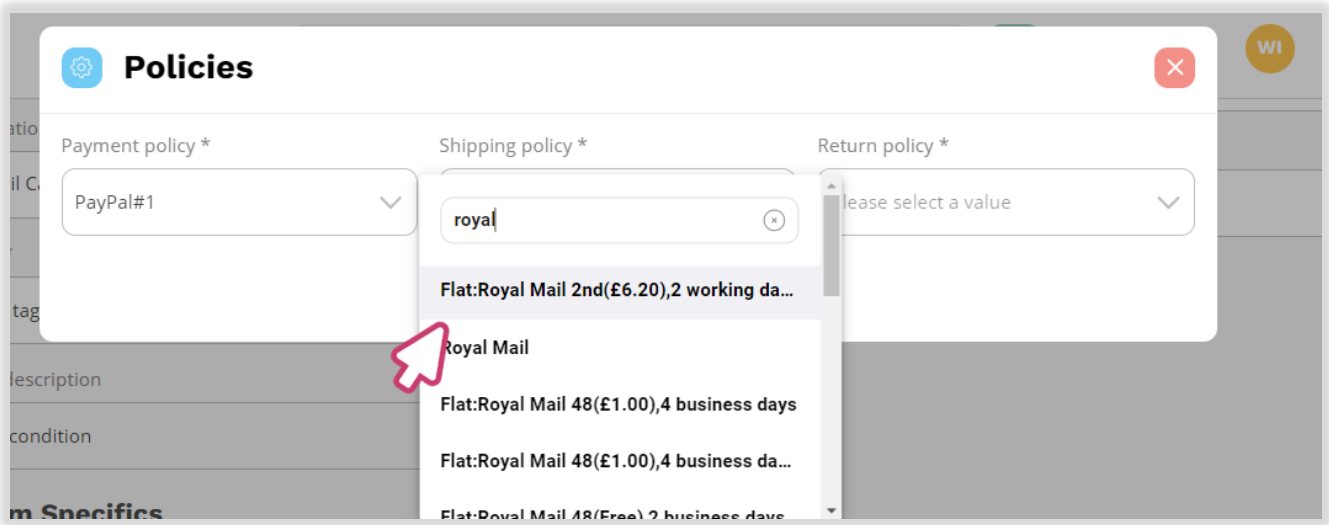
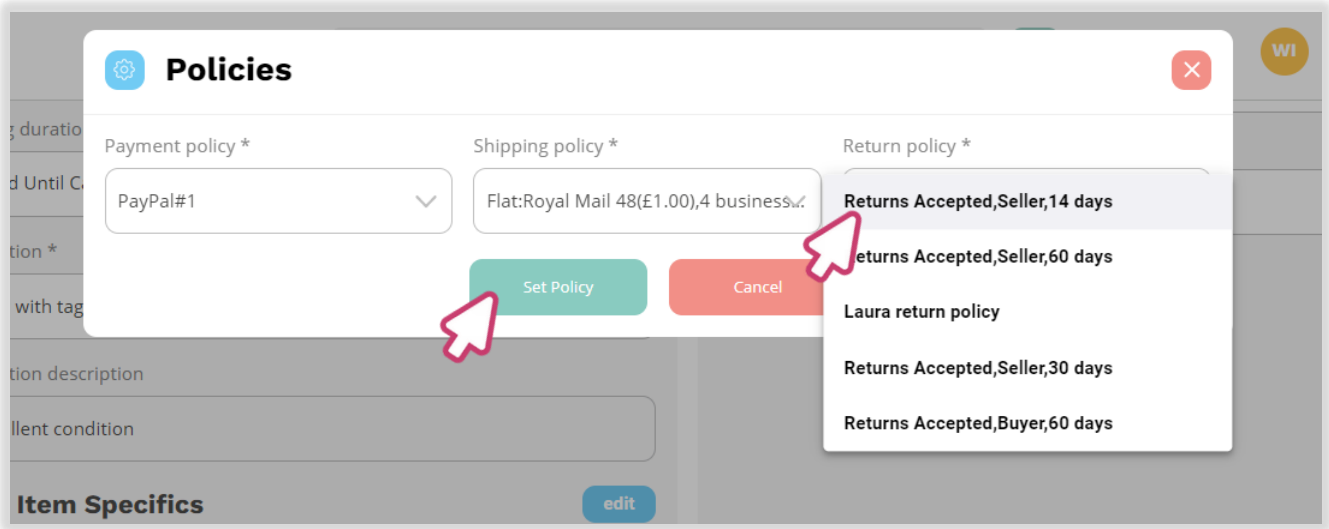
eBay policies

Click on the ‘Shipping policy’ field and select the relevant postage service provider.



Click on ‘Return policy’ field and select a return policy.
And then click on the ‘Set Policy’ button.



Adding listing information for Shopify

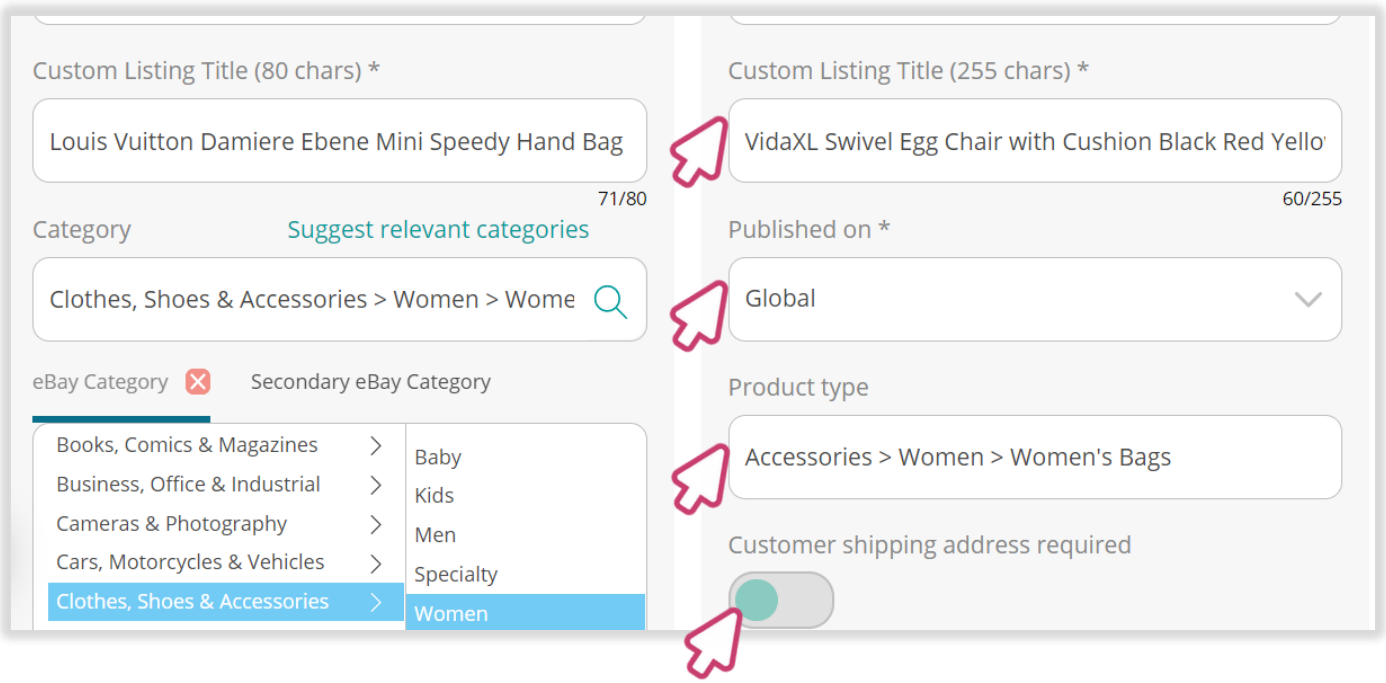
Select the correct ‘Shopify’ account.

Click on the ‘Custom title field to modify 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).

Key in the ‘product type’ if necessary. This refers to the item category.

Switch on the ‘Customer shipping address’ (to request for customer address when they checkout).



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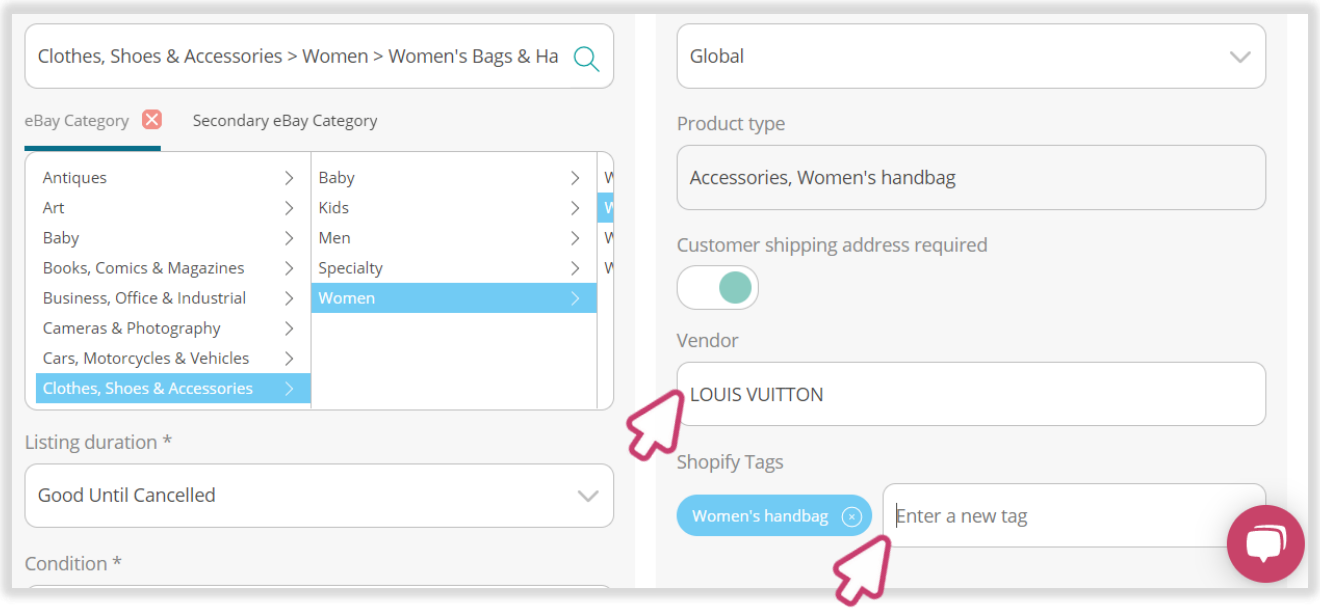
Adding listing information for Shopify

Click on the ‘Vendor’ field and enter the item manufacturer name if necessary.

Click on ‘Shopify tags’ field and enter tag(s) if necessary. Shopify tags are searchable keywords that is associated with the item, which helps customer locate your item when searching.

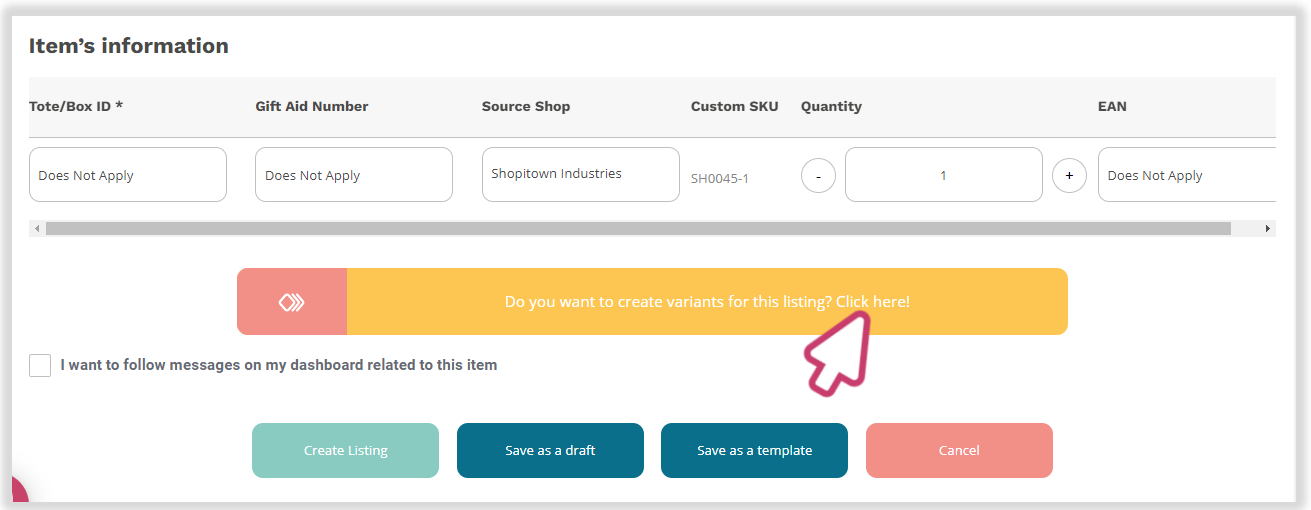


Adding item variant(s)

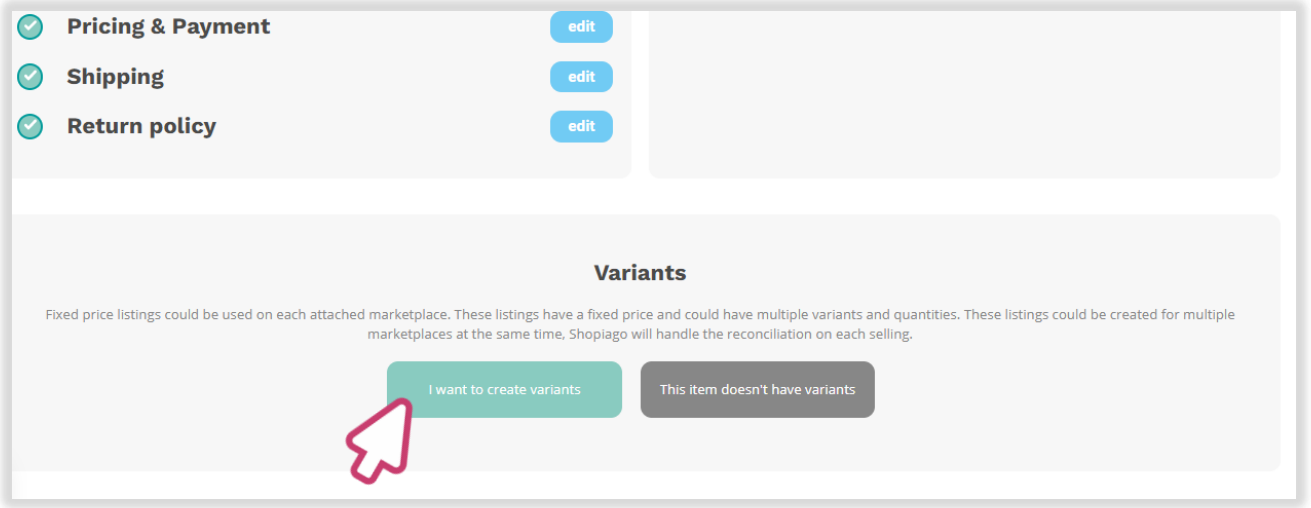
Variants are sets of items that are related but differ in terms of their characteristics, e.g. size, colour, etc. So, when you have the same item in different sizes, colours, or any other characteristics, you can create variants to include these characteristics. For non-variant item, scroll down to page 35.

To add item Variants;

Click on the "Click Here" tab found in the large orange button.



And then, click on the 'I want to create variants' button.



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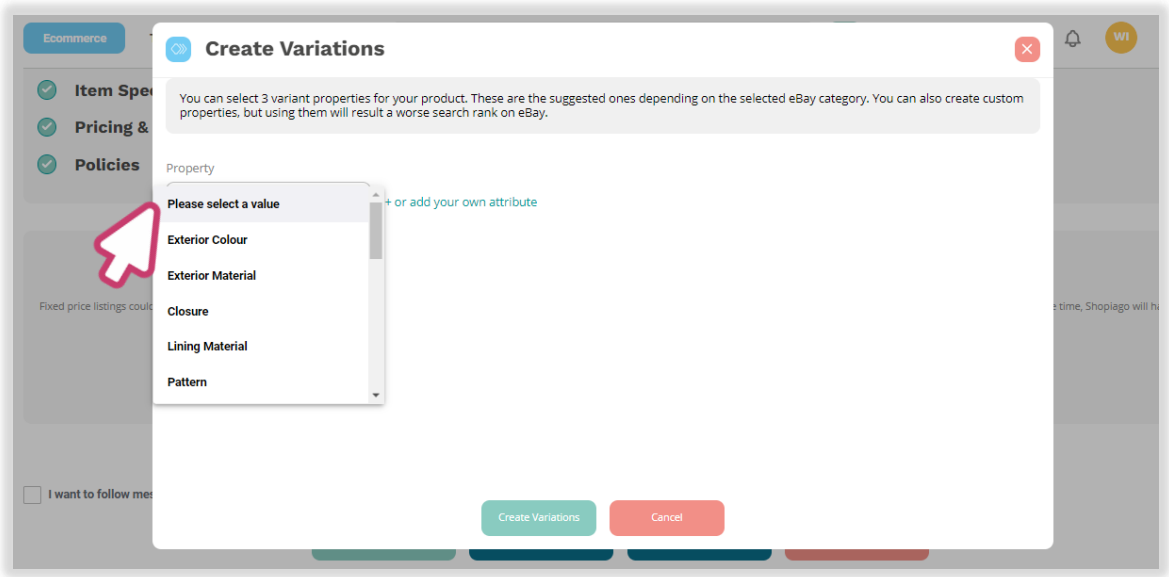
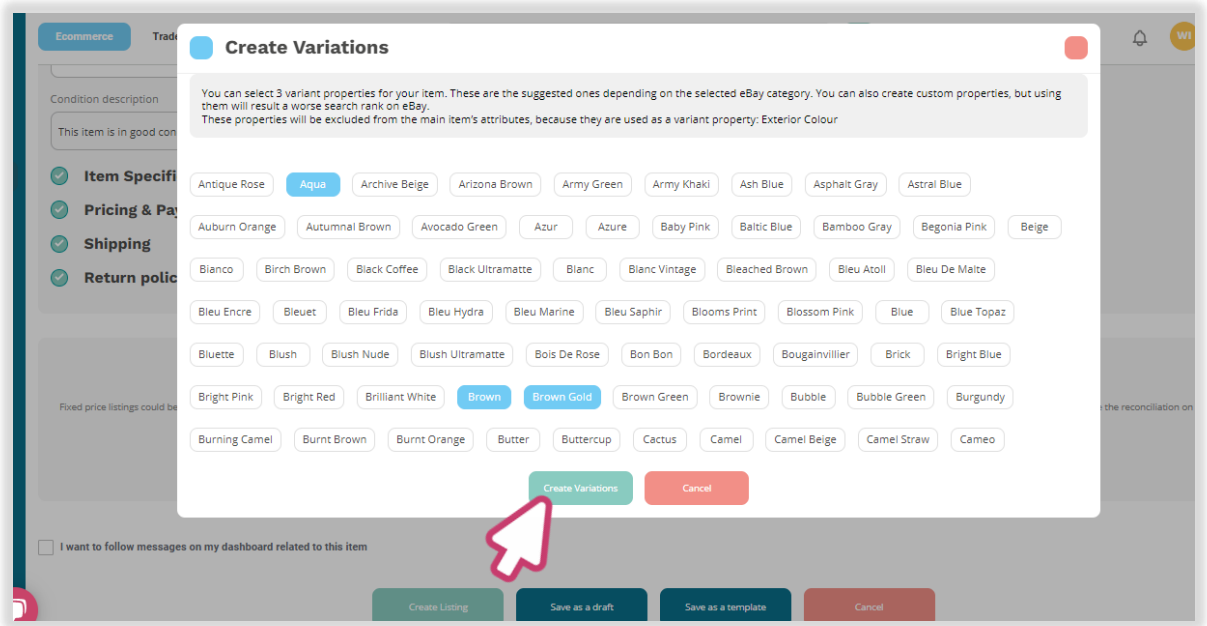
Adding item variant(s)

From the pop-up screen, click on the ‘Property’ field and select a variant type. (Variants properties are suggested based on selected item category).



Select item variant(s) from the pre-populated options.
And click on ‘Create Variations’ button.



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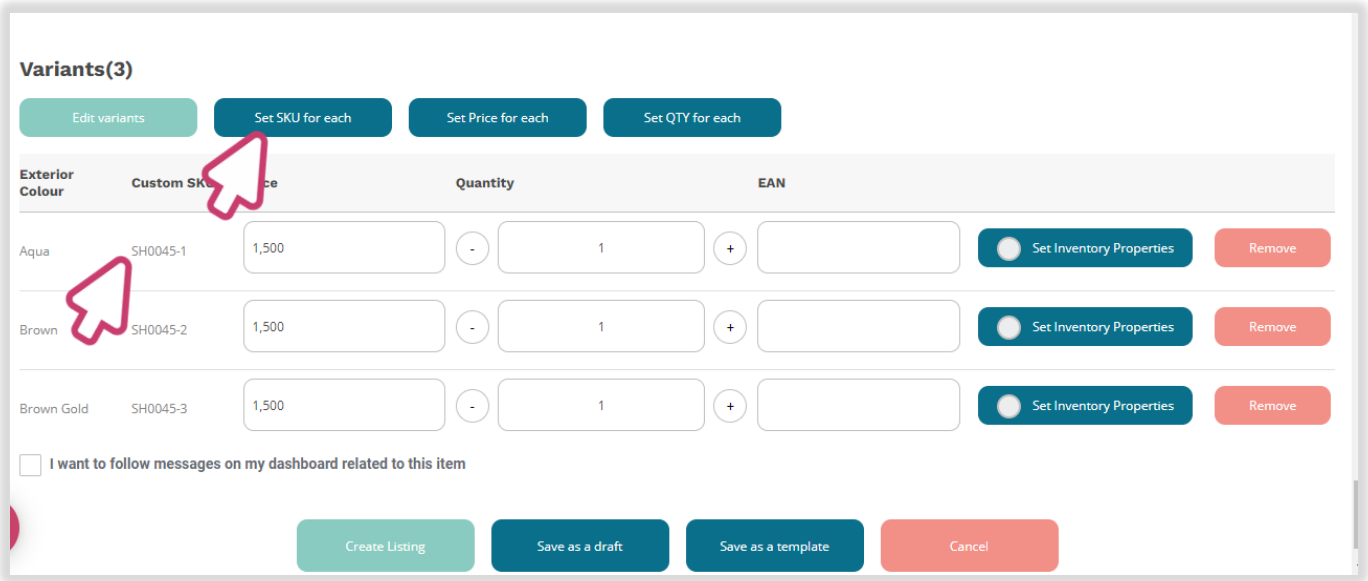
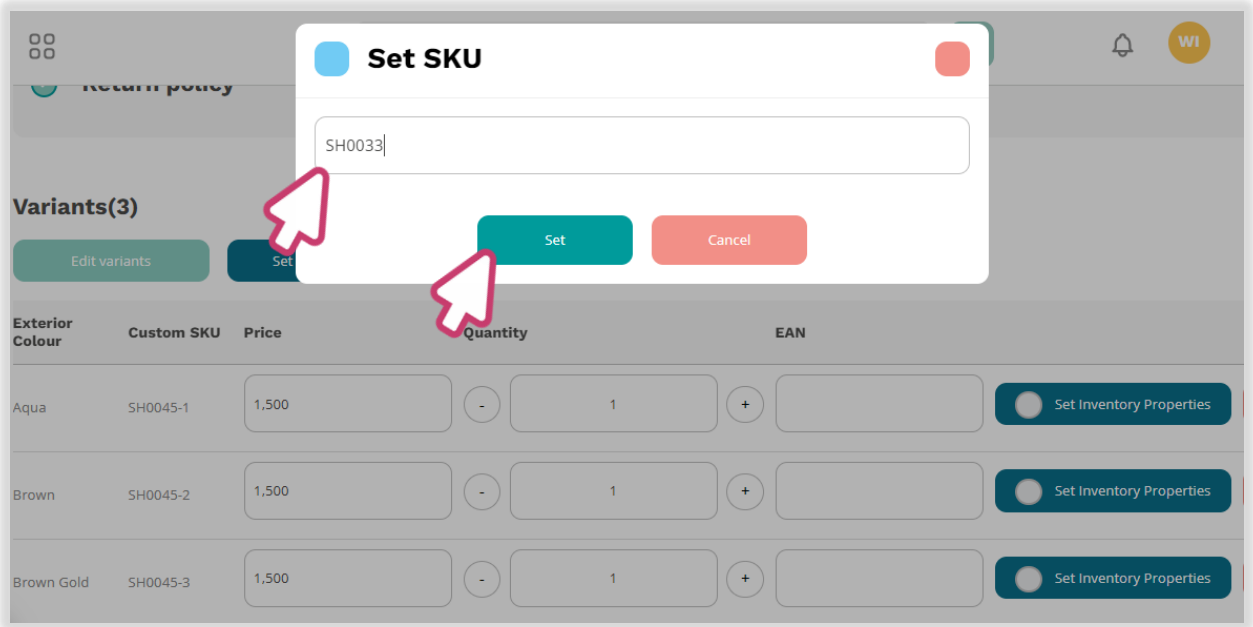
Adding item variant(s)

"Custom SKU" (stock keeping unit) will automatically be populated. If not, click the "Set SKU for Each" button.



From the pop-up screen, type-in the SKU into the text field.

Then, click on the 'Set' button.



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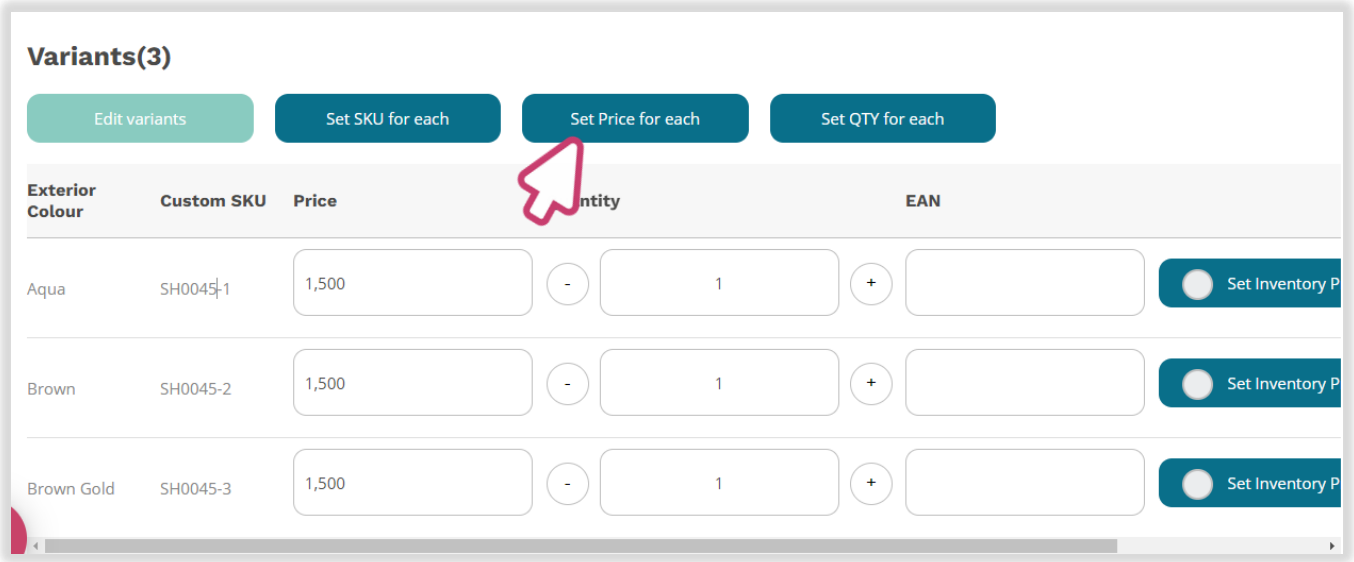
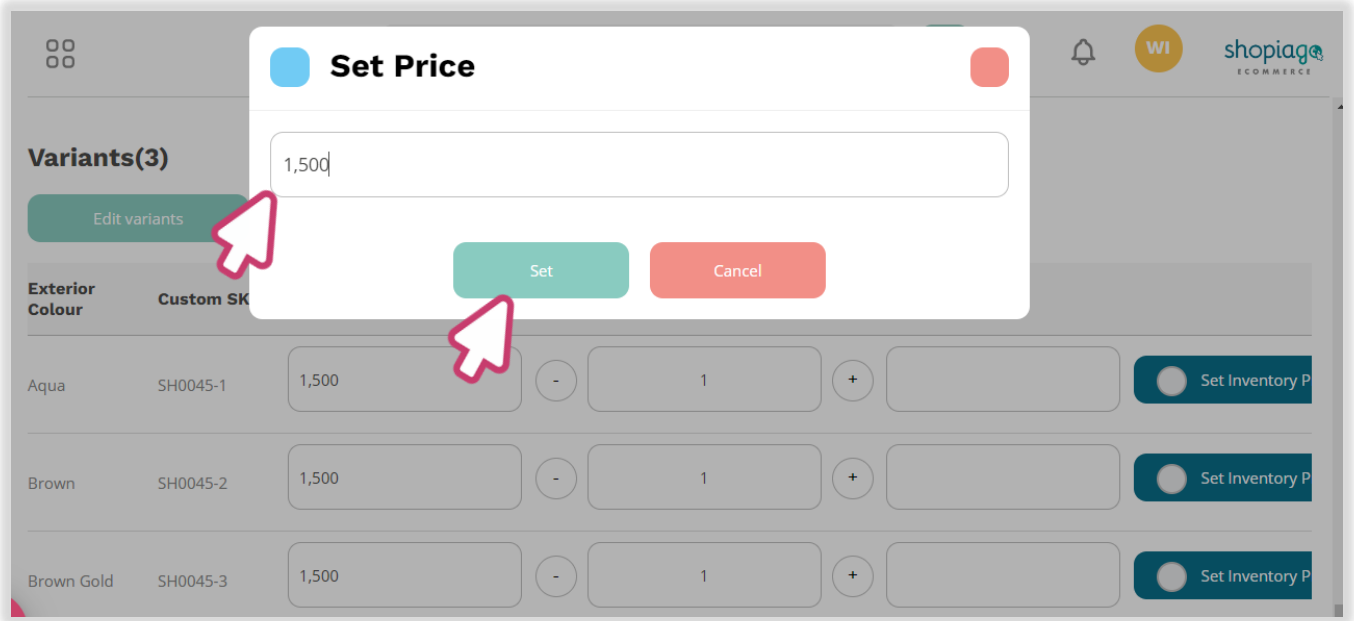
Adding item variant(s)

Variants prices will be pre-populated. If not, click on the 'Set price for each' button.



And enter the item price into the 'Set price' field.
Then, click on the 'Set' button.



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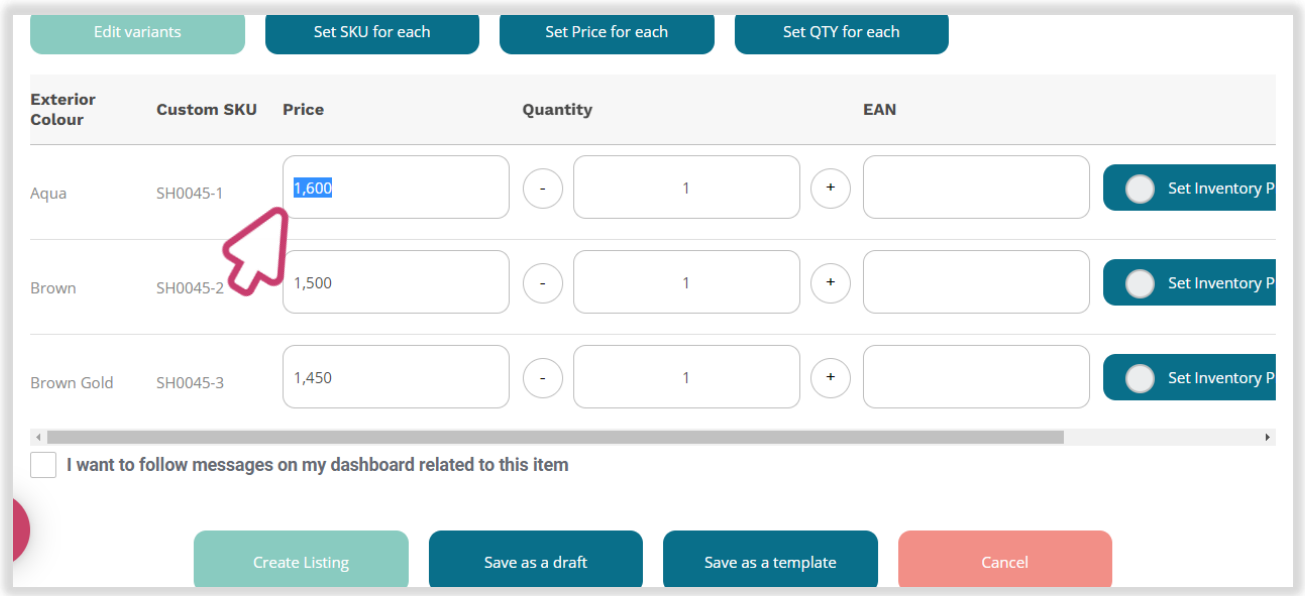
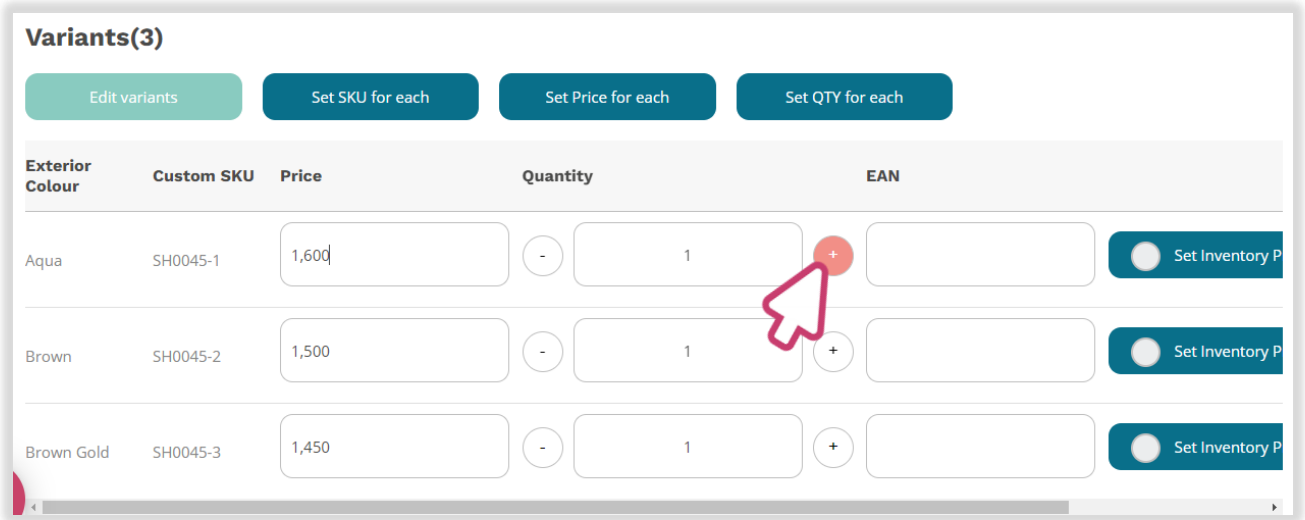
Adding item variant(s)

If prices are different for each variant, click on the 'Price' field and enter them individually.



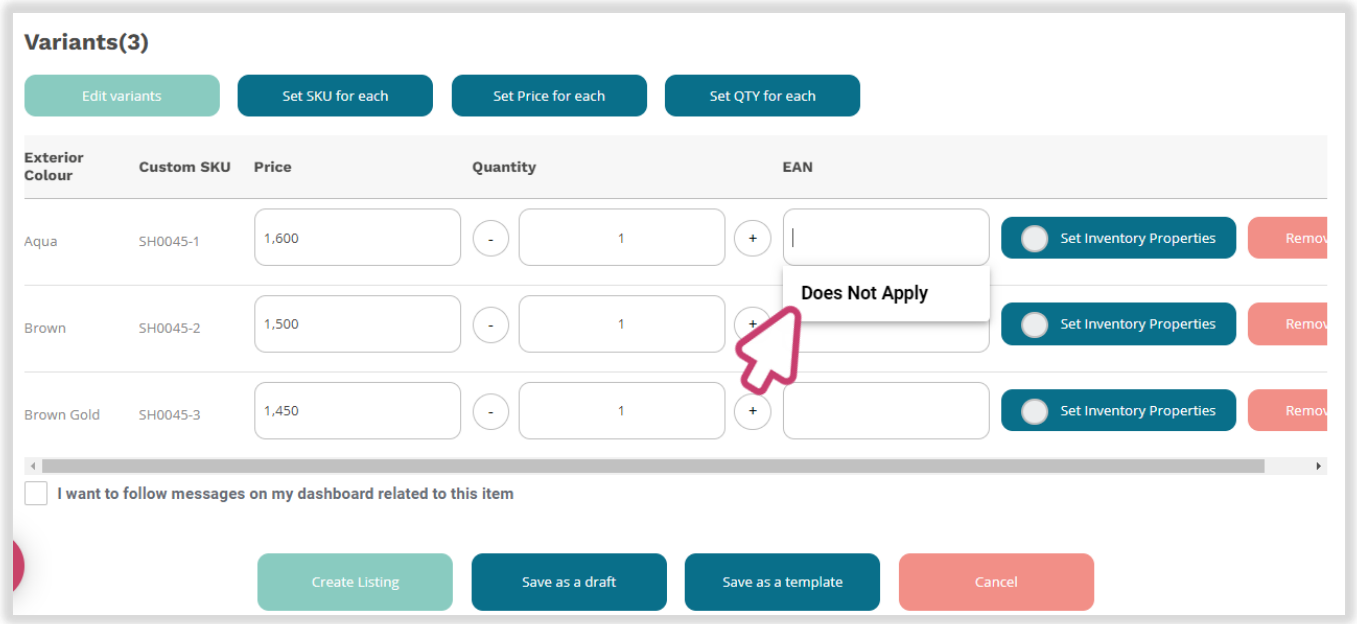
Next, enter item quantity, or use the ‘Quantity adjustment’ button to increase or decrease item quantity for each variant.



Adding item variant(s)

Enter the product identifier number (EAN) for each variant. Identification number makes it easer for customers to find your item, so please be sure to fill this field.

If your item don't have EAN, click the text field and select Does Not Apply.



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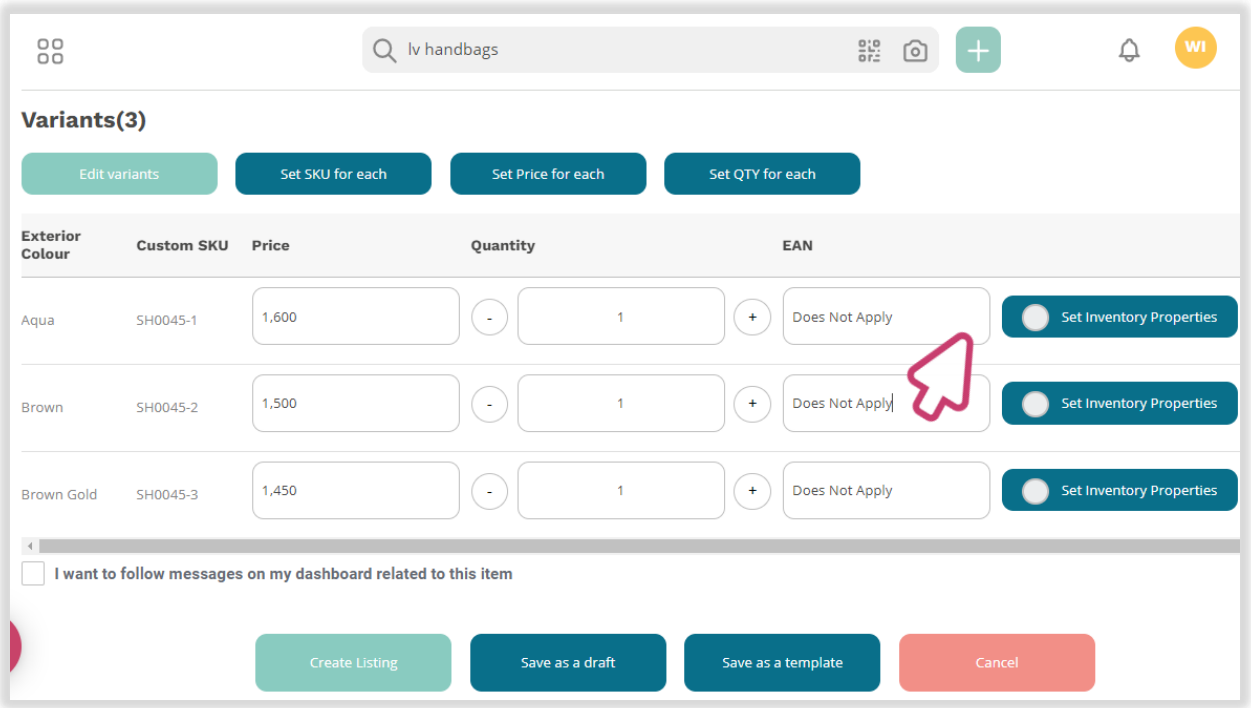
Setting up Inventory Data for Variant

Setting inventory data for variants will help you manage and track your stock record when selling the same item in different sizes, colours, etc. to a single or multiple marketplaces. When one of the items is sold, the system will adjust the inventory level for each sale.

To set inventory data for each variant, click on ‘set inventory properties’.



Set Inventory Data for Variant

From the next screen, enter variant quantities. You can use the ‘Quantity adjustment button’ to increase or decrease the variant quantity.

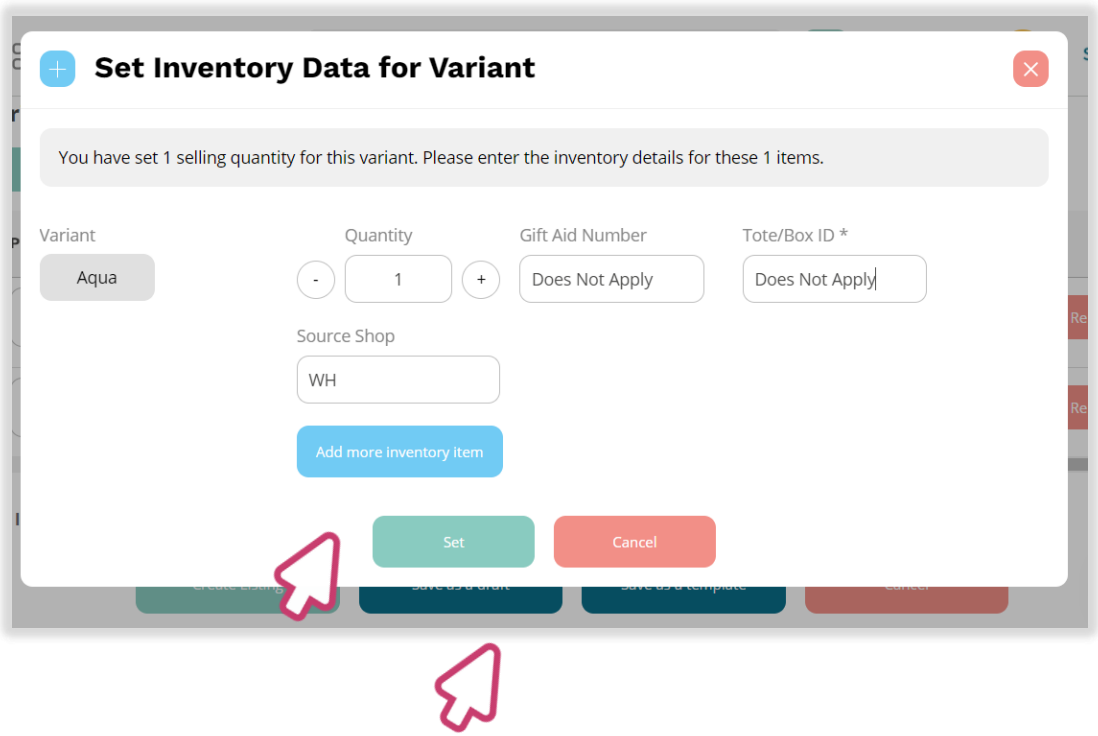
Enter item Gift Aid number or Select ’Does Not Apply’ from the drop-down if you don’t have it.

Enter the ‘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 applicable.

The "source shop" will be prepopulated. If not, select a source shop from the drop-down menu. This is a location where the item is stored.

To add additional inventory item , click on ‘Add more inventory item’, and enter the item quantity, gift aid number, tote/Box ID and select a source shop.

Once all inventory information are entered, click on the ‘Set’ button.



Repeat the above process for all variant items.

If the item doesn't have variants

If the item doesn’t have variants;

Click on the Tote/Box ID field and enter the ‘Tote or Box ID’ this is where the item would be stored. This can be box or shelf number. Or select ‘Does not apply’ if it is not applicable.

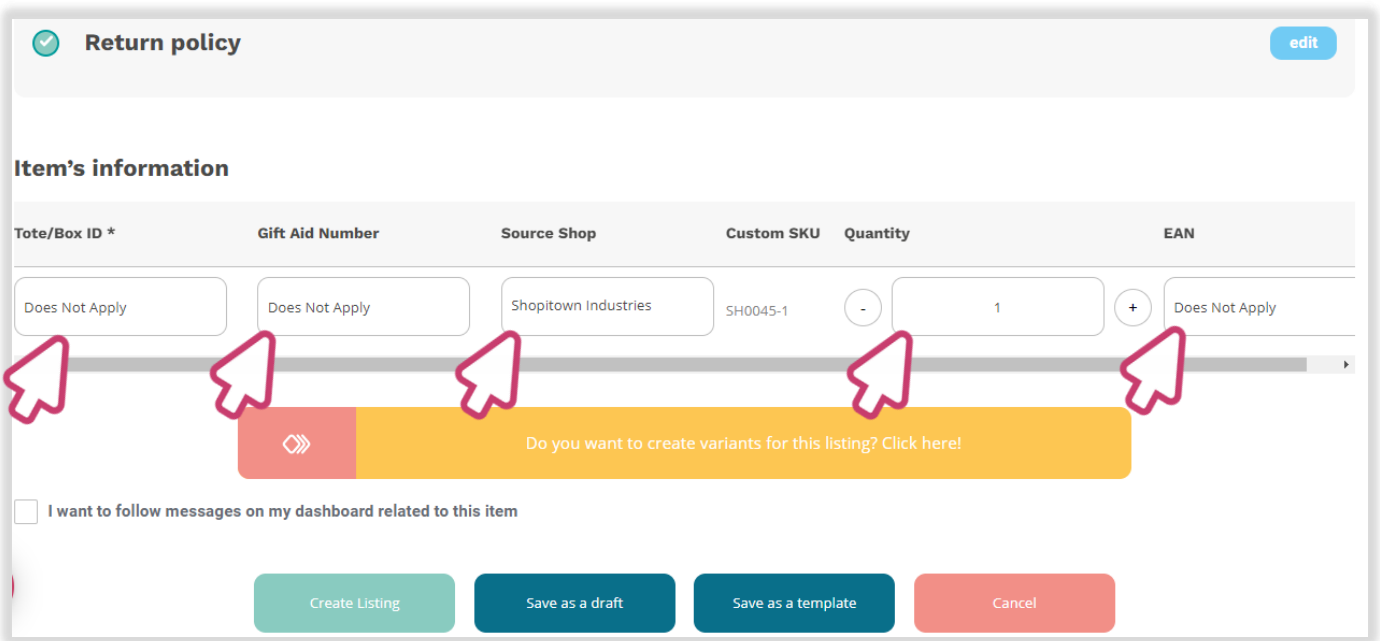
Enter item Gift Aid number or Select ’Does Not Apply’ from the drop-down if you don’t have it.

The source shop will automatically be populated.

If you have initially assigned a custom SKU (Stock Keeping Unit), this will automatically be populated.

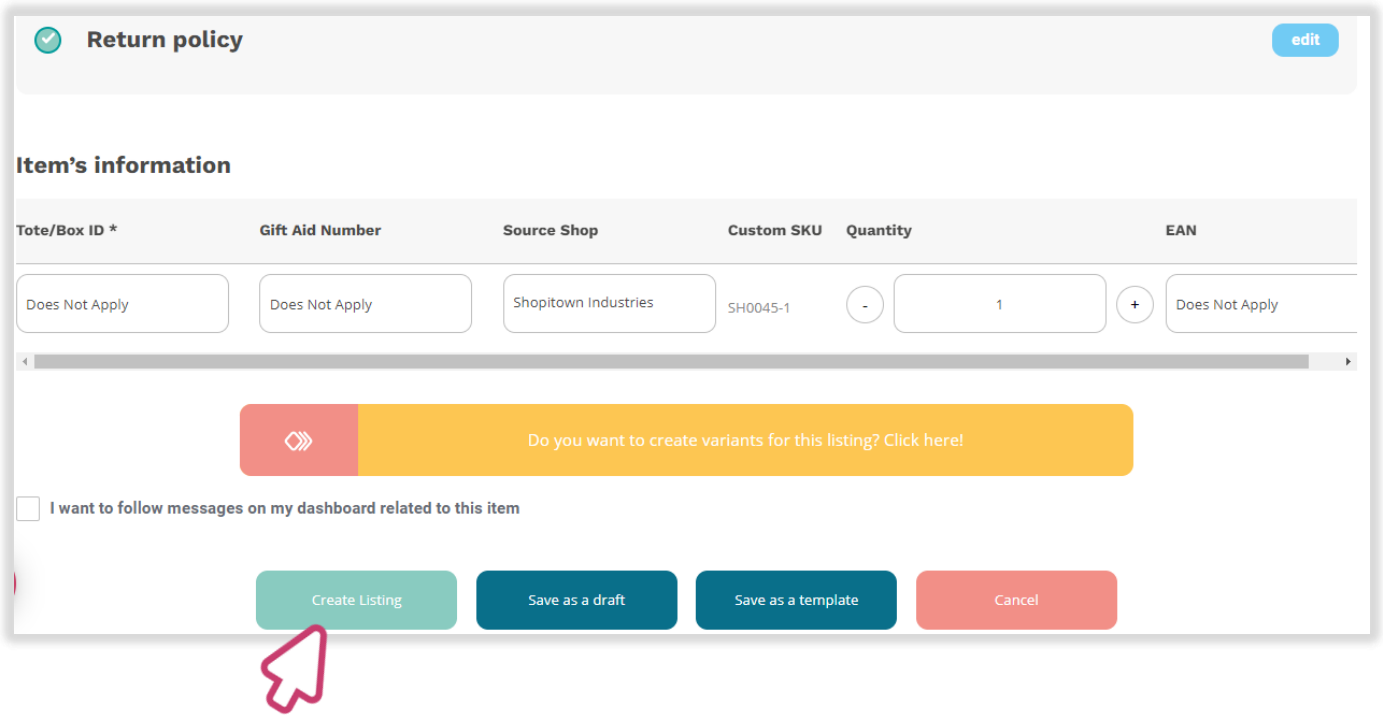
Enter variant quantity. You can use the ‘Quantity adjustment button’ to increase or decrease the variant quantity.

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.



Submit your listing

Once all item information are correctly entered, click on the ‘Create listing’ button to list the item.



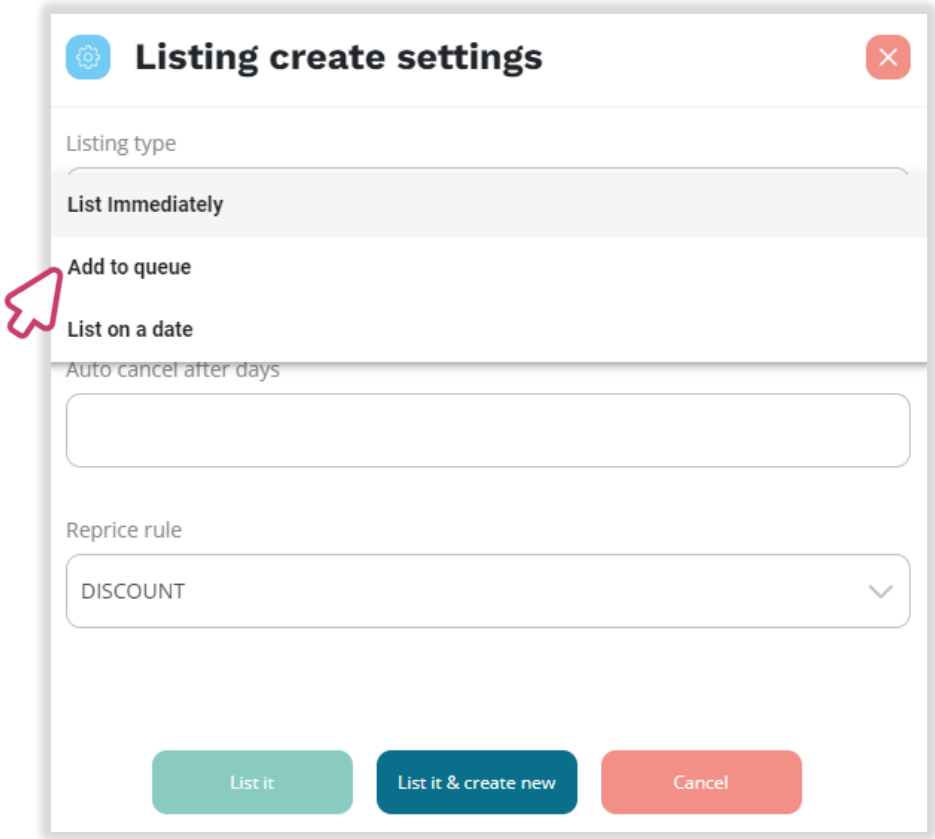
Listing options

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.



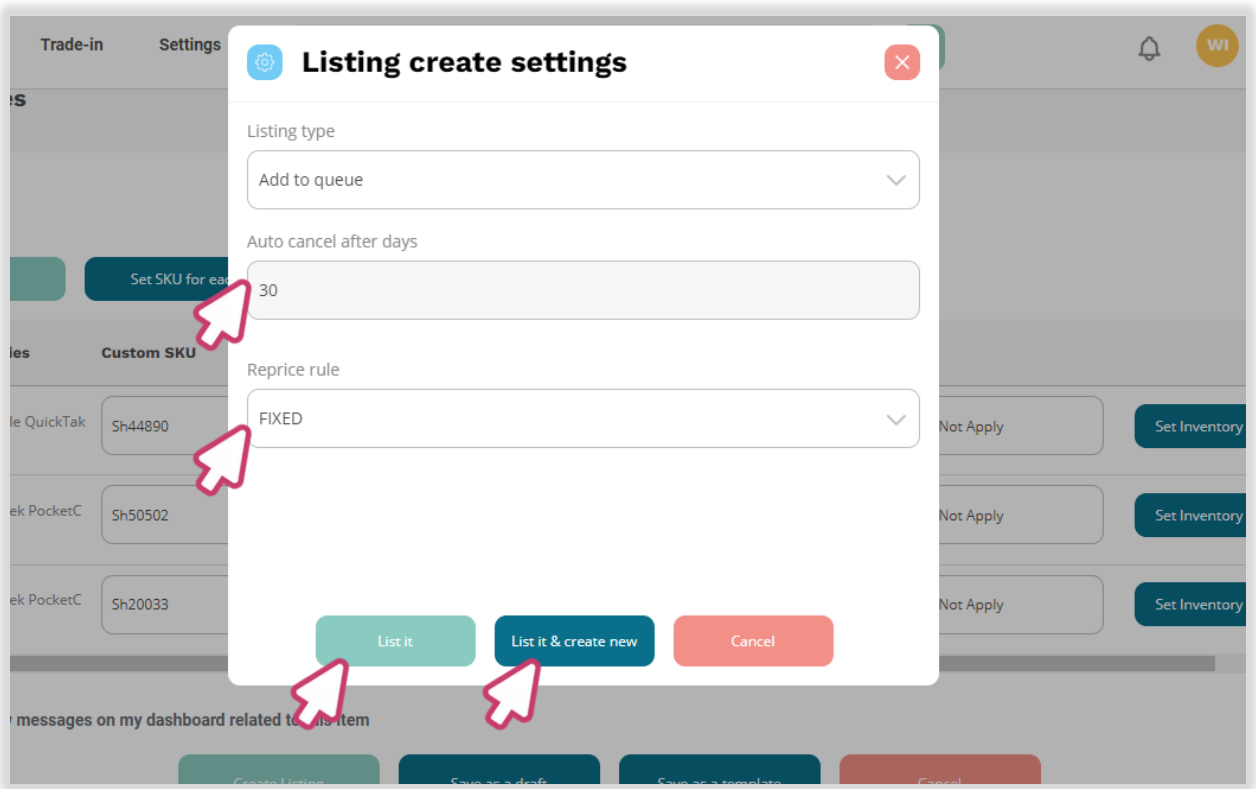
Listing options

If you've selected 'Add to queue' as your listing type:

Enter a value for 'Auto-cancel after days'.

Click on the 'Reprice rule' field and select a rule if necessary, or leave as default if it is not applicable.

Finally, click 'List it' Or 'List it & create new' button.



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Happy Selling

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