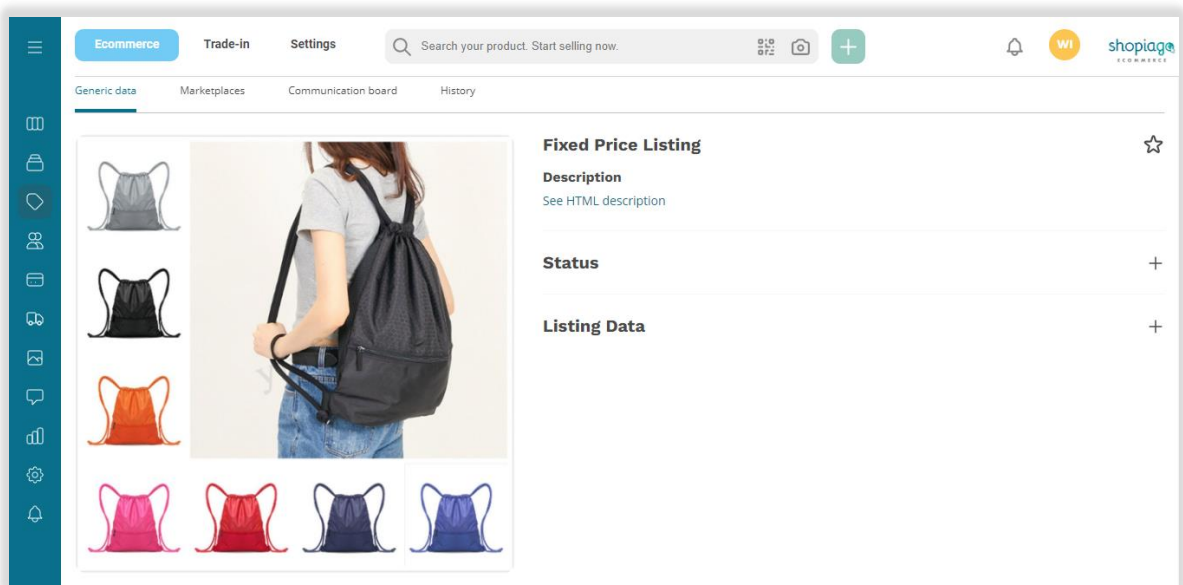# shopiago

Warehouse User Guide

How to create a fixed price listing

Version 2.0.2

shopiago

How to create fixed price listing

To start selling on marketplaces, you must first create a listing. Whether you intend to sell on a single or multiple marketplaces, Shopiago will help you list your items quickly and easily.

What is fixed price listing?

By creating a fixed price, you are giving buyers the option to purchase your item at a set price without bidding or waiting for the auction listing to end. In other words, a fixed price is a set price that you have agreed on, and customers can use this option to buy the item immediately.

This guide will explain how you can create fixed price listings to multiple Marketplaces.

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How to create a fixed price listing

Listing Processes

| Step 1	Step 2	Step 3	Step 4	Step 5
Have the physical product available	Prepare the product information and images.	Select fixed price as the buying format and Marketplace(s) for the listing.	Select listing account, Fill-in the listing information and attach photos.	Start selling.

To list an item to Marketplace(s):

Login to your Shopiago account.

Click on the 'Start listing' button at the top-left corner of the dashboard.

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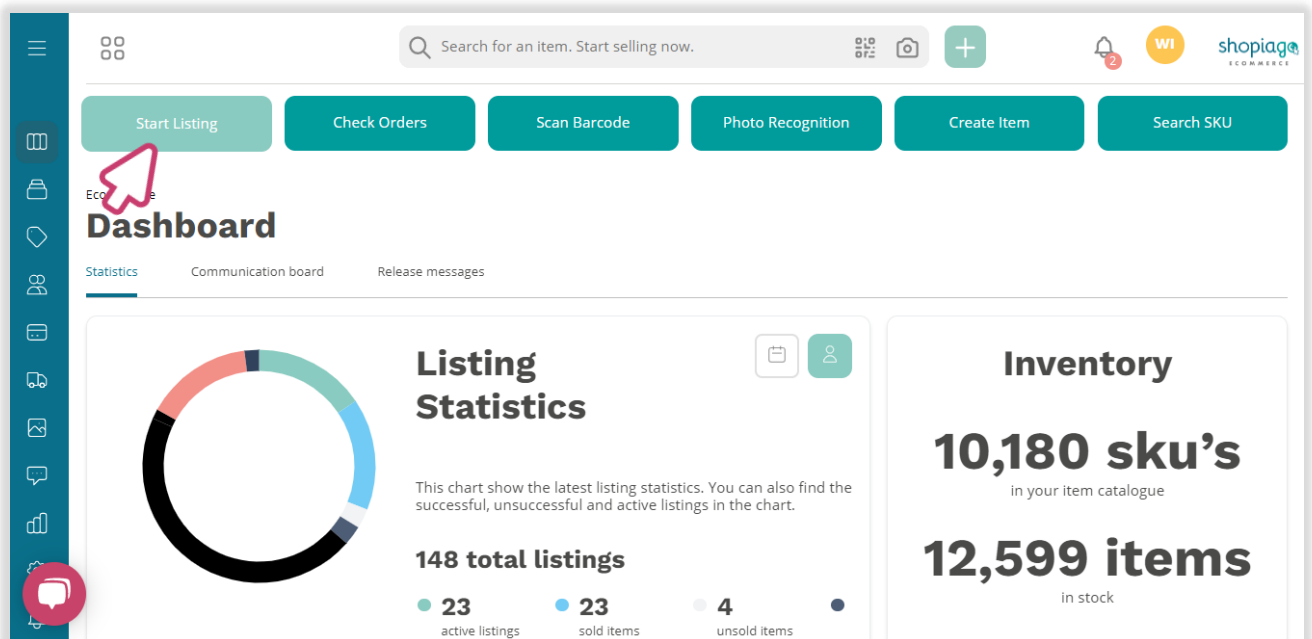
How to create a fixed price listing

○ On the Create Listing page, turn on 'Fixed price listing' as the buying format and select the Marketplace(s) you want to list on.
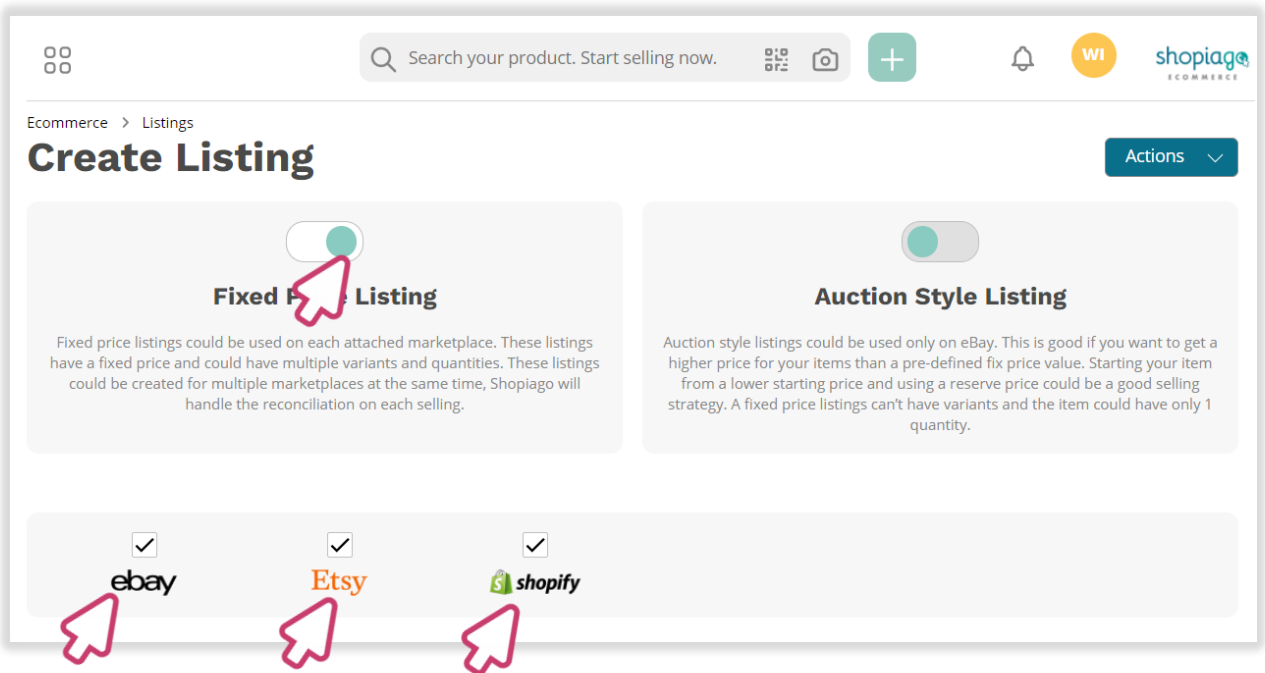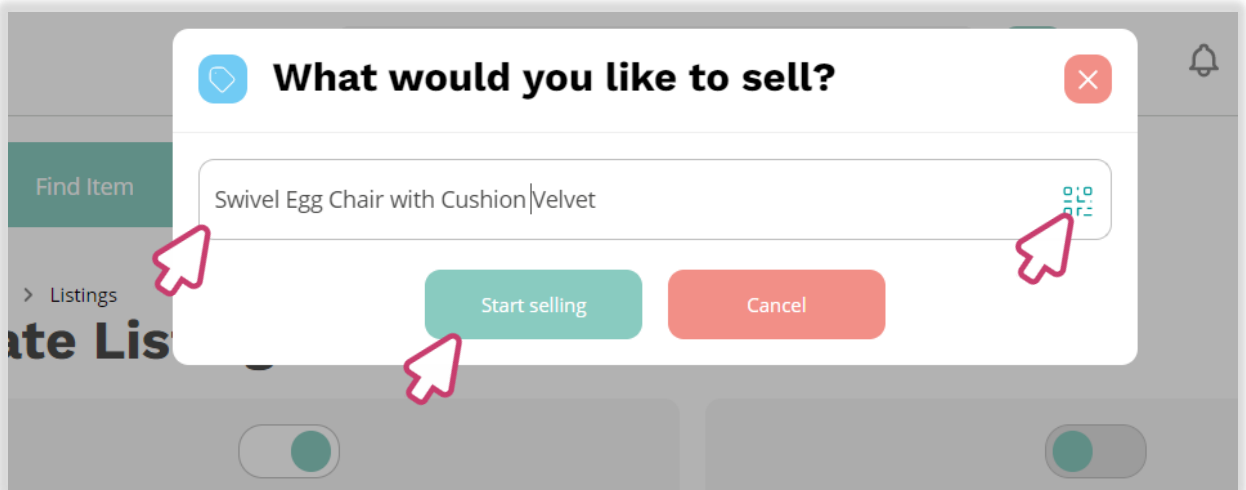

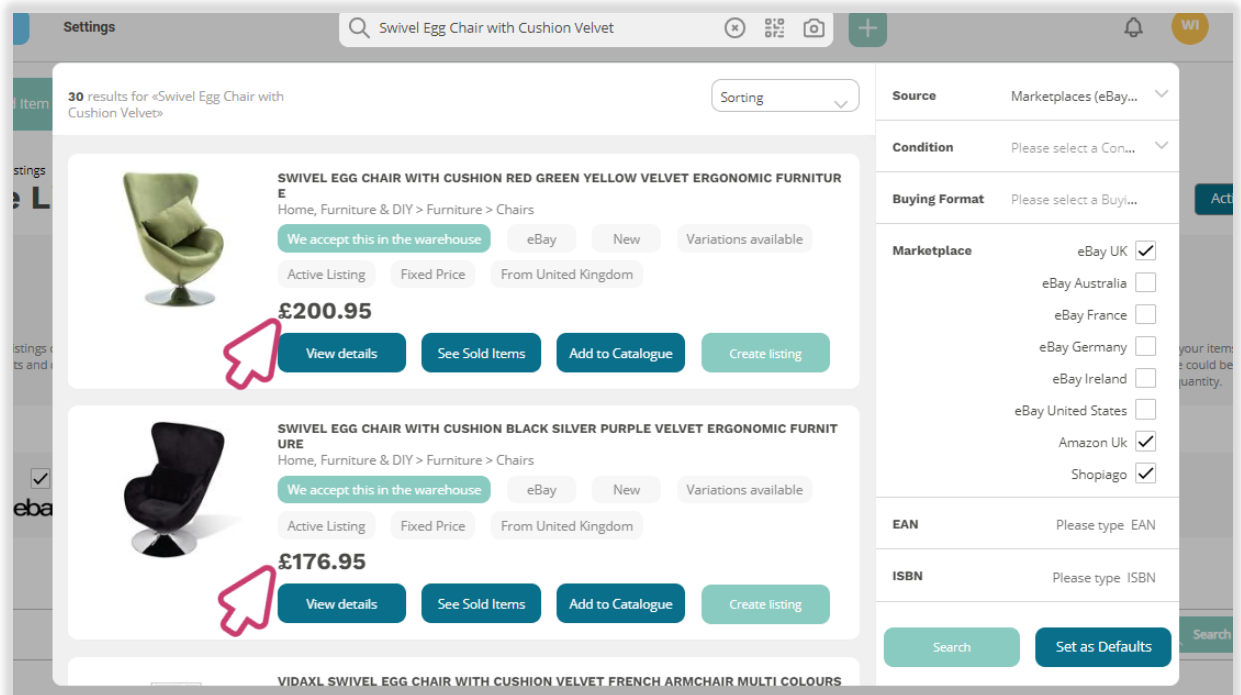○ To research your item price, click on the 'Find Item' button (top-left corner).

shopiago
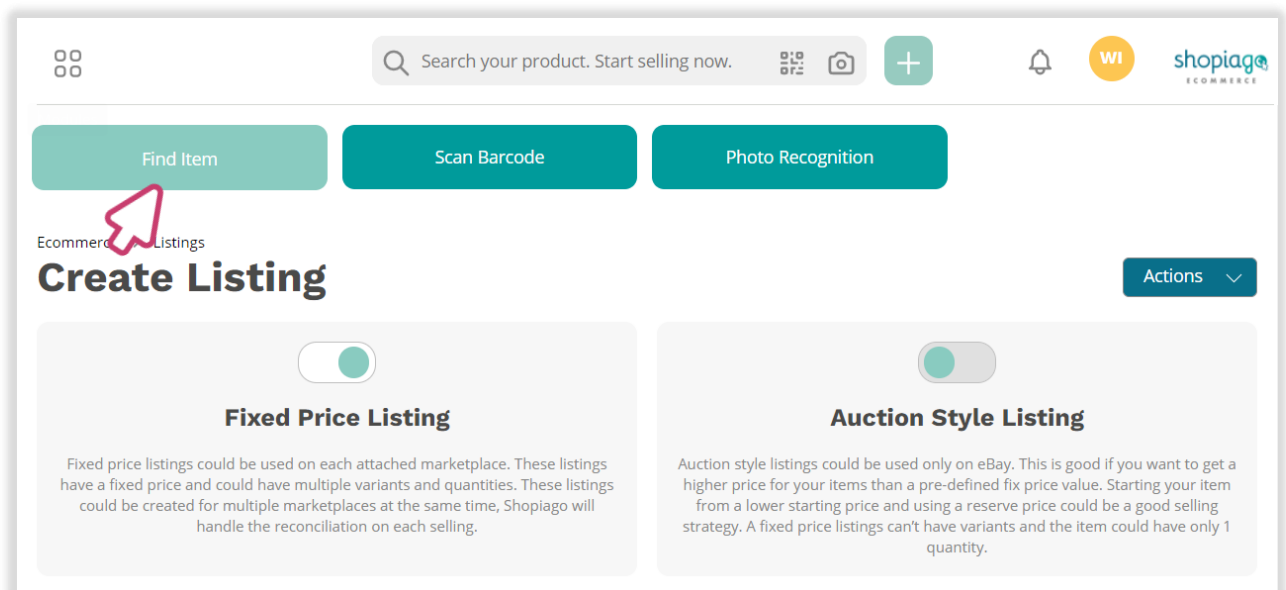
How to create a fixed price listing

- In the pop-up screen, enter the item name into the text field or click on the barcode scanner to scan the item.

- And then click on the 'Start selling' button.

- You will then be taken to a pop-up screen, where you will find the item selling prices.

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Applying a template to a listing

Listing templates contain the necessary information required to create a listing, which includes the title, description, images, shipping information, and return policy. Using templates can save you lots of time.

To apply a listing template that you've created for similar item, click on the 'Actions' button (on the right).

Ecommerce > Listings
Create Listing

Actions ⌄

Fixed Price Listing

Fixed price listings could be used on each attached marketplace. These listings have a fixed price and could have multiple variants and quantities. These listings could be created for multiple marketplaces at the same time, Shopiago will handle the reconciliation on each selling.

Auction Style Listing

Auction style listings could be used only on eBay. This is good if you want to get a higher price for your items than a pre-defined fix price value. Starting your item from a lower starting price and using a reserve price could be a good selling strategy. A fixed price listings can't have variants and the item could have only 1 quantity.

From the pop-up screen, click on 'Open a listing template'

Find Item | Scan Barcode | Photo Recognition

Ecommerce > Listings
Create Listing

⊞ Open a Listing Template

Fixed Price Listing

Fixed price listings could be used on each attached marketplace. These listings have a fixed price and could have multiple variants and quantities. These listings could be created for multiple marketplaces at the same time, Shopiago will handle the reconciliation on each selling.

Auction S...

Auction style listings could be... you want to get a higher price... fix price value. Starting your it... using a reserve price could b... price listings can't have varia...

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Applying a template to a listing

    From the next pop-up screen, click on the listing template option field and select a template to drop into the listing form.

    Tick to add, or untick to remove template features.

    And then click on the 'Load template' button.

shopiago
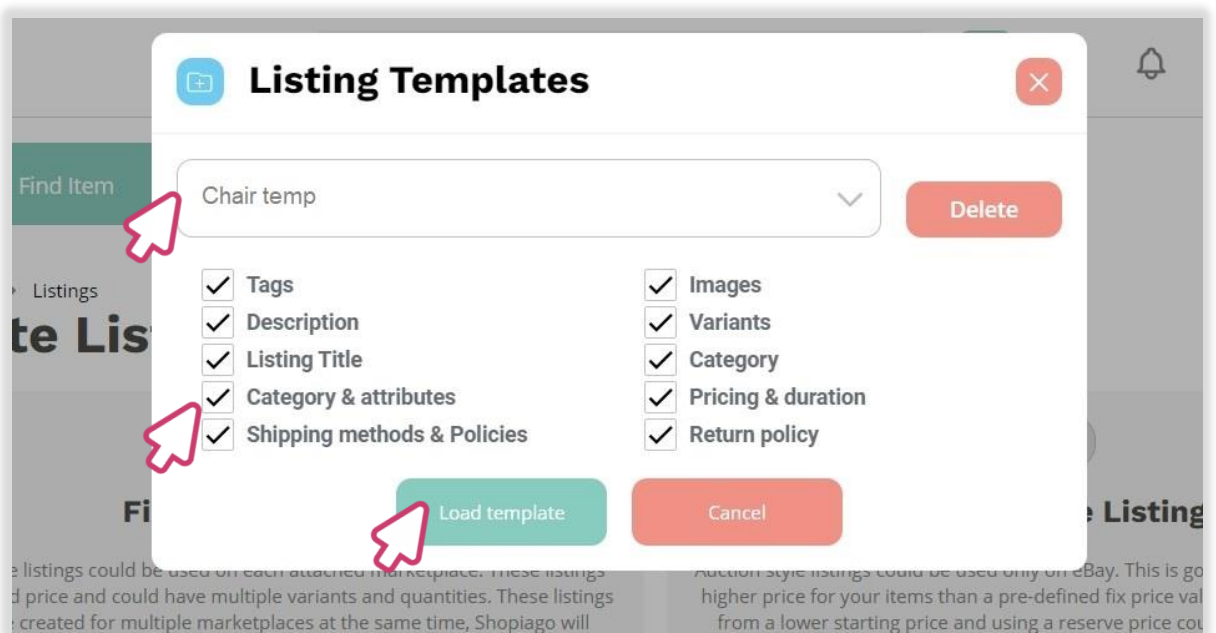
Give your listing a title

- Type in the full name of the item.

- Make it a short, yet attention grabbing title.

- Buyers usually find listings based on their titles, so please be sure to give your item the best possible title.

- Think of what a buyer would be searching for (brand name, size, colour etc).

- Maximise the space with as many key words as possible. It doesn't need to be a full sentence.

- Don't use descriptive words like 'Lovely' or 'Amazing' as buyers wouldn't include such words in their search.

Swivel Egg Chair with Cushion Velvet   WI   shopiago
                                                    ECOMMERCE

Modules

Fixed Price Listing

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☑ ebay   ☑ Etsy   ☑ shopify

Listing Title

Swivel Egg Chair With Cushion Black Red Yellow Velvet   🔍 Search on eBay

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Conducting market price research

Once you have entered the item title, click on the 'Search on eBay' button, to search for the item price on eBay.

The next screen will show you market prices for your item. Once you have finished searching for the item price, press the Escape key on your keyboard to close the pop-up screen.

Item description

You need to describe your item. Please add keywords and optional details that may include the product measurements, condition, care instructions, and any damage if necessary.

Tips:

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

- Your product description should be comprehensive and accurate.

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

- You can update the product description at any time.

---

vidaXL Swivel Egg Chair with Cushion Yellow Velvet   [🔍 Search on eBay]

Description *

Plain text   eBay   Etsy   Shopify

Description *

This elegant egg chair combines style and comfort will definitely add a touch of timeless elegance to your interior. This chair is equipped with a swivel mechanism, which allows it to freely swivel 360 degrees. Additionally, it is supplied with a removable, plump seat cushion. This perfect armchair is easy to assemble.

Colour: Yellow, Black, Red
Material: Velvet + plywood frame + chrome base
Overall size: 64 x 64 x 86 cm (W x D x H)
Seat size: 39 x 42 cm (W x D)
Cushion size: 43 x 28 x 18 cm (L x W x H)
Seat height: 35 cm
Back height: 58 cm
Base diameter: 50 cm
Armrest height from the ground: 45.5 cm
Max. loading capacity: 110 kg
Fabric: Polyester: 100%

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Item description

To add an HTML template or edit the listing description for eBay, click on the 'eBay' description tab.

Then click on the HTML field and select the correct template.

Item description

- Once selected, the template will then drop into the listing description field.

- To preview the selected HTML template, click on the 'Quick view' icon.
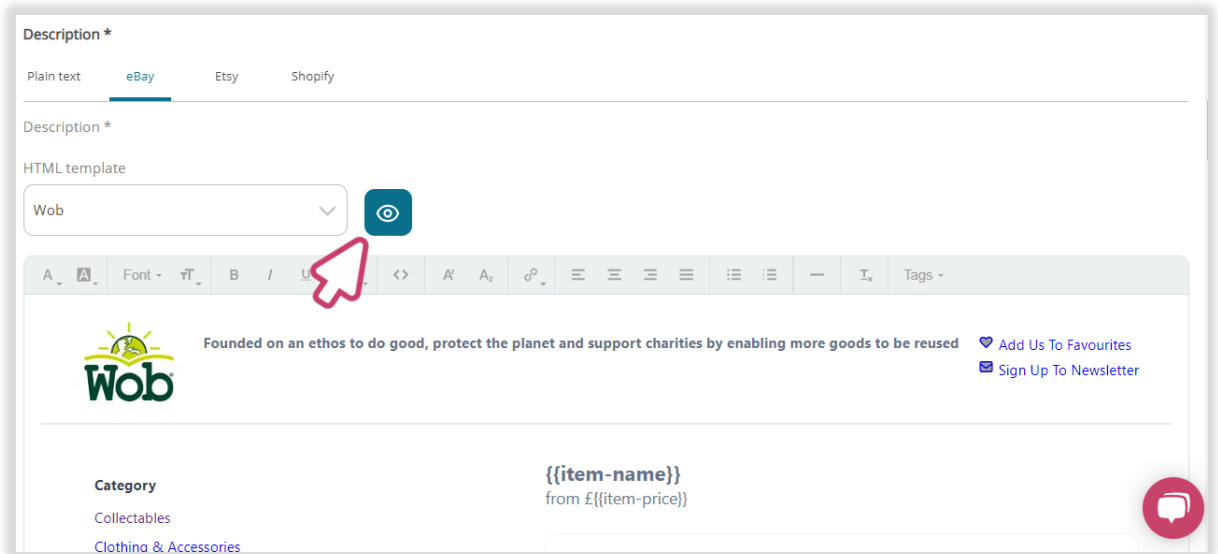
- And then, press 'ESC' on your keyboard or click the 'Close' icon to go back to the listing form.

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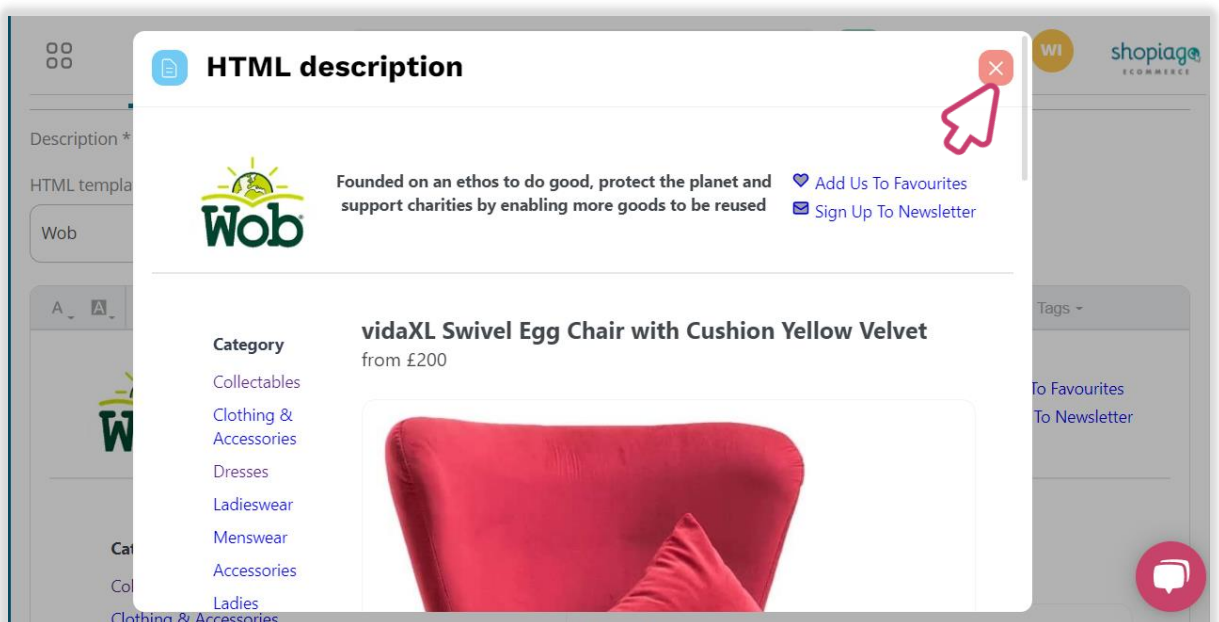
Item description

- To update or edit the listing description for Etsy, click on the 'Etsy' description tab.

- Then, click on the 'Copy plain text' button. The current listing description will then drop into the description field.

Description *

Plain text   eBay   **Etsy**   Shopify

Description *

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Copy Plain text

For Shopify, please repeat the same process.

Description *

Plain text   eBay   Etsy   **Shopify**

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Copy Plain text

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Setting up your item price, location and Custom SKU

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 product.

- Use the Shopiago market research tool to find out your item's value.

shopiago
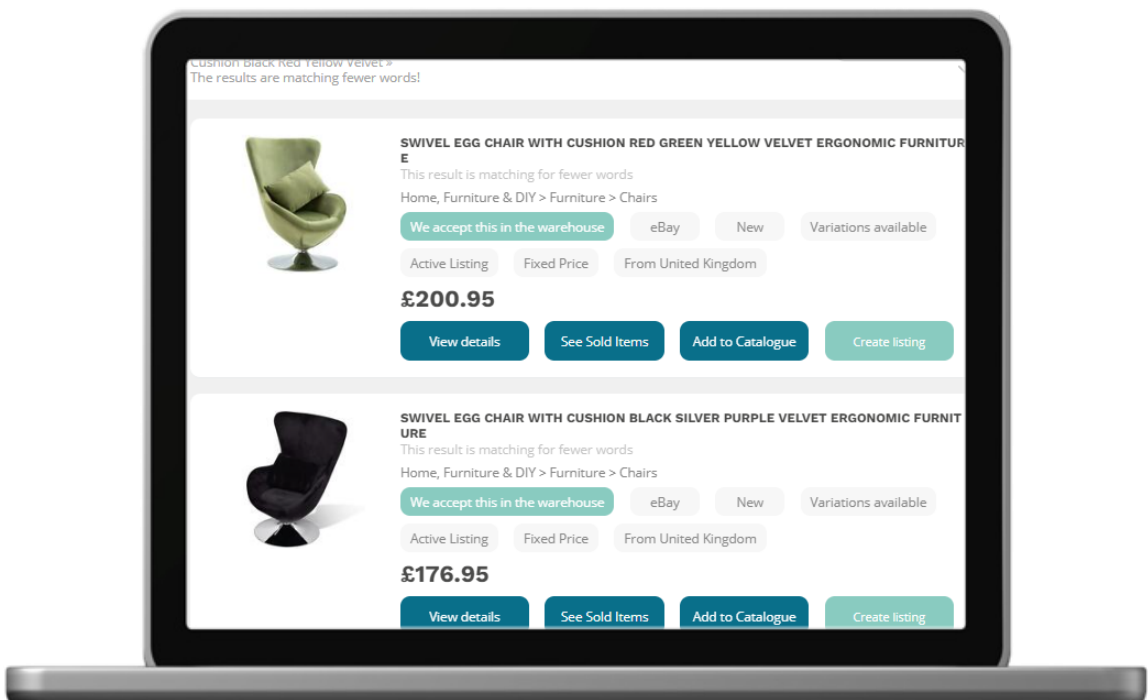
Setting up your item price, location and tag (s)

- Once you've decided on the item price, click on the 'Price' field and enter the item price. This will appear on selected Marketplace(s).

- Click on 'Location' and select the item location from the drop-down. This can be shop/warehouse - where the item is stored.

- 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. This is for internal use for categorising listings - e.g. 'furniture', 'chair' etc.

- 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 it as default.

Adding photo(s) to your listing

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

Tips:

- Take photos from as many angles as possible.

- Shopiago 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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Adding photo(s) to your 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 product being described.

- The photo should not contain any watermarks or digital signature.

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Adding photo(s) to your listing

To add photo(s):

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

- Next, 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 the 'Take a photo' icon.

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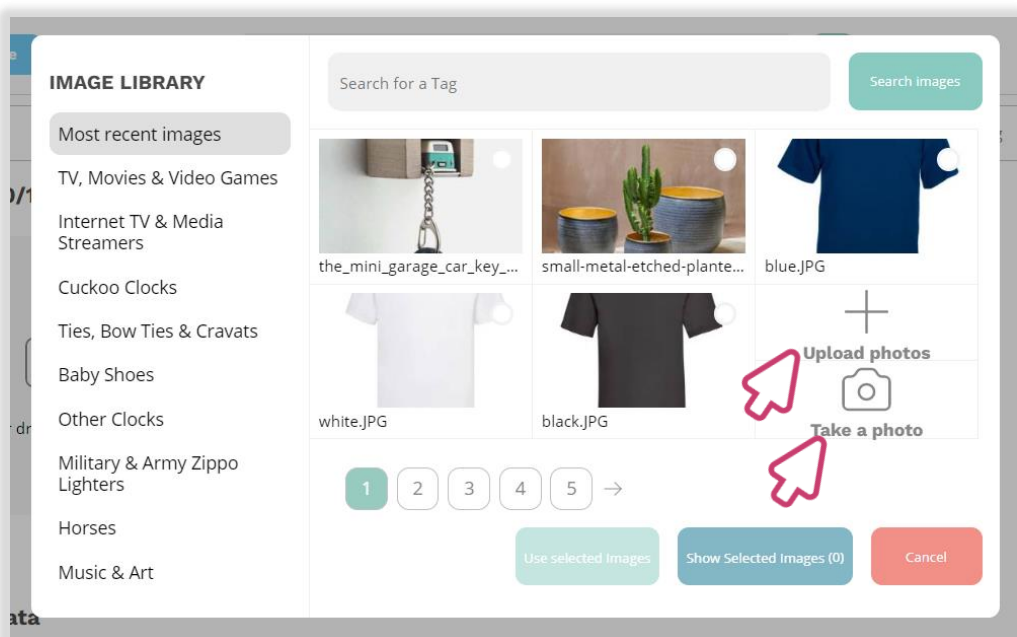
Adding photo(s) to your listing

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

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

  To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.
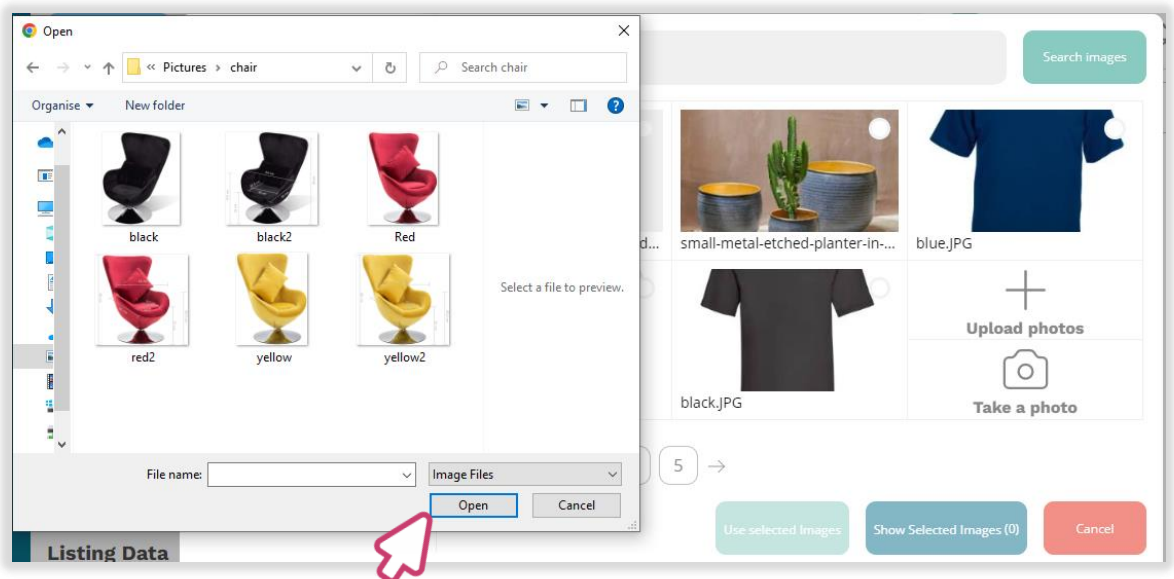
Uploaded photo(s) should then appear on the listing form.

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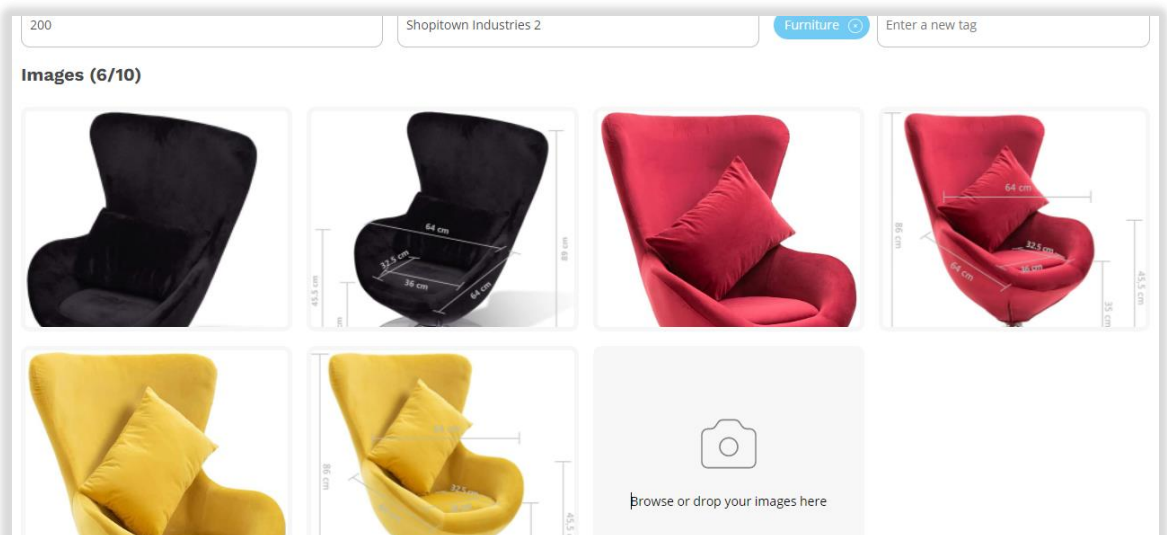
Adding photo(s) to your listing

- To edit the item image, hover your mouse over the center of the photo and click on 'Edit Image' icon.
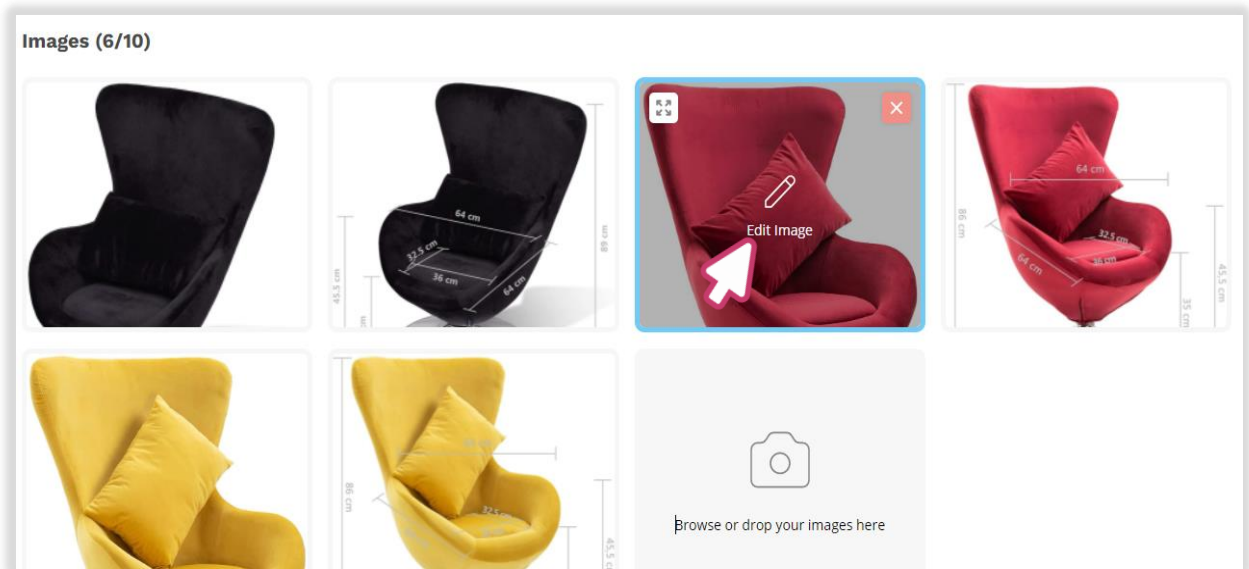
- From the photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.
- To use image as primary listing photo, tick the 'Primary image' box at the top right-hand side of the pop-up screen.
- To crop image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, and then, click 'Save' button once you are ready.

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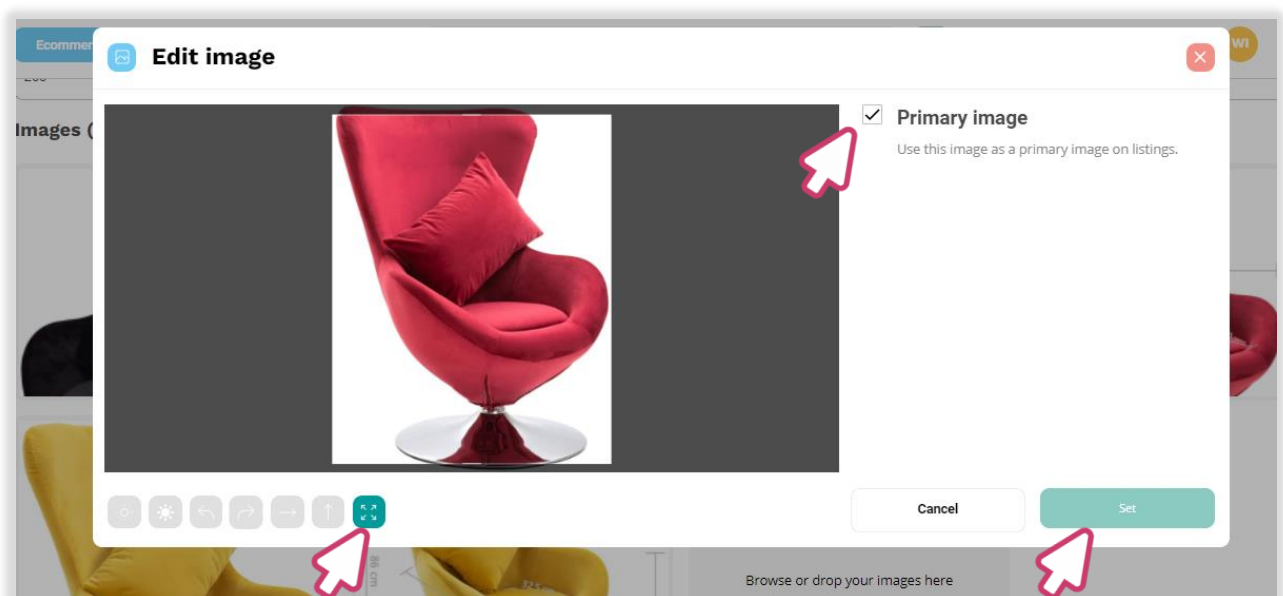
Adding photo(s) to your listing

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

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

shopiago
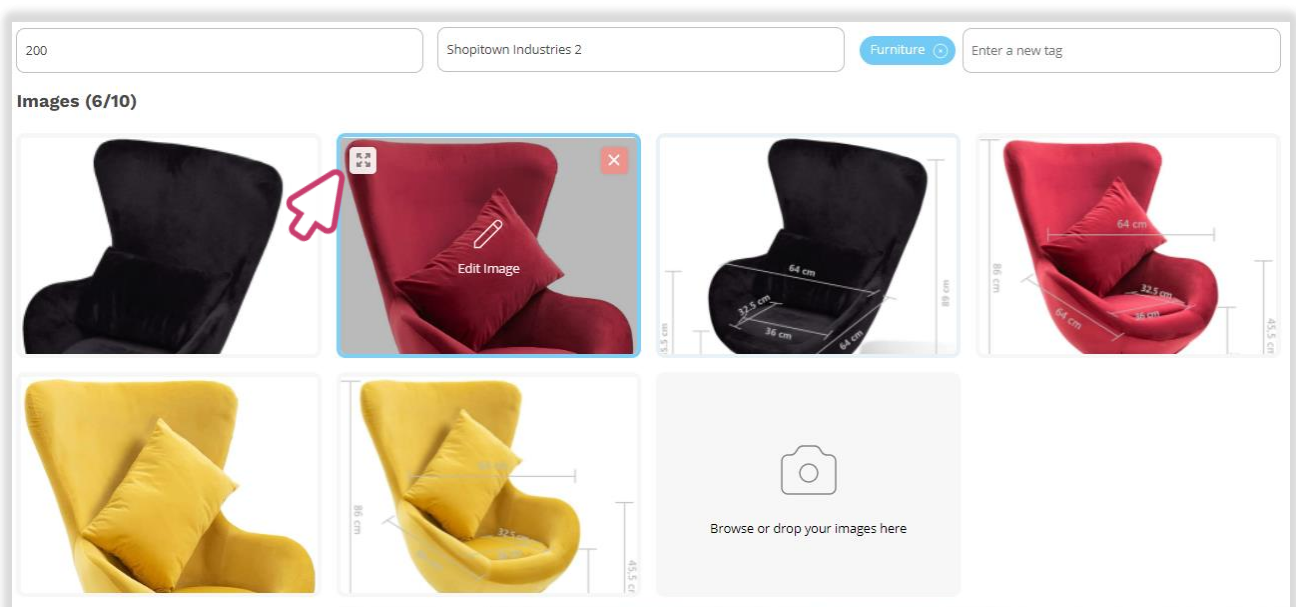
Adding listing information for eBay

- For eBay, select the right eBay account.
- Click on the 'Custom Listing Title' field to modify the title if necessary, (shouldn't be more than 80 characters).
- Click on 'Suggest relevant categories'.

ebay

Account *

jnohu92 - United Kingdom

Custom Listing Title (80 chars) *

VidaXL Swivel Egg Chair with Cushion Red

80/80

Category   Suggest relevant categories

Home, Furniture & DIY > Furniture >

eBay Category ❌   Secondary eBay Category

Antiques	>
Art	>
Baby	>
Books, Comics & Magazines	>

| Appliances |
| Bath |
| Bedding |
| Candles & |

shopify

Account *

rpdlst

Custom Listing Title (255 chars) *

VidaXL Swivel Egg Chair with Cushion Re

80/255

Published on *

Please select a value

Product type

Customer shipping address required

Etsy

Account *

Bence - shopiagoshoptest

Custom Listing Title (140 chars) *

VidaXL Swivel Egg Chair with Cushion Red

80/140

Category

Etsy Category

Accessories	>
Art & Collectibles	>
Bags & Purses	>
Bath & Beauty	>

- And select the best matching item categories from the pop-up screen, then 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
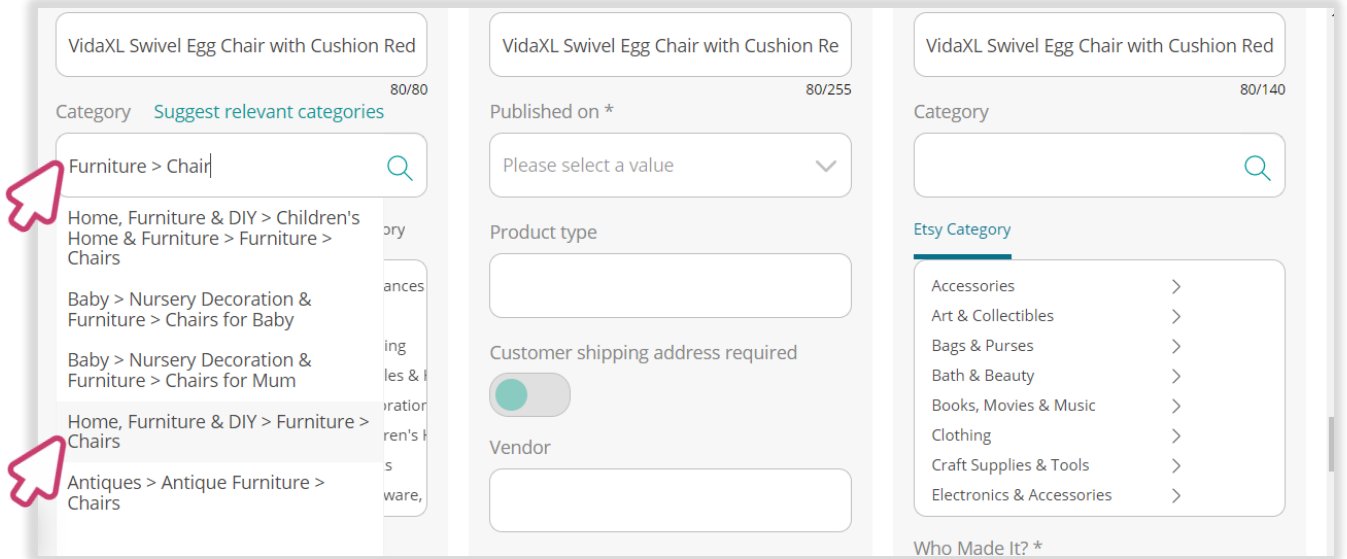
Home, Furniture & DIY > Furniture > Sofas, Armchairs & Couches

Home, Furniture & DIY > Furniture > Chairs

Business, Office & Industrial > Office Equipment & Supplies > Office Furniture > Office Chairs

Garden & Patio > Garden & Patio Furniture > Garden Chairs

Garden & Patio > Garden & Patio Furniture > Garden & Patio Furniture Sets

Confirm   Cancel

shopiago
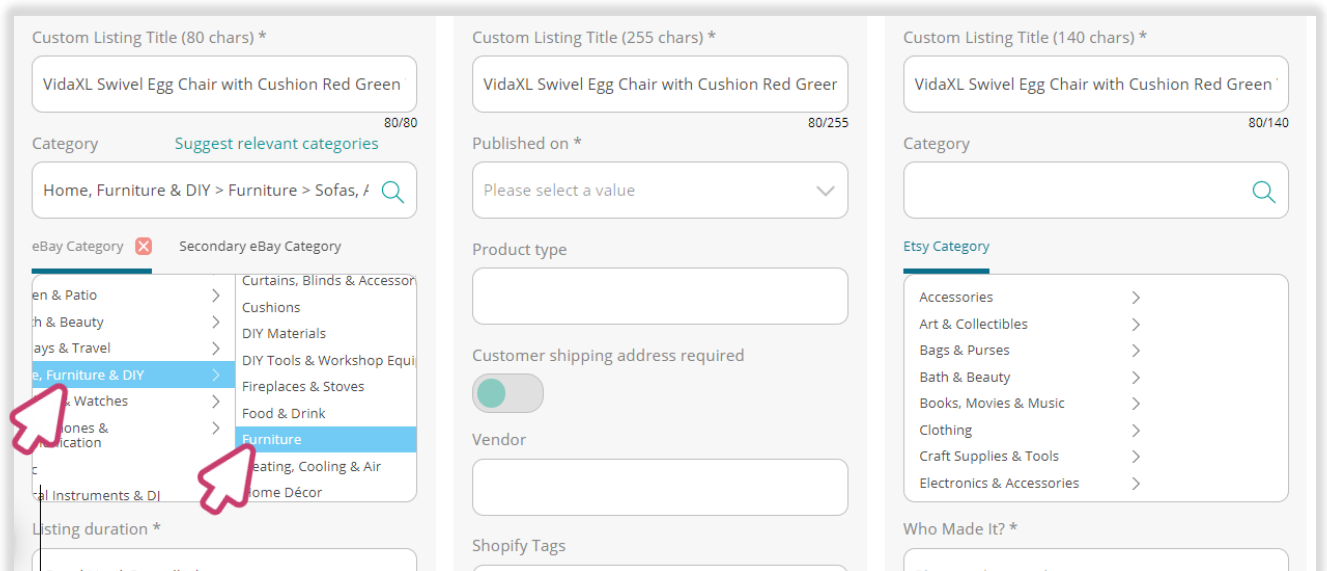
Adding listing information for eBay

🔍 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.

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Adding listing information for eBay

- Listing duration will automatically be selected.

- Select the item condition from the drop-down menu.

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

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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 specifies;

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.

Item specifics

To add 'Specifics' that apply to the item, click on the 'Edit' button.

And from the pop-up screen, enter all item specifics that are required and any optional attributes.

To add custom attribute(s), click on the 'Create Attribute' button.

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Item specifics

- Enter the attribute name and value.

- Now click on the 'Add attribute' button.

- Click on the 'Set specifics' button, once you've entered all required item specifics.

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Pricing and payment

To set 'Vat %' for the item and 'listing donation percentage', click on the Pricing & Payment 'edit' button.

Condition *

New

Condition description

Excellent condition

✓ Item Specifics   edit
✗ Pricing & Payment   edit
✗ Policies   edit

What Is It? *

Please select a value

When Was It Made? *

Please select a value

✗ Shipping & Dimensions   edit
✗ Other Options   edit

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

Click on the 'Donation percentage' field to select a '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.

Good Unt

Pricing & Payment

VAT

5   %

Donation Percentage

100   %

Condition *

New

Best offer

Condition d

Excellent

Private listing

Allow buyers to remain anonymous to other eBay members.

✓ Ite

✗ Pri

Set Pricing   Cancel

✗ Shipping   edit

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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 'Private Listing' if necessary, to keep buyers identities hidden from other eBay members.

- And then, click on 'Set pricing' button to save changes.

Policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship out 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 Shopiago account, making it easier to select them when listing an item.

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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Policies

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

 Click on the 'Return policy' field and select the relevant return policy.

 Then click on the 'Set Policy' button.

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eBay shipping policy not synced into Shopiago account?

If you've not synced your eBay shipping policy into your Shopiago account. You will have the option to specify these policies when creating a listing.

To set Shipping policy for domestic:

🖱 Click on 'edit' next to Shipping.

From the pop-up screen, click on the 'Service provider' field and select a domestic shipping provider.

🖱 Enter item 'Shipping price'.

🖱 Or turn on 'Free shipping' if you are not charging a postage fee.

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eBay shipping policy not synced into Shopiago account?

To set Shipping policy for international:

- Click on 'International shipping method' and select a shipping provider.

- Enter the postage amount.

- To remove shipping, click on the 'Remove service' button.

- Click on 'Set Shipping' once you are ready!

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eBay return policy not synced into Shopiago account?

If you've not synced your eBay return policy into your Shopiago account, you will have the option to specify this policy when creating a listing.

To set return policy:

- Click on the 'edit' button next to Return policy.

- From the next screen, click on the 'Return accepted' field and select if you accept a return or not.
- Also select a return duration from 14 to 60 days.
- Select who pays for the return e.g Buyer.
- Then click on the 'Set policy' button.

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Adding listing information for Shopify

- For Shopify, select the correct account.

- Click on the 'Custom Listing Title' field to modify the title if necessary.

- Click on the '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).

- Type-in the 'product type' if necessary. (This refers to the item category).

- Switch on 'Customer shipping address' (to request the customer address when they checkout).

Adding listing information for Shopify

- Click on the 'Vendor' field and enter the item manufacturer name if necessary.

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

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Adding listing information for Etsy

- For Etsy, select the correct account.

- Click on the 'Custom Listing Title' field to modify the title if necessary.

- 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 category, you can use the 'Item category selector' and look at the different categories to find the best fit.

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Adding listing information for Etsy

- Click on the 'Who made it' field, and select one option from the list.

- Click on the 'What is it' field, and select one option from the list.

- Click on the 'When was it made' field, and select the item manufacture year.

- To add shipping & dimensions information, click on 'Edit' button.

Adding listing information for Etsy

- On the pop-up screen, enter all the item dimensions.

- Once all necessary information is entered, click on the 'Set Shipping' button.

- To add more item information, click on the 'Other Options' edit button.

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Adding listing information for Etsy

- On the pop-up screen, enter any additional item options, like tags, style, shop section, processing times etc.

- Then click on the 'Set Options' button.

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Adding Variations

Variants are sets of products that are related but differ in terms of their characteristics, e.g. So, when you have similar products with multiple variants such as size and colour, you can create variations to include these characteristics. **If the item doesn't have variations, scroll down to Slide 53.**

To create Variants for the item:

- Click on the 'I want to create variants' button.

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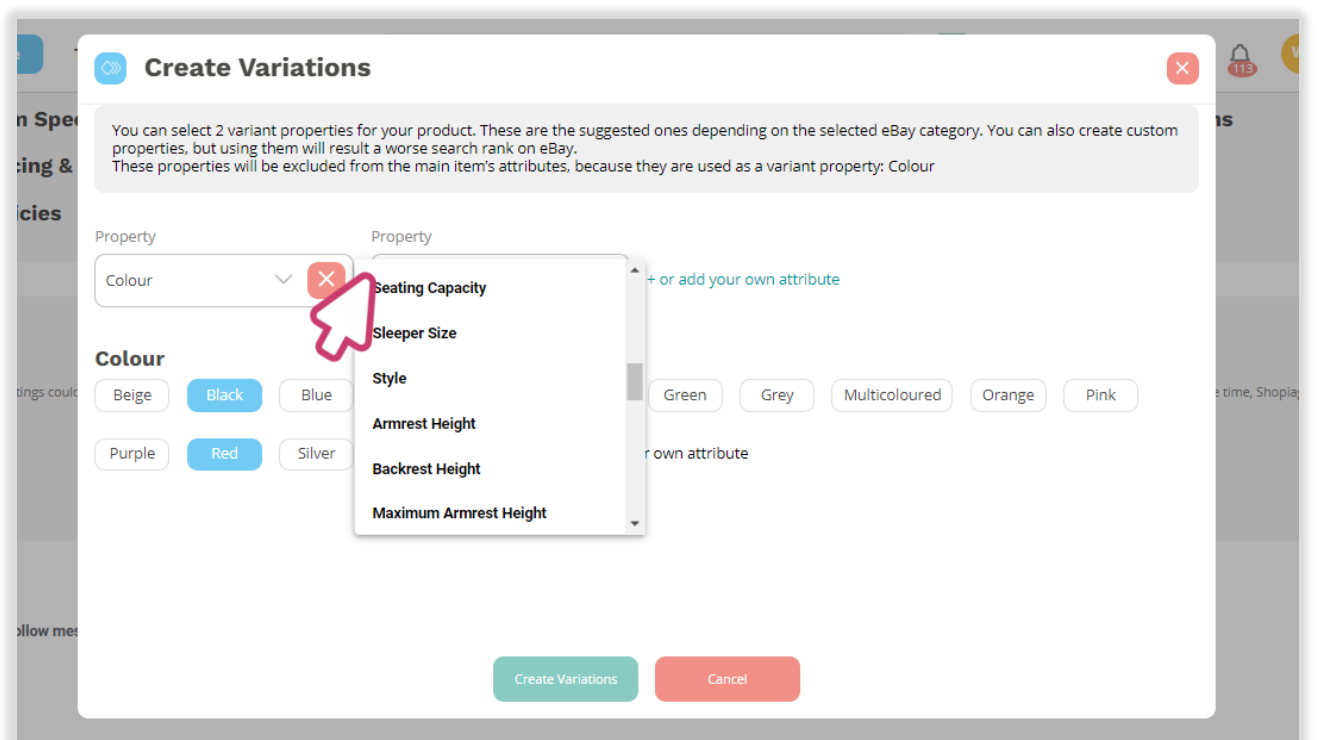
shopiago

Adding Variations

- Next, select the item variants from the pre-populated options.
- And click on the 'Create Variations' button.
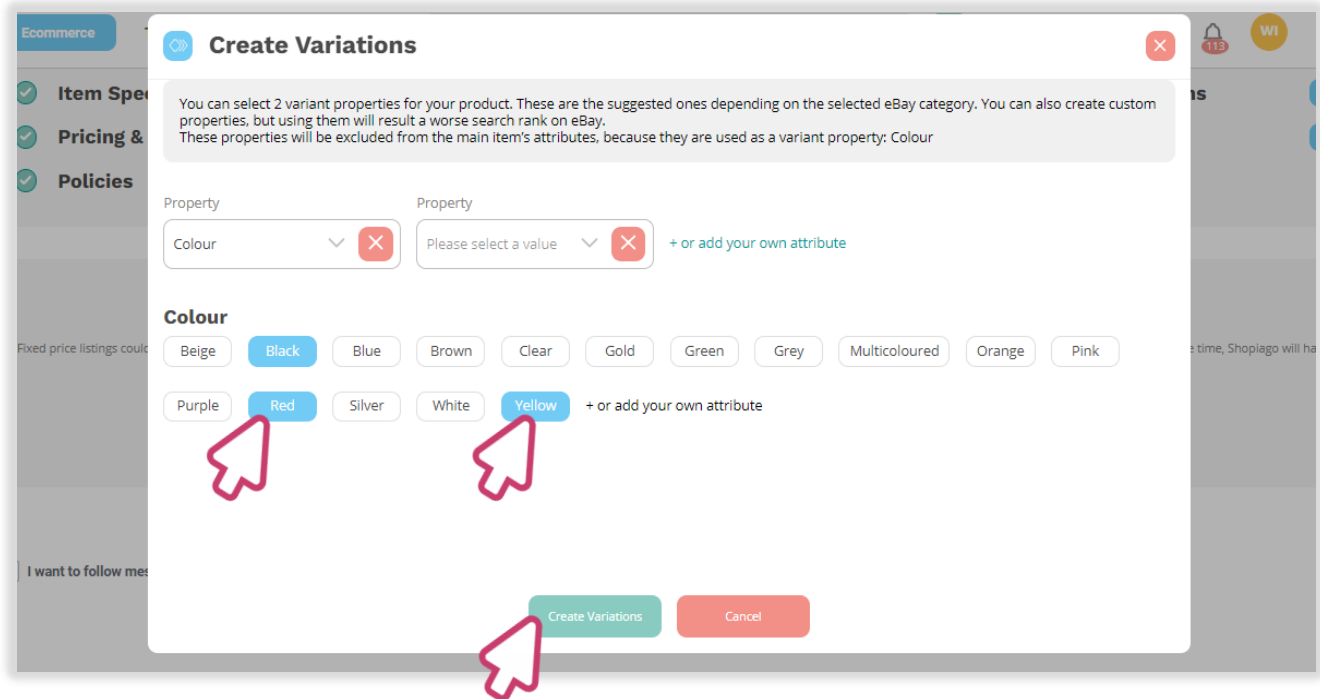
To add additional variants, click on the next property and select a variant type.

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Adding Variations

Then, select the item variants from the pre-populated options.

To add custom variant properties, click on 'Or add your own attribute' tab and enter the property name. **Please note:** Creating a custom properties, might reduce your item visibility on Marketplace(s).

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Adding Variations

Once all variants are set, click on the 'Create Variations' button.

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Adding Variations

- If you have not entered the item SKU previously in the 'price and tags' section, you can still assign a 'Custom SKU' (Stock Keeping Unit) to the items if necessary. Otherwise, leave it blank as the system will automatically assign a SKU to the items.

- To set SKU to all variant items, click on 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 Variants information

- The item price for each variant will be pre-populated. If not, click on the 'Set price for each' button to add the price.

- And enter the item price into the 'Set price' field.

- Then, click on the 'Set' button.

shopiago

Adding item Variants information

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

Variants(3)

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each

Colour	Custom SKU	Price	Quantity			EAN	
Black	KB2022-1	200	-	1	+		Set Inventory P
Red	KB2022-2	205	-	1	+		Set Inventory P
Yellow	KB2022-3	190	-	1	+		Set Inventory P

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

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

Variants(3)

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each

Colour	Custom SKU	Price	Quantity			EAN	
Black	KB2022-1	200	-	2	+		Set Inventory P
Red	KB2022-2	205	-	1	+		Set Inventory P
Yellow	KB2022-3	190	-	1	+		Set Inventory P

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

Adding Variations

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

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

Set 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 single or multiple Marketplaces. When one of the items is sold, Shopiago will adjust the inventory level for each sale.

To set inventory information for each variant, click on 'set inventory properties' button.

Set Inventory Data for Variant

- From the next screen, enter variant quantity. 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 '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.

- Click on 'source shop' field and select where the item is stored.

- To set an additional inventory item , click on 'Add more inventory item', and enter the item quantity, source shop, gift aid and tote/Box ID.

- Once all inventory information are set, click on the 'Set' button.

Set Inventory Data for Variant

Once properties are set, a green tick will appear in the inventory properties button.

If you have more than one variant item,

🖱 Click on the next variant 'inventory properties' button.

🖱 And enter all necessary information and then, click on the 'Set' button.

Please repeat the same process for other variants.

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Submit your listing

Once all item information is entered, click on the 'Create listing' button to list the item.

variants(3)

	Edit variants	Set SKU for each	Set Price for each	Set QTY for each

Custom SKU	Price	Quantity			EAN		
KB2022-1	200	-	2	+	Does Not Apply	✓ Set Inventory Properties	Remove
KB2022-2	200	-	1	+	Does Not Apply	✓ Set Inventory Properties	Remove
KB2022-3	200	-	1	+	Does Not Apply	✓ Set Inventory Properties	Remove

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

Create Listing	Save as a draft	Save as a template	Cancel

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For non-variant items

If you don't want to add item variants,

Click on the 'This item doesn't have variants' button.

Variants

Fixed price listings could be used on each attached marketplace. These listings have a fixed price and could have multiple variants and quantities. These listings could be created for multiple marketplaces at the same time, Shopiago will handle the reconciliation on each selling.

I want to create variants   This item doesn't have variants

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

Create Listing   Save as a draft   Save as a template   Cancel

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Enter the item's information

- Enter 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.

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

- Click on 'source shop' field and select where the item is stored.

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

- Enter variant quantity. You can use the 'Quantity adjustment button' to increase or decrease the variant quantity.

- Enter the product identifier number. Product 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.

✅ **Other Options**   edit

Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity			EAN
Does Not Apply	Does Not Apply	Shopitown Industries -Shop	KB2022-1	-	1	+	Does Not Apply

Do you want to create variants for this list... Click here!

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

Create Listing   Save as a draft   Save as a template   Cancel

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Submit your listing

Once all item information is entered, click the 'Create listing' button to list item.

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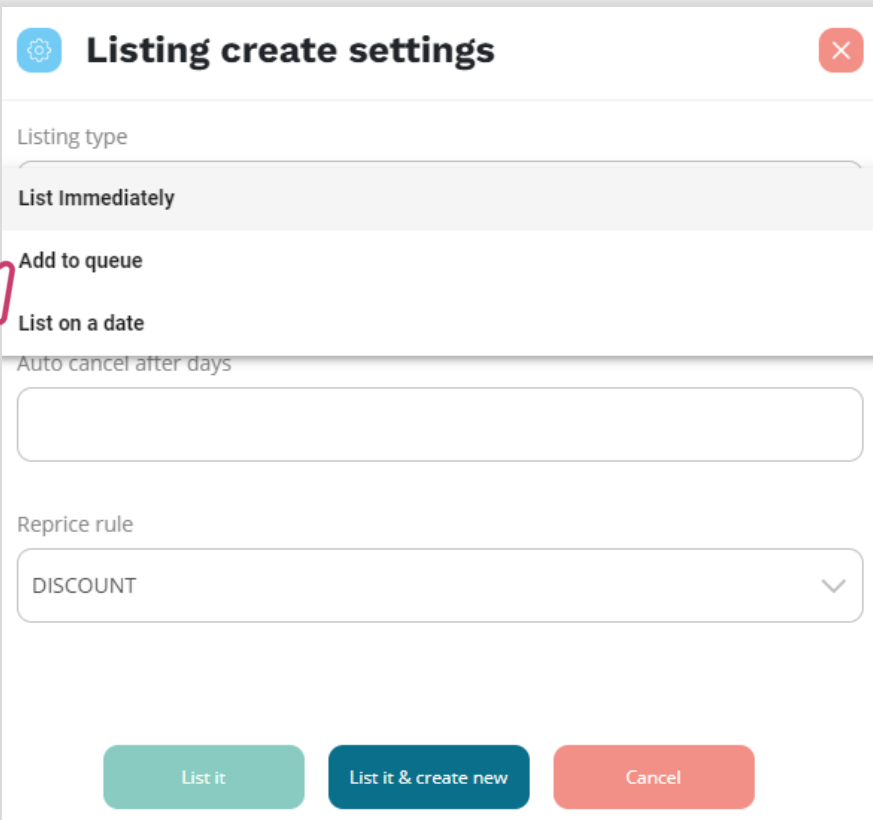
Listing option

Once you've clicked on the 'Create listing' button, you will be prompted to select one listing type:

- **List immediately** - when 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 create settings

Listing type

List Immediately

Add to queue

List on a date

Auto cancel after days

Reprice rule

DISCOUNT

List it   List it & create new   Cancel

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Listing option

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

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

- Click on the 'Reprice rule' field and select a rule that you've created, or leave blank if it is not applicable.

- Finally, click '**List it**' OR '**list it & create new**' button.

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Listing confirmation

Once the item is listed, you will be taken to the item details page, where you will find all information relating to the item.

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Happy Selling!

If you need further help or support,
please email us at help@shopiago.com