



# Shop User Guide

## How to create an Auction-style listing

Version 2.0.2

Please note that the screenshots in this User Guide show the colour blue, but in our live system these colours have now changed to green.

## How to create an Auction-style listing

To sell on eBay, you must first create a listing, whether fixed price or auction style, and World of Books Ecommerce will help you get your items listed quickly and easily.

Currently, you can only create an auction-style listing for eBay Marketplace.

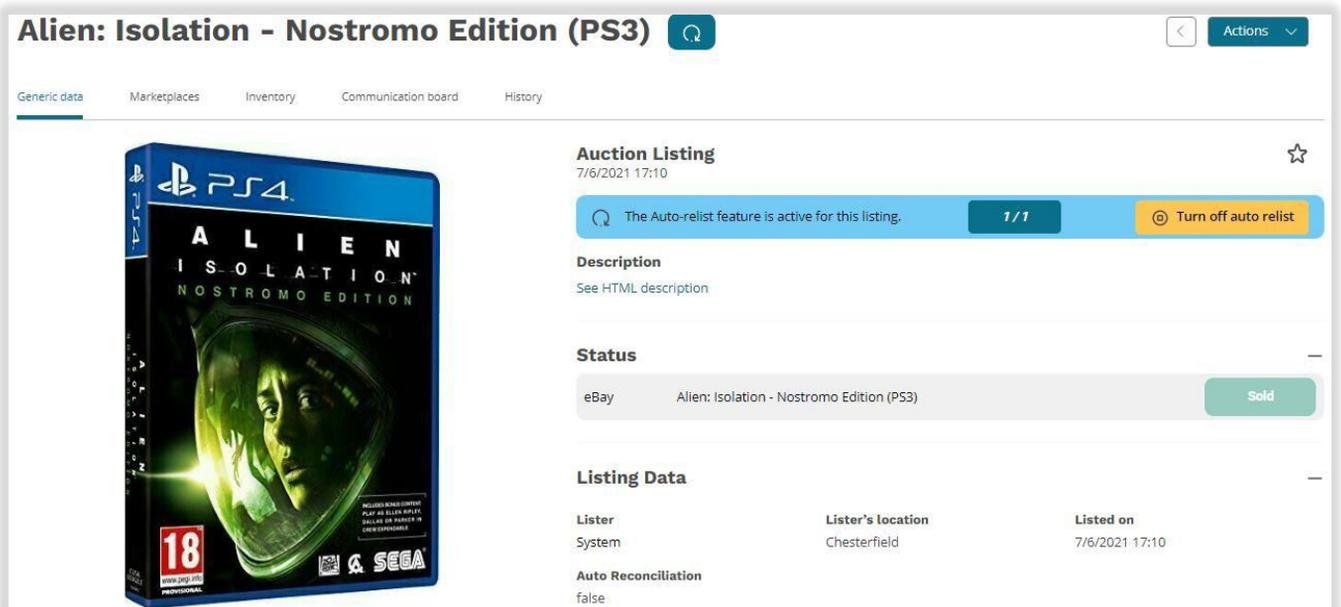
### eBay auction-style listings

For an auction-style listing, you simply set a starting bid price, and buyers then bid on the item during a set timeframe of 3 to 10 days. The highest bidder at the close of the auction buys the item.

The benefit of auction-style listing is that you may end up achieving a higher price for your items than you would with a fixed price.

Setting a reserve price and starting your item at a lower price is a good selling strategy to consider.

The screen below is an example of an auction listing.



**Alien: Isolation - Nostromo Edition (PS3)**

Generic data | Marketplaces | Inventory | Communication board | History

**Auction Listing**  
7/6/2021 17:10

The Auto-relist feature is active for this listing. 1/1 Turn off auto relist

**Description**  
See HTML description

**Status**

eBay	Alien: Isolation - Nostromo Edition (PS3)	Sold
------	---	------

**Listing Data**

Lister	Lister's location	Listed on
System	Chesterfield	7/6/2021 17:10

Auto Reconciliation: false

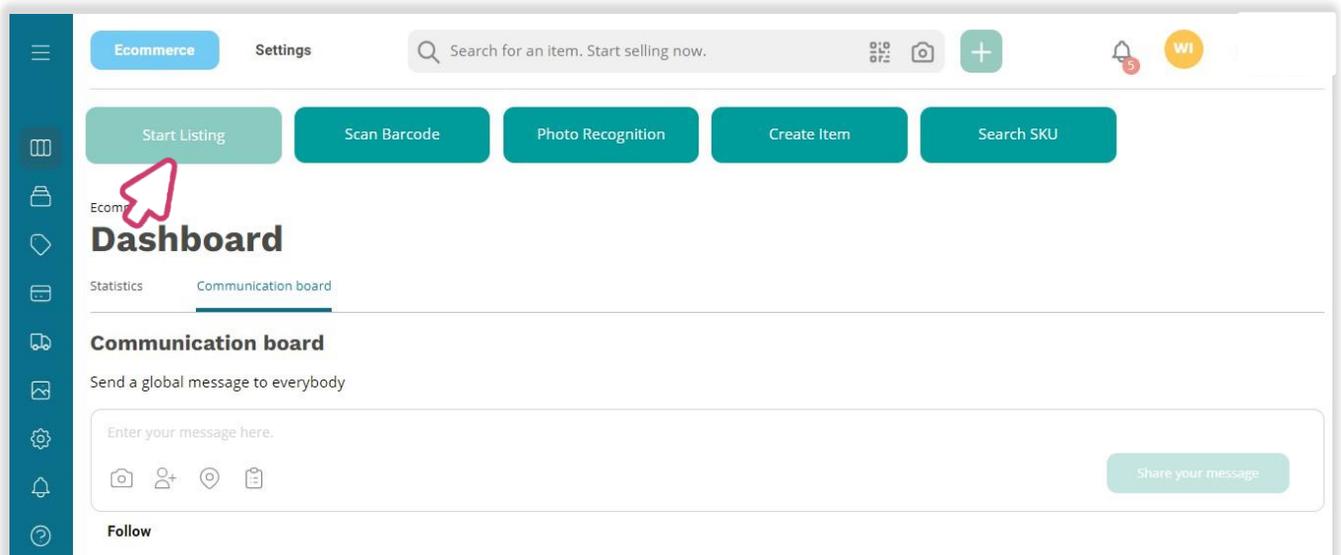
## How to create an Auction-style listing

### Listing Process

Step 1	Step 2	Step 3	Step 4	Step 5
Have the physical item.	Prepare the item information and images.	Select auction style listing as the buying format.	Select listing account, Fill-in the item information and attach images.	Start selling.

To create auction-style listing;

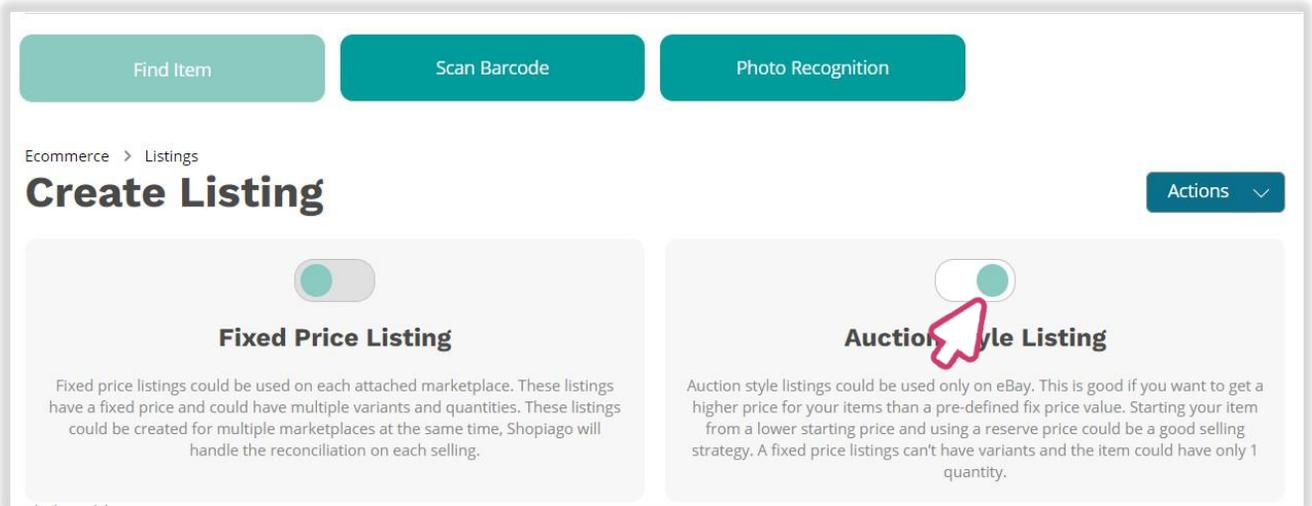
- Login to your account.
- Click the 'Start listing' button at the top left corner of the dashboard menu.



The screenshot shows the dashboard interface. At the top, there is a navigation bar with 'Ecommerce' and 'Settings' tabs, a search bar, and utility icons. Below this is a row of action buttons: 'Start Listing', 'Scan Barcode', 'Photo Recognition', 'Create Item', and 'Search SKU'. The 'Start Listing' button is highlighted with a red mouse cursor. Below the buttons, the 'Dashboard' section is visible, with 'Communication board' selected. The 'Communication board' section includes a text input field for sending global messages and a 'Share your message' button.

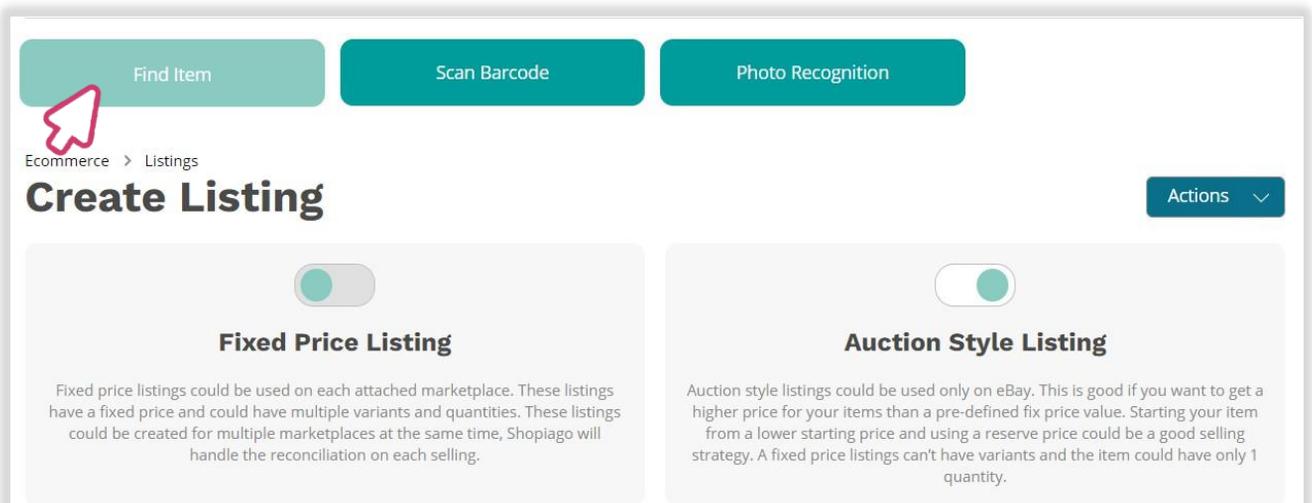
## How to create an Auction-style listing

- On the create listing page, select 'Auction style listing'.



The screenshot shows the 'Create Listing' interface. At the top, there are three buttons: 'Find Item', 'Scan Barcode', and 'Photo Recognition'. Below these, the breadcrumb 'Ecommerce > Listings' is visible. The main heading is 'Create Listing' with an 'Actions' dropdown menu to the right. There are two listing options presented as cards. The first card, 'Fixed Price Listing', has a toggle switch that is turned off. The second card, 'Auction Style Listing', has a toggle switch that is turned on, and a red mouse cursor is pointing at it. Below each card is a brief description of the listing type.

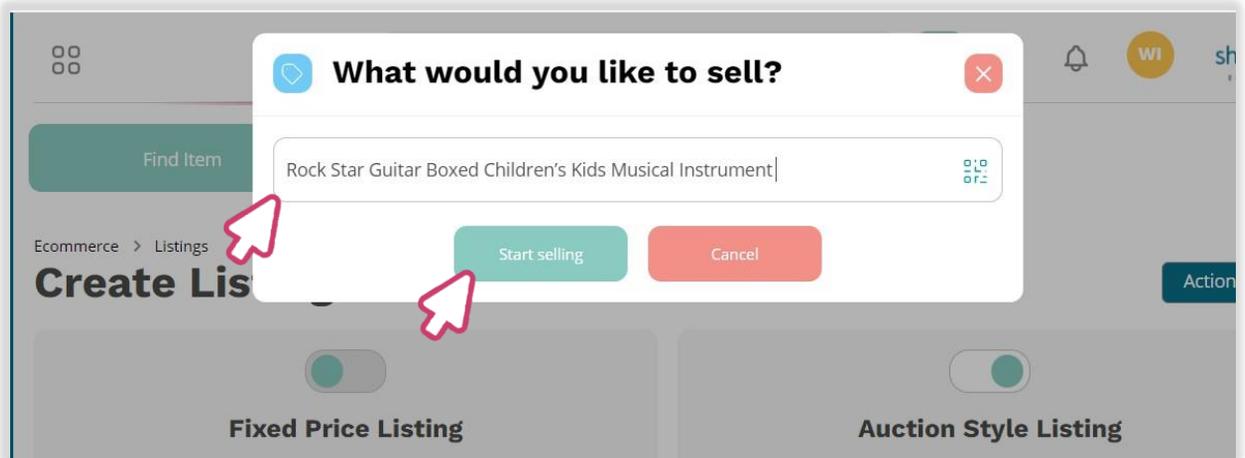
- To research your item price, click on the 'Find Item' button (top left side of the listing page).



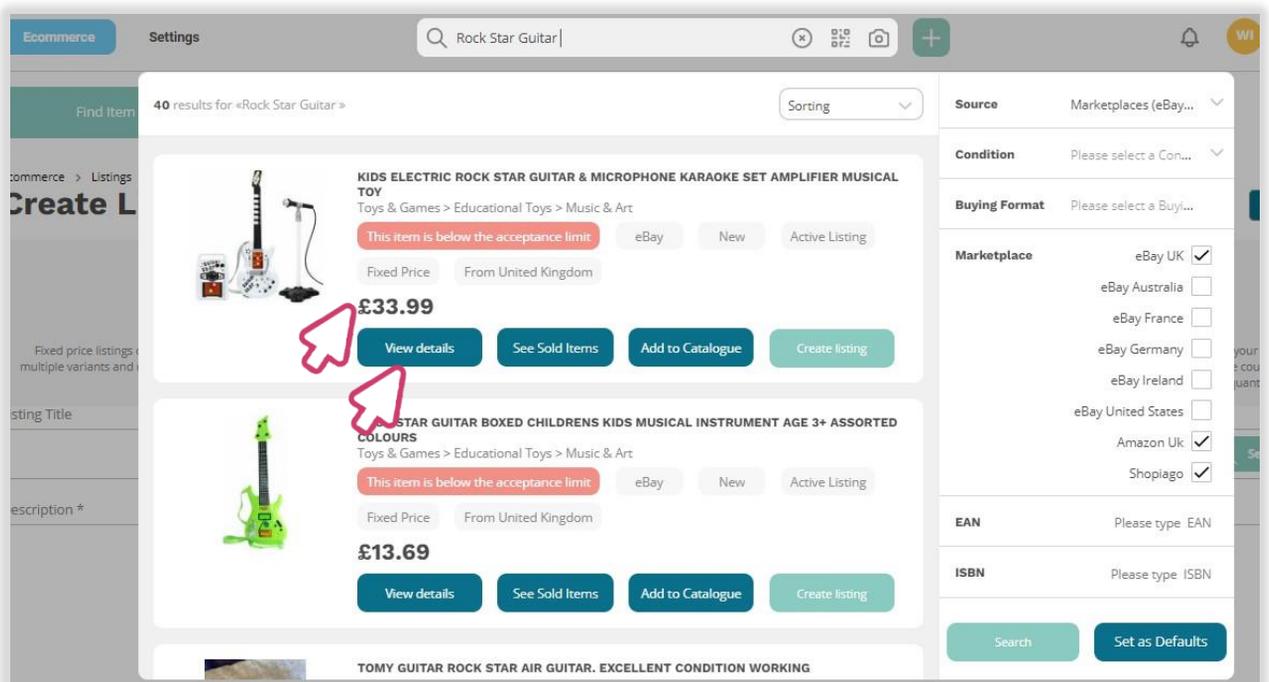
This screenshot is identical to the one above, but with a red mouse cursor pointing to the 'Find Item' button at the top left of the page.

## How to create an Auction-style listing

- From 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 'Start selling' button.



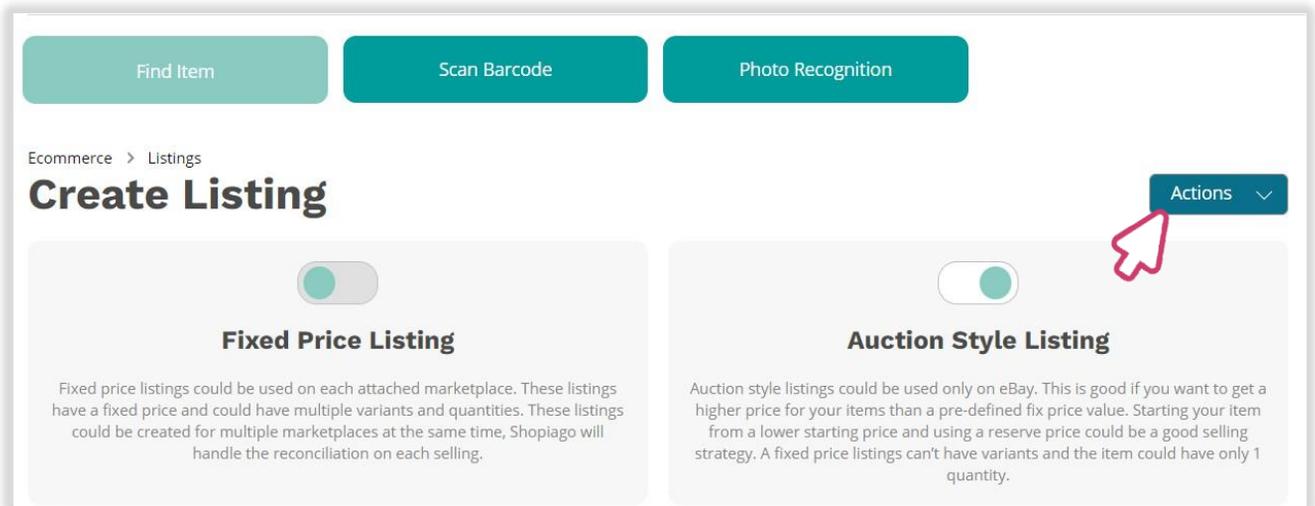
- From the next screen, you will find the item selling prices. To view the item information, click on 'View details' button.



## Applying template to listing

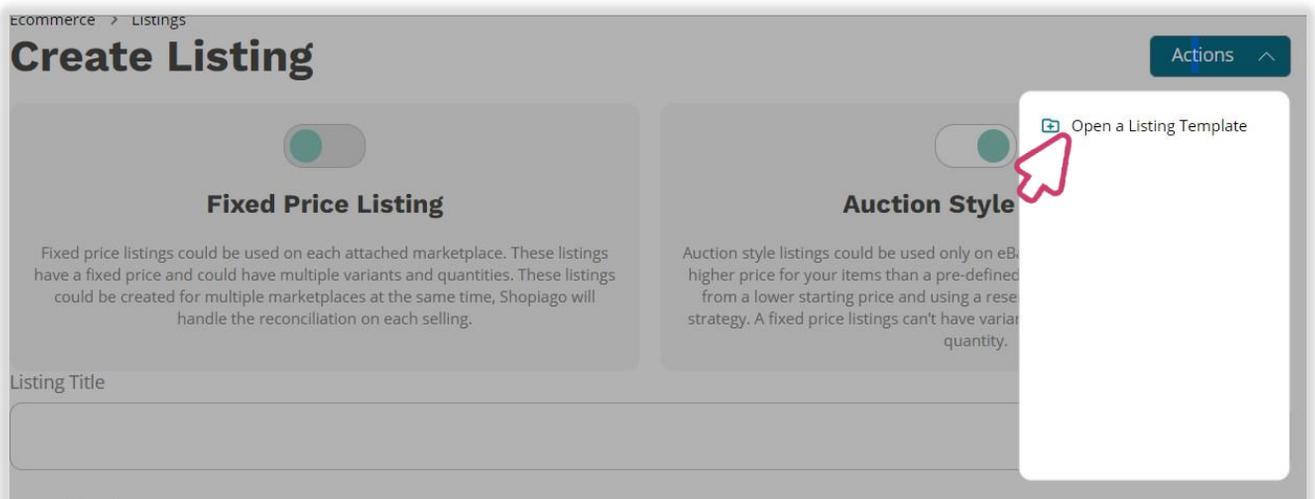
Listing template contains the necessary information required to create a listing, which could include the title, description, images, shipping information, and return policy. Using templates can save you time and allow you to list more items in a shorter period of time.

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



The screenshot shows the 'Create Listing' page with three buttons at the top: 'Find Item', 'Scan Barcode', and 'Photo Recognition'. Below these, the page title is 'Ecommerce > Listings Create Listing'. On the right side, there is an 'Actions' button with a dropdown arrow. A red mouse cursor is pointing at this button. Below the 'Actions' button, there are two listing options: 'Fixed Price Listing' and 'Auction Style Listing', each with a toggle switch and a brief description.

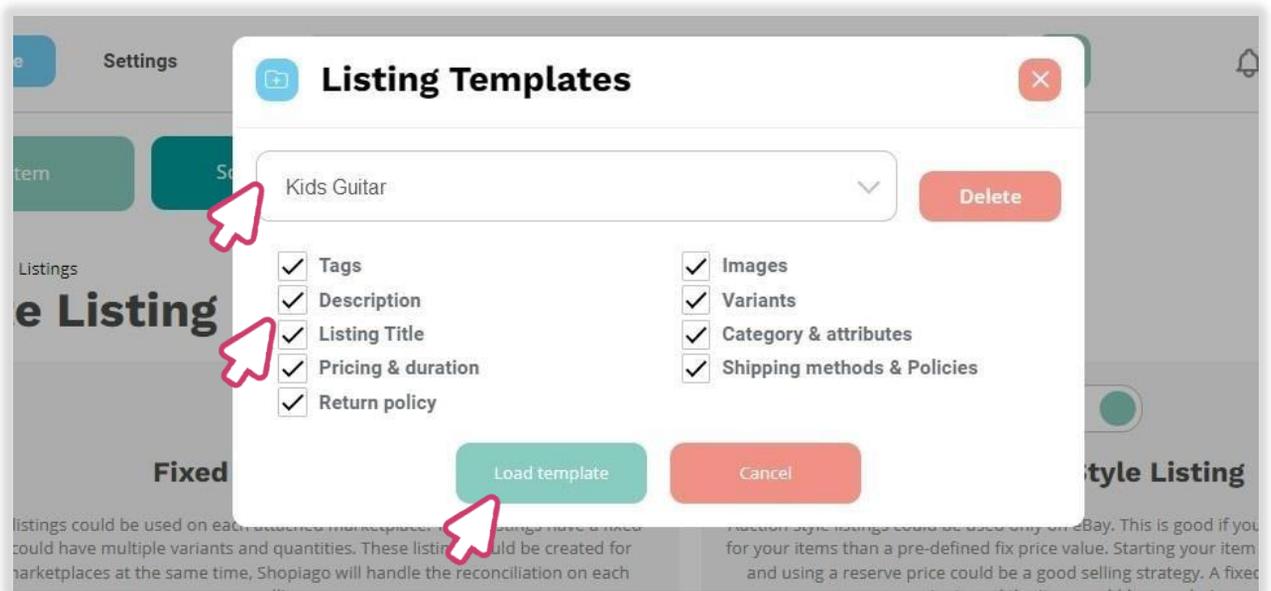
- From the pop-up screen, click on 'Open a listing template'



This screenshot shows the same 'Create Listing' page as the previous one, but with a pop-up menu open over the 'Actions' button. The pop-up menu contains the option 'Open a Listing Template', which is highlighted by a red mouse cursor. The background of the page is dimmed.

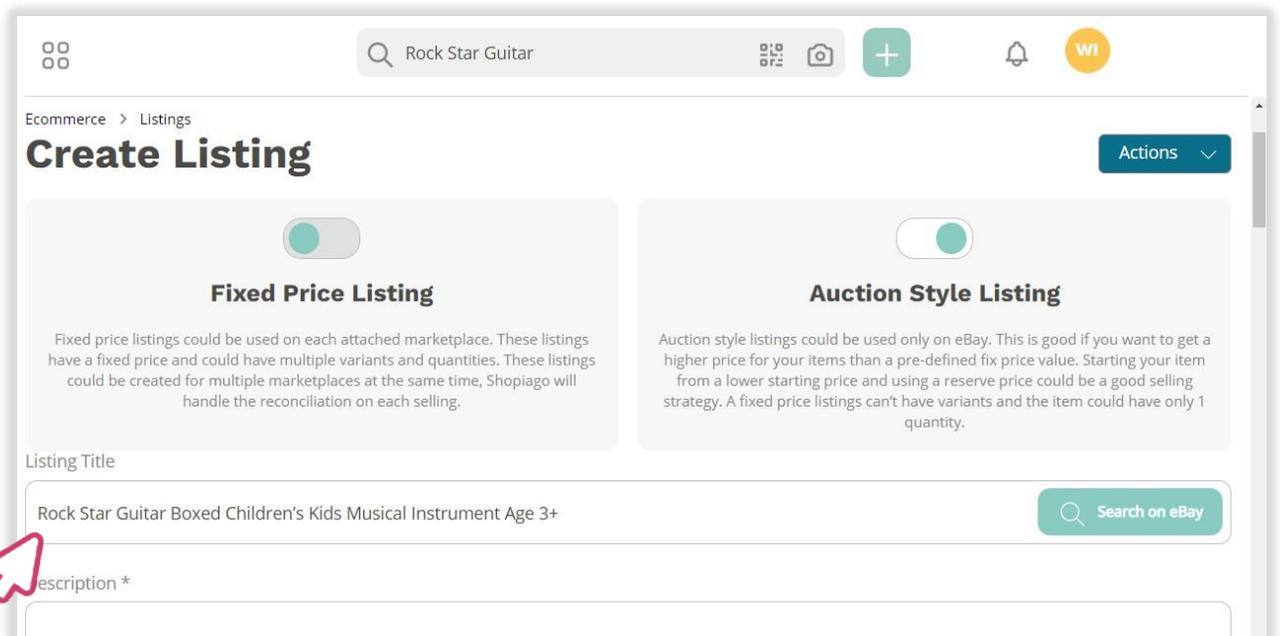
## Applying a template to a listing

- Click on the listing option field and select a template to drop into the listing form.
- Tick the boxes to add template features, or untick to remove.
- Then click on the 'Load template' button.



## Give your listing a title

- Type in the full name of the item.
- Make it a short, yet attention grabbing name.
- Buyers usually find listings based on their titles, please be sure to give your item a good 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 sentence.
- Don't use descriptive words like 'Lovely' or 'Amazing' as buyers wouldn't include such words in their search.



Rock Star Guitar

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, Shopiango 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.

Listing Title

Rock Star Guitar Boxed Children's Kids Musical Instrument Age 3+

Search on eBay

Description \*

## Item description

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

### Tips:

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

Listing Title

Rock Star Guitar Boxed Children's Kids Musical Instrument Age 3+ Search on eBay

Description \*

Plain text  eBay

Description \*

Your budding Rockstar will truly feel like a superstar when he or she holds this stunning guitar. With this amazing guitar toy, you can inspire your child's creativity and expression. This amazing toy will become your young musician's most prized possession! Designed to sound lovely, this guitar has 4 metal strings that are comfortable for young fingers to use. Your heart will melt as you watch them perform their musical creations for you! Watch them beam with pride as they perform for family and friends.

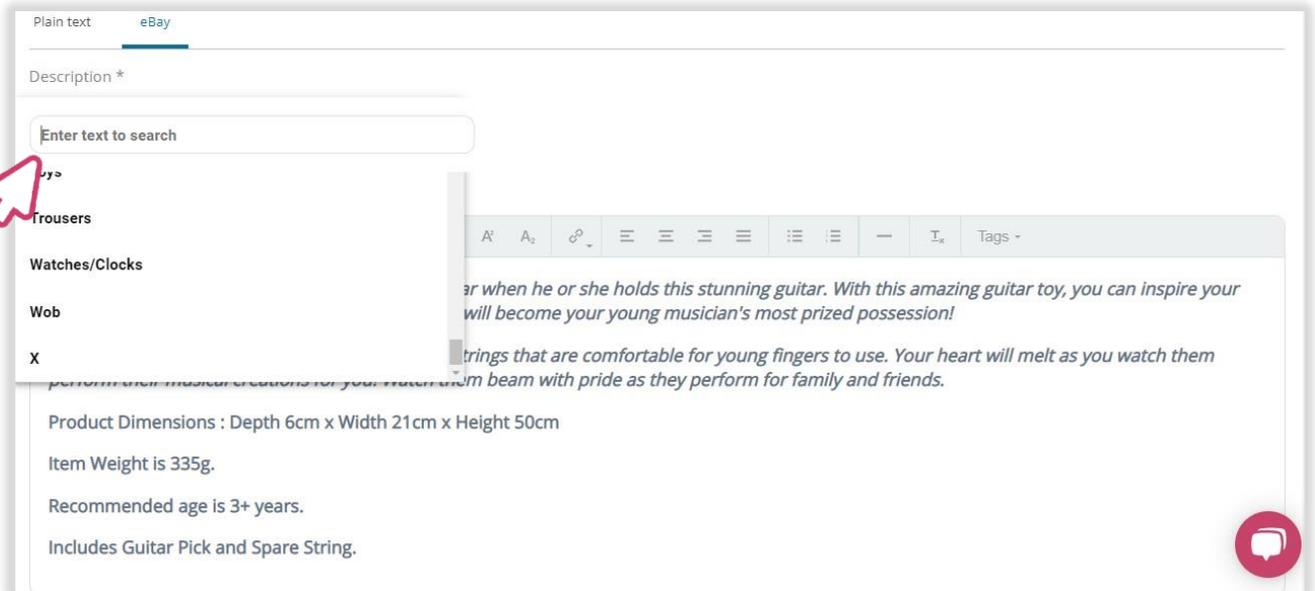
Product Dimensions : Depth 6cm x Width 21cm x Height 50cm  
Item Weight is 335g.  
Recommended age is 3+ years.  
Includes Guitar Pick and Spare String.





## Item description

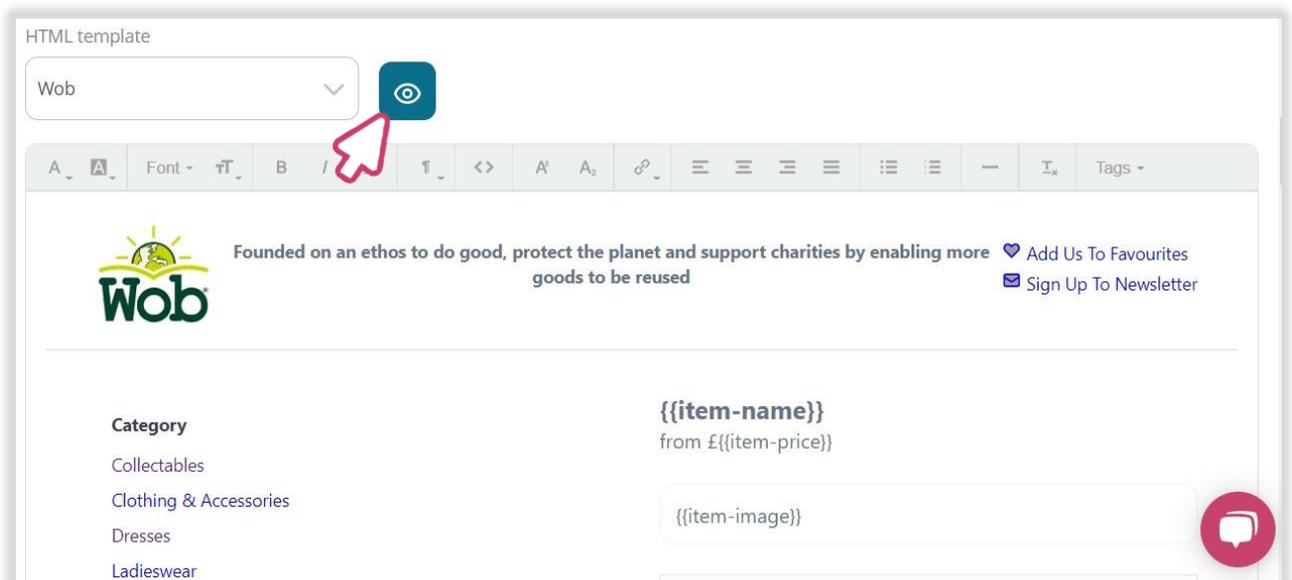
- To add HTML templates to listing description, click on the 'HTML field' and select a template from the drop down.



The screenshot shows the eBay item description editor. The 'Description \*' field is active, and a dropdown menu is open, showing options: 'Trousers', 'Watches/Clocks', 'Wob', and 'X'. A red mouse cursor points to the 'Wob' option. The main description area contains a search bar and a rich text editor with a toolbar. The text in the editor reads: "ear when he or she holds this stunning guitar. With this amazing guitar toy, you can inspire your will become your young musician's most prized possession!" and "strings that are comfortable for young fingers to use. Your heart will melt as you watch them perform their musical creations for your friends. You will beam with pride as they perform for family and friends." Below the editor, there are product dimensions: "Product Dimensions : Depth 6cm x Width 21cm x Height 50cm", "Item Weight is 335g.", "Recommended age is 3+ years.", and "Includes Guitar Pick and Spare String." A red speech bubble icon is in the bottom right corner.

Once the HTML is selected, the template will drop into the listing description field.

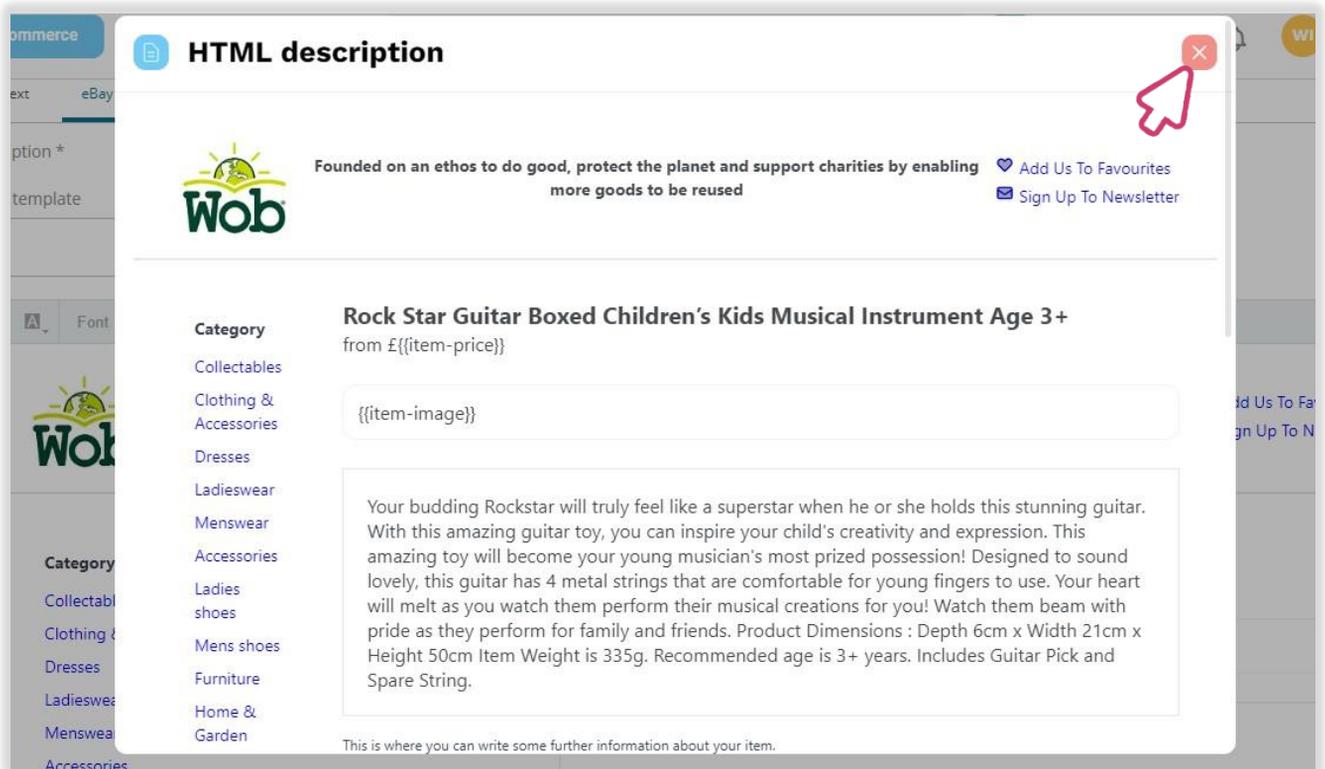
- To preview the selected HTML template, click on the 'Quick view' icon.



The screenshot shows the HTML template preview screen. The 'HTML template' dropdown is set to 'Wob'. A red mouse cursor points to the 'Quick view' icon (a blue square with a white eye). The preview area shows the 'Wob' logo and the text: "Founded on an ethos to do good, protect the planet and support charities by enabling more goods to be reused". There are links for "Add Us To Favourites" and "Sign Up To Newsletter". Below this, there is a list of categories: "Category", "Collectables", "Clothing & Accessories", "Dresses", and "Ladieswear". To the right, there is a placeholder for the item name: "{{item-name}}", followed by "from £{{item-price}}". Below that is a placeholder for the item image: "{{item-image}}". A red speech bubble icon is in the bottom right corner.

## Item description

- Press 'ESC' on your keyboard or click the 'Close' icon to go back to the listing form.



The screenshot shows a web editor interface for an item description. At the top, there is a tab labeled "HTML description" with a close button (a red 'X' icon) in the top right corner, which is highlighted by a red hand cursor. Below the tab, the "Wob" logo is displayed on the left. To the right of the logo is the text: "Founded on an ethos to do good, protect the planet and support charities by enabling more goods to be reused". Further right are two links: "Add Us To Favourites" and "Sign Up To Newsletter".

The main content area is titled "Rock Star Guitar Boxed Children's Kids Musical Instrument Age 3+" and shows a price field with the placeholder "from £{{item-price}}". Below the title is a placeholder for an image: "{{item-image}}".

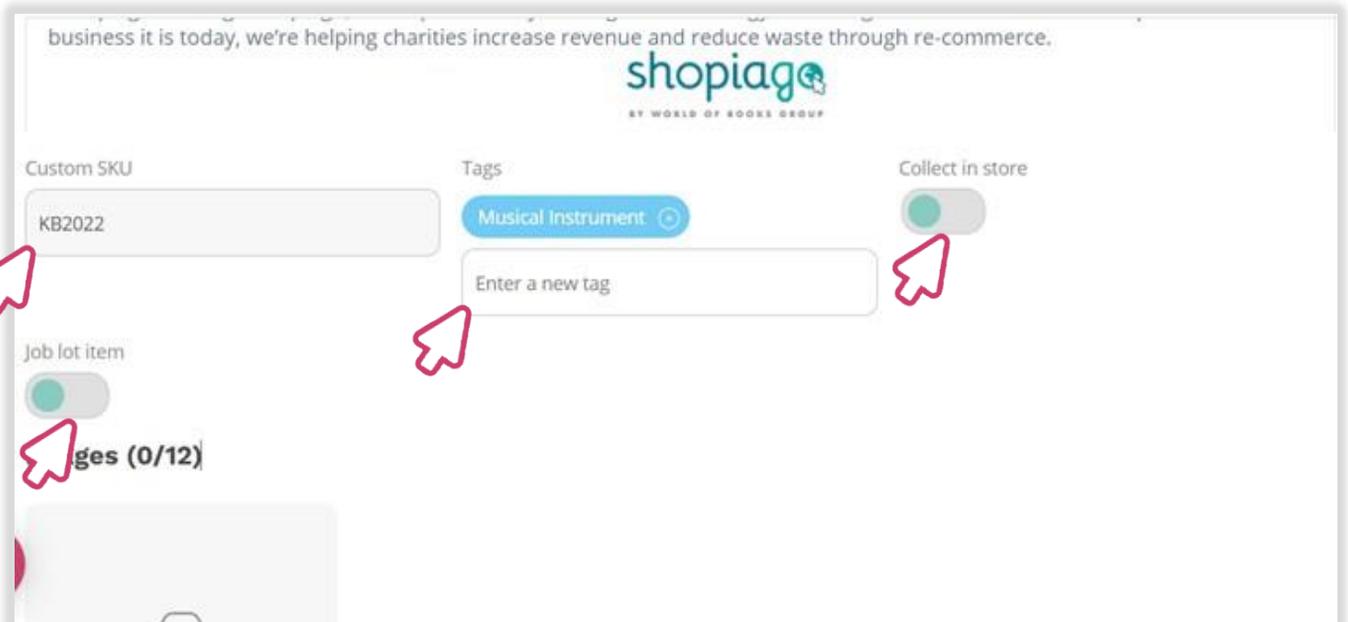
The description text reads: "Your budding Rockstar will truly feel like a superstar when he or she holds this stunning guitar. With this amazing guitar toy, you can inspire your child's creativity and expression. This amazing toy will become your young musician's most prized possession! Designed to sound lovely, this guitar has 4 metal strings that are comfortable for young fingers to use. Your heart will melt as you watch them perform their musical creations for you! Watch them beam with pride as they perform for family and friends. Product Dimensions : Depth 6cm x Width 21cm x Height 50cm Item Weight is 335g. Recommended age is 3+ years. Includes Guitar Pick and Spare String."

At the bottom of the editor, there is a note: "This is where you can write some further information about your item."

On the left side of the editor, there is a "Category" dropdown menu with the following options: Collectables, Clothing & Accessories, Dresses, Ladieswear, Menswear, Accessories, Ladies shoes, Mens shoes, Furniture, Home & Garden.

## Add Custom SKU and Tags

- Assign a 'Custom SKU' to the item if necessary.
- You can add tag(s) to the item. This is for internal use for categorising listings - for this example, 'Musical instrument'.
- Turn off 'CIS only' toggle switch (unless if the item is for collect in store only).
- Turn-on 'Job Lot Item' switch, if you are selling the item as a group. If not, leave Off.



business it is today, we're helping charities increase revenue and reduce waste through re-commerce.

shopiage  
BY WORLD OF BOOKS GROUP

Custom SKU: KB2022

Tags: Musical Instrument

Collect in store:

Job lot item:

Tags (0/12)

Enter a new tag

The screenshot shows a web interface for configuring an item. At the top, there is a header with the text "business it is today, we're helping charities increase revenue and reduce waste through re-commerce." and the "shopiage" logo, which includes the text "BY WORLD OF BOOKS GROUP". Below the header, there are several configuration options. On the left, there is a "Custom SKU" field containing the text "KB2022". To its right is a "Tags" section with a blue button labeled "Musical Instrument" and a text input field below it containing "Enter a new tag". Further right is a "Collect in store" toggle switch, which is currently turned off. Below these, there is a "Job lot item" toggle switch, which is currently turned on. At the bottom left, there is a label "Tags (0/12)" next to a partially visible input field. Red mouse cursor icons are overlaid on the "Custom SKU" field, the "Tags" section, the "Collect in store" toggle, and the "Job lot item" toggle.

## Adding image(s) to your listing

As you know, having high-quality photos is one of the best ways to attract customers to buy your item.

Tips:

- Take photos from as many angles as possible.
- The 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) and show the item in full.



## Adding image(s) to your listing

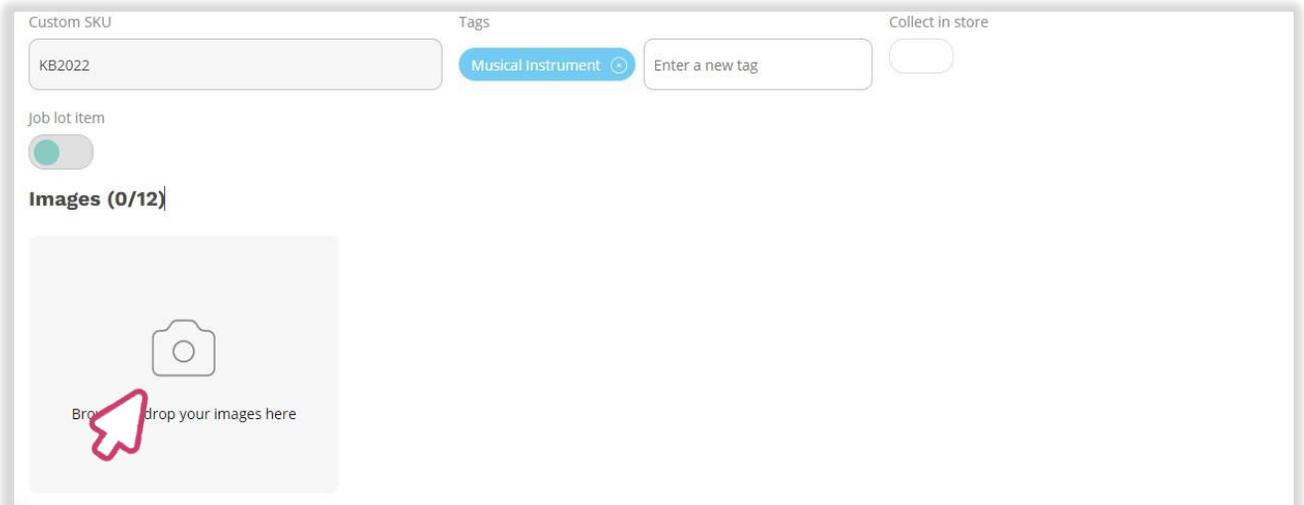
- The minimum photo size should be 500 x 500 pixels or 800- 1600 pixels on the longest side.
- Photo must be a PNG, JPEG, BMP or GIF.
- Don't use a filter as natural colours are better at showing the buyer what to expect.
- Don't add thumbnails as these can affect the clarity of the photo when submitted to marketplaces.
- The photo should depict the item being described.
- The photo should not contain any watermarks or digital signature.



## Adding image(s) to your listing

To add photo (s);

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



Custom SKU: KB2022

Tags: Musical Instrument

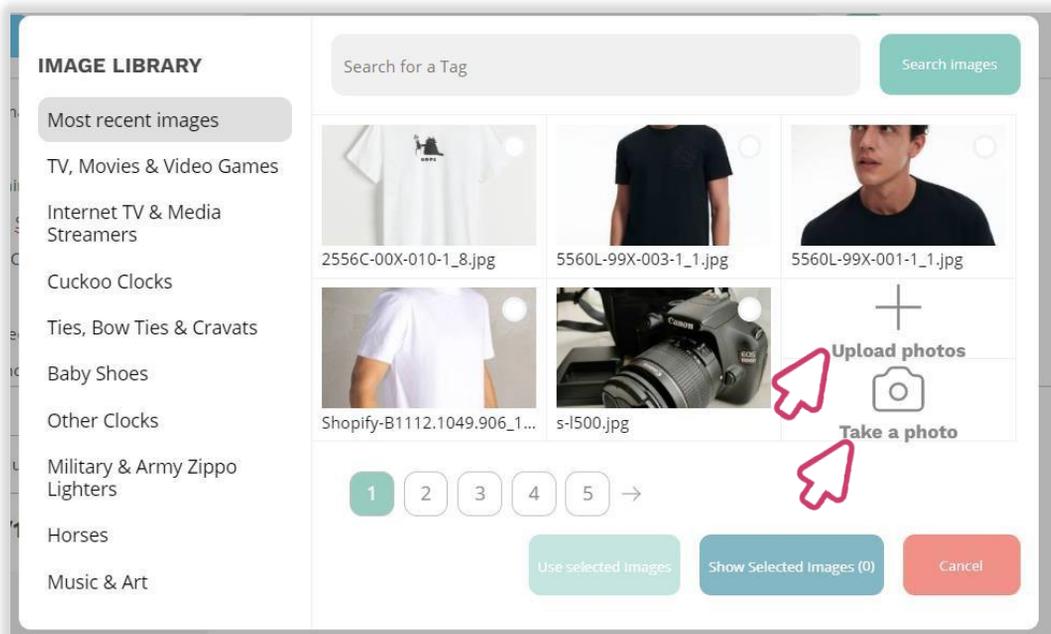
Collect in store:

Job lot item:

**Images (0/12)**

Drop your images here

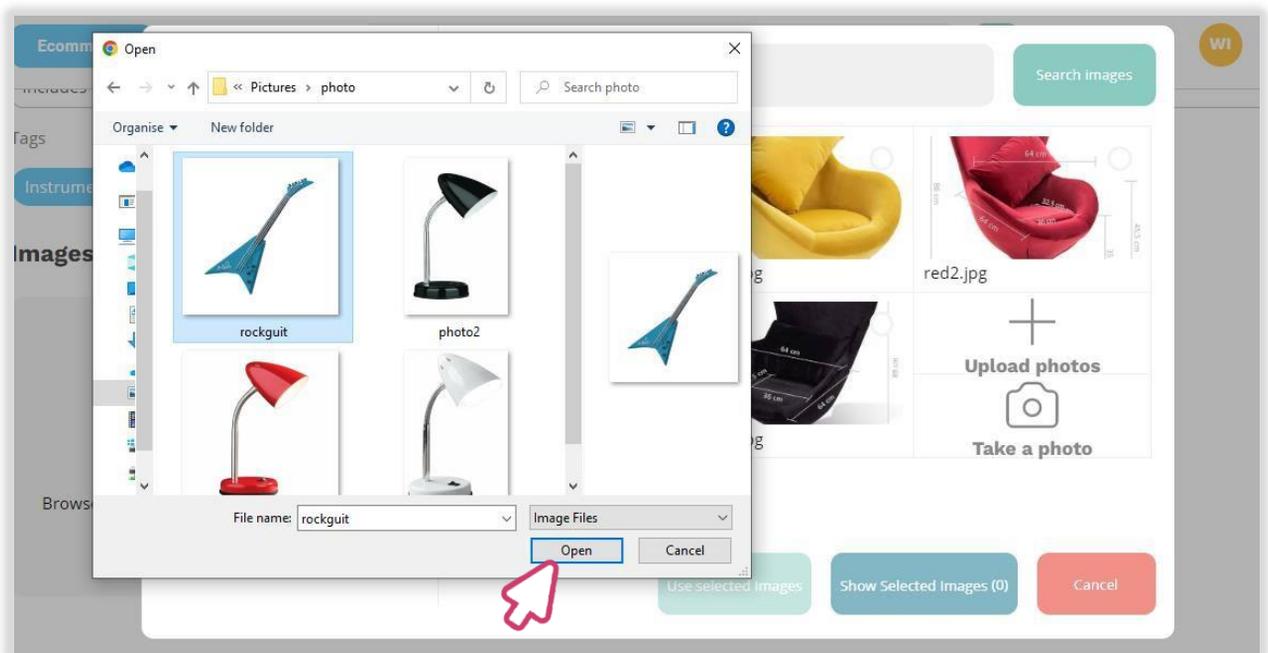
- From the next screen, click on the 'Upload photos' icon to upload photo(s) already stored on your PC or mobile device.
- You can also take photo(s) directly from your mobile device or PC camera by clicking the 'Take a photo' icon.



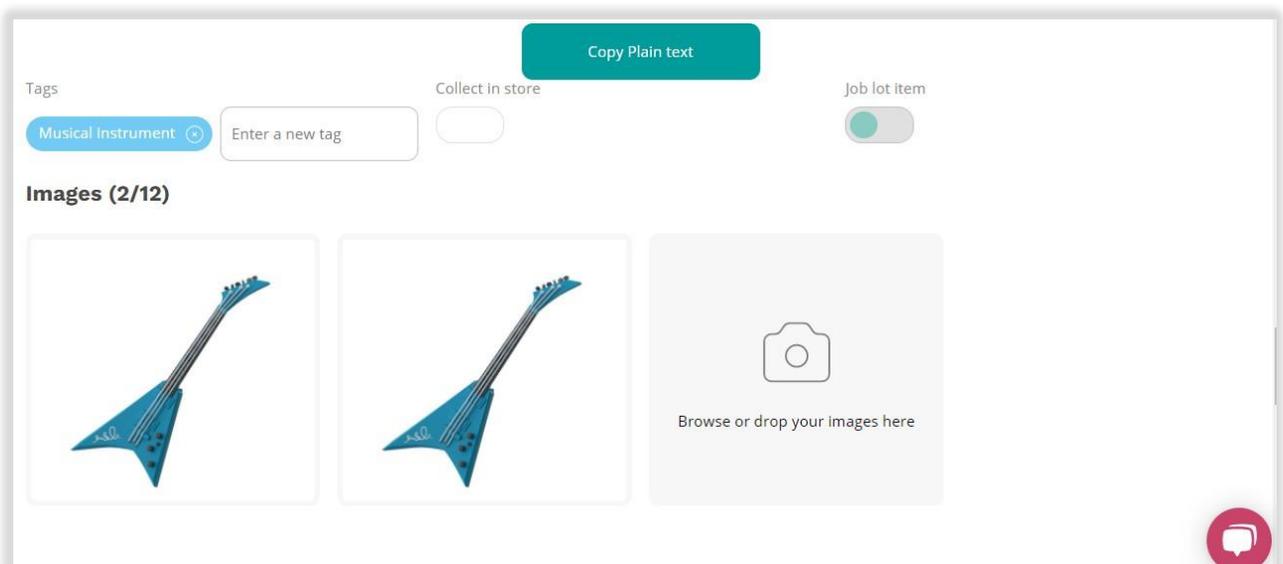
## Adding image(s) to your listing

To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

- Once the item photos are selected, click on the 'Open' button.

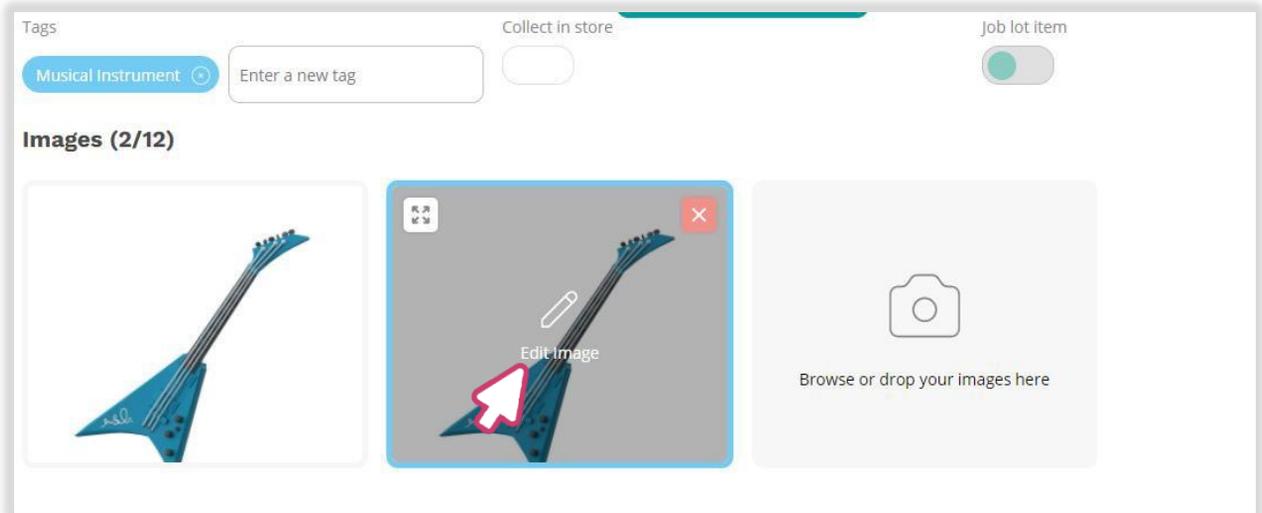


- Uploaded photos should then appear on the listing form.

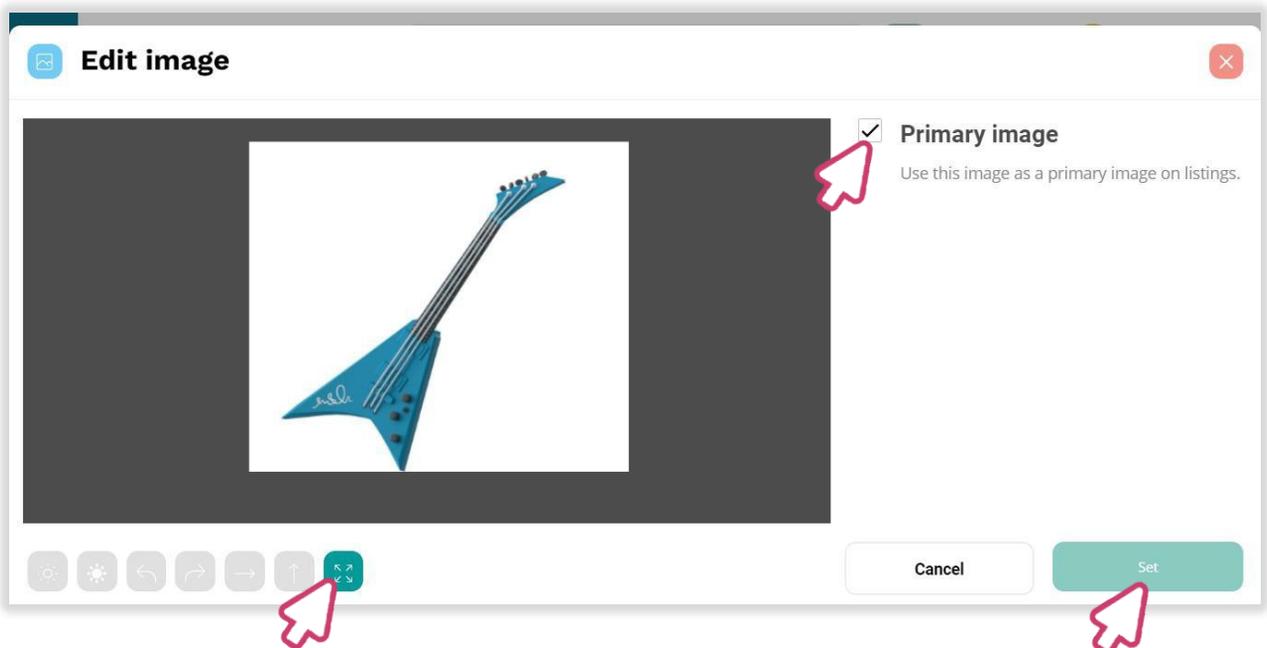


## Adding image(s) to your listing

- To edit the item image, hover your mouse over the centre of the image and click on the 'Edit Image' icon.

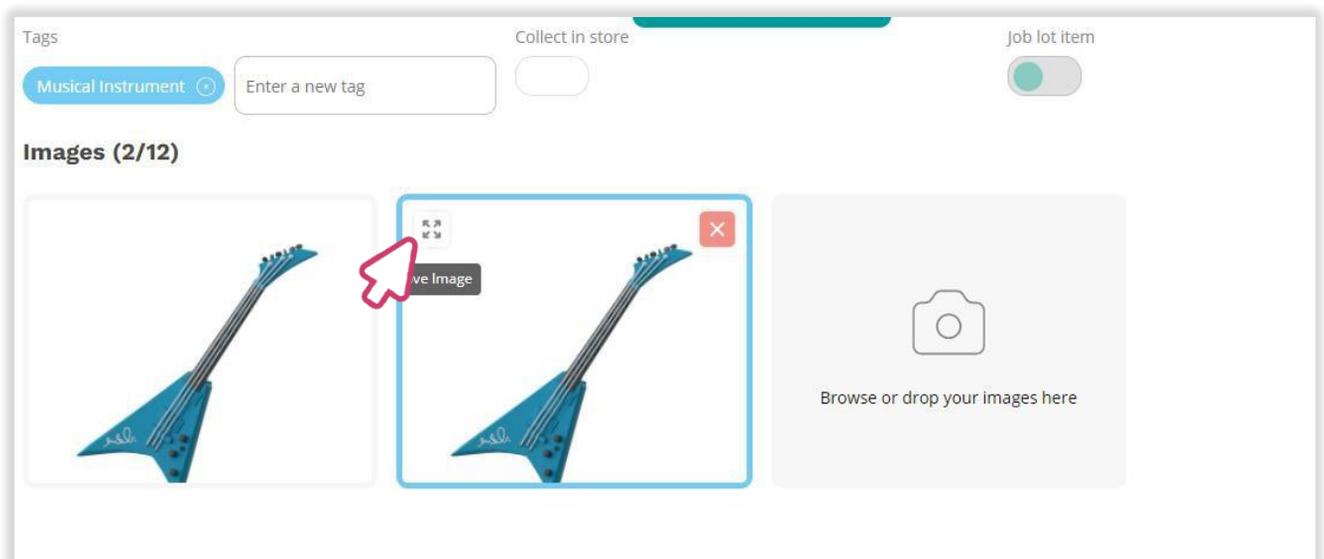


- From photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.
- To use image as primary listing photo, tick the 'Primary image' box at the top right-hand side.
- To crop image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, and then, click on 'Save' button.



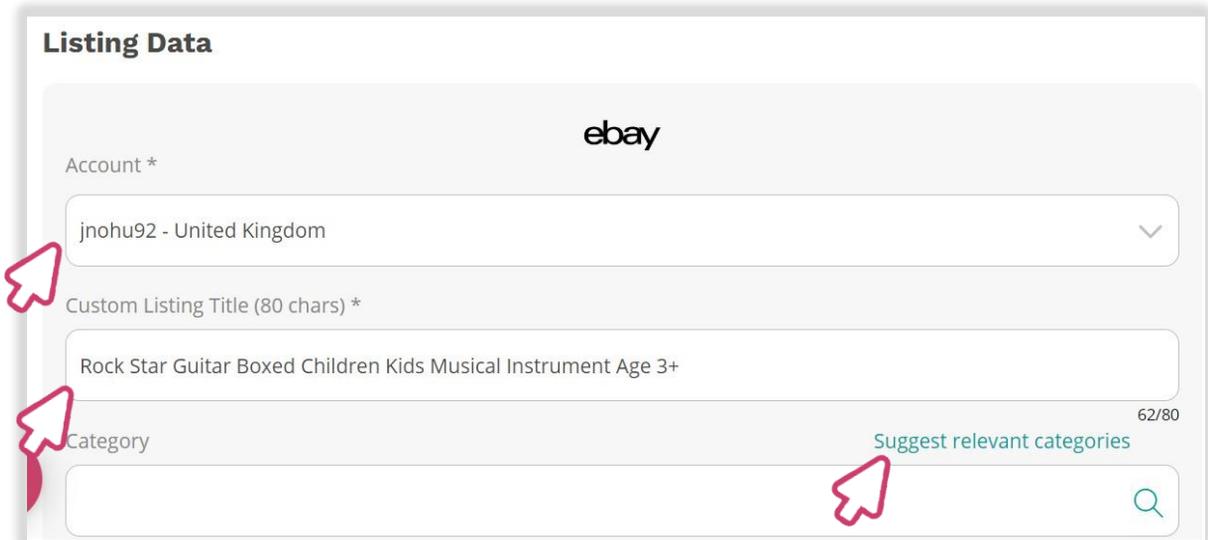
## Adding image(s) to your listing

- To re-arrange photo(s), move 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 the upper-left of the image and click on the 'Move image' icon then, drag the image to the main position.



## Adding listing information

- Select the right eBay account.
- Click on the 'Custom title field to modify the title if necessary.
- Click on 'Suggest me the right categories'.



**Listing Data**

Account \* **ebay**

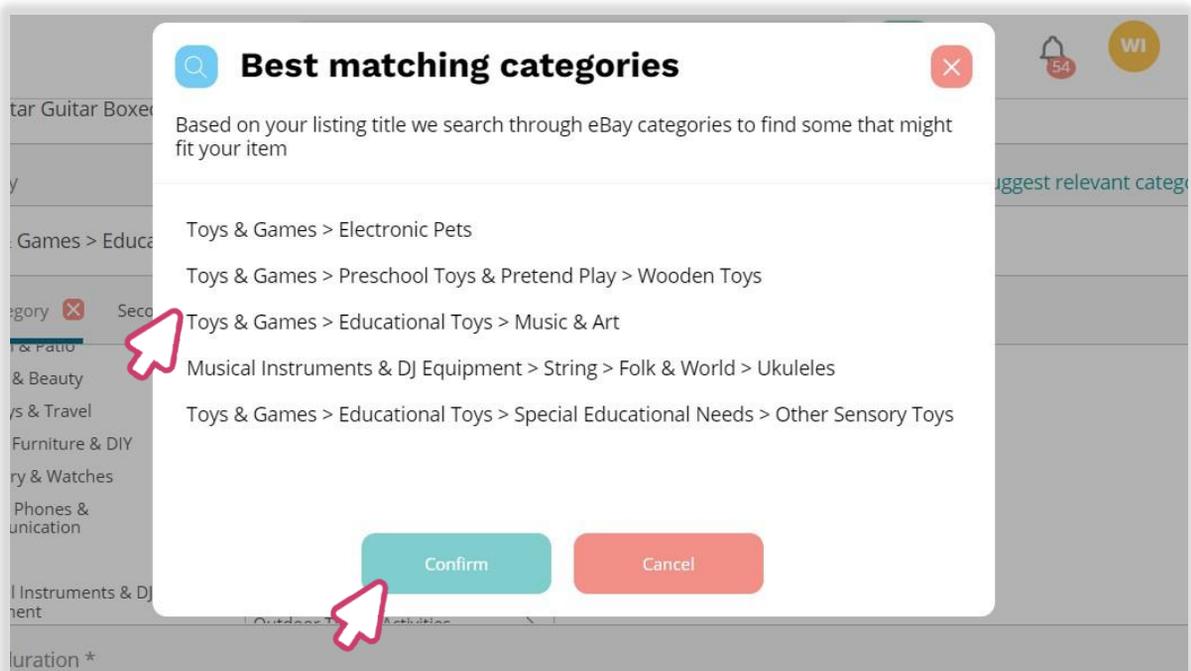
Account \*  
jnohu92 - United Kingdom

Custom Listing Title (80 chars) \*  
Rock Star Guitar Boxed Children Kids Musical Instrument Age 3+ 62/80

Category [Suggest relevant categories](#)

The screenshot shows the 'Listing Data' form on eBay. It includes a dropdown for the account (selected as 'ebay'), a text field for the custom listing title (filled with 'Rock Star Guitar Boxed Children Kids Musical Instrument Age 3+'), and a category selection field. A red arrow points to the 'Suggest relevant categories' link.

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



**Best matching categories**

Based on your listing title we search through eBay categories to find some that might fit your item

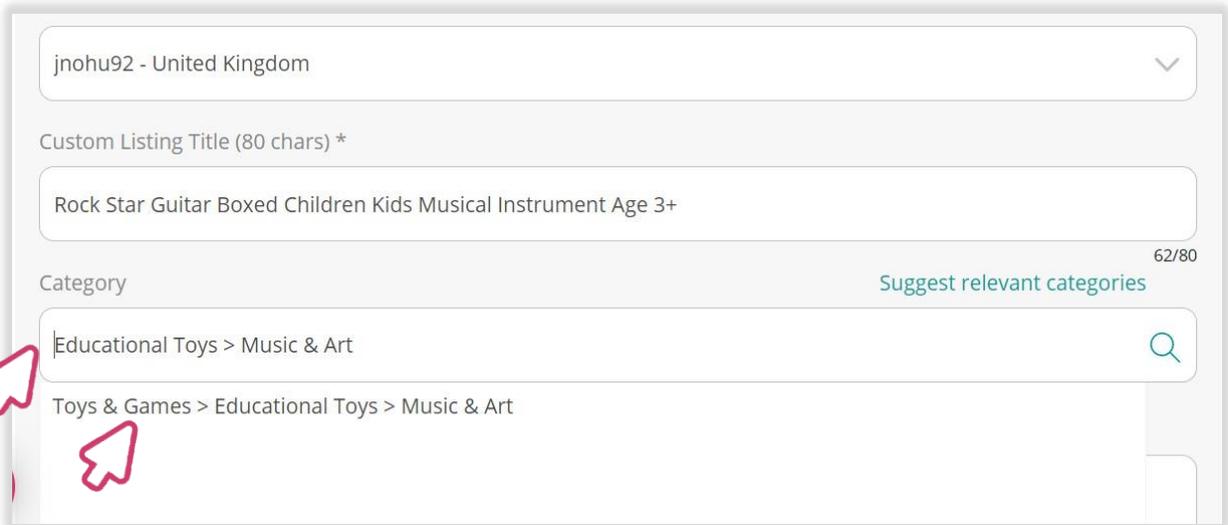
- Toys & Games > Electronic Pets
- Toys & Games > Preschool Toys & Pretend Play > Wooden Toys
- Toys & Games > Educational Toys > Music & Art
- Musical Instruments & DJ Equipment > String > Folk & World > Ukuleles
- Toys & Games > Educational Toys > Special Educational Needs > Other Sensory Toys

**Confirm** **Cancel**

The screenshot shows a pop-up window titled 'Best matching categories'. It lists five suggested category paths based on the listing title. A red arrow points to the 'Toys & Games > Educational Toys > Music & Art' option. At the bottom, there are 'Confirm' and 'Cancel' buttons, with a red arrow pointing to the 'Confirm' button.

## Adding listing information

- 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.

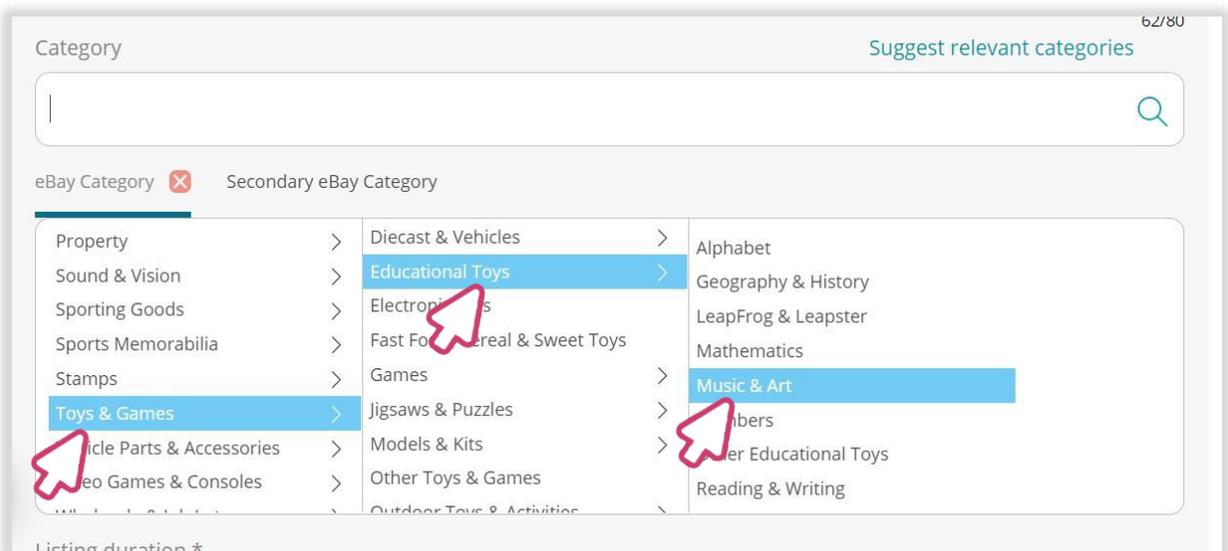


The screenshot shows a listing form with the following fields:

- Country: jnohu92 - United Kingdom
- Custom Listing Title (80 chars) \*: Rock Star Guitar Boxed Children Kids Musical Instrument Age 3+
- Category: Educational Toys > Music & Art

Red arrows point to the category selection process, specifically to the search input and the resulting breadcrumb path: Toys & Games > Educational Toys > Music & Art.

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



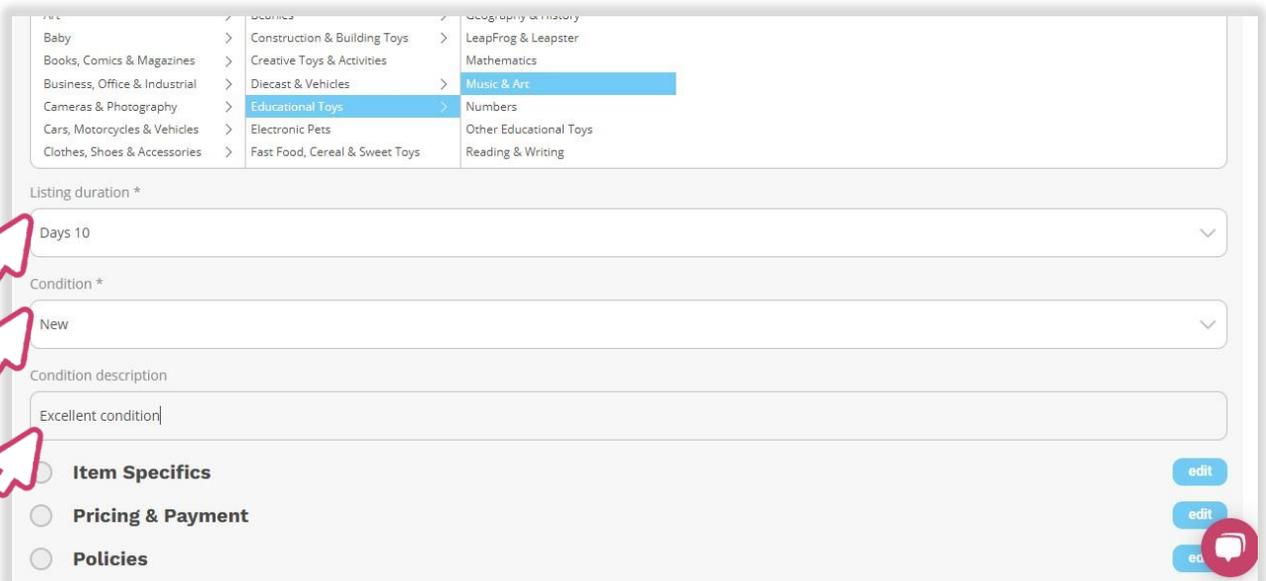
The screenshot shows the 'Item category selector' interface with the following structure:

- Category: [Search field]
- Category selector: eBay Category (X) Secondary eBay Category
- Category tree:
  - Property >
  - Sound & Vision >
  - Sporting Goods >
  - Sports Memorabilia >
  - Stamps >
  - Toys & Games >**
    - Diecast & Vehicles >
    - Educational Toys >**
      - Alphabet
      - Geography & History
      - LeapFrog & Leapster
      - Mathematics
      - Music & Art**
      - ...bers
      - ...er Educational Toys
      - Reading & Writing
    - Electronics >
    - Fast Food, Cereal & Sweet Toys >
    - Games >
    - Jigsaws & Puzzles >
    - Models & Kits >
    - Other Toys & Games >
    - Outdoor Toys & Activities >
  - Vehicle Parts & Accessories >
  - Video Games & Consoles >
  - ... >

Red arrows point to the 'Toys & Games' category and the 'Educational Toys' sub-category.

## Adding listing information

- Next, select a 'Listing duration' from 3 – 10 days.
- Select the item condition from the drop-down menu.
- And manually type in the item condition description into the description field.



The screenshot shows a multi-column category selection menu at the top, with 'Educational Toys' and 'Music & Art' highlighted. Below this are three form fields: 'Listing duration \*' with 'Days 10' selected, 'Condition \*' with 'New' selected, and 'Condition description' with 'Excellent condition|' entered. At the bottom, there are three radio button options: 'Item Specifics' (selected), 'Pricing & Payment', and 'Policies'. On the right side, there are three 'edit' buttons and a red speech bubble icon.



## Item specifics

Item specifics are required by eBay and once you get them 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

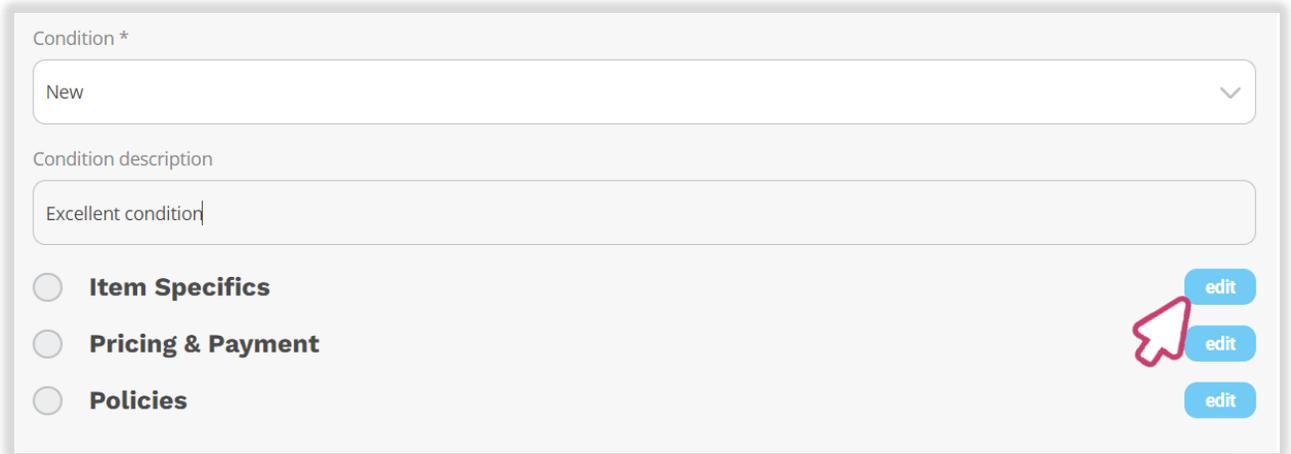
- Your listing will perform better if you fill in these recommended attributes.
- It could reach a higher search position and will show up in more search results.
- This is not mandatory but if you have these details, please enter them.

### 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.

## Item specifics

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



Condition \*

New

Condition description

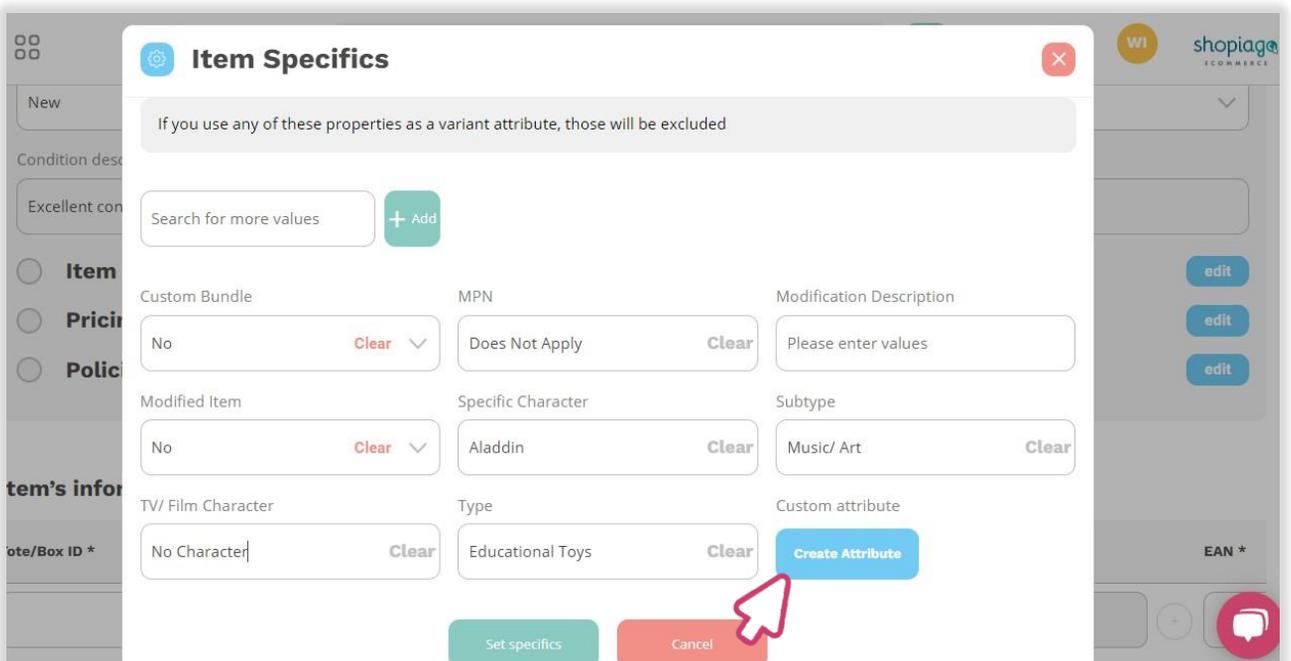
Excellent condition

**Item Specifics** edit

**Pricing & Payment** edit

**Policies** edit

- And enter all item specifics that are required and any optional attributes from the next screen.
- To add custom attribute(s), click on the 'Create Attribute' button.



**Item Specifics**

If you use any of these properties as a variant attribute, those will be excluded

Search for more values + Add

Custom Bundle: No Clear ▼

MPN: Does Not Apply Clear

Modification Description: Please enter values

Modified Item: No Clear ▼

Specific Character: Aladdin Clear

Subtype: Music/ Art Clear

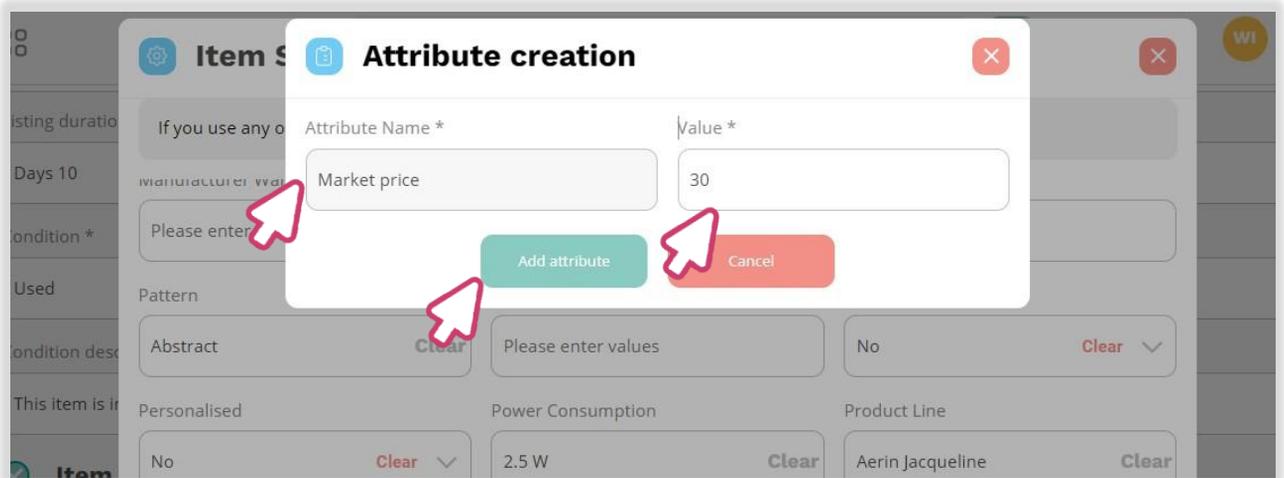
TV/ Film Character: No Character Clear

Type: Educational Toys Clear Create Attribute

Set specifics Cancel

## Item specifics

- Key-in the attribute name and value
- Then, click on 'Add attribute' button.



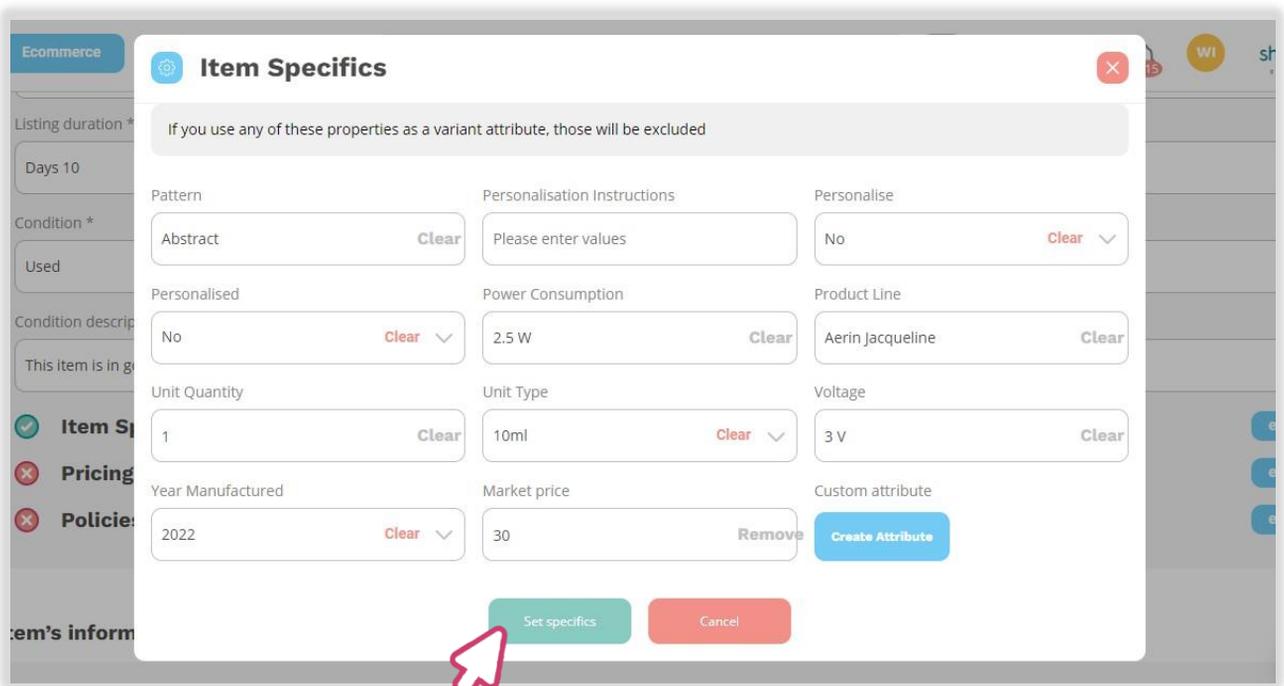
**Attribute creation**

Attribute Name \* Value \*

Market price 30

Add attribute Cancel

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



**Item Specifics**

If you use any of these properties as a variant attribute, those will be excluded

Pattern: Abstract Clear

Personalisation Instructions: Please enter values

Personalise: No Clear

Personalised: No Clear

Power Consumption: 2.5 W Clear

Product Line: Aerin Jacqueline Clear

Unit Quantity: 1 Clear

Unit Type: 10ml Clear

Voltage: 3 V Clear

Year Manufactured: 2022 Clear

Market price: 30 Remove

Create Attribute

Set specifics Cancel

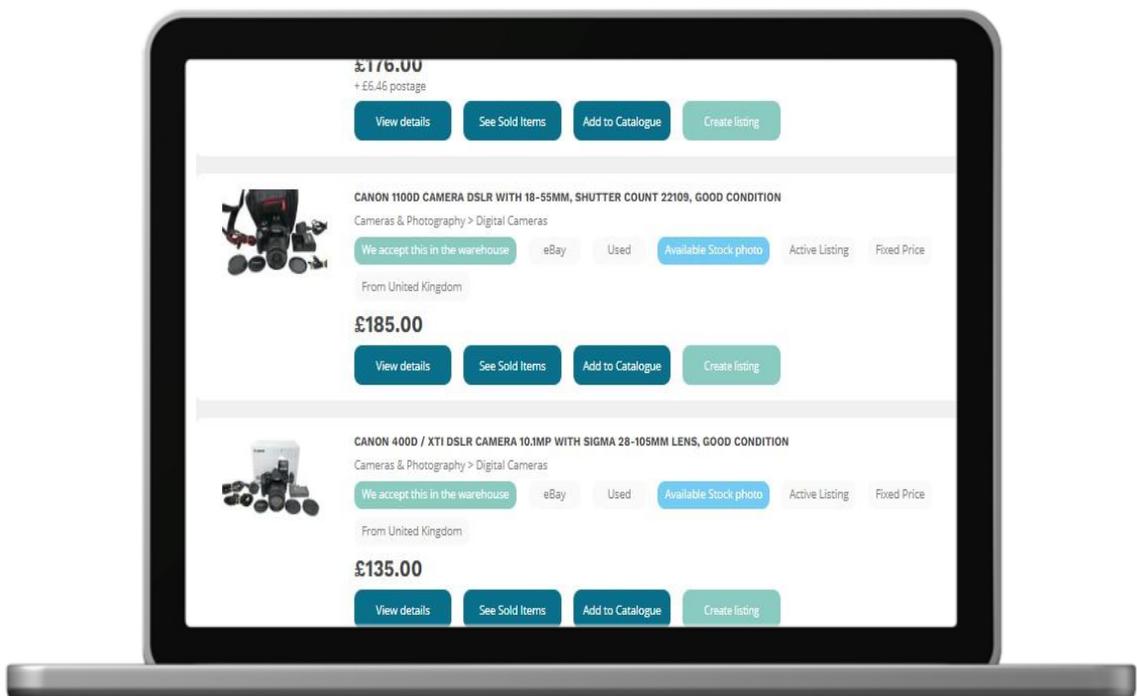
## Pricing and payment

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

Customers will bid on your item during a set period of 3 to 10 days and the highest bidder at the close of the auction buys your item.

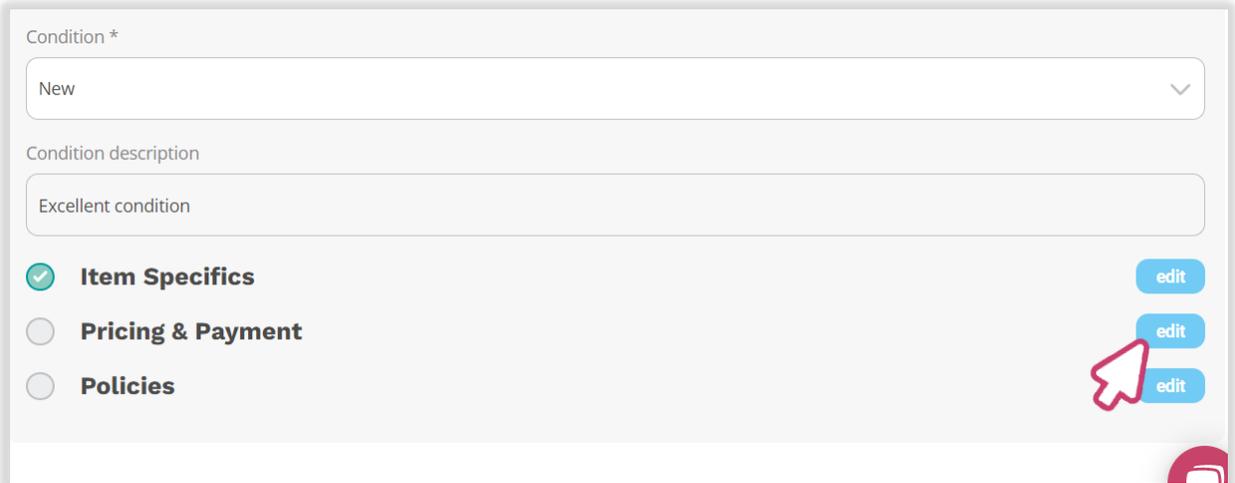
### Tips:

- Avoid setting up your price based on what you want to achieve.
- Don't presume what a customer might pay for your item.
- Do your research!

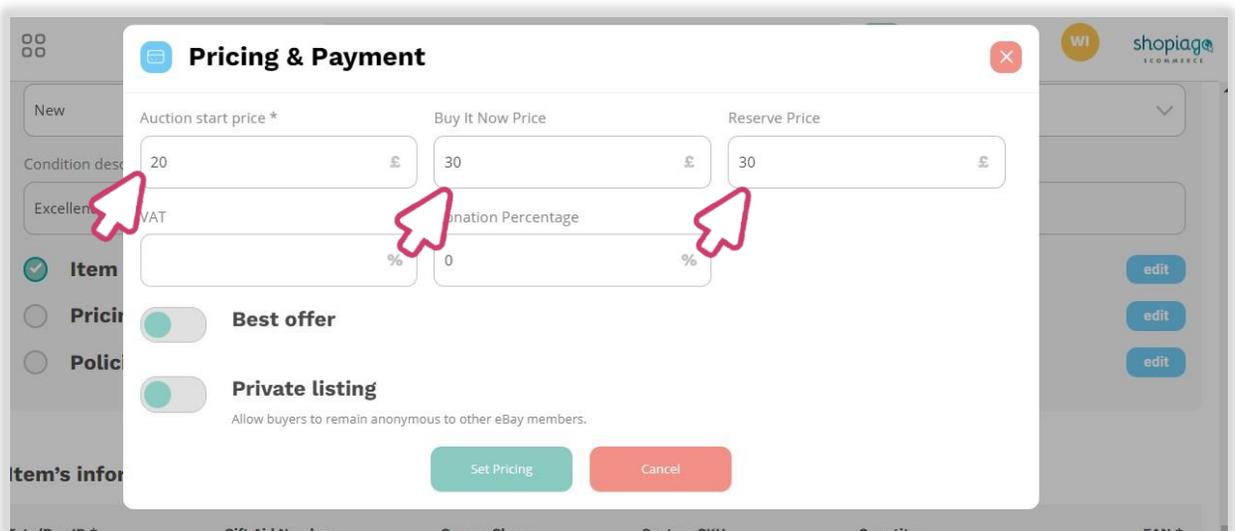


## Pricing and payment

- To set item 'Price and payment' click on the 'Edit' button.

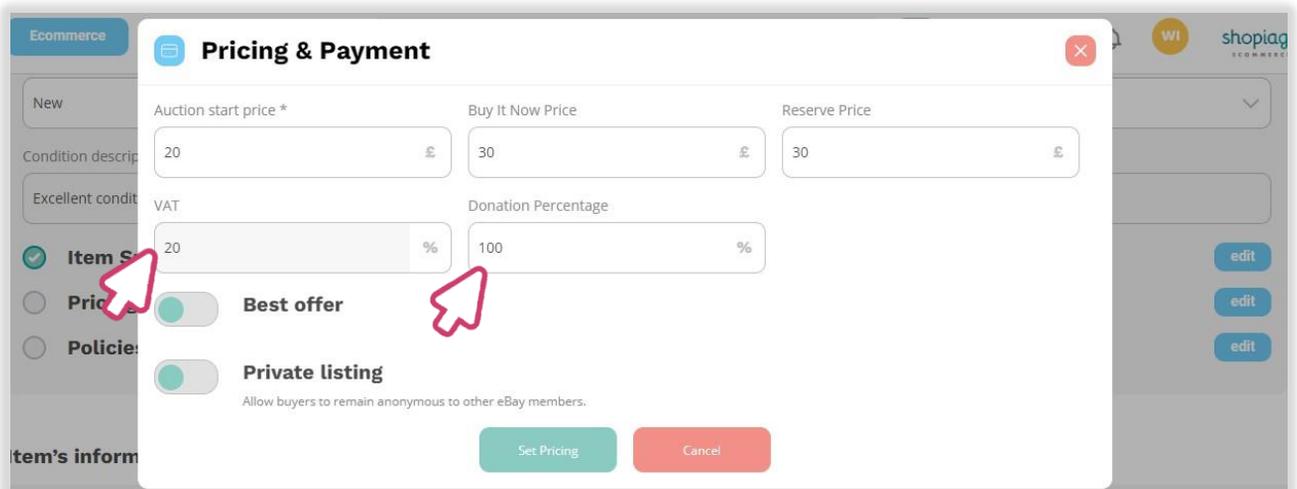


- From the pop-up screen, enter a reasonable amount as a start price. If you set your price too low, the buyer may not think that the item is genuine.
- You may want to set a 'Buy it Now' price as a backup, to give customers the option to buy the item immediately rather than bidding. Please research the market if you are not sure how much to price your item.
- Set a 'Reserve Price' - a minimum amount that you would want the item to sell for. Leave it blank if you do not want a reserve price.



## Pricing and payment

- Key-in item VAT % (This applies only to newly bought items). Leave it blank if it does not apply.
- Select your 'Listing Donation Percentage' (this is the amount you are donating for the item). If you are a charity, this should automatically be 100% in your settings.



**Pricing & Payment**

Auction start price \*  £

Buy It Now Price  £

Reserve Price  £

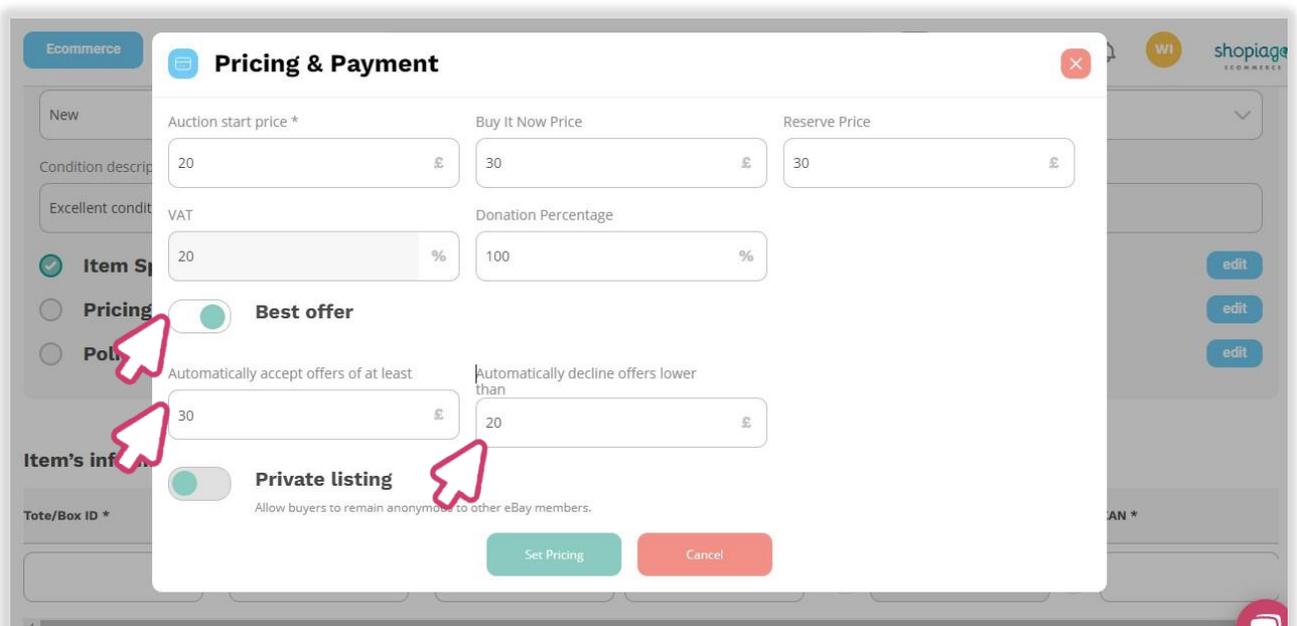
VAT  %

Donation Percentage  %

**Best offer**

**Private listing**  
Allow buyers to remain anonymous to other eBay members.

- Switch - On 'Best Offer' 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).
- And enter the amounts that you are willing to accept and the lowest amounts to automatically decline.



**Pricing & Payment**

Auction start price \*  £

Buy It Now Price  £

Reserve Price  £

VAT  %

Donation Percentage  %

**Best offer**

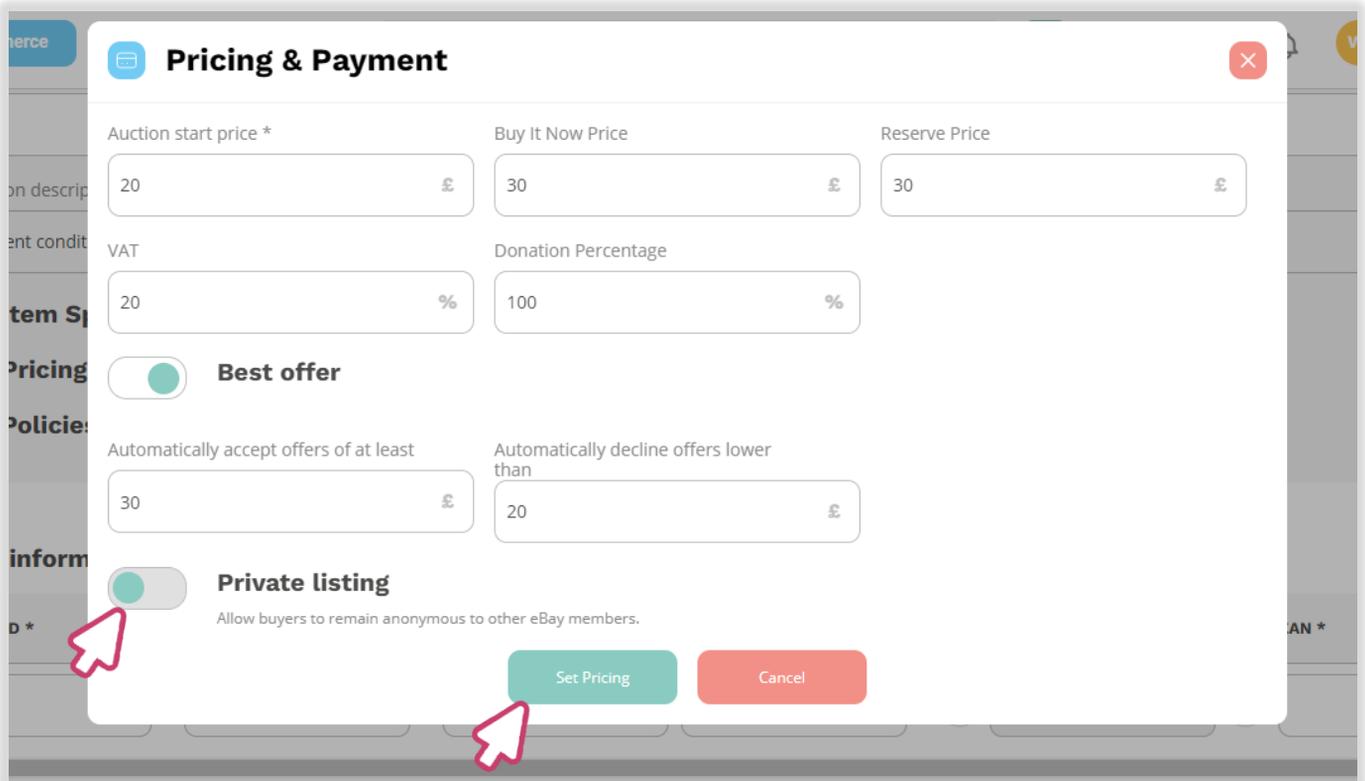
Automatically accept offers of at least  £

Automatically decline offers lower than  £

**Private listing**  
Allow buyers to remain anonymous to other eBay members.

## Pricing and payment

- Switch on 'Private Listing' if necessary, to keep bidder and buyer identities hidden from other eBay members.
- Click the 'Set pricing' button once all properties are set.



**Pricing & Payment**

Auction start price \*  £

Buy It Now Price  £

Reserve Price  £

VAT  %

Donation Percentage  %

**Best offer**

Automatically accept offers of at least  £

Automatically decline offers lower than  £

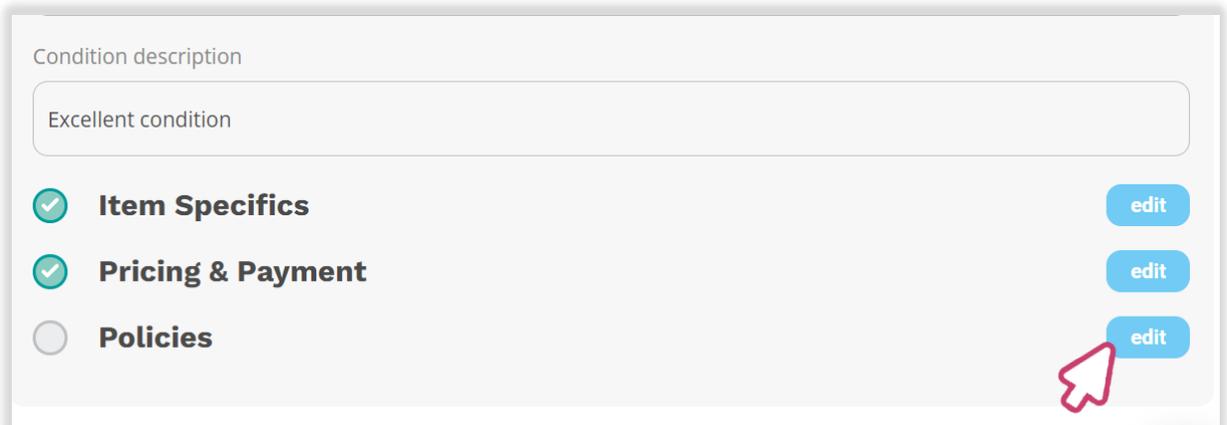
**Private listing**  
Allow buyers to remain anonymous to other eBay members.

## Policies

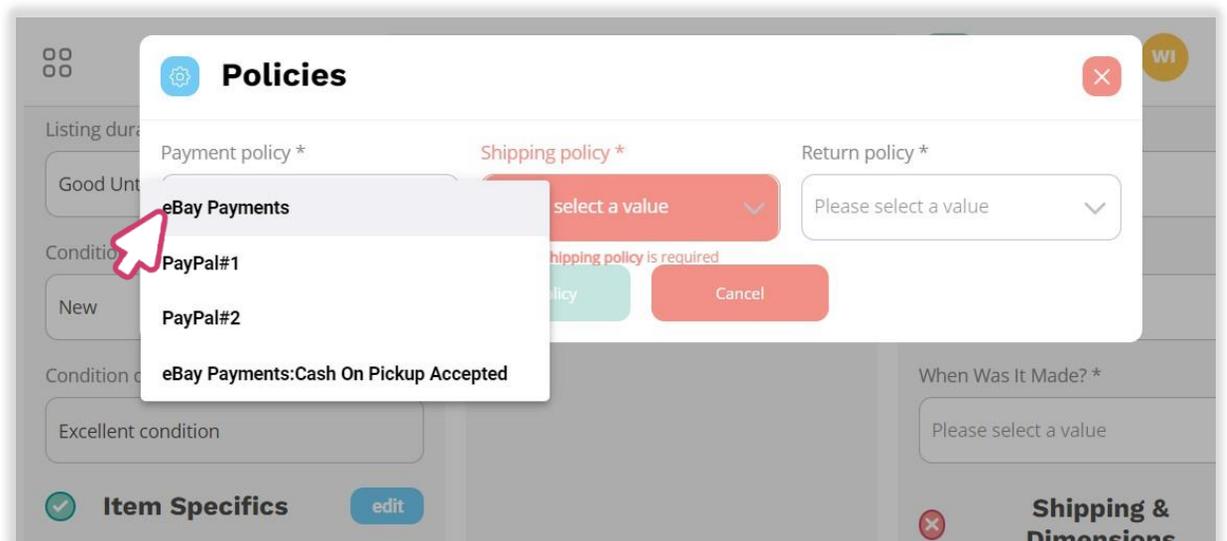
When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship an item and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your World of Books Ecommerce account, making it easier to select them when listing.

To set policies;

- Click on the 'Edit' button.

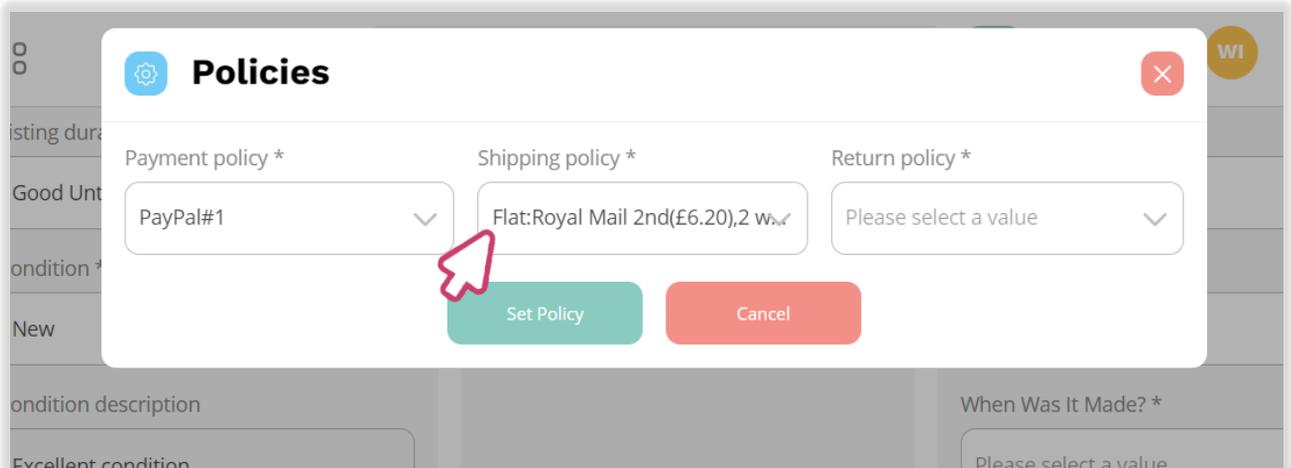


- From the pop-up screen, click on the 'Payment policy' field and select a preferred payment policy.



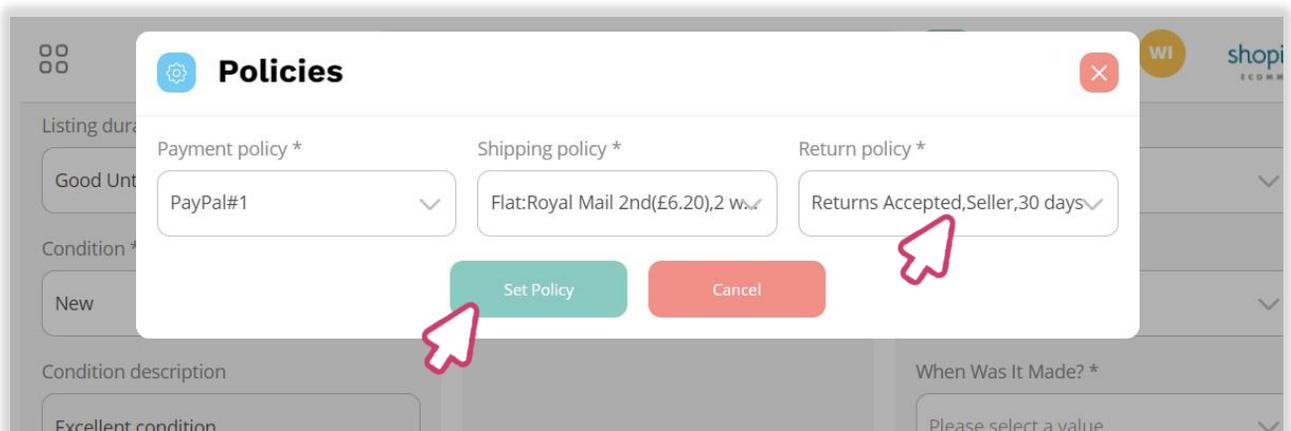
## Policies

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



The screenshot shows a 'Policies' modal window with three dropdown menus: 'Payment policy \*' (PayPal#1), 'Shipping policy \*' (Flat:Royal Mail 2nd(£6.20),2 w...), and 'Return policy \*' (Please select a value). A red mouse cursor is pointing at the 'Shipping policy' dropdown. Below the dropdowns are two buttons: 'Set Policy' (green) and 'Cancel' (red).

- Click on the 'Return policy' field and select the relevant return policy.
- Then, click on 'Set Policy' button.



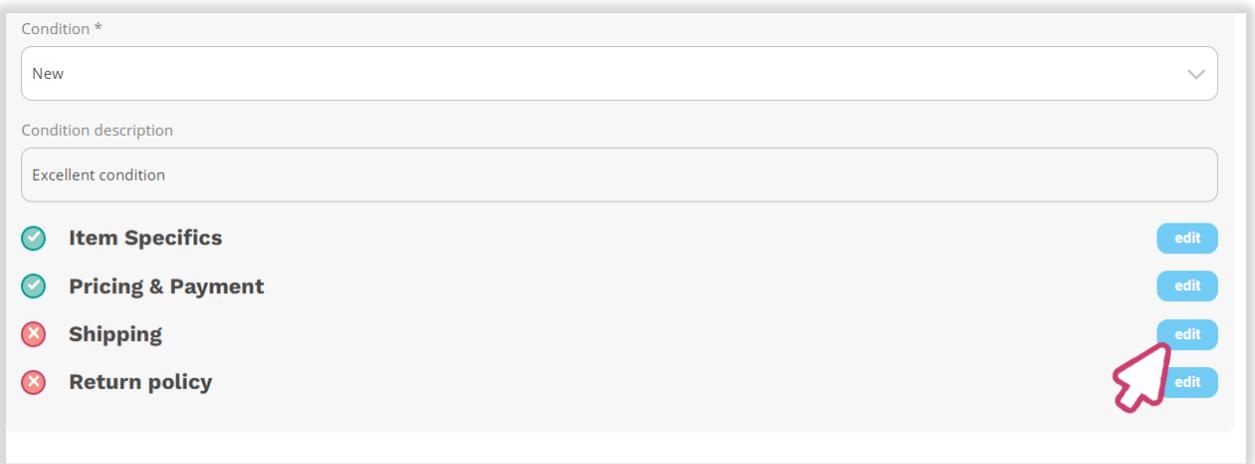
The screenshot shows the 'Policies' modal window with the 'Return policy \*' dropdown menu selected, showing 'Returns Accepted,Seller,30 days'. A red mouse cursor is pointing at this dropdown. The 'Set Policy' button (green) is also highlighted with a red mouse cursor. The 'Cancel' button (red) remains unselected.

## eBay shipping policy not synced into your account?

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

To set Shipping policy for domestic:

- Click on 'Edit' Shipping.



Condition \*

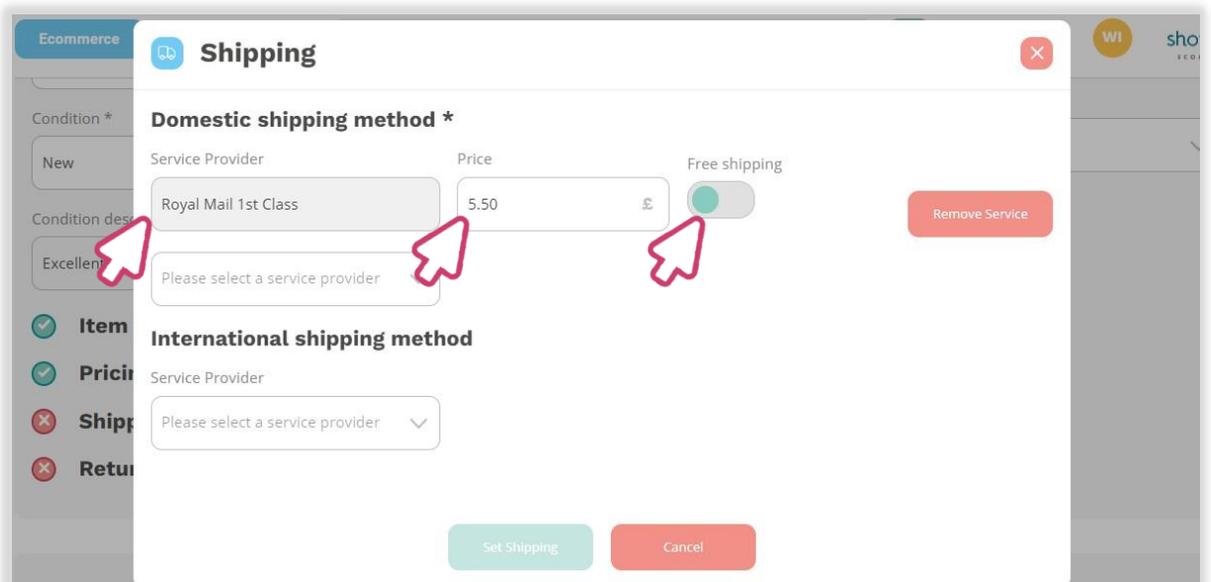
New

Condition description

Excellent condition

- ✔ Item Specifics [edit](#)
- ✔ Pricing & Payment [edit](#)
- ✘ Shipping [edit](#)
- ✘ Return policy [edit](#)

- From the pop-up screen, click on the 'Service provider' field and select a domestic shipping provider.
- Enter item 'Shipping price'.
- Or switch - on 'Free shipping' if you are not charging a postage fee.



Ecommerce **Shipping**

Condition \* New

Condition description Excellent

**Domestic shipping method \***

Service Provider Price Free shipping

Royal Mail 1st Class 5.50 £

Please select a service provider

**International shipping method**

Service Provider

Please select a service provider

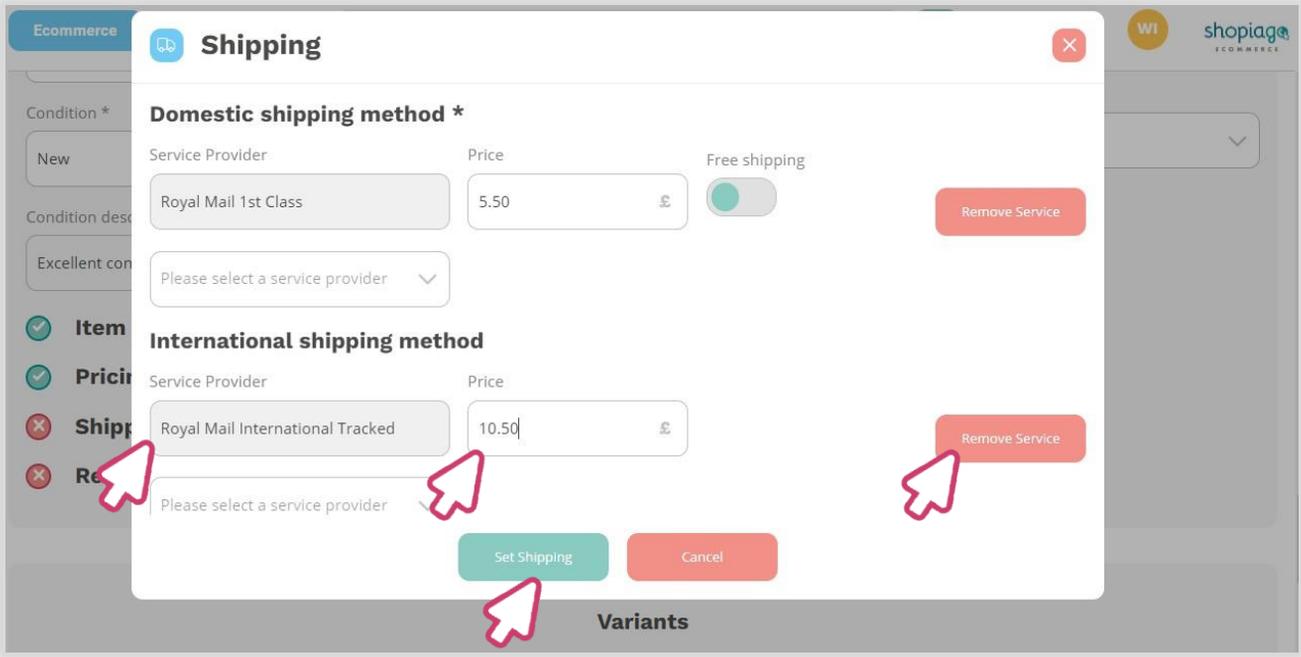
Remove Service

Set Shipping Cancel

## eBay shipping policy not synced into your account?

To set Shipping policy for international:

- Click on 'International shipping method' and select a shipping provider.
- Enter postage amount.
- To remove shipping, click on the 'Remove service' button.
- Click on 'Set Shipping' once your shipping policy is set.



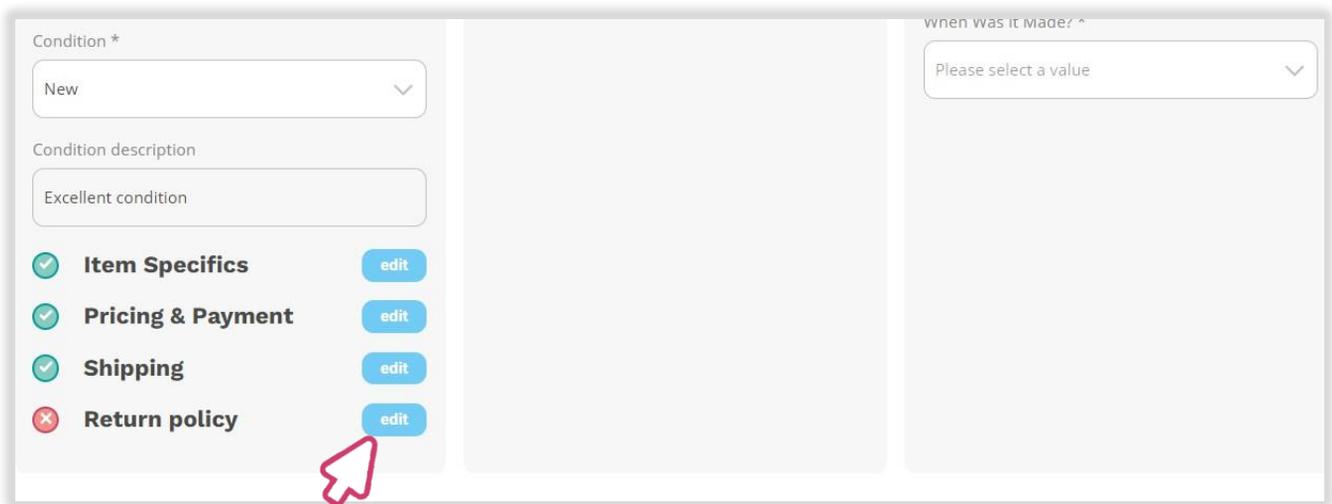
The screenshot displays the 'Shipping' configuration window in the Shopiaga Ecommerce interface. It is divided into two sections: 'Domestic shipping method' and 'International shipping method'. The 'International shipping method' section is active, showing 'Royal Mail International Tracked' as the selected service provider with a price of 10.50. A 'Free shipping' toggle is visible. Red arrows highlight the 'Set Shipping' button at the bottom, the 'Remove Service' button for the international method, and the dropdown menu for selecting a service provider. The background shows a sidebar with 'Item', 'Price', 'Shipping', and 'Re' options, and a 'Variants' section at the bottom.

## eBay return policy not synced into your account?

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

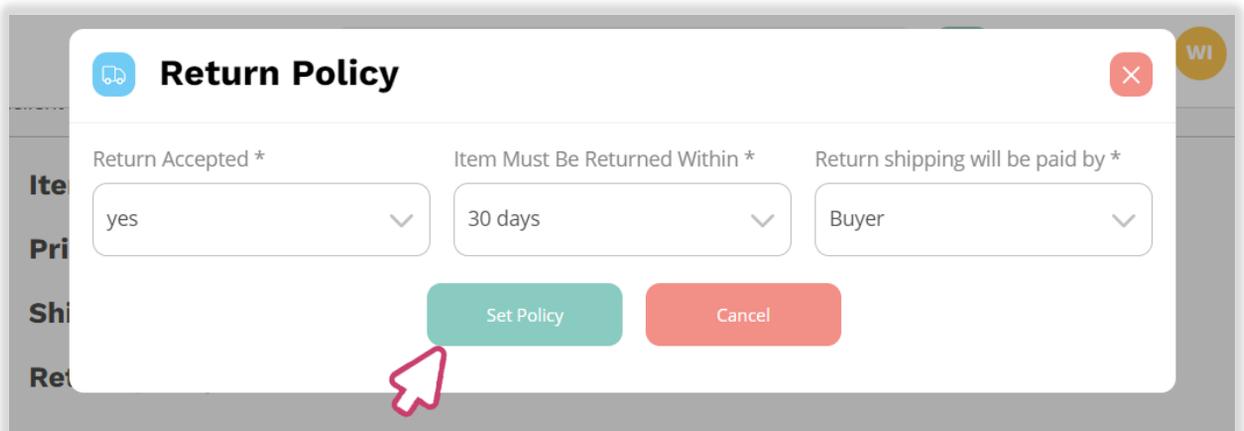
To set a Return policy:

- Click on the Return policy 'Edit' button.



The screenshot shows a portion of the eBay listing creation interface. On the left, there is a sidebar with several sections: 'Condition \*' (set to 'New'), 'Condition description' (set to 'Excellent condition'), and a list of settings. The 'Return policy' setting is marked with a red 'x' and has a blue 'edit' button next to it, which is highlighted by a red arrow. Other settings include 'Item Specifics', 'Pricing & Payment', and 'Shipping', each with a green checkmark and a blue 'edit' button. To the right of the sidebar, there is a large empty area and a dropdown menu labeled 'When was it Made?' with the text 'Please select a value'.

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



The screenshot shows a 'Return Policy' dialog box. It has a title bar with a blue icon and a close button. The dialog contains three dropdown menus: 'Return Accepted \*' (set to 'yes'), 'Item Must Be Returned Within \*' (set to '30 days'), and 'Return shipping will be paid by \*' (set to 'Buyer'). Below the dropdowns are two buttons: a green 'Set Policy' button and a red 'Cancel' button. A red arrow points to the 'Set Policy' button.

## Item Information

- Next, enter the 'The Tote/Box ID' where the item is stored. This can be a box or shelf number. Or select 'Does not apply'.
- Enter the 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.
- Item 'Quantity' will automatically be set to 1 for auction style listing.
- Enter item identifier number (EAN). Identification number makes it easier for customers to find your item, so please be sure to fill in this field). If your item doesn't have an EAN, click the text field and select Does Not Apply.

✔ **Item Specifics** edit

✔ **Pricing & Payment** edit

✔ **Policies** edit

### Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
<input type="text" value="Does Not Apply"/>	<input type="text" value="Does Not Apply"/>	<input type="text" value="Dublin"/>	<input type="text" value="KB2022-1"/>	<input type="text" value="1"/>	<input type="text" value="Does Not Apply"/>

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

Create Listing Save as a draft Save as a template Cancel

## Submit your listing

- Once all the item information has been correctly entered, click on the 'Create listing' button.

✓ **Item Specifics** edit

✓ **Pricing & Payment** edit

✓ **Policies** edit

### Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
<input type="text" value="Does Not Apply"/>	<input type="text" value="Does Not Apply"/>	<input type="text" value="Dublin"/>	<input type="text" value="KB2022-1"/>	<input type="text" value="1"/>	<input type="text" value="Does Not Apply"/>

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

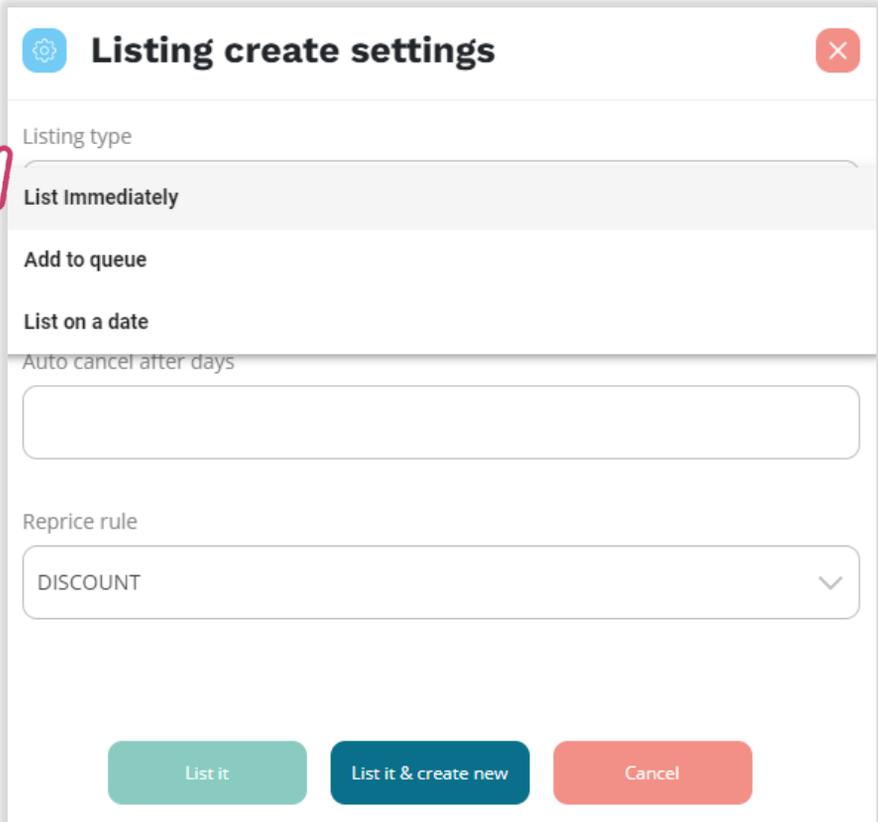
Create Listing Save as a draft Save as a template Cancel



## Listing options

Once you've clicked on '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

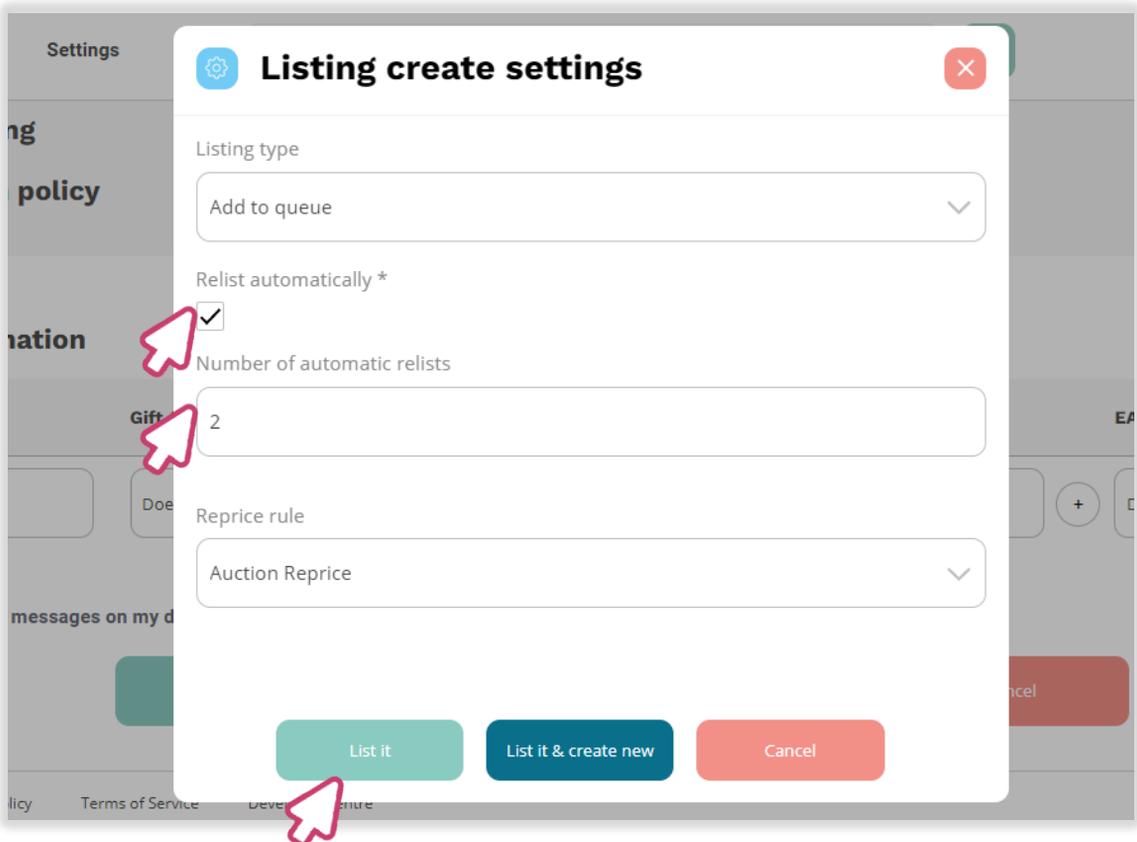
Reprice rule

DISCOUNT

List it List it & create new Cancel

## Listing options

- Tick the 'Relist automatically' box, so if the item doesn't sell after the listing period, it will automatically relist the item for another chance of a sale.
- Enter value(s) for auto-relists.
- Select a 'Reprice rule' from the drop-down menu or leave blank if it is not applicable.
- Finally, click 'List it' or 'list it & create new' button.



The screenshot shows a 'Listing create settings' dialog box with the following fields and options:

- Listing type:** Add to queue (dropdown menu)
- Relist automatically \*:**  (checkbox, highlighted with a red arrow)
- Number of automatic relists:** 2 (input field, highlighted with a red arrow)
- Reprice rule:** Auction Reprice (dropdown menu)
- Buttons:** List it (teal), List it & create new (dark teal), Cancel (red) (highlighted with a red arrow)



**World of Books**

**Happy Selling!**

If you need further help or support, please speak to your Customer Success Manager or access our Live Chat Support when logged into your account