GUIDELINES FOR JEWELLERY IMAGES ON EBAY.in

'A Picture Speaks a thousand words' – is the principal to be applied while uploading images on eBay.

Successful Listings start with great pictures. eBay testing has shown that for every picture a seller adds to their listings, there's on average a 3% increase in conversion, and as people go from small pictures to large pictures and remove seller-added text from pictures, there's a 5% lift in sales conversion.

Just follow the below guidelines to create amazing pictures

- 1. Size
 - Use images with a minimum length of 500 pixels for the longest side
 - 1600 x 1600 is the optimal size because of eBay's zoom and enlarge features.
 - For help with knowing the size of your images use this tutorial

http://av.ebaystatic.com/aw/pics/videos/sell/picsize/2182_eBay_Picture_Size.swf



2. Number of Images

- Ensure multiple images of the item capturing various angles to help the buyer correctly estimate the real product.
- Can add image of the packing material and certification too.
- Image of packing material assures confidence of quality to a buyer especially the one intending to gift the item.
- Image of certification assures confidence in product quality.

3. Water Mark

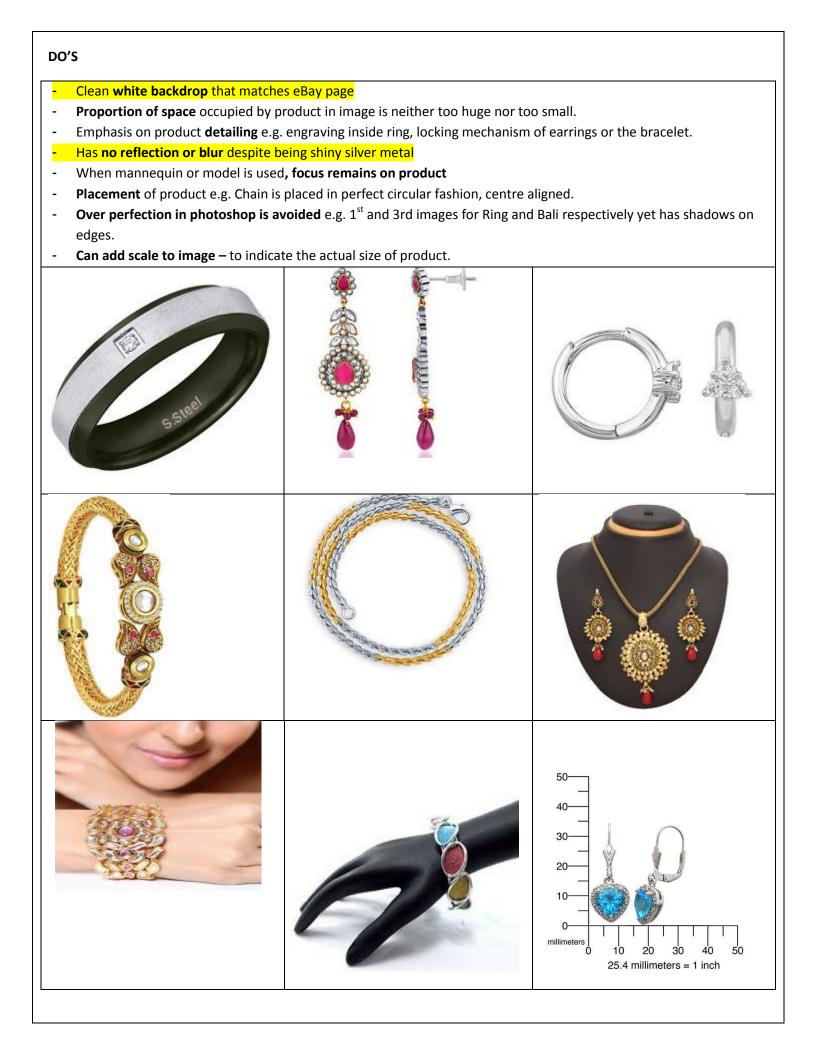
Watermarks are allowed for ownership and attribution, but not for marketing information such as specific details about your item or customer service. Your watermark should be no bigger than 5% of the total image area, have opacity of not more than 50%, and never obscure the item. Links are not allowed in watermarks.

eBay offers a watermark creation service as part of the listing process. You'll find it in the "Bring your item to life with pictures" section of the listing form. Click on the "Add or remove options" link. Use this handy tool to ensure your watermarks are compliant.

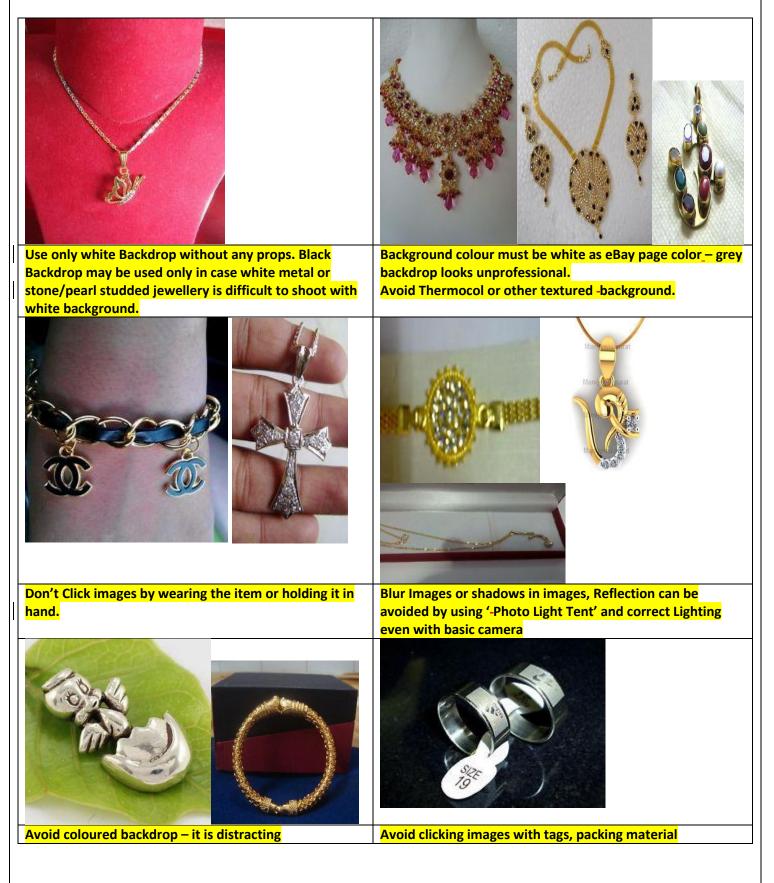
| big-diamonds |
|--|
| DON'T place a watermark over the main part of the image, or use a watermark that exceeds 5% of the total image size |
| |

No text or artwork (such as "Free shipping" or seller logos) may be added to photos. Copy that is essential to your listing should be placed in the title, subtitle, or item description.

| | FBEE Shipping: |
|---|---|
| DO use photos that showcase your item and nothing else | DON'T add text or artwork to your images |
| | Patterson TIRCE E LUHICECL |
| DO include details about your listing—but only in the item description or listing subtitle | DON'T include logos and/or marketing text in your photos |
| | your photos |



DON'TS





PLEASE VISIT THE BELOW LINKS FOR ADDITIONAL HELP AND REFERENCE:

- <u>http://pages.ebay.com/sellerinformation/sellingresources/phototoptips.html</u>
- http://www.youtube.com/watch?v=6ASBHzMkIn4
- http://www.youtube.com/watch?v=4caXTVI2vaM
- http://www.youtube.com/watch?v=yMZ4fnIO25Y