

# eBay New Seller Guide

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ebay

# Are you a new seller to eBay?

Overwhelmed by listings,  
policies and tools?

eBay is easy,  
and we'll show you how!

Our new seller guide takes you every step of the way from creating your account, to listing items, linking your existing website or shopping cart, postage and returns and tools to grow your business on eBay.

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# Why eBay



**Australia's #1 online shopping destination with 11-million unique visitors every month\***



**Australia's #5 most visited site**



**More Aussies search "eBay" than "cricket" or "real estate"**



**An optimised seller platform with bespoke selling tools to start and grow your business**



**Dedicated account managers for 3 months to help grow your business on eBay**



**A marketplace that partners with its sellers, but doesn't compete**



**Join 40,000 Australian businesses already selling with us**

# Getting Started on eBay

## Account Setup

1. [Create an eBay account](#)
2. [Set-Up & Link PayPal](#)
3. [Create Your Business Policies](#)
4. [Set Your Account Preferences](#)

## Open eBay Store

### eBay Stores

We offer three eBay Store tiers - Basic, Featured and Anchor. Which one is right for you depends on how much you sell, and how you plan to grow your business.

There are many benefits to having an eBay Store:

- [Lower final value fees](#) than non-store sellers
- [Marketing and promotional tools](#) to increase sales
- [Tools to customise](#), brand and send traffic to your store
- Detailed [Business Performance Reports](#)

eBay Store Levels & Benefits:

<https://sellercentre.ebay.com.au/store-levels-and-benefits>

eBay Store Selling Fees:

<https://www.ebay.com.au/help/selling/selling-fees/store-fees?id=4122>

Open an eBay Store:

<https://www.ebay.com.au/sub/subscriptions>

# Getting Started on eBay

## Seller Protections & Policies

We do our best to remove high-risk buyers from the platform. We also have a number of safeguards in place to protect you and your eBay business in instances where a buyer doesn't pay or your deliveries are impacted outside of your control.

Learn More: <https://sellercentre.ebay.com.au/how-we-protect-sellers>

Our selling policies help us create and maintain a safe and fair marketplace. Make sure you familiarise yourself with our policies before you start selling.

Selling Policies:

<https://sellercentre.ebay.com.au/ebay-selling-policies>

Seller Best Practices:

<https://sellercentre.ebay.com.au/avoiding-buyer-issues>

## Listing on eBay

### Shopping Cart Integrations

If you already operate an online store, many shopping cart platforms offer applications to integrate and automate your store with eBay, sync inventory straight into your eBay Store, easily receive payments and process orders, saving time and money.

Shopping Cart Integrations Include:

- [Shopify](#)
- [Big Commerce](#)
- [Magento](#)
- [Neto](#)
- [WooCommerce](#)

Learn More: <https://sellercentre.ebay.com.au/integration-partners-ebay-listing-tools>

# Getting Started on eBay

## Create The Perfect Listing

Every sale starts with a listing. Engage and attract customers with high-quality photos, compelling titles and optimised descriptions.

Creating The Perfect Listing: <https://sellercentre.ebay.com.au/create-perfect-listing>

Marketing & Growth Tools: <https://sellercentre.ebay.com.au/growth-tools-0>

## Getting Paid

You can specify how you'd like to be paid when you create a listing, or by creating a payment policy in My eBay. In most categories, you'll need to accept at least one of our safer electronic payment methods:

- PayPal
- Credit Card

After you've sold an item and the buyer has paid, you'll automatically receive your proceeds, but the exact process and timing will depend on the payment method the buyer used. If the buyer pays with either PayPal or a credit or debit card, we'll send you an email to let you know when the payment is in your account.

Learn More: <https://www.ebay.com.au/help/selling/getting-paid/getting-paid-items-youve-sold?id=4135>

## The Seller Hub & Business Reporting

With the Seller Hub, you can access:

- Business performance data
- All of your selling activity
- Insights and recommendations to grow your business
- Powerful tools and marketing
- Terapeak research to choose products and increase sales

Learn More: <https://sellercentre.ebay.com.au/seller-hub>

# Getting Started on eBay

## Postage & Returns

### Postage Options

To give your items the best chance for a sale, we'd recommend you offer:

- Free postage
- An express postage option
- An international postage option

Learn More: <https://sellercentre.ebay.com.au/postage-options>

### eBay Shipping Labels Platform

You can select one or multiple sold orders in your seller hub, pay for postage and print shipping labels all through eBay in just a few clicks. We'll show you the cheapest option for your package depending on where your buyer is located.

This saves you time and provides a seamless customer experience.

The eBay Shipping Labels Platform also provides benefits which include:

- Post with Australia Post or Sendle for as little as \$6
- For Sendle postage, select pickup for no extra cost or drop off parcels at a convenient location
- Tracking is uploaded automatically
- Use the Bulk Feature to purchase postage and print labels for multiple orders at once

Find Out More: <https://sellercentre.ebay.com.au/creating-postage-labels-ebay>

### Tracking Your Orders

Tracking is critical to providing a great post-transaction experience for your buyers. We encourage all sellers to use a tracked delivery method and upload the tracking information to eBay.

Learn More: <https://sellercentre.ebay.com.au/tracking-your-orders>

### Returns & Refunds

If a buyer wants to return an item to you, how you can respond will depend on why they're returning it and on your return policy. If it's faulty, damaged, or doesn't match the description, you'll have to accept their return request, even if you don't offer returns.

Learn More: <https://www.ebay.com.au/help/selling/managing-returns-refunds/handling-return-requests?id=4115>

# Seller Growth & Support Program

If you would like assistance setting up and growing your eBay store, we can provide you with a dedicated growth manager who will work closely with you for the first 3 months to ensure your business is set up for success.

The seller growth and support program will guide you through a range of key areas such as:

- Best practice for listing your inventory on eBay
- Optimising your inventory on eBay for visibility and sales growth
- Postage, shipping, and returns options and recommendations
- Customer service tips
- Driving sales through promotions, pricing and advertising

To register for support, [click here](#).

## MerchantSpring Marketplace Management Offer

eBay Australia is partnering with MerchantSpring to help sellers manage their products, optimise their listings and content and manage their marketplace business with exclusive offers and discounts.

### 1. Free eBay Sales Consultation (30mins)

Sellers can book in a free 30-minute call via Zoom to review their eBay store and gain insight on how to optimise and increase performance.

Slots will be allocated on a first-come-first-serve basis.

[Book your free consultation here](#)



# Seller Growth & Support Program

## 2. Product Content Starter Package

For new eBay sellers, MerchantSpring are offering a discount on their product content started package.

- 20 products
- Full content service: photography, copywriting, and eBay listing optimisation
- Photography: 5-7 high-resolution photography & image processing
- Copywriting: product title, and description including keyword embedding
- eBay listing optimisation: eBay title and item specifics
- Samples to be sent to our studio in Melbourne
- Product content to be used for eBay and sellers own e-commerce site

[Learn More](#)



## 3. eBay Listing Optimisation Package

Whether you're a new or existing eBay seller, MerchantSpring has a listing optimisation service to increase visibility and search ranking.

- 100 products
- eBay listing optimisation: optimised eBay title, category selection review, item specifics complication
- Improve your product visibility and ranking

[Learn more](#)



## 4. Free Access to Marketplace Manager for 6 months

- Free access to MerchantSpring Marketplace Manager
- 6-month free access to our premium plan

[Learn More](#)

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