



# BRANDING YOUR EBAY STORE

Everything you do with regard to your eBay Store—the images you pick and the words you write—says something about your brand, so it’s critical to make sure you are sending the right message. Here are three things you can do in one afternoon to make sure your branding is *working for you*.

## 1. MAKE SURE YOUR STORE LOOKS GREAT

Spend some time thinking about your business. What impression do you want buyers to have about it? What do you want your business to convey? Is there a common theme around what you sell? The critical elements of your store branding—Store Name, Store Description, Billboard image and Logo—should all tie together in a way that makes sense to your buyer and presents a cohesive, professional image. To make these changes, log into eBay, go to your Store page, then select “Manage My Store”.

- **Get the new look.** If you have not already, we strongly encourage you to upgrade to the new version of eBay Stores. Here’s how: [pages.ebay.com/storefronts/update/](https://pages.ebay.com/storefronts/update/)
- **Consider changing the description of your store.** Your brand is reflected in every element of your Store, so if your store description is out-of-date or no longer reflects what you sell, update it to something more relevant.
- **Upload new images.** The Billboard and Logo are the most visible elements of your brand, so make sure they look great! For the Billboard, choose or create images that indicate what you sell. The logo should convey your business’ uniqueness and the “promise” you are making to your buyers about your service and merchandise.
- **Be sure to use Featured Items.** If you have 30 or more items in your Store, you can use the Featured Items feature to show off best sellers, new merchandise or listings ending soonest. Consider Featured Listings as part of your branding: along with your logo and billboard image, they are the first things a buyer will see when they come to your page, so make sure the listings reflect your brand in a positive way.

## 2. HELP THE SEARCH ENGINES FIND YOU

The content you add to your Store will help Google and other search engines serve up your items to buyers looking specifically for them.

- **Store description:** While you can write up to 1000 characters in this space, the first 160 characters are critical—they are indexed by Google—so use your most relevant keywords here. We strongly recommend that you update this seasonally to reflect latest inventory or special promotions.
- **Store categories:** “Think like a buyer” here. Use existing eBay categories or create your own based on how you think buyers will be looking for your items.
- **Use catalogs/ items specifics** whenever possible and add custom descriptions to supplement available catalog content. A custom product description is important in making your content unique.
- **Link to other sites.** Linking your Store URL from reputable and relevant external sites will help with search engine ranking and increased visibility to your Store.
- **Consider writing an eBay guide.** Are you an expert in vintage dolls or refurbished engines? If you have a specialty area, an eBay guide lets you show off your expertise and promote your listings. And Google loves them, because they are full of keyword-rich information that drives buyers to eBay. Here’s how to get started: [ebay.com/gds](https://www.ebay.com/gds)

## 3. USE PROMOTIONS TO DRIVE TRAFFIC

Buyers love a great deal, so entice buyers with your best promotions to increase order size and order value. There are lots of options for creating promotions so experiment to see which works best for your business and your buyers.

[Download this PDF](#)  
for detailed instructions  
on setting up each type  
of promotion

- **Order discounts** are designed to help you increase average order sizes and transaction amounts. Aside from encouraging customers to buy more, you can also save on shipping multiple items in one package.
  - Minimum Spend Example: Save \$15 When You Spend \$50
  - Minimum Quantity Example: Save 25% When You Buy 3
- **Codeless coupons** can help you engage new and returning buyers with semi-private deals. They’re available to customers via a unique URL that can be distributed through emails, social media, third-party sites, etc.
  - Example: Extra \$10 Off or Extra 20% Off
- **Shipping discounts** are very popular for increasing overall order size. Simply, shoppers who reach your designated dollar amount can qualify for free, discounted, or expedited shipping.
  - Example: Free Economy Shipping on Orders Over \$25
- **Sale events** can help you merchandise the items you have on sale. It pulls all of your sales into one easy-to-navigate landing page.
  - Example Save Up to 70% on Prada Shoes