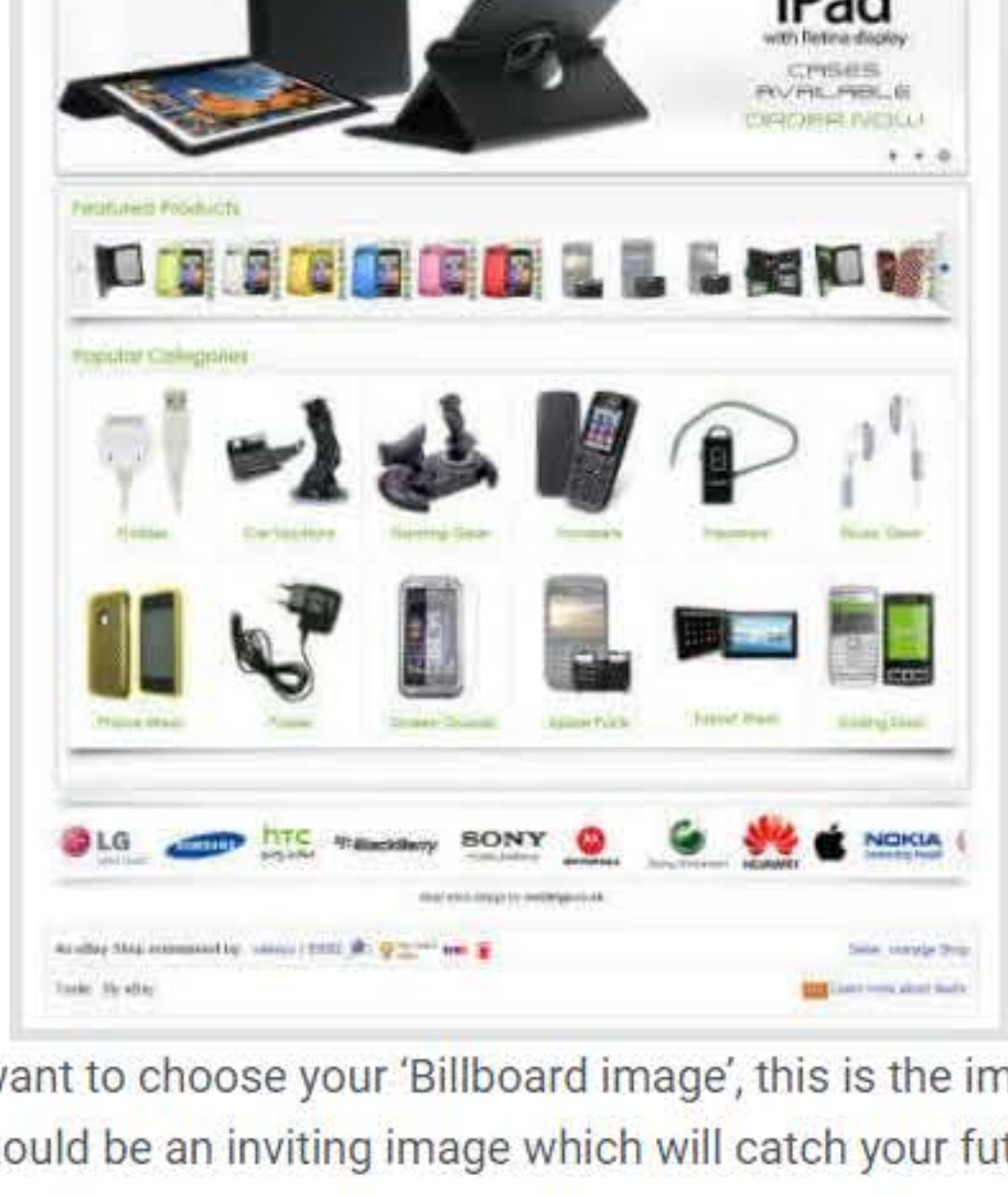


How to design your eBay store - a step by step guide

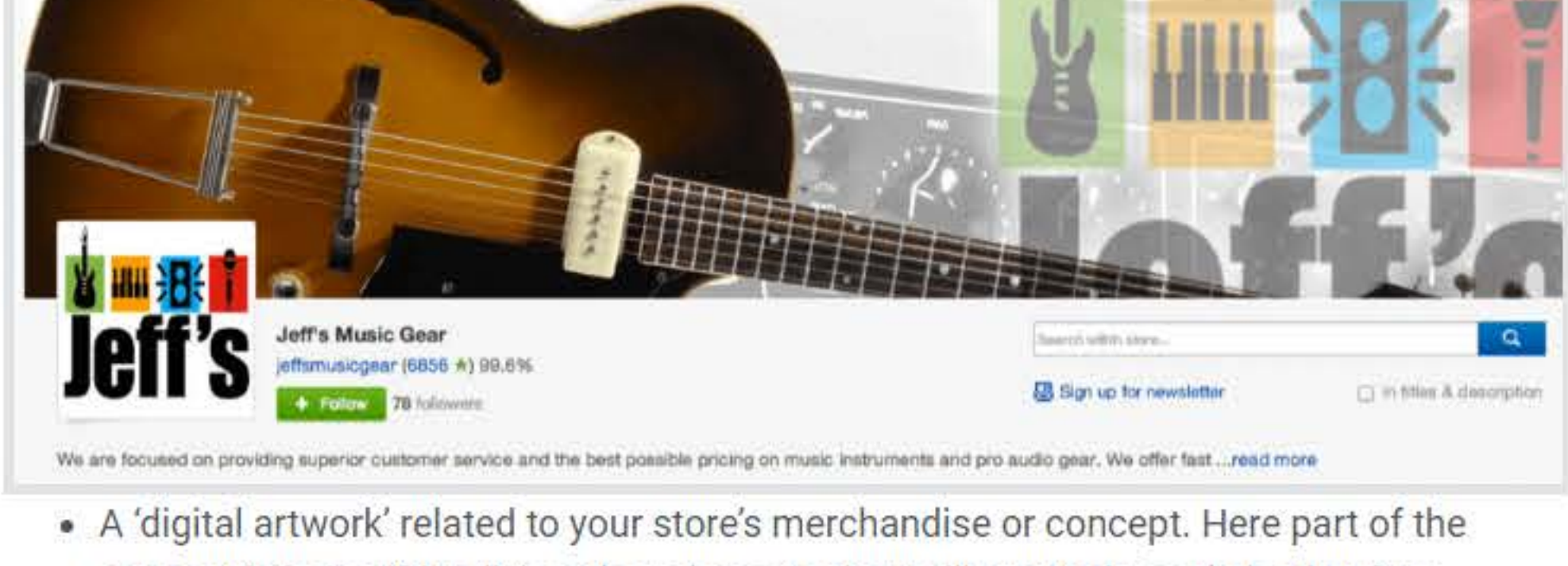
If you chose option one and have decided to go it yourself then I salute your bravery. Here is a step by step guide of how to get started designing your eBay store independently:

Step 1: Once you have officially setup, you want to click the 'build your store' link. This is your chance to design an eye catching eBay store which will draw customers in. Think of this as your shop window, you want it to be professional, attractive and draw repeat customers.



Step 2: First off you want to choose your 'Billboard image', this is the image that sits at the top of your page, it should be an inviting image which will catch your future buyer's eye and can be:

- A photo of the product you are selling. Here Jeff decided to showcase his guitars center stage:



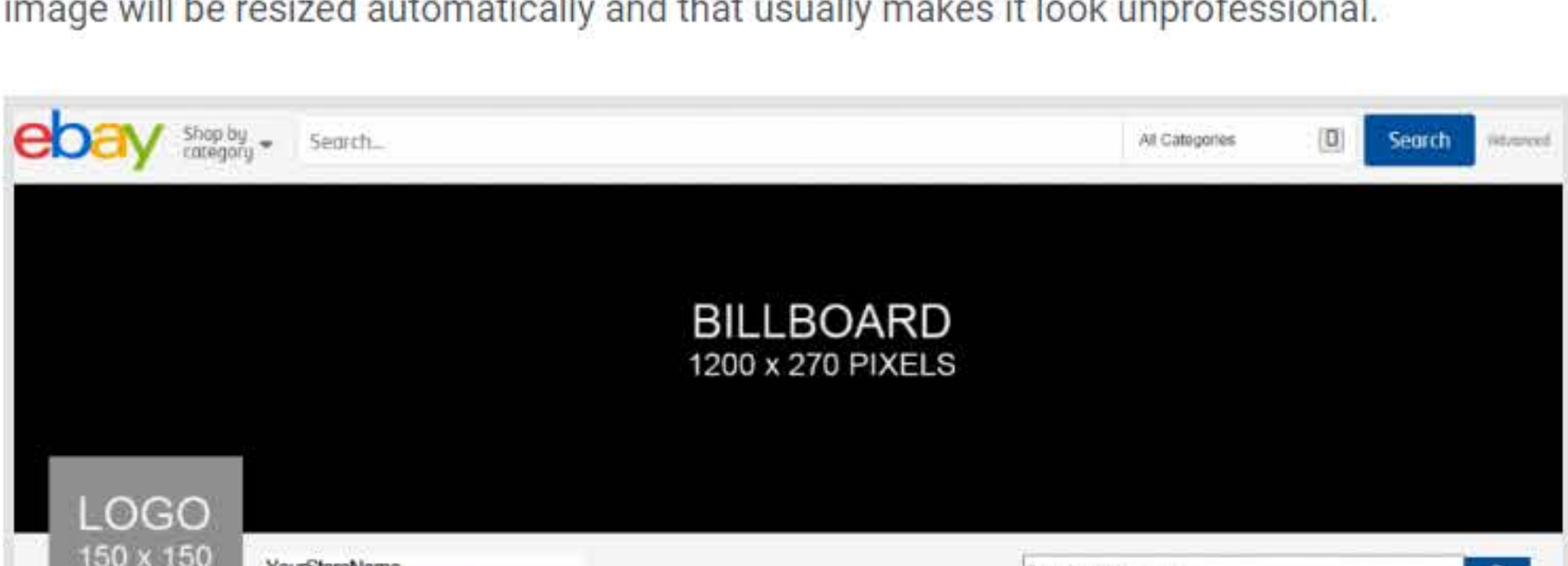
- A 'digital artwork' related to your store's merchandise or concept. Here part of the concept is being 'friendly' so they chose to show silhouetted people having fun:



- An image advertising a promotion you are having, for example 70% off all items:

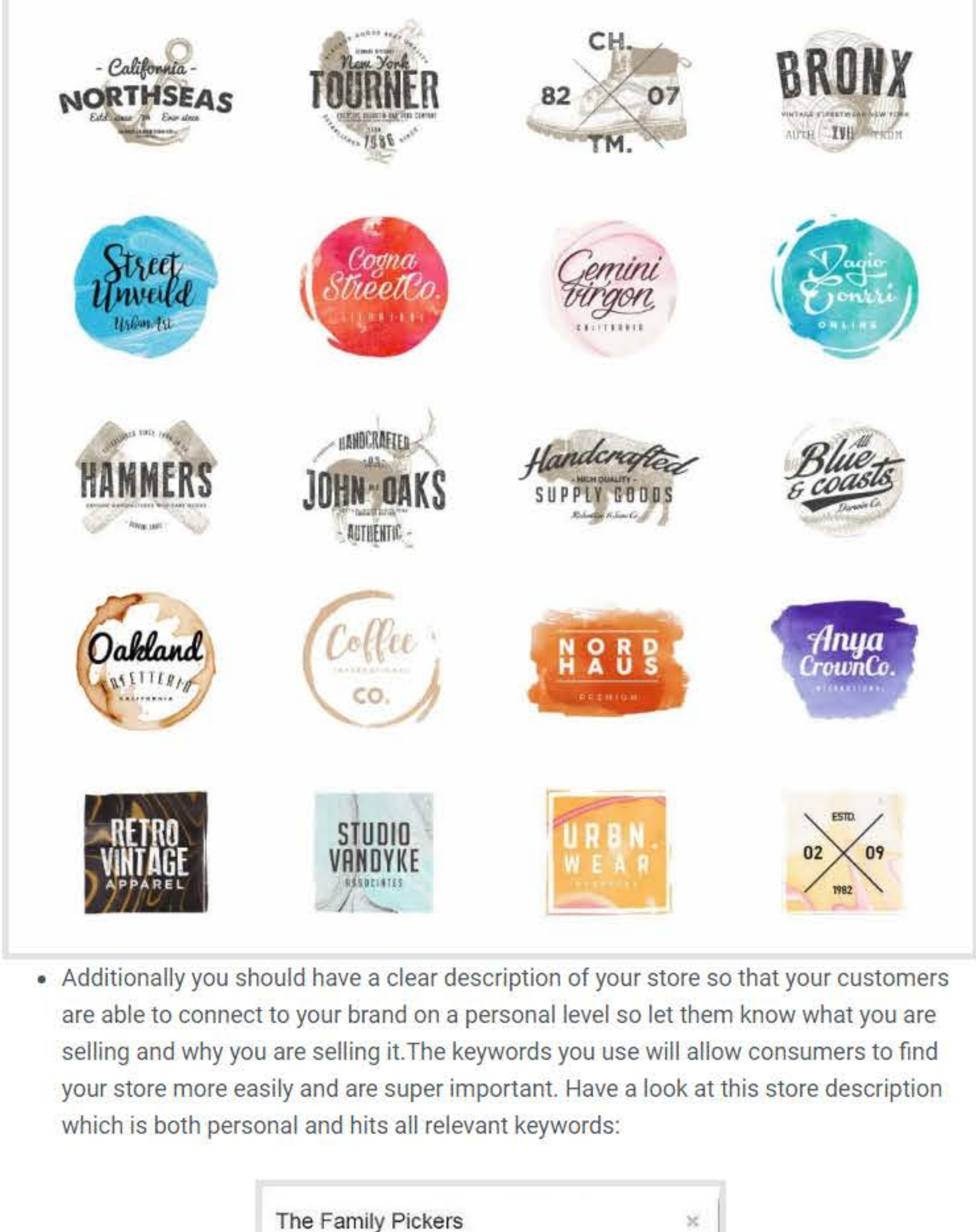


Note: keep in mind that the space provided for your billboard is 1200 pixels in width and 270 pixels in height – try and keep these proportions otherwise a border will appear or your image will be resized automatically and that usually makes it look unprofessional.

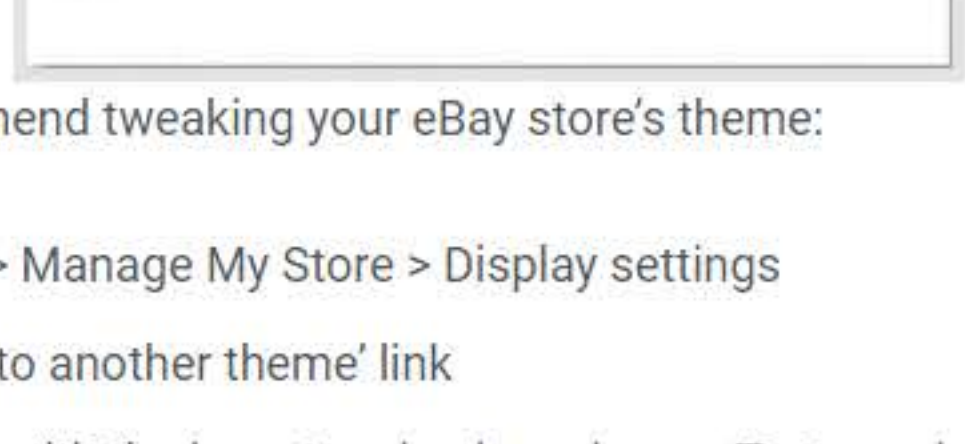


Step 3: Now you want to add your store's logo and description. Two points to keep in mind here:

- Having a store whether online or not is all about creating a brand, creating a positive user experience and of course turning shoppers into paying customers. Start building your brand by creating a logo:



- Additionally you should have a clear description of your store so that your customers are able to connect to your brand on a personal level so let them know what you are selling and why you are selling it. The keywords you use will allow consumers to find your store more easily and are super important. Have a look at this store description which is both personal and hits all relevant keywords:



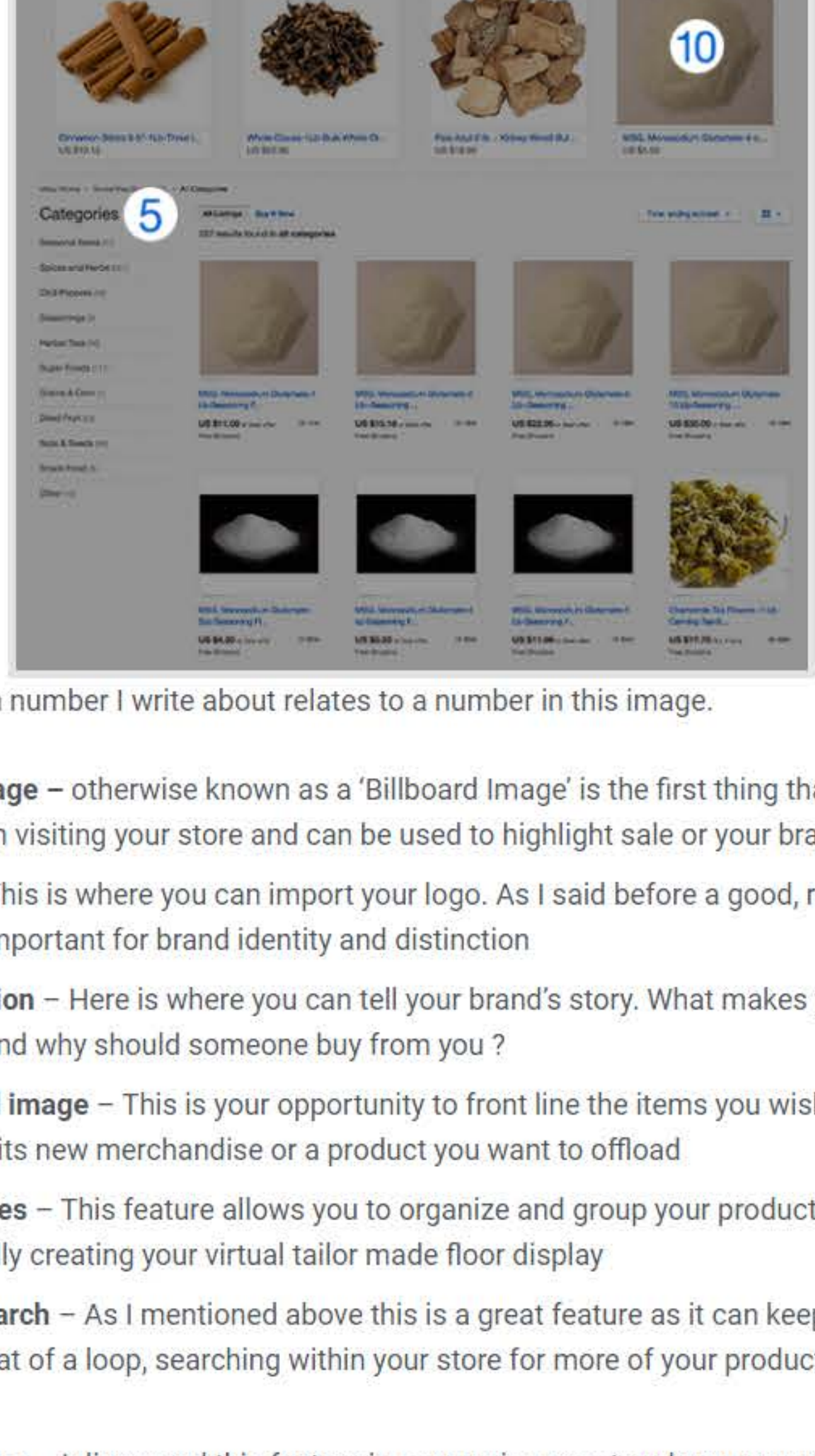
Step 4: Lastly, I recommend tweaking your eBay store's theme:

- Click on My eBay> Manage My Store > Display settings
- Click the 'change to another theme' link
- Now you can play with the layout and color scheme. Try to make this as user friendly as possible and choose colors which are associated with your product. Red is often associated with food or desire so use red if you are selling food products or erotica. Otherwise I suggest which colors are associated with your product type and try to use them as there is a proven connection between choosing the right color scheme and arousing a positive purchase decision.
- Once you have finished, click 'save settings'
- In order to edit specific colors, schemes and font size you can always click on 'edit current theme'

That's it! - You have successfully completed designing your store independently, congratulations. Now all you need to do is wait for the sell orders to roll in and start filling them.

Optimizing your eBay store

At this point I want to explain the best practices for optimizing your eBay store as laid out by eBay themselves. I will use an image from eBay's 'Brand Your Store' page and give you some tips.



Note that each number I write about relates to a number in this image.

1. **Main image** – otherwise known as a 'Billboard Image' is the first thing that visitors will see when visiting your store and can be used to highlight sale or your brand
2. **Logo** – This is where you can import your logo. As I said before a good, representative logo is important for brand identity and distinction
3. **Description** – Here is where you can tell your brand's story. What makes your products unique and why should buyers buy from you?
4. **Featured image** – This is your opportunity to front line the items you wish to highlight whether its new merchandise or a product you want to offload
5. **Categories** – This feature allows you to organize and group your products as you see fit essentially creating your virtual tailor made floor display
6. **Store search** – As I mentioned above this is a great feature as it can keep buyers in somewhat of a loop, searching within your store for more of your products instead of others
7. **Newsletter** – I discussed this feature in my previous post and your newsletter is a great way to keep in touch with your clientele and update them when new products roll in or when you are having a sale or just to touch base
8. **Follow** – This is a bit like Facebook in except with products. If a shopper follows you then your items will appear in their 'feed' and you have a higher chance of turning them into repeat customers
9. **Share** – This is great for off eBay promoting and both you and your customer can use this feature to spread the word on social media
10. **Enlarged photos** – Use these to promote specific item especially to mobile shoppers who see these image more prominently