Adding your products to eBay
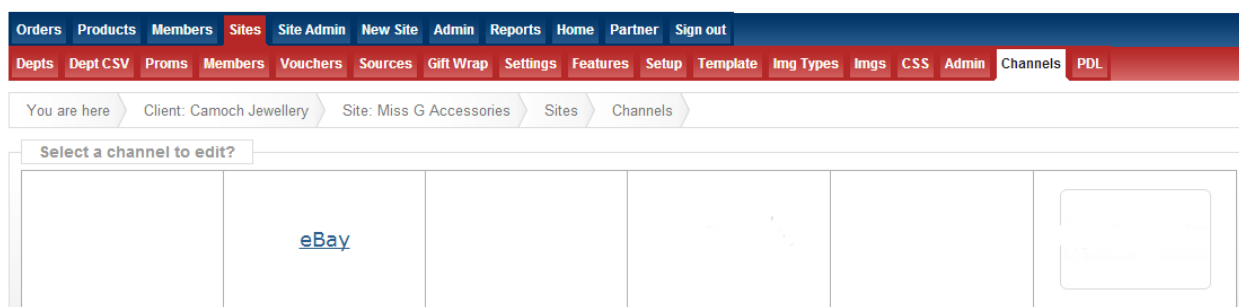
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Etail Systems Tip Sheet

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Objective: To add a product to eBay using COMS.

The following tells you how to achieve this;-

Firstly, we need set some you up in the back office for eBay. Once we've done this, you need to go to Sites >> Channels & select 'eBay'.


You then need to enter your eBay username & follow the instructions on screen. Once this is done, please let us know.

You then need to decide if you want all your products listing on eBay (let us know & we can set this up) or just select ones (which you will have go in & manually set).

To **mark** a product so that it can be sold on eBay (this is different to actually *listing* it on eBay), you need to do the following.

Search for the product & click to edit it. You then need the 'Additional Info & Overrides' tab.
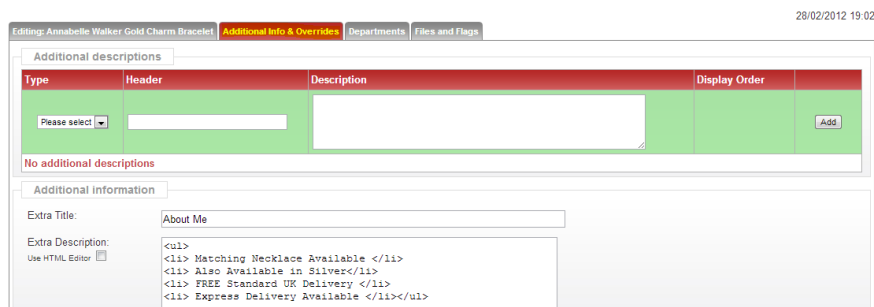
You then need to scroll to about 2/3 of the way down the page, where you will see these options.

Make sure the 'eBay Enabled' box is ticked.

If a product has more than one SKU, then it may need to be enabled for eBay. To do this, go to the 'Prices/SKUs' button & click the little notepad icon to edit the SKU of your choice.

If you then scroll to the bottom of the page, you'll again see some tick boxes. Make sure the 'eBay Active' button is ticked.

You can enter a different price for eBay for this product if you wish – you can enter this in the box next to the £ symbol. Follow the information to the right of the box about whether to enter your price with or without VAT.
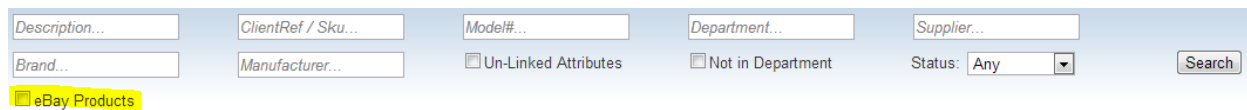
Once your product is set up for eBay, it will appear when you search for it in COMS e.g. do a normal product search, & look at the second column where it says 'CHL'.

You can also do a search exclusively for eBay products by using the usual search function, but tick the
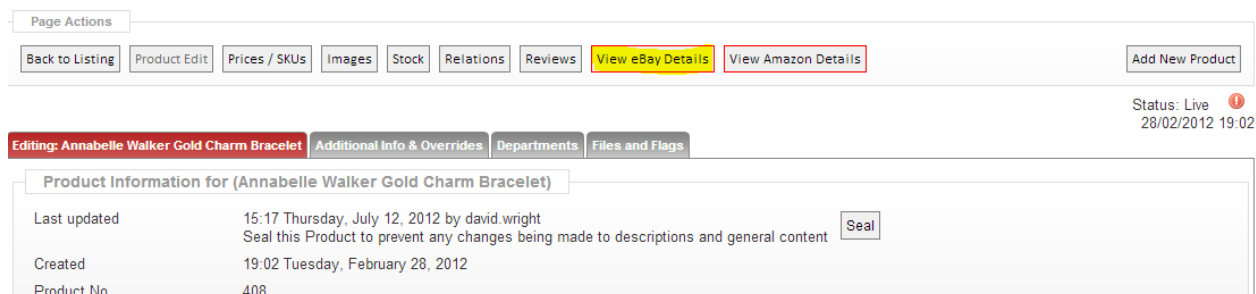
'eBay Products' tick box.

If you click the 'eBay' link under 'CHL', this will take you to your eBay editing page for that product.

The alternative way of getting to this is via the 'View eBay Details' button when you go in to edit a product in COMS.

When no eBay information is set up, you'll see this screen:
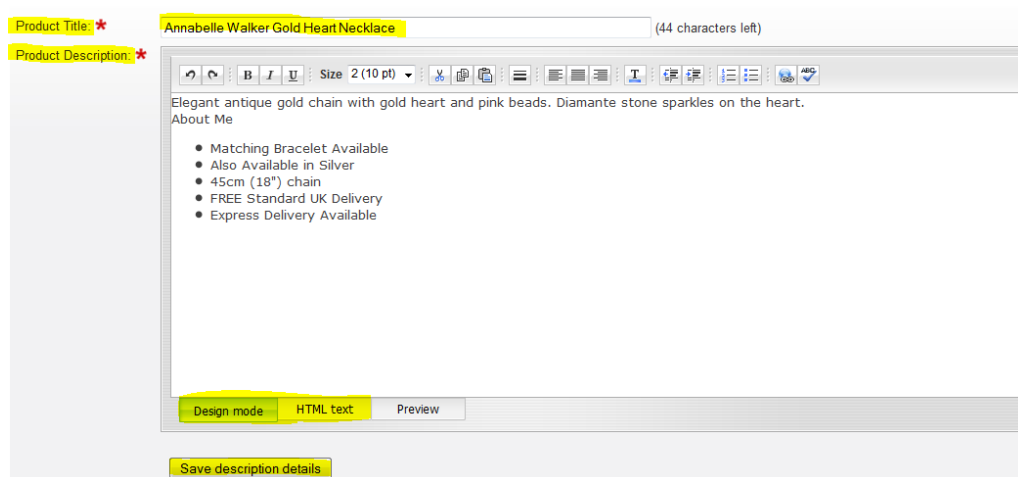
If you only have one site, this will automatically be selected in the dropdown, & you need to click the green add button on the right.

If you have multiple sites, choose which site you want to use, then click the green add button. You'll need to create a new eBay listing for each site you're listing your product under.

You'll then see a page where you can edit your product title & description. This is automatically imported for you from your COMS information, but you can change this if you wish.

The text box edit tools are the same as in Articles, so it may be useful to look at the 'Adding an article' walkthrough – please ask if you need this. When this is all edited, click the 'Save description details' button.

Next, you need to put in some simple eBay information. The box below appears just under your description information:

Listing Settings	Status	Tagname (optional)	Auction Type	eBay Category 1	eBay Category 2 (optional)	Action

The only bits you **must** put in are:

Auction type – for most of our clients, this is 'fixed' (as in Buy it Now).

eBay Category 1 – if you know the eBay category number your product is being placed in (you can download this from eBay) then input it here. Or, you can click the edit icon & select from the list until you get to a suitable category.

Once your information has been input here, click the green add button on the right.

You can edit that information you've just put in at any time.

NB: If there's a little blue save icon in the top right of any of your panels, please click this to save any information you've entered.

You now need to scroll down until you see the 'Selling Format' heading.

Selling Format	
Select Listing Type	Fixed Item
Listing Duration	GTC *
Auto Relist	No
Listing Count	How many recurrence's to list for.
Listing Condition	New with tags *
Start Price £	
Reserve Price £	
Buy Now Price £	8.99 * Leave this field blank to use prices from the sku setup
Despatch Time	1 day *

Select Listing Type – Fixed Item is what you need for a 'Buy it Now'.

Listing Duration – You have a selection of different days you can list it for e.g. 1 Day, 3 Days, or you can select GTC (Good 'Til Cancelled)

Auto Relist – Do you want your listing to be automatically relisted once the number of days is up?

Listing Count – How many times do you want it relisting for? **Do you leave it blank if you want to list it forever?**
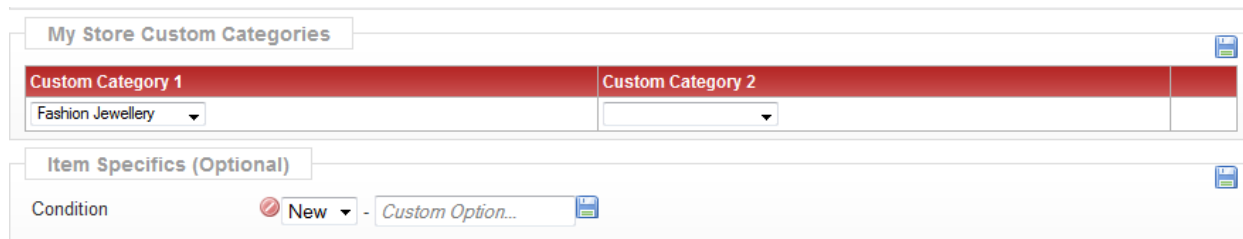
Listing Condition – Select the condition of your product.

Buy Now Price £ - enter your price (the price in sterling). If you want to use the price already set up in COMS (especially for different SKUs) then leave this blank.
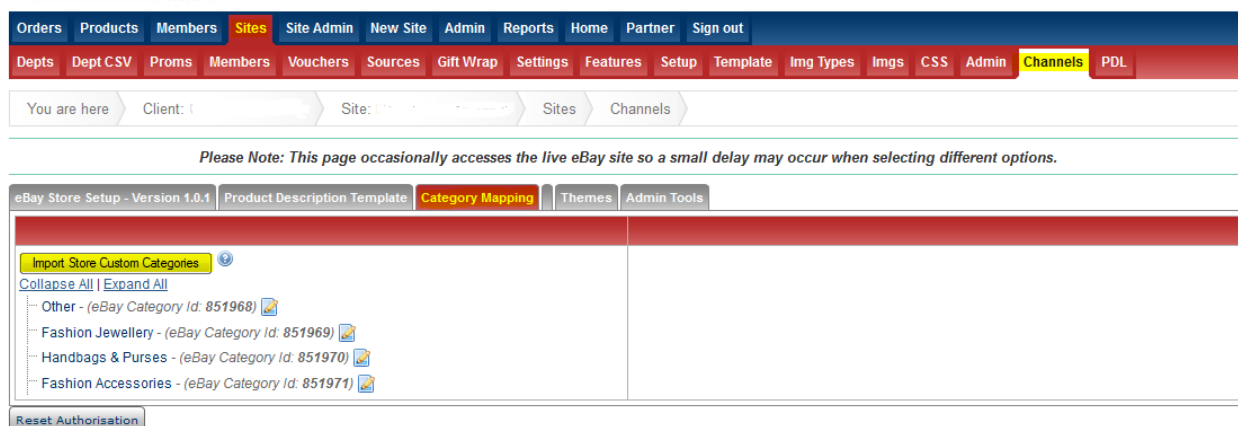
Despatch Time – Select how long it'll take for you to despatch the item.

The next two headings are 'My Store Custom Categories' & 'Item Specifics'.
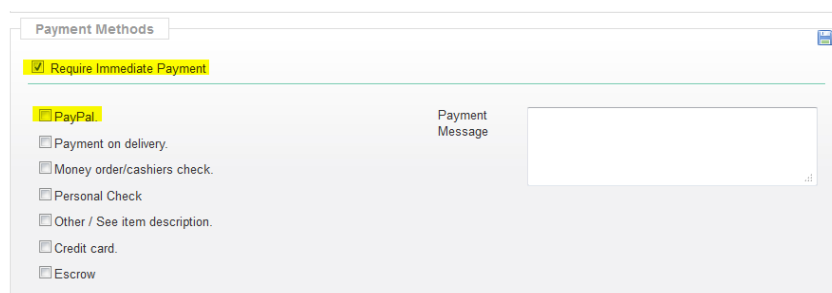

If you have custom categories in your eBay store, you can select which ones this product will appear in here.

NB: If you edit any of your eBay custom categories, to see the change in COMS, you'll need to reimport them in Sites >> Channels >> eBay >> Category Mapping >> 'Import Store Custom Categories'.

'Item Specifics' is optional.

The next heading is 'Payment Methods'.

You can select here what payment methods you accept. If you select 'PayPal', then you must also select 'Require Immediate Payment'.

Next are your shipping options. You must set up at least the Domestic Shipping Service.

You select your type of service from the dropdown, plus how much it is to have your first item posted. You can add an Additional Item Cost also. If it's free shipping, tick the box. Now click the green add button.

You can add international shipping service if you wish – this works in the same way as the domestic shipping, apart from the 'Location options' which you need to select ('Location Options' is still a work in progress – let us know if you have any issues with this).

You now have some listing options.

Under 'Custom Listing Options' you can select if you want your listing to start immediately, or be delayed. If you select delayed, you'll have some more options to choose from. **What format does the date have to be entered in? DD/MM/YY | DD-MM-YY ?**

Under 'Listing Actions', you can choose what template you want to use for eBay. If you haven't had one made for you, then you don't need to touch this. If you have one, then select it from the list (it will have

'custom' in the title). If you're interested in getting an eBay template made, please let us know.

'Listing Status' **– What does this do?**

Lastly, it's the 'Live eBay Actions' buttons.

Before adding an item to eBay, you need to 'verify' it. To do this, click the 'Verify adding item with eBay' button – this sends everything to eBay to see if it has all the information needed to create the listing. If this comes back with no errors, you can go ahead & 'Commit item to eBay'.

If you do get some errors, any with blue writing will not affect your ability to upload an item to eBay.

Any with red writing need to be looked at, as you can't list them without fixing this.

NB: The 'Verification Tools' just see if the information is able to be accepted by eBay – this does not list your product. Only the 'Live Action Tools' actually send information to eBay to be listed on the website.

Editing your eBay information

If you need to edit your eBay listing information for a product, you can access it through the eBay link in the search results in COMS, or through the product editing screen.

You'll come to the screen you did when you first started to list your product on eBay. To see the rest of your eBay information, you'll need to click the edit icon highlighted above.

When you change any information, you'll need to verify your product again. You need the 'Verify Revise Full Listing' button. If this comes back OK, you can click the 'Revise Full Listing' button. If you've just updated your product information & you've checked it for layout, spelling or grammatical errors, you can click the 'Update Live Listing Description Info on eBay' button.

If you need any help adding products to eBay, please contact 0844 482 0908 or email support@etailsystems.com.