

10 eBay Listing Mistakes Costing You Sales

Work through each item, tick off as you fix it. Built from 10+ years managing UK eBay stores.

01

Title Not Optimised for Cassini

You're not using all 80 characters — eBay's search engine rewards keyword-dense titles

Include the **brand, model, size, colour, condition** and what it actually is. Research what buyers search for using eBay's search bar suggestions. Use all 80 characters.

Rewrite your 5 lowest-converting listings with full 80-character titles



02

Item Specifics Left Blank

Blank item specifics make your listing invisible in filtered searches

Fill in **every item specific eBay suggests**, even if it seems irrelevant. Buyers filter by these fields — if you haven't filled them in, you don't appear in results.

Go to each listing → Edit → fill in all item specifics completely



03

Poor Quality or Wrong Photos

Dark, blurry, or single-angle photos kill trust before the buyer reads a word

Use **natural daylight or a lightbox**. Shoot from multiple angles (front, back, sides, close-ups). Show any defects honestly — it reduces returns and negative feedback.

Reshoot your 3 most important listings with at least 5 photos each



04

Wrong Category

Misclassified listings are penalised by Cassini and compete in the wrong buyer pool

Search for similar items and see what category **top sellers use**. Pick the most specific sub-category available — broader categories have more competition.

Check your top 10 listings match the category used by highest-converting competitors



05

No Returns Policy

"No returns" listings rank lower and convert worse — buyers don't trust them

Enable **30-day returns (buyer pays postage)** at minimum. Sellers with a returns policy get a visibility boost from eBay. Returns are rare for well-described items.

Update your store's default returns policy to 30 days buyer-pays



06

Ignoring Account Health

Below Standard status can cut your visibility by up to 80% overnight

Check your **Seller Dashboard weekly**. Monitor: defect rate (under 0.5%), late shipment rate (under 3%), cases closed without resolution (under 0.3%).

Open Seller Hub → Performance → check your current status right now



07

Pricing Without Research

Guessing your price means leaving money on the table or pricing yourself out

Before listing, check **Sold Items** (filter on the left) to see what buyers actually paid. Price 5-10% below average sold price to move stock faster.

Check sold prices for your 5 slowest-moving listings and adjust



08

Wasting Promoted Listings Budget

Most sellers promote everything at a flat rate — burns budget with no strategy

Only promote **items with proven demand** that already sell organically. Start at minimum ad rate (2%), track impressions vs. clicks, increase only if ROI justifies it.

Pause any promoted listings that haven't converted in 30 days



09

Description That Lists Features, Not Benefits

"Blue, 5kg, 45cm" tells buyers nothing about why they should buy it

Answer: **who is this for, what problem does it solve, why buy from you**. Short paragraphs, bullet points for specs. End with a clear call to action.

Rewrite 3 descriptions focusing on "what this means for you" not just specs



10

Slow Dispatch & No Tracking Updates

Late dispatch directly impacts your Late Shipment Rate — a key account health metric

Commit only to dispatch times you can actually hit. **Upload tracking numbers immediately** after posting. Communicate proactively if there's any delay.

Set a realistic handling time in your listings and stick to it every time



Want someone to handle all of this for you?

I audit and manage eBay stores for UK sellers — listings, account health, customer service, pricing strategy. If you'd rather spend time on your business than on eBay admin, get in touch. **kylanjari@gmail.com · kylanjari.com**