

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

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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

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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

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04

Wrong Category

Miscategorised 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

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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

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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

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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

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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

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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

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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

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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