



eBay Customer Service

[Home](#) > [...](#) > [Selling](#) > [Your eBay Store](#) > [Open an eBay Store](#)

2 min article

Open an eBay Store

Search eBay Help...

Subscribing to eBay Store not only gives you discounted fees and more free listings per month, you also get access to additional tools to manage and promote your business.

[How to set up your eBay Store](#)

[Naming your eBay Store](#)

Before you open an eBay Store, you'll need:

- an eBay seller account with a linked checking account for payouts (learn more about [creating a seller account](#))
- an idea of what eBay Store features you need (visit the [Seller Center](#) to compare eBay Store packages)
- to check any [selling limits](#) on your account. Selling limits aren't affected by opening an eBay Store

Tip

Visit the Seller Center to learn more about the [benefits of setting up an eBay Store](#).

How to set up your eBay Store

First, decide what subscription level you want: Starter, Basic, Premium, Anchor, or Enterprise. When you've chosen your package, here's how to open your store:

1. Go to [Choose a Store Subscription](#).
2. Find the eBay Store type you'd like to subscribe to and choose **Select and review**.
3. Select the subscription term (yearly or monthly) and enter a name for your eBay Store.
4. Select **Submit order** to purchase the eBay Store subscription.

Naming your eBay Store

When you choose a name for your eBay Store, we'll create a website address (URL) for you. We'll remove special characters (such as apostrophes, spaces, &, !, \$, etc.), add hyphens between words, and make all letters lowercase.

For example, if you name your eBay Store "Fine Jewelry!," your store URL will be:
<https://www.ebay.com/str/fine-jewelry>.

Here are some things to keep in mind when deciding upon your eBay Store name:

- It can be your eBay username as long as it meets the requirements above

- It must start and end with a letter or number
- It can't start with four or more consecutive letter As
- It can't start with an e or E followed by more than a single number
- It can't contain the following characters: <, >, or @
- It can't be the username of another eBay member
- It can't contain "www" anywhere in the name
- It can't contain two or more consecutive spaces or non-alphanumeric characters
- It can't end with a top-level domain abbreviation used on the internet such as .com, .co.uk, .net, etc.
- It can't be a name that is identical or confusingly similar to another company's name which is protected by trademark law. Also, you can't use a name that contains the word "eBay" or one that is confusingly similar to that name. See our [Intellectual property and the VeRO program](#) policy for more information

Tip

Choose a name that immediately tells buyers what you sell. For example, a straightforward name such as "Ben's Computers" will be more helpful to buyers than a creative name such as "Zebra Park." This will also help search engines find your store when buyers are looking for the kinds of products you sell.

Subscribe to eBay Store

Once you've subscribed to eBay Store, we'll help you get it up and running with instructions showing you how to:

- **Personalize the store:** you can choose a design and a name and add your business logo
- **Organize your inventory:** you can set up custom categories and promote specific listings
- **Preview how it'll look to buyers:** you can make sure everything is perfect before your store goes live

For more information, see our article on [managing your eBay Store](#), or check out the eBay Store page on [Seller Center](#).

Top Takeaway

With an eBay Store, you get your own storefront on eBay with a subscription level based on the tools and features you need: Starter, Basic, Premium, Anchor, or Enterprise.

Was this article helpful for you?

Related help topics

See other articles in:

- [Selling](#)
- [Your eBay Store](#)

You might also be interested in:

Manage your eBay Store

Once you've opened your eBay Store, you can personalize it to fit your brand and turn visitors into customers.

3 min article

Close an eBay Store

If you no longer want to keep your eBay Store open, we can help you close it.

1 min article

Need more help?

Contact us

Get the help you need from our automated assistant, or contact an agent

Other options for you

[Ask the Community](#)