



# eBay Customer Service

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3 min article

## Listing tips overview

Search eBay Help...

Whether you sell a little or a lot, we have a range of tools and options to help you create and manage your listings effectively while increasing your sales.

Read our guides below for tips on creating your listing and generating interest in your items.

1. [Before creating your listing](#)
2. [When creating your listing](#)
3. [Optimizing and promoting your listings](#)

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### Before creating your listing

#### [Zero insertion fee listings](#)

Discover how many zero insertion fee listings you receive each month.

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### When creating your listing

#### [Using the new listing tool](#)

Learn about our new unified listing tool.

#### [Item conditions by category](#)

On the listing form, the item condition options can vary depending on the category that you list in. Find out how to choose the best one for your item.

#### [Making your listings more secure](#)

Learn how to make your listings more secure by using HTTPS.

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### Optimizing and promoting your listings

#### [Optimizing your listings for Best Match](#)

Get tips for achieving higher placement when a buyer uses a Best Match search.

#### [Promoted listings](#)

Find out how you can create and manage promoted listings, ads that eBay Store subscribers can purchase to give their listings more exposure on eBay.

[Finding your listing](#)

Learn how to locate your listing on eBay after you create it.

[Page views](#)

Discover how page view data can help boost your selling performance by giving you a better understanding of the traffic going to your listings.

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## Was this article helpful for you?

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### Related help topics

See other articles in:

[Selling](#)[Getting started](#)

You might also be interested in:

#### Prohibited and restricted items

While you can sell almost any item on eBay, maintaining the safety of our community is a responsibility we take very seriously.

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#### Listing policies

To make sure buyers have a great experience when they buy from you, we've put in place some rules and guidelines for listing items on eBay.

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## 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](#)

