

Listing tips overview

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.

[Before creating your listing](#)

[When creating your listing](#)

[Optimizing and promoting your listings](#)

[Before creating your listing](#)

[Zero insertion fee listings](https://www.ebay.com/help/selling/listings/listing-tips/free-listings?id=4163)
Discover how many zero insertion fee listings you receive each month.

[When creating your listing](#)

[Using the advanced listing tool](https://www.ebay.com/help/selling/listings/using-new-listing-tool?id=5196)
Learn about the enhanced features of our advanced listing tool.

[Item conditions by category](https://www.ebay.com/help/selling/listings/creating-managing-listings/item-conditions-category?id=4765)
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](https://www.ebay.com/help/selling/listings/making-listings-secure?id=4363)
Learn how to make your listings more secure by using HTTPS.

[Optimizing and promoting your listings](#)

<https://www.ebay.com/help/selling/listings/listing-tips/optimising-listings-best-match?id=4166>>Optimizing your listings for Best MatchGet tips for achieving higher placement when a buyer uses a Best Match search.<a

<https://www.ebay.com/help/selling/listings/listing-tips/promoted-listings?id=4164>>Promoted listingsFind out how you can create and manage promoted listings, ads that eBay Store subscribers can purchase to give their listings more exposure on eBay.<a

<https://www.ebay.com/help/selling/listings/listing-tips/finding-listing?id=4162>>Finding your listingLearn how to locate your listing on eBay after you create it.<a

<https://www.ebay.com/help/selling/listings/listing-tips/page-views?id=4165>>Page viewsDiscover how page view data can help boost your selling performance by giving you a better understanding of the traffic going to your listings. </h2>

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