

View Item Page (VIP)

GUIDE.SUMMARY The View Item page describes the item available for purchase as well as the seller's terms of the sale if the sale is completed (shipment information, return policy, item location, and the like). This guide includes information on:

- Features of the View Item page.
- Closed View Item Page.
- Natural Search Item Page.
- Seller best practices.
- Common questions.

GUIDE.TALKING_POINTS

In this section we provide you with 2 sets of common questions:

- https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1548&ViewLocale=en_US#General General

- https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1548&ViewLocale=en_US#Tests-changes Tests and changes

General questions

Here are general questions about VIP:

Why does eBay promote other sellers' items?

- To help buyers find what they want, we may show relevant items from other eBay sellers.
- Just as we may promote other sellers' items, your item may also appear on other eBay sellers' items.

Where do buyers see my other items?

Buyers can see your other items in several places:

- On eBay: Related, qualified items may appear on other sellers' open and closed items (and we may display other sellers' items with yours). They may also appear on search pages, in My eBay, after checkout, and other pages.
- Emails: Your items may be included in emails we send buyers when an item they bid on is no longer available, or in email alerts for watched items.
- Mobile apps: The iPhone, iPad, and Android apps all incorporate items and promotions in various places.

Why do I see the countdown timer on some items, but not others? The purpose of the timer is to give buyers a sense of urgency and excitement just before the auction ends. The countdown timer will only show on the View Item Page if these situations

apply: The item is an Auction. The item has less than 1 hour left and the item doesn't have a Buy It Now button. Note:
If you sign into your account and view your own items, you will not see the countdown timer because the timer is for buyers. You can log out of your account to see the countdown timer on your items. Why is there an Item condition field on the item page when it wasn't available
on the sell an item form? This is working as designed. We always display The Item Condition field, even in categories where the item condition is not an option (categories such as Antiques). If the item condition unavailable available for a specific category, it will just show a dash next to Condition. Why is 'See feedback' on the view item page? When a seller has a multi-quantity item and has received feedback on at least 10 of those transactions, a "See Feedback" link will appear on the view item page. When a buyer selects the link, they'll see the feedback received by that seller for that item. Why does the seller's ID and feedback rating show at the top of the view item page?
 The sellers ID and feedback rating is displayed at the top of the view item page beneath the main image, item title, and price This allows a buyer to quickly access the sellers feedback rating and feedback specific to the item they are viewing If a buyer clicks on the feedback rating, we will display the most recent feedback received for that item The buyer can choose to view the sellers most recent feedback overall, or if they select the View more button they will navigate to the sellers feedback profile By allowing easier access to recent feedback left for the item, we are simplifying and improving the overall buyer experience

 <h3>Testing and changes</h3> These are questions related to product based shopping on eBay, testing, and

changes: Where is my Top Rated badge? Your badge is still there, but it's not the classic top rated design we are testing a new look and feel. Why isn't my badge at the very top? We value the badge and still want "Top Rated Plus" to stand out which is why it's included. Why wasn't I notified ahead of time? Thanks for your feedback, we expect this test will not impact your sales. Will this impact my item's sales? No this will not impact your sales, but we are carefully monitoring. What is the purpose of this test? The purpose is to increase clarity of Trust with customers who are considering your items. Is there still a way to get to the 'About Me' page from View Item? Sellers who do not have stores, can still get there from the link itself. Behind the logo, or the text of the seller username. Sellers with store subscriptions should leverage their storefront for awareness about their business.

GUIDE.DETAILED_INFORMATION Features of the VIP: Features at the top of

the item page:

- Large item pictures.
- Times in local customers' time zone.
- Note: Teammates may potentially see a different time than what the member states they see on their end.
- Real-time countdown for auctions in the final hour of the item.
- Add to watch list.
- Note: The number of watchers does not show on the view item page.
- Report item link.
- Link to Shipping and payments tab.
- Estimated delivery date.
- Item condition.
- Item location.
- Accepted payment methods.
- eBay Money Back Guarantee coverage.
- Return policy.
- Seller's username and feedback score.
- Question and answers page.
- Product reviews (if applicable).
- See feedback (if applicable).

Features in the Shipping and payments tab:

- Shipping and handling information.
- Estimated delivery date.
- Handling time.
- Return policy.

Questions and answers page

- The "Ask a question" link is found at the bottom of the item

page under the "Questions and answers about this item" section. Sellers can choose to allow buyers to contact them from active listings and also to show their questions and answers page. See

[target="_blank">Manage bidders and buyers for instructions on how to display frequently asked questions in an item. See](#)

[target="_blank">Contact trading partner for more information for buyers.](#)

 Best Practices There are several things a seller can do as best practices such as uploading high quality photos, providing detailed descriptions, and using product identifiers. We also encourage sellers to preview their listings before they list the item, this will help ensure the format is exactly how the seller wants it before the item goes live.

 For

more on seller best practices when selling an item, see information about how to

[target="_blank">create or manage a listing. For instructions on how to preview your listing, see the](#)

[target="_blank">preview a listing section of the same article. Closed](#)

View Item Page (CVIP) The view item page layout will look different when an item

has ended or is no longer available. This CVIP enables several new paths

for revenue: Discover new items with additional recommendations.

 Expose ads. Layout is optimized for Search Engine Optimization

(SEO). Occasionally, you will come across Immortal

View Image Pages - these are CVIP pages that don't expire after 90 days and are kept active for

SEO reasons as in the following example:

 <img alt=""

m%20Page%20Example.png">
 Natural Search View Item Page The View Item Page that is reached when a customer navigates to a listing on the site via natural search (item search conducted off the eBay site) will be changing to include internal search results related to the 'seed item'. Example: If a search is done on shopping.com and an eBay listing is selected, you will see this item/search hybrid page:

 Zoom feature For the zoom/enlarge feature to be activated, the following image criteria must be met: Setid needs to be supersize (8800005400F) in the code. Photo display type needs to be Picture Pack or supersize. Image dimensions need to be 800-1600px (pixel) in length. Pictures uploaded to eBay picture hosting are optimized for buyers viewing listings on mobile devices.
 Product reviews See Product reviews. See feedback

</h2></h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE As a seller, can I opt out of Item promotions/merchandising? You can opt out but if you do, your merchandise will not appear on other sellers' item pages so it's important to consider the tradeoffs. If you would like to change your "Promote Similar Items" settings: Go to My eBay. Under Account, select Site Preferences. Under Promoting Similar Items on eBay Pages and Emails, click Show. Select Marketing Tools. Under Promote Similar Items, click

Change. </h2><h2>GUIDE.RELATED_LINKS Related Help
articles How to sell online with eBay
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overview
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