

HELIX - advanced listing tool experience

GUIDE.SUMMARY What is HELIX (advanced listing tool experience)?

- Previously eBay had two distinct listing tools:
- The quick listing tool (BOLT) for more casual sellers
- The business tool (CUB) for higher volume sellers

To simplify the experience we've unified the features of both tools into one advanced listing tool experience (HELIX).

When you list on any device Mobile, Desktop or Tablet you will experience a consistent listing experience with standardized fields to complete.

When

From October 2022 any sellers who used the business tool (CUB) will now experience the advanced listing tool (HELIX).

The Quick listing tool (BOLT) is still available for the next few months, however we will soon be transitioning all users to the advanced listing tool experience.

Key benefits

- The unified listing experience is a faster, more intuitive way for you to list individual items on the eBay site.
- The advanced listing tool is designed to make everything about listing items easier by focusing on the most important areas of the listing process, saving you time and energy.
- Create better listings; list seamlessly across devices.
- You can expect the same, great listing experience, no matter where you chose to list from!
- When you list on any device mobile, desktop or tablet you'll benefit from a consistent listing experience with standardized fields to complete.
- Save time
- Upload your listing up to 10% faster!* You have at your fingertips a streamlined and simplified user experience that helps you list your individual items in the most optimal fashion.
- Make good listings great
- Improve your listing quality with the user-friendly design and integrated features.
- Market research suggests that high-quality listings can help lead to more sales, a better customer experience and fewer returns - all of which are good for your business.
- Manage your media onsite
- Use the embedded tools, such as the video upload function upload videos and photo editing tools such as

the Background Removal Tool We want to help you make a better first impression and enable you to elevate your listings right on the website, listings with a clean white background have the potential to convert better and sell faster. You'll be able to add videos to your listings to provide more context and information about your item. Upload videos using the unified listing experience or the bulk upload tool, which helps simplify the upload process. Better uploading experience (such as drag and drop support) saves time, which is a precious resource Media management on-site means you don't have to purchase outside tools or rely on 3PP or APIs Actions Once you have some listings up and running, go to Seller Hub or My eBay for all the tools you need to manage your eBay listings. From the listing summary page you'll see a multitude of listing options such as condition, photos, and delivery. To edit any of them, simply select the pen symbol on the right hand side and make your changes. Eventually the business and quick listing tools will be completely replaced by the advanced listing tool experience.

GUIDE.RELATED_LINKS Related pages Image Background Removal			
	Photo	Tips 	https://pages.ebay.com/seller-center/listing-and-marketing/photo-tips.html Image Clean-Up
	Feature 		https://tech.ebayinc.com/product/ebays-image-clean-up-feature-brings-the-power-of-image-processing-algorithms-to-android/

GUIDE.TALKING_POINTS Why are you always changing things? I preferred the old listing tool. Previously we had two listing tools for sellers, our basic listing tool and our advanced listing tool. To simplify the experience we've unified the features of both tools into one advanced listing tool. You still have all

the options you had in the old tool, but more-you can now easily add videos and edit/improve your pictures.

- In addition to this, when you list on any device Mobile, Desktop or Tablet you will experience a consistent listing experience with standardized fields to complete.

How is this advanced listing tool easier?

- Whether you are listing from mobile, desktop or tablet, you will have the same listing tool experience, this makes it easier for you, if you use both app and website.
- The advanced listing tool is designed to make everything about listing items easier by focusing on the most important areas of the listing process, saving you time and energy.
- Our research has shown that sellers can upload their listing 10% faster with our new unified listing tool!

Can I still create multi-variation listings?

- Yes, if your listing is Buy It Now, you will have module variations accessible.
- If I have a previous listing I created previously to this change, will I need to edit multi-variations in my listing again?
- No, your variations will appear in the variations module.

Why do I now have to input photos first and then title?

- As you have to specify what you're selling before you land on the listing page, the title has already been chosen. However, rest assured you do have the option to update it if required.
- Why am I limited on the colors and fonts that I can use in my description?
- We take into consideration that most buyers like simple and consistent prescriptions.
- Bright colors can be difficult to read and underlined text could be confused as a hyperlink.
- We want to help sellers creating the perfect listing

Can I still use HTML templates with the new listing changes?

- Yes, custom templates for descriptions will be still available.
- If I use HTML in my previous listings, will buyers no longer see the information within my HTML block on the listing?
- You can still edit and add different HTML tags in the HTML mode.
- Although you can make adjustments to HTML, we suggest that you do not enable HTML or add it to your listings since HTML is not optimized for Search Engine Optimization (SEO) or mobile devices.

Focusing on your written descriptions without additional HTML added helps to ensure that your content is more friendly for search engines. Better ranking in search engines means more visibility and ultimately higher conversion rate.

 Will I be able to use the sell similar function?

Yes, this will be visible across this advanced listing tool experience. Instead of logging into the Seller Hub to access sell similar functionality will be available on all eBay listing formats.

 Is there any change to the time period drafts are saved before they are deleted automatically?

No.

 Is there a tutorial available to help me become familiar with these changes to how I list?

Since this change impacts the look and feel rather than a change in fields you use to list, there is no tutorial needed.

 Since categories and item specifics can be prefilled, do I have the option to overwrite these recommendations if they do not fit for my item?

Yes, you can modify directly within the tool as you list to add in your own custom values.

 How do I know when my listing has all of the necessary elements completed?

Modules that are incomplete are marked with a yellow line on the left-hand side.

In addition, a message with an exclamation mark explains what is missing.

 If I added item specifics previously to my listings before this change, do I need to update them again?

No, all of your previous item specifics will remain live and do not need to be changed. No data will be lost with this change.

 How many photos can I add to a listing?

24. The amount of photos you can add to a listing are the same as they were previous to this change.

 Can I save the touched up images I create to my computer?

Yes, right click then select save as to download through your browser.

 Am I still able to control which elements appear in the description preview?

Yes, you can select the preview the same way you have done previously as you list.

 Since I have been listing on eBay, I have become familiar with filling out certain fields on Bulk editor. With this change, are there fields which will be removed which I am used to filling out?

 All of the fields will remain the same with this listing change, even with bulk editing. How does the Background Removal tool help to improve my images on my listings? Background Removal uses computer vision technology to make your listing photos easier on the eyes and more effective in Google Shopping for both Android and iOS. The feature removes the background of your listing photo and replaces it with a white background, optimizing listings and improving the shopping experience for your buyers by making search look and feel more streamlined. If optimal details are added using the listing process for the advanced listing tool experience, will these products be added to the catalog? No, user aspects are in general not added to the catalog. However, the structured data team owning the catalog is reviewing this information and might adjust the catalog based on that information. Will business policies still work? Yes, same way as before The auto relist function is currently defaulted to the quick listing tool, will this option be defaulted to off in the advanced listing tool experience? If the seller is a B2C seller the feature wouldn't be available. If the seller is a C2C seller the listing is automatically relisted without additional fees. When will the tool be available for HIPO (Unsited) Sellers? We have switched cross site functionality, and it will be switched on once the advanced listing tool experience goes 100% live. HIPO sellers who are registered on the main sites but with different country addresses will be able to avail of the advanced listing tool experience. Some features are missing. Where are they? We have discontinued a few features: Visitor Counter, Photo Watermarks, and Listing Designer. What happened to the visitor counter? Research has shown that the visitor counter does not improve selling success. Instead of including the visitor counter, we have decided to focus on other features which improve sales for this new listing experience. What happened to the photo watermarks? Research has shown that photo watermarks do not significantly improve selling

success. Additionally, we have changed the image and text theft policy, which was one of the main reasons to include photo watermarks. What happened to the Listing Designer? We are not including the Listing Designer because research shows it has no impact on selling success. Instead, we are focusing on enhancing other features which are proven to create success. Sellers can modify the appearance of their listing with the advanced listing tool. How can a seller give feedback about the tool? Select the three dots at the top right, use Your feedback from within the listing tool Or send an email with your user ID to dl-ebay-listing-feedback@ebay.com Fixed price listings are all Good 'Til Cancelled (GTC) Why did eBay make all fixed price listings Good 'Til Cancelled? Was it to make more money from sellers? The vast majority of listings on eBay were already Good 'Til Cancelled. We made this change because we have seen that GTC listings offer more sales opportunities than any other fixed price duration. Over time, GTC listings keep and grow watchers, sales history, and SEO authority as they maintain the same item ID and URL for the life of the listing. That's important for search engines. When someone does a search and lands on a page for an ended listing it's easy to simply click the back button and buy from someone else. Is there a cost to use GTC? Good 'Til Cancelled listings count toward your monthly allotment of zero insertion fee listings both at the time of listing and upon each 30-day renewal. If there are 31 days in a month will I be charged twice if GTC listings renew every 30 days? No. Due to the fact that the number of days in a month changes, renewal dates move around. If listings launched on 31st March 2019, no double charges would be incurred before end of 2024. What if I forget to end my listings before I get charged another insertion fee? Any listings that are not ended before the 30-day renewal will either be counted toward your next month's free listing allotment or will incur the standard insertion fee based on your eBay Store subscription level. To see which of your GTC listings is about to renew, go to Seller Hub > Listings > Active.

On the table, click Time Left to either sort by listings which are ending soonest or which have the longest time remaining. How does the "out of stock" feature work? The out-of-stock option lets you keep the listing active even when all of the items are sold. This is ideal if you're expecting to restock that item soon and you want to keep all of the sales history on the listing. You can enable the out-of-stock option at My eBay > Account > Selling > Selling preferences. In Multi-quantity listings, select the toggle beside Listings stay active when you're out of stock. With the out-of-stock option enabled, the listing will remain live even when all of the items are sold, but buyers will not find it via search. You can then edit your listing with the updated quantity once you've restocked, and the listing will be accessible via search as before. If the listing has been out of stock for 180 consecutive days it will automatically be ended. Can I still end a listing and then relist it? Yes, you can. But it will mean that the sales history and the watchers are not carried forward. Therefore, we recommend never to end listings, but to edit them if you can think of ways to make them better. Can I still end a listing and then Sell Similar? Yes. Please note that any sales history or watchers will not be carried over to the new listing. If I make revisions to an active GTC listing, do I get charged again for an insertion fee? No, you're not charged for revisions to an active GTC listing. However, if the revision is to add a listing upgrade such as a Subtitle you will be charged for the listing upgrade and if you add a Promoted Listings Standard ad campaign to the listing, you'll be charged the advertising fee when the item sells. I sell one-off items which can take a long time to sell. I've heard that visibility of listings decreases the longer its been on eBay. What can I do? To give your listings the greatest chance of selling: Price the item competitively - this is the one of the biggest factors in getting the sale Use the Best Offer feature - this can be a great way to gauge how many people are interested in your item and what they're willing to pay. Even if they offer a low amount, it

gives you the opportunity to open up negotiations Offer free postage
Optimise the title to use relevant keywords Upload as many good quality
photos as you can Complete all the relevant item specifics If your
listing has watchers, use the new Send offer to buyers feature to send a private offer
If you have a Shop, use Seller Hub Promotions (Sale Event, Order Discount or Multi-Buy) to
show if price discounts are available To get your listing displayed in additional
places on eBay, run an ad campaign on Promoted Listings Standard. Ad campaigns unlock
locations on eBay which aren't available to unpromoted listings. You only pay when you
sell. eBay says that GTC get better visibility on external search engines why is
that and why does it matter? It can take a long time for external search engines to
find your listing, index it (record all the details in the page and assess it) and include it in search
results. If you keep ending then relisting your item or using Sell Similar, it creates a
new URL (website address) every time. Using the GTC format creates a
fixed URL for your listing so that when search engines send you potential buyers, the listing is still
active unless you've ended it. Using the out of stock feature means that you can keep the same URL
when you replenish stock of an out of stock item. I like to plan my vacation time
for when my listings have come to a natural ending (or I plan my listing durations for when I know I
am available to ship the item). How can I still do that? You can use the
out-of-stock feature and then set all your listings to 0 quantity while you are away.
They will appear as out-of-stock until you come back, and then you can update the quantity
to be available for sale again. In this case, your listing stays intact, keeps its
watchers, item ID and URL, and SEO benefits. If the item is out-of-stock for the
entire renewal period, any fees charged for that period will be refunded to you. You
can also choose to end any listings you want at any time and then relist them any time you
want. I believe Store control has been taken away from sellers.
You have full control over what items you list and when. You can start and end your listings

any time you want.</h2><h2>GUIDE.DETAILED_INFORMATION The advanced listing tool experience combines the advanced features of the business tool, with the user friendly interface of the quick listing tool. Below are some of the features. *At risk feature NOTE: When you have provided sufficient information in a listing section, you'll see a green checkmark above it. If you see a blue "i" symbol above a section, it means that section requires more information before you can list.</p><p>TitleAs well as your main title, you can choose to add a subtitle for a fee.Subtitles appear in eBay search results in list view, and can increase buyer interest by providing more descriptive info.You can also create a custom label to enter information you want to track, such as your own SKU number. TitleSubtitleCustom labelTo add the custom label please edit the title and enter the custom label. Item specificsAdd the required item specifics like Brand. You'll also see a list of item specifics we recommend you add, as buyers frequently search for these details. Item specificsTitle extractionCustom item specifics*Active product adoption on list page VariationsSave time and money by listing multiple variations of your item in one multi-quantity, fixed price listing. You will only see this option if your listing is set to fixed price format. ConditionProvide a condition for your item. Condition pickerCondition description Photos</p></div>

Add photos to your listing and easily edit them with our new photo editor. Select your uploaded picture to open the editor and use options like crop, rotate, remove background and adjust brightness/contrast. Photos Image cleanup

 Categories Pick the category that's most relevant for your item. You can also choose to list in a second category. Category picker Second category Store category Description Enter a general product description, including all the details the manufacturer would provide. Seller provided description Product description Additional description (restricted revise) Pricing For fixed price listings, set your Price, whether you want to allow best Offers, set your Quantity, and a Scheduled start time. For auction listings set your Price, an Auction duration, whether you want to allow best Offers, and optional Reserve price a Scheduled start time and whether you want to add a Buy It Now option. Auction BIN Price Best Offer (auto accept/decline) Quantity Sell as lot Scheduled start time DE only: eBay plus Private Listing This option cannot be added if the listing has any pending bids, any pending best offers, previous sales (for multiple-quantity, fixed-price listing), or if the listing will end within 12 hours To activate a private listing, go to the pricing section and toggle on the Private listing option For more information on Private Listing, see the Detailed Information in GUIDE1059 Creating a listing using the SYI form Delivery You can go with our recommended delivery options (if available) or select your own. You'll have options such as Ship in the U.S., Ship international and/or Local pickup. You can also set your Shipping policy and add any Excluded locations that you don't want to ship to. Shipping service picker Calculated / flat / free shipping Weight and dimensions Shipping cost Surcharge for Hawaii etc. Exclude locations Rate tables selection Handling time International Shipping Domestic / international returns Preferences Choose a payment method, item location and a returns policy. Sell it faster Improve your chances of selling with promoted listings and volume pricing. Listing must be set to fixed price to see this option. VP V1 PL with campaign selection Preview Select preview at the bottom of the page to see what your listing will look like to buyers. Other MSKU Fitments Business policies (selection, add, edit) *Sticky preferences Irregular package Opt-out feedback form Preview Background Removal tool Utilize the Background Removal tool to modify your images as you list. Upload a photo, click edit, click remove background icon, frame the

item, then hit the continue button to complete.

- Touch up tools are available as well which provide you with the capability to remove and or add back parts of the image in case you overcrop or over modify your image.
- Each time you use a photo editing tool, ensure you click save to save your work.

Eraser Icon helps you clean up your photos

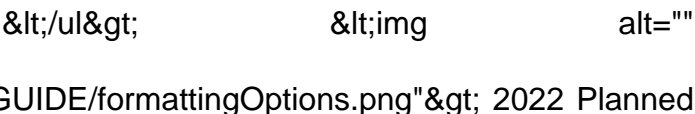
- The eraser icon allows you to erase the background or parts of your image in case you want to touch up your images.
- Use the red eraser to clean up spots in your background image.
- Click the icon before each use.

Paintbrush helps you restore your photos

- Paintbrush allows you to refine your photo using the brush icon.
- Use the green brush to restore portions of your product image which you have removed.

Formatting Options

- When you edit your listings, you can highlight parts with the bold feature or create a bullet list. Sellers experienced with HTML can modify the HTML code directly with the Show HTML View checkbox.



2022 Planned features

- Internal Information
- Title optimizer provides you guidance on creating your titles based on eBay analytics (to be launched in Q4 2021).
- Competitive insights module provides you with pricing guidance with recommendations on how to price your items.

eBay Motors experience for Helix Vehicles

- Has high volume sellers (sold over 6 vehicles in one calendar year) and low volume sellers
- Currently, high volume vehicles sellers can opt in to Helix while low volume sellers are routed back to the BOLT packages experience

Listing a vehicle in the new listing experience is similar to listing most items on eBay

- The key first step is to make sure you've selected the correct category eBay Motors > Cars & Trucks (or other vehicles)
- Similar to filling in item specifics you'll need to provide a VIN and select make, model, year, mileage, title status (clean/salvage/etc)
- The

other key difference is the option for sellers to request a deposit Sellers can request up to \$500 for immediate payments and up to \$2000 for non-immediate payments Sellers creating auction listings can only require immediate payment on deposits if they have allowed Buy It Now (ABIN) for their listing If the auction buyer wins the listing via bids (not BIN), there is no immediate payment and the amount could be as high as \$2000 Note that US vehicle sellers can opt for either deposits OR receive payments via escrow Sellers may want to receive deposits AND allow buyer payments by escrow, but we cant support that currently Popular options such as scheduling vehicle listings to start at a certain time can be found under the Edit all options of the Pricing module and selecting Scheduled start time This process is the same for any other popular option that may be selected As always, the total fees for the listing will be clearly displayed prior to submitting the listing as seen in the final screenshot below. Screenshots of the eBay Motors experience for Helix The fees will be clearly indicated, as seen in the above screenshot <h2><h2>GUIDE.INSTRUCTIONS<h2>STEPS_TO_RESOLVE<h2>My item descriptions are missing, I am revising listings but the description is not showing on my listings. I have tried with different browsers but cannot get it to work. We are aware that a browser plugin called LanguageTool causes descriptions to be blank.

You can tell the LanguageTool plugin is enabled by an lt- prefix in the HTML of the description. To resolve this you'll want to revise your listing as follows:

- Scroll to the description section
- Click on Show all options
- Check the tickbox by Show HTML code to see the HTML behind the description
- Search for (and remove) anything with an lt prefix

How do I access the Background Removal tool? - Click on a photo thumbnail
- Find the right most icon to use remove background

How do I use the Background Removal tool? - You can easily use this tool by going into the Sell flow from your mobile device.
- After you take or upload photos within an eBay listing on your Android or iOS device, you can leverage the Background Removal tool to make a first pass at adding the white background for any of your photos.
- You can also touch up any missing areas or use the photo as is.
- This tool is available on mobile for everyone.

I can't find the auto relist option, is this available in the new tool? - Yes, the option is located in the pricing section under edit all options.


How can I relist my items in bulk? - In the seller hub open Listings
- Open unsold and select the items you want to relist. Click on relist and follow the instructions.

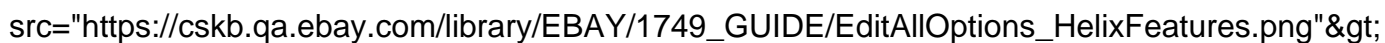
How can I change an existing fixed price item into an auction item using the "Sell similar item" function? - When you selcet sell similar item you will see the listing overview.
- In the pricing section select change and change the buy-it-now option to auction

When re-listing an item how can I change from auction to buy-it-now option? - When you selcet relist item you will see the listing overview.
- In the pricing section select change and change auction to buy it now

I can't find some features that were in the old listing tool like Auction, adding a VAT number, Custom Labels SKU etc. Why have you removed these? - The advanced listing tool is a combination of our quick listing tool and advanced listing tool
- If the feature you are

looking for is not showing, simply click Edit all options in the relevant section to see all available

options to you. 

src="https://cskb.qa.ebay.com/library/EBAY/1749_GUIDE/EditAllOptions_HelixFeatures.png">

Why am I not able to put a BIN price, I only have the auction option?

Select Edit all options in the pricing section and disable the Auction toggle

How do I list my item as an Auction?

Select Edit all options in the pricing section and turn on Auction

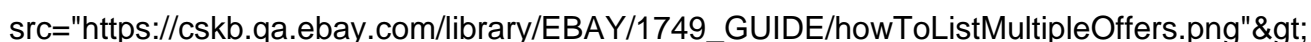
If you don't want a BIN price, you can disable it.

Internal information

The BIN price needs to be 30% higher than BIN, we are aware that this may not be clear to sellers, unless they input an amount lower than

30%, sellers will then get an error.

How to list multiple offers? 

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How do I add a variation- I can't find the option?

After disabling auctions, the Variations section will display above the conditions section

To disable auctions, select Edit all options in the pricing section and disable the Auction

toggle

There is no cancel option. How do I cancel a revision/draft if I change my

mind?

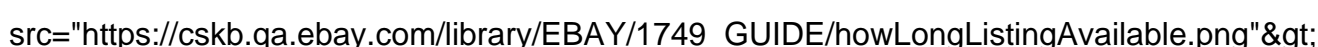
Canceling a draft:

Go into the drafts overview page and delete the draft from there (same as before)

Cancelling a revision:

No need to cancel something.

If you don't click on revise, the information is not used for the update.

You are free to navigate to a different page. src="https://cskb.qa.ebay.com/library/EBAY/1749_GUIDE/howLongListingAvailable.png">

How long is my listing available? Where Can I find the auction duration?

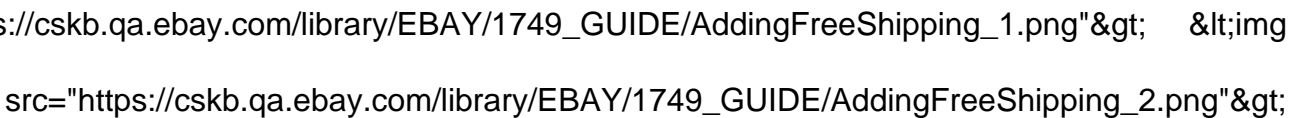
Select auction in the pricing section and click on more options.

Choose the auction duration in the drop down menu.

How do I add free shipping to my listing?

First you need to

select a domestic shipping service. After that, click on Shipping cost and select the Free for buyer, you pay option. Once you select this option, the buyer will see you offer free shipping and will not be charged.



As an alternative, shipping cost can be also reached directly on the summary screen:



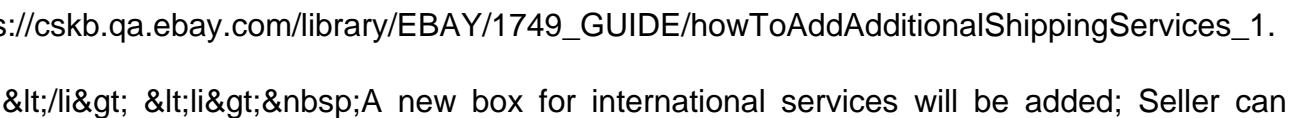
How can I go back from the preview?

By selecting the preview a new window will open

Click on the x option on the top right corner

How to add additional shipping Services:

Click on Ships Worldwide to select destinations; Once destinations are selected and the cost is entered, click on the 3 dots and select similar service, please see below

A new box for international services will be added; Seller can select different destinations and costs as per below:

