

Improving search placement (Best Match, Google Search)

[GUIDE.DETAILED_INFORMATION](#) name="detailedinfo">

Additional factors affecting Best Match

In addition to the basic factors affecting Best Match, the following factors also shape your placement in search.

Impressions, clicks and sales

Best Match is an intelligent search result, meaning that it constantly learns. The program monitors buyer behavior to learn what is relevant to their searches. One of the key ways Best Match determines how relevant a listing

is to a buyers search is by tracking how often an item comes up in search and monitoring what happens when it does. When an item appears in the results, it earns what is referred to as an

impression. If the buyer goes into your listing, it earns a click. Best Match keeps track of the number of impressions and compares it to the number of clicks. Best Match places items that earn

proportionally more impressions than clicks lower than items with many clicks. If youre listing more than one quantity available, then the system keeps track of the ratio of impressions to sales as

well. Listings with a good impressions-to-sales ratio do well in search. Auctions vs. fixed price

Because the information thats important to a buyer varies depending on listing type, Best Match treats auctions and fixed price listings differently. For example, the amount of time

left in an auction is very important; buyers are more interested in an item ending in 5 minutes than an item ending in 7 days. For fixed price listings though, time ending isnt as important because the

item can be bought at any time. Knowing which format best suits what you are selling is very important: Use the auction-style format when:

- You're unsure of the value of your item and want it to sell right away.
- You have unique and hard-to-find items that could attract demand and start a bidding war.
- You're currently using auction-style listings and your items sell the first time you list them.

Use the fixed price format when:

- You have multiple items that you can group into one multi-quantity or multi-variation listing.
- You know the value of your item or know the exact price you

need to get for it. You have a lot of inventory and want to minimize your insertion fees. You want your items to be available to buyers for more than 7 days. <h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE Search Workflow</h2></h2><h2>GUIDE.TIPS_FOR_MEMBERS</h2>Marketplace research - using eBay searches to help improve your search placementIncreasing sales - conversational checklist<table border="0" cellpadding="0" cellspacing="0"><tbody><tr><td align="left" valign="top"><table border="0" cellpadding="0" cellspacing="0"><tbody><tr><td align="left" colspan="2" valign="top"><table border="0" cellpadding="0" cellspacing="0"><tbody><tr><td align="left" valign="top"><h3> </h3><h3>Marketplace research - using eBay searches to help improve your search placement</h3>Best Match is all about doing things better than your competition. Everything is a comparison, so knowing what your competition is doing is very important. eBay provides some searches that can help you see what other sellers are doing now and what they have done to help you improve the way you list items. This can be very helpful if you are seeing a drop in sales or if you have noticed that your items aren't appearing as you would like them to in the search results. A poor placement in search results may be because your competitors have started listing items in a way that buyers prefer. Here is a way to see what's going on. <h4>See where things stand right now</h4> Search for one of your items as a buyer would. Use all the same search refinements (the options on the left-hand side of the search results page) you would if you were shopping. Once

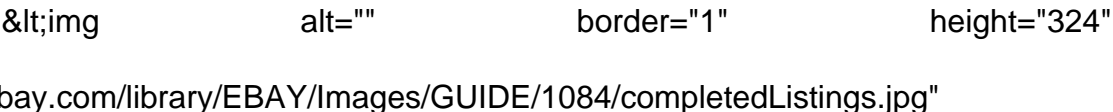
you have a good set of items to compare, pay attention to the following:

- Where is your item placed in the search results?
- Which items are ahead of you? Which items are behind you?
- What is the difference between your listing and the other listings?
- Keywords in the Title
- Pictures (Quality and Quantity)
- Price
- Shipping (Cost and Expedited Services)
- Handling Time
- Return Policy
- Top-Rated Seller

If you sell more than one type of item, repeat this process for multiple items. Look for trends. Keep in mind that sometimes the reasons other items show ahead of yours will not be immediately obvious. For example, you may see listings above yours that have a different format (Auction instead of Fixed Price or vice versa). The different formats are rated differently, so don't worry about beating Auctions with your Fixed Price listings. Some of the listings showing above yours may be newly listed items which get a temporary boost when they are first listed. If your item is better priced, has better pictures, etc. you will likely move ahead of the other items once their temporary boost is over. Lastly, some factors like listings impressions and clicks aren't easily visible to you. Don't worry about these things, focus on the things that you can see and control.

What has worked for other sellers and what hasn't?

Seeing what has already sold can help you figure out why customers are buying items from other sellers. Seeing what hasn't sold can help you determine if sales are slow for everyone. You can see this information by doing a completed items search. To see completed items, search for the item you want to research just as a buyer would. Use all the appropriate search refinements. Once the list of current items available displays, add the refinement for completed items. The option is on the left under the "Show Only" section.

The image is a screenshot of a guide titled "Completed Listings" from the eBay library. It shows a list of search results with columns for item details, price, and status. The guide explains how to interpret the results, noting that sold items are marked with a green price and unsold items with a red price. It also mentions that the results show items that ended recently.

The results will show all the listings that ended recently. Items that sold will have their prices in green. Items that did not sell will have their prices in red. Compare the items that sold with the items that didn't. Consider what the sold and unsold items have in common with your

listings. Use the information from the successful listings to decide what adjustments you could make to improve your own listings. To identify trends and ensure that you're aware of changes, aim to carry out these searches on a regular basis. If you're in a highly competitive market, you may even need to do them every day. We can't guarantee that you'll find out why your listings or sales are not as high as you would like. We do think, however, that being aware of your competition and the market is always a good thing to do.

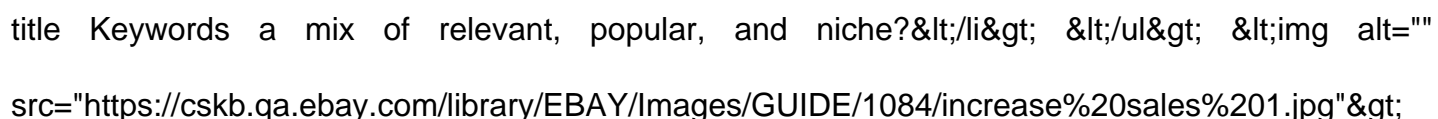
Increasing sales

Use the following checklist to guide the conversation with the seller. We used a clothes seller as an example: A.I.D.A.

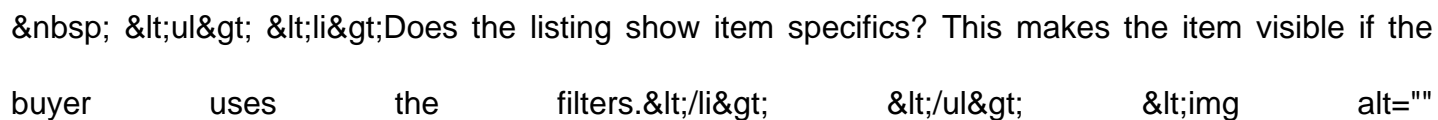
How can you encourage buyers to purchase your item?

- Attention: through Title or Keywords.
- Interest: through pictures and design.
- Desire: describing key selling features in description.
- Action: Make the buyer act, clear returns policy, multiple postage options, etc.

Are the title Keywords a mix of relevant, popular, and niche?



Does the listing show item specifics? This makes the item visible if the buyer uses the filters.



Are there Universal Account Number or unique product identifiers for the item? Can you use eBay's catalogue for item spec?

Is it on Good Til Cancelled? This is important as this can build a sales history and give it higher ranking in best match.

Do they sell internationally and appeal to a wider market either by posting abroad to appear as an international listing or by listing directly on international sites to target specific markets?

Interest

Moving on to the description, is there enough information in it to make buyers want it?

Is the font clear, easy to read, is all the information within 1 and a half scrolls down? (This is generally how far buyers will

go) Does it show size charts with international comparisons? Are there "how to" instructions? Do they have a shop? How many listings are active per month? Optimize their shop subscription. Is their shop well designed and show their personal brand? Color scheme, Logo and Fonts. Desire Are they promoting the items in their shops by creating a sale? Use mark down manager. Even high street stores use sales to keep business up during off-peak. Are there additional pictures in the description besides using the 24 free in the main gallery? Is it meeting the premium service criteria? 1-day dispatch, 14-day returns, free shipping and handling, and express service. Is there any reason why not? Not all items need to meet the criteria but those that do receive a boost in search, top-rated seller badge and 15 % of final value fee of the sold item. Does the listing look professional, i.e., are they using a standard look across all items? Consider using a template. Are their items off-peak or seasonal? What is their most popular item? Do they keep listing any items that don't sell? Action Are there different postage options to suit different buyer needs? Are there clear returns policies? Is there a link to other items the seller offers? Are they using a listing frame to show their shop categories in description? Do they encourage repeat business by retaining customers? Encourage subscription to shop using promotion boxes and save / follow seller in all communications Send email templates to those subscribed to promote new items or items on sale Are they maximizing each

buyer's sale? Use promotions manager to create money or discounts to encourage bulk buying or items bought in combination (e.g., buy eyeliner and get 20% off mascara) Do they use social media? Are they promoting themselves using Facebook to share their items or Pinterest to create collections. <h3> </h3> <h2>GUIDE.SUMMARY Who Refer to this article when any seller wants to know more about Best Match or where they rank in Best Match. Internal Information Sharing specific details of search algorithms - including Best Match - is a violation of eBay's information security policy. We can discuss listing best practices, and the overarching goals of Best Match, but we cannot tell sellers how to get to the top of search. Best Match details change regularly - sellers should not be wasting time trying to game search because the algorithm is always changing. Listing best practices remain constant and that's where sellers should focus their time. What This article provides guidance for questions about Best Match ranking on eBay. Best Match is eBay's default sort order for search results. Sort order controls the order that items appear on the search results page. Sellers can succeed in Best Match by following listing best practices and eBay policies. Best Match is a machine learned algorithm that uses hundreds of signals to give buyers the most relevant results that provide the best value from sellers that will provide a great experience.
 The goal of Best Match is to highlight relevance, value and trust for our buyers. Relevance: Buyers want to see what they asked for and eBay needs to know exactly what an item is to show it to the right buyers. This is where an accurate and complete listing is important. Value: Buyers buy the best-value items. Value to a buyer is not always the cheapest price, but a combination of price, quality of product, and quality of service (great returns policy, fast, free shipping, a trustworthy seller, and the like.) Trust: buyers need to be confident that they will get what they pay for and have a great experience when they buy. eBay needs to be confident that sellers are complying with listing policies, so we have a healthy and safe marketplace.
 Best Match uses data about the listing, the seller, the

product for sale, and past site behavior as signals for ranking.

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Best practices for Best Match

List in the right format	<ul style="list-style-type: none"> Use the auction-style format when: <ul style="list-style-type: none"> You're unsure of the value of your item and want it to sell right away. You have unique and hard-to-find items that could attract demand and start a bidding war. You're currently using auction-style listings and your items sell the first time you list them. Use the fixed price format when: <ul style="list-style-type: none"> You have multiple items that you can group into one multi-quantity or multi-variation listing. You know the value of your item or know the exact price you need to get for it. You have a lot of inventory and want to minimize your insertion fees. You want your items to be available to buyers for more than 7 days.
List in the right category for your item	<ul style="list-style-type: none"> This is critical for getting the right visibility. <p>Notes:</p> <ul style="list-style-type: none"> There is usually only one relevant category for an item - only list in two categories when both are equally relevant to the item. The "Other" categories are rarely the right category. Make sure there is no relevant category for your item before choosing "Other".
Write professional title	<p>Do:</p> <ul style="list-style-type: none"> Use up to 80 characters to describe your item. Make your title clear, concise and professional. State exactly what your item is, even if your title repeats the category name. Include important details that matter for your category (Such as Brand, size, color for fashion). Use sentence or title case. Use correct spelling. <p>Don't:</p> <ul style="list-style-type: none"> Use all capital letters or camel case (CaMeL cAsE). Use special characters like hearts, emojis or asterisks. Include multiple synonyms (like purse, handbag, and bag). Use words that don't describe your item

[illegible]

<td> Price competitively, including shipping. Watch your closest competitors on and off eBay to see what they're charging for similar items Consider shipping costs as part of the equation as you price your items. </td> </tr> <tr> <td>Offer great customer service</td> <td> Offer the highest levels of service possible to your buyers. Reduce your low detailed seller ratings and the number of buyer claims against you. Achieve Top Rated status. </td> </tr> <tr> <td>Comply with eBay policies</td> <td>eBay takes search and browse manipulation seriously. Be aware of eBay's policies: Search and browse manipulation
 https://www.ebay.com/help/policies/listing-policies/search-browse-manipulation-policy?id=4243

Site interference
 https://www.ebay.com/help/policies/member-behavior-policies/site-interference-policy?id=4371

Duplicate listings
 https://www.ebay.com/help/policies/listing-policies/duplicate-listings-policy?id=4255

Shill bidding
 https://www.ebay.com/help/policies/selling-policies/selling-practices-policy/shill-bidding-policy?id=4353

Picture
 https://www.ebay.com/help/policies/listing-policies/picture-policy?id=4370

</td></tr></table>

href="https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=4346"

target="_blank">https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=43

46 The eBay search team may demote listings from a seller when they

detect that they have a large number of duplicates on the site. This is separate from actions that policy team may take, but sellers should follow the same steps mentioned in the duplicate listings

policy to resolve duplicates.

 Notes:

 eBay terms and

conditions do not allow sellers who take advantage of differing prices for the same item (or "arbitrage"). We include the following important policy callout related to address this:

<blockquote> Items you list must be in your inventory or you must have an existing agreement with a third party to fulfill the delivery of the item under the terms of your listing. </blockquote>

To navigate to this callout: Start at Selling practices policy
 <a

href="https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=4346"

target="_blank">https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=43

46 Select Read our full policy. Scroll and select Terms

and conditions. </td> </tr> </tr> </td> Use parts compatibility (or

"fitment") for vehicle parts listings</td> </td> When you create a parts

and accessories listing, we add Parts Compatibility (also known as "fitment"). This

allows you to add all the years, makes, models, trims, and engines that your part fits (up to 3,000 combinations, depending on the category), which makes it easy for buyers to find the right parts for

their vehicle. </td> </tr> </tbody> </table> Google Shopping

(Product Identifiers) Google Shopping requires the inclusion of unique identifiers for all products in

key categories. The best way to ensure your listing contains the information required by Google

Shopping is to always list your item with the eBay catalog whenever there's a product match. All

Global Trade Item Numbers (GTIN), including Universal Product Codes (UPC), European Article

Numbers (EAN), and International Standard Book Numbers (ISBN) are unique identifiers.

Alternatively, the combination of Manufacture Part Number (MPN) and brand can be used to identify a product. Why We have Best Match to help buyers find the items they're looking for faster. eBay often has millions of results for a buyer search. Best Match sorting moves the items that are most relevant, valuable, and trustworthy to the customer query higher in search results. We have learned that Best Match is better than time- or price-based sorting through extensive and ongoing AB testing. Note: An AB test is a test that compares user behavior between 2 experiences. We don't discuss the algorithm in detail because it is considered proprietary and confidential. We are happy to share the best practices that lead to success in Best Match, and broadly the types of data we use, but we cannot share specific details of the algorithm or specific features. Included in this article

- This

[summary](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#Summary) - Includes

[Best practices for Best Match](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#Best_practices) (previously in tips for members)

[Related links](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#RelatedLinks)

[Talking points](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#TalkingPoints) - Includes eBay Best Match and Google Search (some formerly included in tips for members)

[Detailed information](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#DetailedInformation)

[One offs](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#Oneoffs)

[Tips for members](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#TipsforMembers) - Includes marketplace

research and a conversational checklist about increasing sales

GUIDE.RELATED_LINKS

Related help pages

- About Best Match
- Writing a good title and description
- Selecting a category
- Providing item specifics
- Listing your item with product details from our catalog
- Selling internationally

Related solutions

- Can I use the International Site Visibility listing upgrade for any item? What are the requirements to qualify to use the listing upgrade?
- Official eBay Blog Post(s)
- Get Found! Six Tips for Mastering eBay Best Match

GUIDE.TALKING_POINTS

This section includes talking points for

- eBay Best Match

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1084&ViewLocale=en_US#Google_search">Google Search Best Match Does eBay decide which items will display at the top of the search results? Best Match is a machine learned algorithm (a computer program) that decides how items will rank in Best Match sort. What factors does Best Match consider? Which is the most important part of Best Match? Teammate instruction Following are other, related concerns sellers may express. You can address these concerns, as well as others that are similar, to this talking point:

- I don't like where your listings rank in Best Match
- My listings no longer rank as well as they used to
- My listings are far down in the search results
- Why is another seller coming up above me in search results?

Talking point

- Best Match considers hundreds of factors when ranking items. The specific details are confidential. No single feature guarantees top placement.
- The goal of Best Match is to highlight relevance, value and trust for our buyers.
- Relevance: buyers want to see what they asked for and eBay needs to know exactly what an item is to show it to the right buyers. This is where an accurate and complete listing is important.
- Value: Buyers buy the best-value items. Value to a buyer is not always the cheapest price, but a combination of price, quality of product, and quality of service (great returns policy, fast, free shipping, a trustworthy seller, and the like.)
- Trust: buyers need to be confident that they will get what they pay for and have a great experience when they buy. eBay needs to be confident that sellers are complying with listing policies, so we have a healthy and safe marketplace.

 Best Match uses data about the listing, the seller, the product for sale, and past site behavior as signals for ranking Sellers succeed by following listing best practices and eBay policy Make sure your listing is accurate and complete, so eBay can rank it properly Make sure you are following all listing best practices and your listings comply with eBay policy Offer great customer service Ultimately, Best Match is a competition. To

win, you must follow the listing guidance, but also do a better job than all your competitors.

Why another seller's item may be doing better in search than yours, even when your item is priced better and you have more Feedback.

A new competitor may be offering better service, prices, or be creating better listings.

Your item may no longer be as popular as it once was (Ed Hardy, fidget spinners, pet rocks).

Review the listing best practices and see where you can improve your listings to make them more attractive to buyers.

Review eBay search manipulation policies and make sure you comply (title spam, duplicates, mis-categorizations, and the like.).

There are hundreds of features in Best Match. No single feature can guarantee top placement.

Best Match for sellers with Stores

We created the ability for buyers to now choose Best Match as a sorting option while shopping in a seller's Store.

Sellers can make Best Match the default sort option through their Store Management page.

Making Best Match the default sorting option when buyers visit your store

You can change the default search sorting from the Store Management page. To switch your default search sorting:

- Sign in to My eBay and select Manage My Store.
- Under Store Design, select Display Settings.
- Under Theme and Display, select change on Item display, which will allow you to change your sort order.

What about Google Shopping Ads?

What about Google Shopping Ads.

Always follow eBay listing best practices and policy.

Google Search (or "Google Web Search")How do I maximize listing exposure in Google Search?

Follow all eBay listing best practices and policies.

Include unique product identifiers like UPCs, brands, and MPNs in your listings. This can be done by either listing your item with the eBay catalog, or entering the code into the field marked "UPC" while in the Sell Your Item form or File Exchange.

You'll also want to revise any existing listing in these categories and add a unique identifier by listing it with a Matching item in the eBay catalog

or entering it into the field marked "UPC." You can also add the codes using the Add Item, Revise Item, or Relist Item APIs.

If you list in eBay Motors Parts & Accessories, make sure to list with [parts compatibility](https://pages.ebay.com/motors/compatibility/index.html). List using clear, quality pictures. Follow these [photo tips](https://pages.ebay.com/seller-center/listing-and-marketing/photo-tips.html) for eBay- and be aware of [Google shopping ads policies](https://support.google.com/merchants/answer/6149970?hl=en&visit_id=0-636184774983420492-1334525510&rd=1#US).

Include keywords in your eBay Store description. Use all 300 characters available to describe your Store and be sure the description accurately represents the products you sell. To improve your eBay Stores page rankings in search engines, you can customize search engine keywords in [Manage My Store](https://www.ebay.com/myb/Summary?MyEbayBeta&CurrentPage=MyeBaySummary).

What is a Unique Product Identifier? The phrase 'unique product identifier' is used to describe information that uniquely identifies a product.

All items in areas with retail presence Home & Garden, Toys & Hobbies, Sporting Goods, Business & Industrial, Baby & Electronics, and the like) needs 2 out of the following 3 identifiers:

- MPN (Manufacturer Part Number)
- Brand
- GTIN (EAN, UPC, and the like.)

Exceptions:

- Media (DVD, CD, Video games) only require GTIN
- Books only require ISBN
- Collectibles and other one-of-a-kind-items don't require unique product identifiers. This typically includes vintage and memorabilia categories as well.

eBay used a mapping of leaf categories to determine where unique identifiers are needed. What is a MPN (Manufacturer Part Number)? A MPN is any alphanumeric or numeric string which - in combination with the brand - uniquely identifies a product. An MPN is typically defined by the manufacturer or in rare cases defined by the seller. If the manufacturer has

not provided a brand or MPN, then sellers can use their own inventory number as the MPN as their own seller name as the brand. What is a GTIN (Global Trade Item Number)?

- GTINs are the barcodes we usually find on products bought in retail stores. Every time from groceries to electronics which are sold in retail locations typically includes this barcode. Products only sold online or in small stores don't necessarily carry this form of identifier.
- GTINs provided by a company called GS1 are unique. In different markets different forms of GTIN are common. In Europe
- EANs (13 digits) are used while North America uses a 12-digit UPC. ISBNs are used globally for print products and are basically an EAN with a specific prefix.
- A manufacturer buys (or rents) a block of GTINs defined by a multi-digit-prefix and uses the remaining digits to create GTINs for his inventory.

What should a seller do if a GTIN isn't available? There are different reasons why GTINs might not be available:

- The item is used or new without box and the correct GTIN cannot be found.
- If the seller is convinced that the item is available in retail stores, the seller could try to find the correct GTIN by looking for product online e.g. in Google Shopping.
- The item is not available in retail stores for different reasons (the seller manufactures the item themselves or purchases other kinds of unbranded goods).

In this case a GTIN should not be used as a unique identifier. Of course, there is a solution of purchasing GTINs from the company GS1 - however this is not recommended as GTINs don't have any advantage over using MPNs. I listed my item with the eBay catalog, why isn't it showing up in Google Shopping results? eBay makes all our eligible listing information available to Google. Google, not eBay, ultimately controls which items are surfaced in Google searches and in what order they appear.