

Optimizing your listings for Best Match

When buyers search on eBay, the default order of results is called Best Match.

To improve your Best Match ranking, make sure your listings are complete and accurate, and offer competitive prices, reasonable shipping, and great customer service.

Best Match is designed to show the most relevant listings, taking into account the things our users find most important when they're deciding what to buy.

Our Best Match algorithm—the formula eBay uses to sort listings—considers a number of different factors. These include:

- How closely the listing matches the buyer's search terms
- How popular the item is
- The price of the item
- The quality of your listing (description, photos, and so on)
- How complete the listing is
- The listing terms of service, such as your return policy and handling time
- Your track record as a seller

How to optimize for Best Match

There's no secret to improving your position in the Best Match sort order. Sellers who follow best listing and selling practices will see their items appear higher in the search results. Start by offering competitive prices, reasonable shipping, and great customer service. Here are some more recommendations for improving your Best Match ranking:

Create complete and accurate listings

The more we know about your item, the better we can match it to buyer searches.

- Write a clear and concise title with correct spelling and no more than 80 characters
- Add an accurate description, using product details from the eBay catalog wherever you can
- Use high-quality photos, taken from every angle, and show any flaws or scratches. You can include up to 24 pictures for

accurately >Keep track of your inventory to avoid having to cancel sales>For help maintaining a positive selling history, >read our guides on providing buyers with the best service possible.

Managing bulk listings and out of stock inventory>

Tracking items you've sold>

Delivery date options for sellers>

Reporting an issue with a buyer>

</h2>>eBay Best Match,Best Match eBay,drop in sales,improve listing,item didn't sell,optimize listing</h2>>