

Listing policies

To make sure buyers have a great experience when they buy from you, we've put in place some rules and guidelines for listing items on eBay.

undefined

Find out everything you need to know about what's allowed in listings, as well as information on how to have an easier and more successful selling experience, in our detailed policy guidelines below.

Frequently Asked Questions

I'm not sure whether the item I'm selling is allowed on eBay. Where can I learn more?

There are some items that, due to legal restrictions or eBay rules, we don't allow or that can only be listed under certain conditions. If you're not sure whether your item is allowed, our [Prohibited and restricted items policy](https://www.ebay.com/help/policies/prohibited-restricted-items/prohibited-restricted-items?id=4207) has more details on what you can and

can't sell.

Why was my listing removed?

To keep eBay a safe place, sometimes we remove listings that violate our policies. If we [remove your listing](https://www.ebay.com/help/selling/listings/listing-tips/finding-listing?id=4162), we'll send you an email to your Messages and to your registered email address explaining why.

I can't find my listings on the site. What's happened?

If you can't find your listings they may have been removed if they violated one of our policies. However, if you haven't received an email from us about removing your listings, it's possible they're just not ranking high up in search results.

To help improve your search ranking, be as descriptive as possible when you create your listings. Write a clear title and description, list your item in the right category, and fill out all item specifics suggested for your item.

Find out more in our article on how to [optimize your listings for Best Match](https://www.ebay.com/help/selling/listings/listing-tips/optimising-listings-best-match?id=4166).

Tip Visit </sellerhelp/policy>

[target="_blank">Seller Help](#) - opens in new window or tab to find details of any policy issues with your account or listings, and get the information you need to quickly resolve them.Images and text policyTo make sure you're giving potential buyers an accurate representation of your items, and that you're not infringing on anyone else's content rights, you should write your own descriptions and use your own images, or use any that eBay offers to you from the eBay catalog.<a

<https://www.ebay.com/help/policies/listing-policies/links-policy?id=4248>>Links policyFind out why we don't allow listings to contain links that direct customers to a site other than eBay.

<https://www.ebay.com/help/policies/listing-policies/thirdparty-endorsements-policy?id=4249>>Third-party endorsements policyUnderstand why we don't allow the use of third-party statements or logos that vouch for a seller's reputation or trustworthiness in eBay listings.

<https://www.ebay.com/help/policies/listing-policies/duplicate-listings-policy?id=4255>>Duplicate listings policyOnly one fixed price listing of an identical item can be listed at the same time, from the same seller. This is to ensure buyers see a wide variety of options from multiple sellers.

<https://www.ebay.com/help/policies/listing-policies/presale-listings-policy?id=4252>>Pre-sale listings policyTo ensure buyers aren't disappointed, our pre-sale listings policy for items like cell phones and video games outlines the requirements for this type of transaction.Activity on eBay is required to follow this policy, the eBay

<https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259>>User Agreement and all applicable laws, as well as respect the rights of third parties. If it doesn't, eBay may take action consistent with applicable laws and the eBay

<https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259>>User Agreement, and may even be legally required to do so. Such actions may include, as an example only: Removing the listing or other content, issuing a warning, restricting activity or account suspension.</h2>

</h2>Listing policy</h2>