

## LP - Links policy - List Practices

**GUIDE.TALKING\_POINTS** What links can I have in my listing?

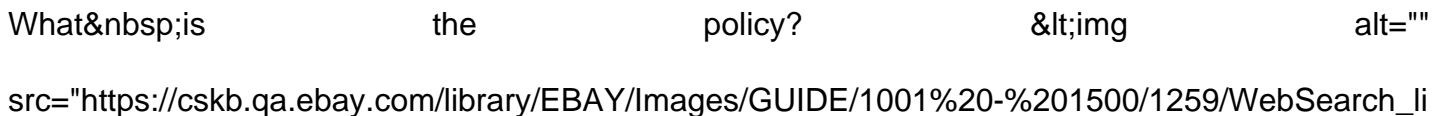
- You can include links in your description for the following:
- Other eBay pages (eBay Messages, other eBay items, Stores pages, Follow Seller or Add to my Favorite Sellers)
- Product videos
- Freight shipping services approved by eBay
- Legally required information
- Credit for third-party providers

Can I relist? Yes, as long as you follow this policy, you can relist your item. Why are some links not allowed?

- We don't allow links that take members off eBay
- eBay invests in connecting interested buyers with great sellers and we want to partner in all transactions with them

**GUIDE.SUMMARY**

What is the policy?



[https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1001%20-%201500/1259/WebSearch\\_Link\\_Building.jpg](https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1001%20-%201500/1259/WebSearch_Link_Building.jpg)

Links in a description are only allowed for the following:

- Other eBay pages (eBay Messages, other eBay items, Stores pages, Follow Seller or Add to my Favorite Sellers)
- Product videos
- Freight shipping services approved by eBay
- Legally required information
- Credit for third-party providers

We don't allow store names to be a web address or include (for example) .com, .net, .org or .edu

Videos can't violate any eBay policy, such as adult content or offers to buy or sell outside of eBay, and must be specific to the listing, such as a product review, demonstration or installation video

Videos must be imbedded within item descriptions and are only allowed from

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1259&ViewLocale=en\\_US#videoexceptions](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1259&ViewLocale=en_US#videoexceptions) these sites

Links to freight shipping services are only allowed from

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1259&ViewLocale=en\\_US#freightexceptions](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1259&ViewLocale=en_US#freightexceptions) these companies

Credits for third-party

providers are not allowed to link off-eBay or contain external web addresses or contact information, and must follow these guidelines:

- They may contain up to 10 words of text (HTML font size 3) and a logo no larger than 88 x 33 pixels
- The credit or acknowledgement can't contain promotional material and should only identify the specific service provided for the listing
- They can't flash, move, or be animated

Why does eBay have this policy? Limiting the use of links that direct customers away from our site helps protect everyone on eBay from malicious sites and spam. eBay has invested a great amount to attract interested buyers and connect them with great sellers, and this policy also helps buyers transact safely on eBay.