

Eliminating active content for a secure, mobile-first eBay

[GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE](#) [id="Active_Content_Listing_View" name="Active_Content_Listing_View">Active Content Listings View](#) To identify listings that include active content, please refer all sellers to our free [Active Content Listings View](http://www.ebay.com/sh/lst/active/active-content). Finding and removing JavaScript from listings Our advanced listing tool, the Quick Listing Tool and our bulk listing tool will remove JavaScript from the draft if you attempt to create a new listing with JavaScript. To identify and to remove JavaScript from your active listings, follow these steps:

- Find the impacted listing via the active content filter. <https://www.ebay.com/sh/lst/active/active-content>
- Note: The URL must be altered based on the country where the item was listed in order for the tool to work properly (for instance a product listed in FR would need the URL <https://www.ebay.fr/sh/lst/active/active-content>
- Open the item with Edit.
- Go to the item description field and revise the listing.
- Select the "Show HTML Code" check box. This may be behind Show all options (dependent on if you had clicked it before or not).
- Note: The Advanced listing tool and the Quick Listing Tool should remove the JavaScript from the draft on load, thus you will not see the JavaScript during revise. If you don't see JavaScript you can simply publish the draft or add/make text changes and submit the draft.
- However, if for some reason, the JavaScript is not auto removed on draft load, you can follow the steps 5-7 below.
- Look for the `<script>` tag and then find the equivalent end tag which marks the completion of the script `</script>`.
- Delete the tags and everything between the two tags.
- Preview the draft and if everything looks good, publish the draft.

src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1579/GUIDE1579_active%20content%20filter.jpg">

 On top of this screenshot it shows the active content filter view. In this example there is one listing.

 Below this you can see a screenshot within the advanced listing tool (Helix) when the user clicks on the item description field. There's a banner error message letting the user know that there's Javascript. If the user clicks on Show all options, there will be the Show HTML check box and then the Javascript would be removed automatically. </h2><h2>GUIDE.RELATED_LINKS Related Help pages JavaScript policy
 </a href="https://www.ebay.com/help/policies/listing-policies/javascript-policy?id=4247" target="_blank">https://www.ebay.com/help/policies/listing-policies/javascript-policy?id=4247 Related articles Best practices for creating mobile-friendly listings
 </a href="http://pages.ebay.com/sell/itemdescription/mobilefriendlyguidelines.html" target="_blank">http://pages.ebay.com/sell/itemdescription/mobilefriendlyguidelines.html eBay's certified provider program
 </a href="https://www.ebay.com/sellercenter/ebay-for-business/third-party-providers" target="_blank">https://www.ebay.com/sellercenter/ebay-for-business/third-party-providers eBay developers program
 </a href="https://go.developer.ebay.com/" target="_blank">https://go.developer.ebay.com/ Related solutions </a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=SOL10799" target="_blank">Replacing active content Related tool Active Content Listing view
 </a href="https://www.ebay.com/sh/lst/active/active-content" target="_blank">https://www.ebay.com/sh/lst/active/active-content </h2><h2>GUIDE.TALKING_POINTS </a name="Apple ATS"> Apple

ATS Non-compliant domains are part of a listing template that was created by a 3rd party. What do I do?

- If we were able to identify a domain as associated with a 3rd party developer, we have also contacted the developer and asked them to make the fixes. You may want to reach out to your 3rd party provider or developer to make sure they received the information and are making the necessary fixes.
- How widespread is this issue on eBay?
- Less than 1% of all eBay listings contain links to non-compliant domains. However, we want to make sure that you and any other of our sellers who have these links can make sure to fix the issue so their listings render properly and their sales are not impacted.

https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1579&ViewLocale=en_US#Active_Content_Listing_View active content tool helps you identify which listings have Javascript and can act as a guide to trigger additional listings you should look into to revise.

- Are Member Service Organization (MSO) sellers or Concierge sellers treated any differently?
- There are no exceptions and this policy applies to all eBay sellers.
- When we start not showing content will we tell those sellers we are not showing that content?
- An email will be sent if you still have active content in your listings to inform you that they are hidden on August 30, 2024.
- What will happen with eBay Money Back Guarantee (eMBG) cases? If the content not showing has important listing information will the seller be held at fault? Did we tell the seller that specific listing had active content?
- The active content elimination initiative was announced as early as April 2016. If sellers choose not to become compliant, they have to assume full responsibility.
- Is there a point where we might take more action than "just not showing the content"?
- It's more than "just not showing the content".
- Average conversion breakage is estimated to be 15-20% depending on the segment and complexity of active content integration.
- We will have to hide listings that still have active content by a certain

date and will send an email if you are impacted.

- Will sellers still be able to host their own pictures (Photobucket, and the like.)?
- Yes, as long as no active content is used.
- Will my listing no longer be displayed on eBay if I don't replace active content?
- Yes. Your listing will be placed on-hold until the active content is removed.

[Other questions and concerns](#)

Why do I keep getting emails about active content after it has been disabled?

- Even though eBay has disabled active content, there is still active content detected in your eBay listing.
- In the future, we may block listings that contain active content, so were continually letting you know which listings contain these elements so that you can make updates and avoid any issues.
- What if some of my older listings still have active content. Will all of my listings be removed?
- We will be blocking the rendering of active content.
- That means any active content within listings may not function as intended, or appear in a format that is less than ideal for the buying experience.
- We will be putting listings on hold that have in-line Javascript active content.

I spoke to an eBay teammate, and I think they told me I cannot use my 3rd party providers templates. Did I misunderstand them?

- An eBay Customer Service representative (or "teammate") will never encourage our sellers to quit a particular design partner, service provider, or developer.
- Furthermore, eBay teammates are not qualified to evaluate a specific providers level of compliance with our standards.
- As stated in these Talking Points, there are many reasons a particular listing might still need attention, even if your providers latest templates and capabilities are fully compliant.
- Please contact your provider to understand how to ensure all your listings (including your older templates and GTC listings) are using their latest template features correctly, and to help you determine what else may be causing eBay to send you messages about your listings.

Why is eBay doing this?

- With more than 57% of our transactions touching the mobile experience, it is imperative our sellers are making the necessary adjustments in

their listings to ensure buyers have the info they need to make quality buying decisions in both the desktop and mobile experience. In addition, making these changes will result in the following additional benefits: Faster load times A more secure marketplace Improved exposure for external search engines such as Google What if I don't do anything to adjust active content in my listings? We block the rendering of active content. That means any active content in listings may not function as intended, or appear in a format that is less than ideal for the buying experience. Listings will be on hold that have active content in them. Why are you only showing me a portion of my listings that have active content in them and not all of them? Since the majority of active content is in a listing template, once we have provided you with a sample of listings leveraging these templates, you should have an idea of what needs to be removed from your remaining listings. Are there other tools I can use to identify which listings have active content in them? There are a number of other links/tools out there posted in Community board pages - sellers are welcome to try those. Please note that eBay did not build, and does not endorse these tools, but they may be of assistance to you: http://www.isdntek.com/ebaytools/ActiveContentScanner.htm I have been using templates created from a specific 3rd party and they have communicated to me that they have already updated our templates, so why are you telling me my listings are not compliant? We have been partnering closely with most large 3rd party providers to ensure they are adjusting their templates to be compliant, so I'm glad to hear they are communicating with you proactively. However, if you are using a template in GTC listings, for example, that were created prior to your 3rd party provider becoming compliant, you will still need to go through and adjust those listings to the updated & compliant listing template. Can you provide me guidance on which 3rd party

provider to use to help me replace my listings with compliant listing templates? There are many 3rd parties to choose from, of which we've included some of them https://www.ebay.com/sellercenter/ebay-for-business/third-party-providers We recommend going through the benefits listed in this page to identify the right one for you. Internal Information Please do not advise on a particular 3rd party, or discourage the use of one 3rd party over another. Where did this code come from? Typically, the code comes from either an individual or 3rd party who created a listing template that contains active content in it.This could be a company a seller hires in order to manage listings, someone hired to make a one-time listing template, or even a friend or relative that created the template in the past. How can I fix my code? If you are still in contact with the 3rd party that created the listing template, we would recommend reaching out to them directly for assistance, seeking professional advice from a skilled individual or another 3rd party in either the editing or creation of a new template, or choose to reduce your listing descriptions to simple text on the HTML tab as you revise your listings (this will ensure you're catching all potentially active content in the listing description). Why can't eBay fix my code? Sellers are responsible for the content in their listings, and unfortunately, due to legal liabilities, and limited knowledge and training in this area for eBay employees, we are unable to support the adjustments of any seller's listings. Is it OK to leave active content in my listings? We are asking sellers to remove active content proactively in order to ensure the best experience for their buyers.At a certain point, listings with active content will be placed on hold, which can impact your sales.Please use our active content preview feature to see what your listings will look like after we disable active content.Here are our recommendations: Review your listing by checking links, images, tabs, videos, and any other potentially active

content.

- Click the preview tool. (Make sure you've signed in to eBay.)
- Review your listing again by clicking the same links, images, tabs, and videos.

Does removing active content actually improve mobile download speeds?

- Once active content is removed, mobile download speeds will improve.
- It's an overwhelming task to remove active content! Even if it improves security!
- This initiative is about both security and an improved mobile experience.
- Keep in mind that well over 50% of eBay purchases are, at least in part, a mobile experience for your buyers.
- In many cases, sellers will have one template for all of their listings. This should make it easier to pinpoint the active content that you need to remove.
- If you're feeling overwhelmed, maybe it's time to consider an eBay design partner. We've provided a partial list here: <https://www.ebay.com/sellercenter/ebay-for-business/third-party-providers>

Note: In addition to using these services, you may continue to work with other design partners. You may be working with a design partner that is an eBay Certified Provider or a participant in the eBay Developers Program. Please feel free to continue to work with them.

- Do I need to quit my design partner? (They're not listed in the best practices.)
- Under no circumstances do we encourage you to quit a particular design partner, service provider, or developer.
- Almost all 3rd party service providers have updated their products or service to remove active content.
- The only instances we are seeing related to 3rd party listings is old, saved drafts or content that was created prior to the 3rd party updating their product.
- In these instances we encourage sellers to work with the 3rd party for guidance, or start new since the listings probably have other outdated items as well.

How do I remove visitor counter from Auctiva?

- Follow these steps to remove visitor counter from Auctiva:
- Sign in to My eBay.
- Access the listing you want to edit and click

Revise. On the Item Description, select the HTML tab. Point your mouse in the HTML description and click so your cursor is in the box. Press Ctrl + F and when the find box comes up type <!-- Begin: Sellathon -->. Use your mouse to highlight all of the HTML after <!-- Begin: Sellathon --> until <!-- End: Sellathon -->. Delete all codes from <!-- Begin: Sellathon --> to <!-- End: Sellathon -->. Submit changes by clicking Revise Listing with Displayed Fees.

 Source: <a

href="http://community.auctiva.com/eve/forums/a/tpc/f/255609321/m/9171072932"

target="_blank">http://community.auctiva.com/eve/forums/a/tpc/f/255609321/m/9171072932 How do I remove Auctiva scrolling gallery? Follow these steps to remove

Auctiva scrolling gallery: Sign in to My eBay.

Access the listing you want to edit and click Revise. On the Item

Description, select the HTML tab. Point your mouse in the HTML description and

click so your cursor is in the box. Press Ctrl + F and when the find box comes up

type <!--ASW--> to find the first instance. Use your mouse to highlight all the

HTML after the first <!--ASW--> until you see the second <!--ASW-->.
 Note: Take

care not to delete anything before or after the first and the second <!--ASW--> tags.

Delete all that code between the two <!--ASW--> tags. Submit

changes by clicking Revise Listing with Displayed Fees. Source: <a

href="https://www.auctiva.com/help/faq/question/question.aspx?question=how-do-i-remove-the-auctiva-scrolling-gallery-from-an-active-listing"

target="_blank">https://www.auctiva.com/help/faq/question/question.aspx?question=how-do-i-re

move-the-auctiva-scrolling-gallery-from-an-active-listing What is the difference between

being active-content-compliant and mobile-compliant? This mandate is about

active content compliance. As you comply with active content, your listing will

naturally be more mobile friendly. However, we do not require you to be mobile

compliant. eBay encourages you to focus on mobile as more than 50% of buyers touch mobile during their purchases. My item listings do not have active content. Why did you include me in the email? Was the listing updated/revised after the email was sent? If yes, then it is safe to assume that this resolved the active content issue. I don't feel you are giving us sufficient time to edit our listings. We're doing all we can to alert sellers and give you ample time to update your listings. We have been sending email notifications if your listings have active content. If you don't remove active content, your listings will be put on hold. It is taking too long to update all my listings - is there a faster way to do this? If you are using eBay flows such as our advanced listing tool experience, you'll need to edit each listing individually. What kind of active content is blocked? JavaScript, Flash, Plug-ins, and form actions are blocked. The email you sent me only includes a sample of listings that are non-compliant, but not all of them. How am I supposed to know which ones need to be updated? Because most of our sellers use one template across all their listings, it is not necessary to provide a list of all impacted listings as one non-compliant template will apply to all. The email also provides a link to a dashboard that will show you all listings: <a href="https://www.ebay.com/sh/lst/active/active-content"

target="_blank">https://www.ebay.com/sh/lst/active/active-content.

When I check for mobile-friendliness and for active content, I get different results. What do I do?

 eBay certainly does recommend mobile-friendliness. However, the mandate is that you remove active content. Make that your priority.

</h2><h2>GUIDE.DETAILED_INFORMATION <a id="compliance"

name="compliance">Compliance - Before and after What is compliant?

Mobile responsive web design Responsive column layout

Responsive table layout Custom categories Custom

image carousel - We recommend you upload all images to eBay Gallery to increase your conversion on mobile.

- Embedded images - We recommend you use this only where legally required. If not, please always upload all images to eBay Gallery.
- Self-hosted videos - We recommend HTML5 tag links
- Search local pick-up store - Adopt eBay Click & Collect
- Sign-up to seller newsletter - Link to eBay Store, where sign-up can be performed.
- Internal links to other eBay pages
- Tabbed panes - They can be used though we don't recommend using them. Tabbed panes have a very low click rate by buyers.

What is no longer compliant?

- Form submission
- Script submissions
- Plug-ins
- Automatically triggered features such as video autoplay
- iFrames
- Dynamic cross-selling bars
- PDF currently not possible
- External links: only allowed if legally required
- Social sharing icons - Not necessary, provided by eBay
- Embedded buyer feedback - Not necessary, provided by eBay
- Custom parts fitment finder - If you sell from the UK or Germany, we recommend you rely on the eBay Fitment solution

Considering design partners

Several companies have partnered with eBay to help sellers design and manage their businesses and remain compliant with active content best practices. For more, refer to the best practices information <https://www.ebay.com/sellercenter/ebay-for-business/third-party-providers>.

Note: Under no circumstances should we ever encourage our customers to quit a particular design partner, service provider, or developer.

Providing a better buying experience, across all devices

By removing active content from their item description today, customers can immediately enjoy the following benefits:

- Faster load times
- All content is visible on mobile devices
- A more secure marketplace
- Improved exposure for

external search engines such as Google

- These benefits make it easier for buyers to view the customer's items, which may increase the likelihood they will purchase from them. In addition, by replacing or removing active content today customers ensure that buyers will continue to see text, images, and other elements included in their item descriptions.

Replacing or removing active content in all listings

- eBay no longer renders or displays active content in any listings. This could impair the buyer experience when viewing item descriptions containing active content.
- Customers should replace or remove the active content in their item description as soon as possible. They should replace or remove the active content in their item description as soon as possible. Those who use 3rd party partners for templates or widgets should contact them directly to determine what is necessary.
- Generally speaking, new templates should only be designed using HTML5 - no earlier Hypertext Markup Language (HTML) versions - to ensure compatibility with all common browsers. Sellers may continue to reload external Cascading Style Sheet (CSS) templates, as long as they do not contain any active elements. However, please be aware that we recommend sellers only use inline CSS in order to reduce page loading times.

Note: To make sure listings are prepared for any upcoming eBay changes, all new listings templates have to be fully mobile responsive. Check here for guidance on how to make listings mobile friendly:

<http://pages.ebay.com/sell/itemdescription/mobilefriendlyguidelines.html>

- If a customer is a new Store subscriber, we highly recommend that they do not invest in any custom HTML Stores experience since this will not be supported long term. As an alternative, we suggest they use the native eBay Stores experience.

Defining HTML terms Code, style sheets, and markup languages can be confusing. There are many ways to accomplish the same or a similar result. What one seller can accomplish with Adobe Flash, form action attributes, HTML, or CSS may

also be possible by using JavaScript. Programming and scripting languages are created to open many possibilities to those who have the skills to use them. The examples we give as we define terms are just some of the more common examples of what they could be used for on eBay. The ways in which a customer or their skilled designer could use these web features on eBay exciting and nearly endless. Following are terms and definitions that might help eBay customers who contact you:

Term	Definition
Adobe Flash	Adobe Flash (also "Macromedia" and "Flash") provides a method of displaying graphics, animation, videos, and other interactive content. Following are some examples of how customers may use Flash:
	<ul style="list-style-type: none"> Visitor counters Time/date display Image galleries/slide shows Animated pictures (dancing cows or other characters, twinkling stars, and the like) Video players Audio players
CSS	CSS provides a set of code that helps speed up the task of presenting and maintaining repetitive HTML. If the word "eBay" appeared 42 times on a single page, and the customer wanted them all to be bold and red, entering that HTML repeatedly would be tedious and would take up a lot of space. In addition, if I ever wanted to change it to blue, the customer would have to go through and change all 42 instances. CSS lets the customer change the color just once, in the style sheet, and all instances will change.
Form action attributes	Form action attributes (or "forms") enable customers to type information into entry fields online. Following are some examples of how customers may use forms:
	<ul style="list-style-type: none"> Information gathering sending by user input Button clicks that cause reactions. (Seen or unseen by the user) Image clicks that cause reactions. (Seen or unseen by the user)
HTML	Editing HTML provides a way for customers to tell a website what it should look like, how links will work, how images are presented, and more.
iFrame	

<td>iFrame is an HTML document that's nested in another HTML page. It provides a way to insert content from another source than the page the user is looking at. For example, skilled designers can use an iFrame to embed advertising into web pages.</td> </tr> <tr> <td>Plug-ins</td> <td>Plug-ins extend the functionality of a web page. Plug-ins are the "helpers" that enable audio, video, and animation.</td> </tr> <tr> <td>JavaScript</td> <td>JavaScript is a type of coding (or programming language) used with HTML/CSS on websites and eBay listings. Following are some examples of how customers may use JavaScript: Visitor counters Time/date display Changes based on where the mouse is (image/content changes) Image galleries/slide shows </td> </tr> </tbody> </table> Verifying links for the target="_blank" attribute Customers should use links in their item descriptions that comply with eBay links policy. If a customer's item descriptions contain internal or external links, they must open in a new tab or window. To do this, customers must include the target="_blank" attribute in the HTML of their links. If a customer does not include this attribute, their link may not work for some browsers. Following is an example of a link which does comply with eBay links policy: eBay Inc Following is an example of a link which does not comply with eBay links policy: eBay Inc
 Customers can follow these steps to verify their links include the target="_blank" attribute: Go to My eBay > All Selling or Seller Hub > Listings > Active. From the More actions drop-down menu, select Revise. In the Edit your listing area, make your changes. (Any gray sections can't be revised.) Look for code which

refers to a link. Here's an example: `eBay Stores`
 Leave a blank space after the last quotation mark (") and place the following target attribute there:
 `target="_blank"`. Here's an example: `eBay Stores` When you're done, click Continue. Click Submit revisions. Let the customer know that the listing will look the same, but once they set the listing live this link will now open up in a new browser tab or window while also retaining the current page for reference and security. Apple security Apple iOS 9 and other operating systems are no longer supporting content hosted on domains that don't meet their latest security requirements Any photos that are hosted at these domains will not be displayed. The best thing to do is to remove them from listing descriptions and to upload them to eBay picture services. Sellers can upload up to 24 photos free using the `eBay photo uploader`. If for any reason a seller needs to have pictures in their listing description, they must host them at a compliant domain. If sellers have templates that use style sheets or style tags (CSS links) hosted on a non-compliant domain, the text, headers, tables, and fonts will not render correctly on Apple mobile devices - or may they not show up at all and their buyers will see an error message. To make sure mobile buyers can see their listings, sellers must be sure to move their CSS content to a compliant domain. Sellers can use this `server test` to check whether a domain is compliant with current security standards. </h2></h2>GUIDE.SUMMARY Who All eBay sellers must remove active from the item description field in their listings due to `eBay policies`. What eBay will block the creation of listings with active content such as JavaScript and Flash in any new eBay listings starting May 27, 2024 onwards and sellers will no longer be able to revise listings with active content starting on July 29,

2024. In order to publish the listing revision, sellers must remove the active content in their listings. Any existing listings that contain active content will be put on-hold starting on August 30th, 2024. This means that buyers will not be able to discover their listings or buy them. Sellers must remove active content to prevent a poor experience for buyers and to follow eBay's policies. The policy of disabling active content will also apply to [eBay Stores](http://stores.ebay.com/) pages. Find examples of compliant and non-compliant active content [here](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1579&ViewLocale=en_US#compliance). When End of March, 2024

- eBay will send an email informing relevant sellers that we will block JavaScript on new listings
- May 27, 2024
- The creation of new listings with active content will be blocked.
- July 29, 2024
- The revision of existing listings with active content will be blocked, unless the active content is removed.
- August 30, 2024
- eBay will put existing listings with active content on-hold

Where All regions and locales. Why By removing active content from their item descriptions today, customers can immediately enjoy the following benefits:

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- All content is visible on mobile devices
- A more secure marketplace
- Improved exposure for external search engines such as Google

These benefits make it easier for buyers to view the customer's items, which may increase the likelihood they will purchase from them. In addition, by replacing or removing active content today customers ensure that buyers will see all text, images, and other elements included in their item descriptions. Sellers must eliminate active content in order to meet listing policies set by eBay. By eliminating active content such as JavaScript and Flash, sellers will be prepared for a mobile-first eBay that is secure and quick loading.