

Customizing an eBay store - design, categories, layout, logo

GUIDE.SUMMARY What This guide will cover the different aspects of customizing the design of a store, including store categories, layout, listing frame, and logos. When you created your eBay store, your eBay store settings are set to the default recommended settings. As a store owner, you have access to customize your store by using the store management tools in the Store tab in Seller Hub, specifically:

- Store categories You can organize your listings using up to 300 store categories, which appear on the left navigation bar.

Who This guide is for sellers who need assistance with customizing their store. This article covers

- Store categories
- Layout of store
- Store logos

GUIDE.RELATED_LINKS Related help pages

[eBay Stores: Design Your Store](#)

<http://pages.ebay.com/storefronts/Building.html>

[Selling with eBay Stores](#)

<http://pages.ebay.com/help/sell/stores.html>

[Open an eBay Store](#)

<https://www.ebay.com/help/selling/ebay-stores/open-ebay-store?id=4092>

[Store fees](#)

<https://www.ebay.com/help/selling/fees-credits-invoices/store-selling-fees?id=4122>

[Manage your eBay Store](#)

<https://www.ebay.com/help/selling/ebay-stores/manage-ebay-store?id=4090>

[Related articles](#)

[Setting up an eBay store](#)

<https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1035>

[Promoting an eBay store](#)

<https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1033>

categories are being migrated to the new eBay Stores shopping experience. Buyers would be able to filter and browse using custom store categories. However, as we made some changes to search capabilities within the store page, it will not be possible anymore to search by custom categories. The option to search within a store using eBay categories would still be available. We therefore recommend to use custom categories as an help to browse. You may therefore want to consider the # of items by custom categories when setting up custom categories.

How to move to the new store experience:

- From your storefront, go to Manage Store page (or from Marketing tab on seller hub).
- Click Edit Store under Manage Your Brand.
- Click Custom Pages link on left navigation bar.
- If you do not see Custom Pages link, you can skip the rest.
- If you have any Active Pages, select deactivate for each.
- Under Store Homepage, select All your listings.
- Click Apply.

Why is the setting select the default order in which items are displayed in your store not working in the New Store Experience (e.g. by newly listed, lower P&P etc.)? We are aware that this is happening and are exploring options to restore it in the future. As it stands, the default order in the new template is as if the best match value was selected for all.

Why is my store logo not showing in search results?

- We previously allowed eBay store logos to appear in search results, but this function has been discontinued.
- You may see some older stores featuring their logos in search results.
- This is because stores that utilized this feature at the time we retired it were allowed to continue doing so.

Direct customers to store

After completing the Store subscription, you'll be given your store URL in the form of `http://stores.ebay.com/STORENAME`, where "STORENAME" is your store name.

You can change your store name as often as you want.

However, after you've published your store for the first time, if you change the name, the

URL will not automatically change This is to help buyers who have bookmarked your store to find you It also helps your store appear higher in search results when buyers try to find you using internet search engines Color of store icon/door The store icon/door is sometimes red and sometimes blue on the View Item Page because there is an ongoing site test to determine if it increases or decreases click through to the sellers Store The goal of this analysis is to determine whether there was a change in the user behavior on clicking through to the stores page from the View Item Page as a result of this change in color Feedback on storefront We are testing a new Reviews tab on storefronts on the eBay app. The Reviews tab shows feedback customers have left for the store. We are introducing this feature to help buyers make an informed buying decision and build buyer trust with a store. Buyers can view feedback other buyers have left for the store by selecting the Reviews tab on a store on the eBay app. See <a

suggestions on how to make a store successful. What is a store video? Sellers can add a video to their store introducing themselves and their business. They can cover what they sell, how long they've been in business, what their workplace looks like etc. The first frame of the video will be the image customers first see before clicking play. The video should be in .MP4 or .MOV format, less than 150MB, and comply with eBay's

[Images, videos and text policy](/help/policies/listing-policies/images-videos-text-policy?id=4240)

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

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[Store categories](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#SC)

[Featured categories](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#FC)

[Clickable marketing banner](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#CB)

[Store logo and billboard](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#SL)

[Store name](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#SN)

[Featured listings](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#FL)

[Store description and policies](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#SD)

[Store video](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1025&ViewLocale=en_US#storevideo)

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[Store categories](#) Create a category in your eBay Store

Select the Store tab in Seller Hub. Select Store Categories on the left-hand side. Select Add Categories to add up to 5 categories that best fit the items you're selling. Select Save. Add a sub-category in your eBay Store Select the Store tab in Seller Hub. Select Store Categories on the left-hand side. Select Edit next to the category and add the name of your subcategory. Select Add more to add up to 5 subcategories. Select Save. Edit existing Store categories Select the Store tab in Seller Hub. Select Store Categories on the left-hand side. Select Edit next to the category. You can then choose Move, Rename, or Delete from the dropdown menu. Put an item in a Store category Start to revise or list your item using the Advanced Sell Your Item form. Use the Store Categories dropdown menus to select a store category. Save and submit your revisions. Featured categories Choose categories to feature Sellers can display up to 6 categories on their storefront to help buyers shop by category. Sellers need to create their categories first before they can display them on their storefront. Select the Store tab in Seller Hub. Under Featured categories, select Add categories. Select a category from the Category dropdown. Select Add Image and choose your image. Select Preview or Publish. If the category doesn't have at least one active listing in it, the seller will see an error message that the category can't be featured on the storefront. The seller can change the displayed images or categories at any time by selecting the pencil icon next to Featured categories. See screenshot. <a id="CB"

name="SC">Clickable marketing banner Sellers can add a clickable marketing banner to attract buyers to a listing, store category, or promotion. Buyers can then select the image to go to the listing, category, or promotion. If the seller hasn't used a marketing banner before, they'll see Start using a marketing banner on the Edit store page (see screenshot). After they select Add banner, the seller will see the following screen to create the banner:

src="https://cskb.qa.ebay.com/library/EBAY/1025_GUIDE/Clickable%20marketing%20banner%20-%20after%20selecting%20Add%20banner.PNG"> Create a marketing banner that links to a store categorySelect the Store tab in Seller Hub and go to the Start Using a Marketing Banner section.Under Choose a banner destination, select Store category.Choose a store category from the Category dropdown.Select Add a banner image to upload your image.Enter a title and description to display on your banner.Select Preview, Save banner, or Publish. See of selecting a category. Create a marketing banner that links to a listingSelect the Store tab in Seller Hub and go to the Start Using a Marketing Banner section.Under Choose a banner destination, select Listing.Select Select a listing and choose a listing from the pop-up.Select Add a banner image to upload your image.Enter a title and description to display on your banner.Select Preview, Save banner, or Publish. of the choose

a listing pop-up. If the seller sees an error message while uploading their marketing banner, their image may be too big. We recommend using an image that is 600 x 600 pixels and less than 12MB.

[Store logo and billboard](#)

Add or change store logo

How to add a store logo:

- Select the Store tab in Seller Hub.
- Go to the Billboard or Logo section.
- Select Add Image.

The logo size should be 300 x 300 pixels and less than 12MB.

Add or change store billboard

To add a billboard image:

- Select the Store tab in Seller Hub.
- Go to the Billboard or Logo section.
- Select Add Billboard Image.

For best results, use an image that's 1200 x 270 pixels and smaller than 12MB.

Change Store URL

There is no longer a workaround to change a Store URL. While sellers can change the name of their Store in Seller Hub, we don't advise it because any marketing links or bookmarks created by buyers will no longer work, and the store will also be ranked as a new site in some search engine results.

[Store name](#)

Note: There are certain requirements for Store names. For a full list, please view our help page for tips and rules:

[Store name requirements](#)

<https://www.ebay.com/help/selling/ebay-stores/ebay-stores?id=4071#tips>


Change Store name

- If you change your Store name in the new Stores experience, the Store name will not change on the view item pages or in Stores search. This is expected behavior.

Select the Store tab in Seller Hub.

Under Manage Brand, select Edit Store.

Enter your new Store name in the Store Name section, then select Publish.



<https://cskb.qa.ebay.com/library/EBAY/123.png>

Featured listings

Select featured listings

Sellers can show their products to more buyers by adding multiple rows of featured listings to their storefront. Sellers can add up to 4 rows and up to 6 listings per row. Rows can be displayed under the following titles: Featured listings,

Best Sellers, Popular Products, Holiday Collection, Items on Sale, Just In, Top Picks. Sellers are currently not able to customize or create their own titles. See [.

- Select the Store tab in Seller Hub.
- Go to the Feature your listings section.
- Select a title from the Select row name dropdown and select Add row.
- Choose your featured listings by selecting Select a listing.

The seller will then be shown all of their listings, or they can refine their listings using the Category dropdown or Search function. \(See \[.\\) Change or delete the featured listings

- Select the pencil icon on the row you'd like to edit.
- Select Replace listings. If you'd like to delete the entire row, select Remove row.
- Select the pencil icon on the tile displaying the listing.
- Select Replace listing or Remove listing.

See \\[of how to change listings.\\]\\(https://cskb.qa.ebay.com/library/EBAY/1025_GUIDE/feature%20your%20listings%20rows%20-%20replace%20or%20remove%20listing.PNG\\)\]\(https://cskb.qa.ebay.com/library/EBAY/1025_GUIDE/feature%20your%20listings%20rows%20-%20select%20a%20listing%20to%20feature.PNG\)](https://cskb.qa.ebay.com/library/EBAY/1025_GUIDE/Feature%20your%20listings%20rows%20-%20change.PNG)

[id="SD" name="SC">](#)Store description and policies Add a store description Sellers can add a description of their store to let buyers know more about their business. The store description can be found in the About tab, next to Shop, on the Edit store page. Here's how to add your store description:

- Select the Store tab in Seller Hub and select Tell Your Story.
- Enter your description in the About this store section.
- Select Preview or Publish.

Add a store policy Sellers can also add their store policies to the About tab. The available policy titles are: Shipping, Returns, Warranty, Data Privacy Policy, Other Policies. There is a 4,000 character limit on policies and policies should be applicable to all listings in the store. See

es.PNG">screenshot of the About tab and the options to add a description and store policies. Here's how to add a store policy: Select the Store tab in Seller Hub and select Tell Your Story. Choose a policy from the Select policy dropdown and select Add policy. Copy and paste your policy into the text field and select Preview or Publish. Sellers can also select another policy from the dropdown and repeat the steps above to add multiple policies at the same time. To delete a store policy, select the trash can symbol next to the policy (see screenshot). Add a store video Add an introductory store video Heres how to add a video to a store: Select the Store tab in Seller Hub. Go to the About section and select Add video. In the pop up, choose your video. Once your video is uploaded you'll see a message saying that the file is being reviewed. This review typically takes 48 hours. Once your video is ready to be uploaded, select Publish. </h2>