

## LP - Search manipulation policy - List Practices

### <h2>GUIDE.SUMMARY

What is the policy?



<ul> <li>Manipulating search results to gain unfair visibility of a listing is not

allowed</li> <li>Using keywords that are not directly related to the item for sale is not

allowed. All the words in the listing need to be accurate and refer only to the item for sale</li>

<li>If the item is an accessory for or compatible with another item, fits, for or compatible with

should be stated before the name of the compatible item. However, fits, for or compatible with is not

allowed before the brand names of jewelry, clothing and accessories, or universally compatible

items</li> <li>Listings that make comparisons with other products are not allowed</li>

<li>Listings that promote other listings are not allowed</li> <li>Listings cant include

keywords with question marks, as this can be misleading for buyers. If any item details are unclear

or unknown, they should be left out of the listing</li> <li>Its not possible to offer a choice of

different products in a single listing. This includes: <ul> <li>Selling different brands or

models in the same listing (for example, an iPhone 6 and an iPhone 7)</li> <li>Selling

different items with different conditions in the same listing (for example, new and used

items)</li> </ul> </li> </ul> These rules help achieve the best possible position in

eBays Best Match sort order: <ul> <li>List identical items in one multi-quantity <a

href="https://www.ebay.com/help/selling/listings/selling-buy-now?id=4109" target="\_blank">fixed

price listing </a></li> <li>List items with variations such as size and color in one fixed

price </li> </ul>

<a href="https://www.ebay.com/help/selling/listings/creating-managing-listings/creating-listings-variation

s?id=4150" target="\_blank">listing with variations </a></li> <li>List items that fit

multiple vehicles using our <a href="https://pages.ebay.com/motors/compatibility/index.html"

target="\_blank">parts compatibility listings.</a> (Compatible vehicles should not be included

in the listing title)</li> <li>Significant differences between items in a listing should be

highlighted in the listing title, pictures, price, condition, and item specifics, so that buyers can easily tell them apart

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Why does eBay have this policy? This policy helps buyers quickly find what they are looking for every time they use eBay. Clean search results improves buyer trust, increases purchasing, and results in buyers coming back to eBay for future purchases.

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## GUIDE.TALKING\_POINTS

Can I relist my item? Yes, as long as you follow the rules in the search manipulation policy. Why cant I make comparisons between my product and another brand? By adding brands not related to your item, you are affecting search and a buyer will have inaccurate search results. Why cant I show compatibility for my universally compatible item? (for example, AA Battery) Because the item you listed is universally compatible, its not necessary to include brands or products its compatible with. Adding brands or other products makes search results less accurate for buyers.

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