Optimizing your listings for Best Match

<h2><p>When buyers search on eBay, the default order of results is called Best Match.</p>

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<h2><h3>To improve your Best Match ranking, make sure your listings are complete and accurate, and offer competitive prices, reasonable shipping, and great customer service.</h3>

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<h2>Best Match is designed to show the most relevant listings, taking into account the things our users find most important when they' re deciding what to buy.<h2 id="section1">How Best Match works</h2>Our Best Match algorithm—the formula eBay uses to sort listings—considers a number of different factors. These include:How closely the listing matches the buyer's search termsHow popular the item isThe price of the itemThe quality of your listing (description, photos, and so on)How complete the listing isThe listing terms of service, such as your return policy and handling timeYour track record as a seller<h2 id="section2">How optimize Best to for Match</h2>There’s no secret to improving your position in the Best Match sort order. Sellers who follow best listing and selling practices will see their items appear higher in the search results. Start by offering competitive prices, reasonable shipping, and great customer service. Here are some more recommendations for improving your Best Match ranking:<h3>Create complete and accurate listings </h3>The more we know about your item, the better we can match it to buyer searches.<ul&qt;<li&qt;Write a clear and concise title with correct spelling and no more than 80 charactersAdd an accurate description, using product details from the eBay catalog wherever you canUse high-quality photos, taken from every angle, and show any flaws or scratches. You can include up to 24 pictures for

href="https://pages.ebay.com/seller-center/listing-and-marketing/listing-with-structured-data.html" target="_blank">item specifics - opens in new window or tab, such as make, model, size, color, and style<h3>Select the right selling format</h3>Use auction-style format when:You’re not sure of the value of your item and want to sell it quicklyYour item is unique or hard-to-findUse fixed price format when you:Know the value of your item or the price you want to get for itHave multiple items that you can group into a multi-quantity or multi-variation inventory and want to listingHave a lot of minimize fees</li&qt;<li&qt;Want your items to show up for buyers for more days<h3>List in the right category</h3>Pick the category that’s most relevant for your item. You can also choose to list in a second category.<h3>Include high-quality pictures of your item</h3>Take high quality photos that will showcase your item Photograph your item at different anglesInclude photos of any scratches, flaws, or other parts of your item that a buyer would want to seeDon’t add borders or text to your photosDon’t use the stock photo as your main picture when using the eBay catalog if your item is not brand new</li&qt;</ul&qt;<h3&qt;Provide all your selling terms</h3&qt;Make sure that your terms and conditions of sale are clear. Here are some things to keep in mind:Include shipping and handling costs, accepted payment methods, and your return policyClearly specify any international limits in your return policy or warranties<h3>Keep а positive selling history</h3>Ensure your item reaches your buyer on time and use tracking possibleDescribe where your item clearly and accurately Keep track of your inventory to avoid having to cancel salesFor help maintaining a positive selling history, read our guides on providing buyers with the best service possible.Managing listings out of stock and inventoryTra cking items you've sold<a

ry date options for sellers

href="https://www.ebay.com/help/selling/posting-items/estimated-delivery-dates?id=4086">Delive

Reporting an issue with a buyer</h2>

<h2>eBay Best Match,Best Match eBay,drop in sales,improve listing,item didn't sell,optimize listing</h2>