

Introduction to eBay (DARC)

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<http://escarpment.net/>

<http://darc-comp.org.uk/>

Introduction to eBay

- Why Me?
 - eBay member for over four years
 - Well in excess of 1000 transactions
 - Excellent feedback record
 - Given eBay advice to many people
 - DARC (committee) member for several years
 - Opportunity to introduce people to DARC
 - Gullible!

Agenda

- Getting Started on eBay
- Your first purchase
- Intelligent Bidding
- Listing your first item
- Using PayPal
- The eBay and PayPal small print
- Avoiding Scams and Phishing
- Becoming a seasoned seller

Introduction

- What is eBay?
 - Auction website
 - eBay inc (Listed on NASDAQ as EBAY)
 - Pierre Omidyar (Founder)
 - Meg Whitman (CEO and President)
- When did it all start?
 - 4th September 1995
 - Auctionweb
 - Laser pointer or PEZ dispensers?
 - 1997 EchoBay to eBay



[home](#) | [pay](#) | [register](#) | [site map](#)

Start new search Search

[Advanced Search](#)

Buy **Sell** **My eBay** **Community** **Help**

Hello, (Not you? [Sign in.](#))

Welcome to eBay

buy it. sell it. love it.

All Categories... Search [Advanced Search](#)

eBay Motors

Buy a vehicle or part

[Choose from over 100,000 items](#)

Sell your vehicle

[Only £8 to put it in front of millions](#)

Speciality Sites

[Business Centre](#)

[eBay for Charity](#)

[eBay Shops](#)

[PayPal](#)

[Reviews & Guides](#)

Categories

[Antiques & Art](#)

[Automotive](#)

[Baby](#)

[Books, Comics & Magazines](#)

[Business, Office & Industrial](#)

[Clothes, Shoes, Accessories](#)

[Coins](#)

[Collectables](#)

[Computing](#)

Bag a New Year bargain

Ending soon

[PSP](#)

[X-Box 360](#)

[PS2](#)



Don't miss out on a bargain!



[Pay As You Go Mobile Phones](#)



[Tickets](#)



[Diesel Jeans from £20](#)



[BMW](#)



[Adidas Trainers](#)



[Digital Cameras](#)



[Laptops under £500](#)



[Gucci](#)



[Widescreen TVs](#)



[Only on eBay](#)



[CDs from 99p](#)



[PS2](#)



[Fishing Equipment](#)



[Designer Gear](#)



[Caravans](#)



[All Things Eighties](#)

My eBay At A Glance

[Sign in](#) for a snapshot of your personalised information on the homepage.

On eBay Today



Sell your unwanted Christmas presents and help make money for charity!

[Find out more](#)

Helpful Links

[eBay Explained](#): Learn more about eBay

[eBay Pulse](#): What's hot right now

[eBay Shops](#): High Street on your desktop

[eBay Toolbar](#): Protect your account

Safety Centre

Visit the [Safety Centre](#) for advice on safe trading and find out more



Getting Started on eBay

- Registration (private account)
- Enter personal contact details
- Must be aged 18 or over
- Choose an eBay User ID
- Choose a password
- Verify account details by email
- You can then start buying...



Please Sign In: [Help](#)

New to eBay? or **Already an eBay user?**

If you want to sign in, you'll need to register first.
Registration is fast and **free**.
[Register >](#)

eBay members, sign in to save time for bidding, selling, and other activities.

eBay User ID

[Forgot](#) your User ID?

Password

[Forgot](#) your password?

[Sign In Securely >](#)

[Keep me signed in](#) on this computer unless I sign out.

[Account protection tips](#)
Be sure the Web site address you see above starts with <https://signin.ebay.co.uk/>

Microsoft Passport users [click here](#).



[home](#) | [pay](#) | [site map](#)

Start new search Search

[Advanced Search](#)

Buy **Sell** **My eBay** **Community** **Help**

Hello, ([Sign out](#))

[Home](#) > [My eBay](#) > [Summary](#)

My eBay

My eBay Views

My Summary

All Buying

- [Watching](#)
- [Bidding](#)
- [Best Offers](#)
- [Won](#)
- [Didn't Win](#)

[My Recommendations](#) **NEW!**

All Selling

- [Scheduled](#)
- [Selling](#)
- [Sold](#)
- [Unsold](#)

My Messages

All Favourites

- [Searches](#)
- [Sellers](#)
- [Categories](#)

My Account

Hello, (43 ★)

Did you know?

My Summary

[Customise Summary](#)

General eBay Announcements

- [Scheduled Maintenance: Friday 6th January 2006](#) 05/01/06
- [eBay.ie: Declutter your life this New Year and make some cash!](#) 04/01/06
- [New: 5p Listing Day on 29th December 2005](#) 26/12/05

[See All eBay Announcements...](#)

[Back to top](#)

Note: Views that have no items within the selected period are hidden.

Account Hijacking

- Never give out account details
- Choose a complex password
- Keep your password safe
- Change it frequently
- Use different passwords
- Install Anti Virus Software
- Install a firewall

Browsing

- Lots of categories to browse (29)
- Subcategories
- Searching for a Digital Camera
- Photography -> Digital Cameras
 - Digital SLR
 - Point & Shoot
 - Other Digital Cameras
- Item Specifics

Browse Categories**Antiques & Art**[Art](#) | [Furniture](#) | [Silver](#) | [More...](#)**Automotive**[Cars](#) | [Cars: Accessories & Tuning](#) | [Motorcycles](#) | [More...](#)**Baby**[Clothing](#) | [Nursery Decoration & Furniture](#) | [Push Chairs & Prams](#) | [More...](#)**Books, Comics & Magazines**[Comics](#) | [Fiction Books](#) | [Non-Fiction Books](#) | [More...](#)**Business, Office & Industrial**[Office Equipment & Supplies](#) | [Packing & Posting Supplies](#) | [Power Tools](#) | [More...](#)**Clothes, Shoes & Accessories**[Men's Clothing](#) | [Women's Bags](#) | [Women's Clothing](#) | [More...](#)**Coins****Collectables**[Militaria](#) | [Postcards](#) | [Trains/ Railway Models](#) | [More...](#)**Computing**[Desktop PC Components](#) | [Laptops](#) | [Software](#) | [More...](#)**Consumer Electronics**[Home Audio / Hi Fi](#) | [Home Cinema](#) | [Portable Audio/ MP3](#) | [More...](#)**Crafts**[Cardmaking & Scrapbooking](#) | [Cross Stitch](#) | [Fabric](#) | [More...](#)**Dolls & Bears****Jewellery & Watches**[Fine Jewellery](#) | [Vintage & Antique Jewellery](#) | [Watches](#) | [More...](#)**Mobile & Home Phones**[Mobile Phones](#) | [Mobile Phone Accessories](#) | [Mobile Phone Fascias](#) | [More...](#)**Music**[CDs](#) | [Music Memorabilia](#) | [Records](#) | [More...](#)**Musical Instruments**[Guitars](#) | [Keyboard/Piano](#) | [Pro Audio/Equipment](#) | [More...](#)**PC & Video Gaming**[Nintendo](#) | [PC Games](#) | [Sony PS2](#) | [More...](#)**Photography**[Camcorders](#) | [Digital Cameras](#) | [Film Cameras & Lenses](#) | [More...](#)**Pottery, Porcelain & Glass**[Glass](#) | [Porcelain/ China](#) | [Pottery](#) | [More...](#)**Sporting Goods**[Cycling](#) | [Exercise & Fitness](#) | [Golf](#) | [More...](#)**Sports Memorabilia**[Football Memorabilia](#) | [Motor Sport Memorabilia](#) | [Rugby Union Memorabilia](#) | [More...](#)**Stamps****Tickets & Travel**[Tickets](#) | [Travel](#) | [More...](#)**Toys & Games**[Action Figures & Accessories](#) | [Diecast & Vehicles](#) | [Radio-Controlled](#) | [More...](#)**My Recommendations**[Find more items](#) you might like based on what you shop for.**Recently Viewed****Categories**[Clear](#)

- Antiques & Art

Buying Resources

- [Reviews & Guides](#) **NEW!**
- [eBay Explained](#)
- [Safety Centre](#)
- [eBay Toolbar](#)
- [PayPal for Buyers](#)
- [Buy Globally](#)

[See all Buying Resources...](#)**Featured Items**[Learn how](#)

- [Don't Get Points For Speeding Save...](#)
- [SOUGHT AFTER LEIGH BECK LOCATION](#)
- [Ivory New Satin Rare Evening Prom ...](#)
- [Rhino Steel Buildings - Farm Shed...](#)
- [Seben Big Boss 1400-150 Telescope ...](#)
- [1996 VOLKSWAGEN GOLF AIR CON AUTO...](#)

[See all Featured items...](#)**Favourite eBay Shops***

- [L.R.Series](#)
- [maternitygap](#)
- [Pine Direct](#)
- [U.K Sports Warehouse](#)
- [informationcds](#)

All Items **Auctions** **Buy It Now**

Digital Cameras [Advanced Search](#)
 Search title and description
Related Searches : [digital camera](#), [sony](#), [canon](#), [fuji](#), [olympus](#)

Digital Cameras Finder

Digital Camera Type

Brand

Model

Resolution

Optical Zoom

Display Size

Search Keywords

Categories

Digital Cameras

- [Digital SLR \(912\)](#)
- [Point & Shoot \(5085\)](#)
- [Other Digital Cameras \(1110\)](#)

7020 items found in **Digital Cameras** [Add to My Favourite Categories](#)

List View | [Picture Gallery](#) Sort by: [Customise Display](#)

Item Title **Bids** **Price** **Postage** **PayPal** **Time Left** ▲

Featured Items

<input type="checkbox"/>		'NEW' 10.0 MP SLIM DIGITAL CAMERA + HUGE 2 INCH SCREEN Records Video w/Sound *WEBCAM *Stainless Steel Body*	15	£36.00	£26.80		7m
<input type="checkbox"/>		Buy SONY DIGITAL CAMERA's @ Wholesale price **** amazing deals ***	<i>=Buy It Now</i>	£14.99	Free		8m
<input type="checkbox"/>		NEW Sanyo Xacti VPC/DMX-C6 (B)+1GB + CASE Free UK plug	<i>=Buy It Now</i>	£252.99	£48.00 Hong Kong		37m
<input type="checkbox"/>		*12MP DIGITAL CAMERA/CAMCORDER+2 INCH FLIP LCD+WEBCAM* *MOVIE MODE*Video w/Sound *8 X	27	£66.20	£26.80		37m

Searching

- Basic Search
 - Quick and easy search (top right)
- Keywords
- Careful searching, remove (s)
- Specific items “word1 word2”
- - word OR (word1,word2,word3)
- Either keyword word1 OR word2
- Wildcard searches using*

Searching...

- Advanced Searching
 - Linked from top right
- Pricing Range
- Specific Sellers
- Location (even distance from postcode)
- Currency
- Quantity

Searching...

- Types of items
 - Buy It Now, Get it Fast, Paypal, Condition, Seller type and Items for Charity.
- Number of Bids
- Sorting options
- Search for sellers and items
- Search for bidders and items
- Find Contact information

All Items **Auctions** **Buy It Now**

fuji digital camera All Categories Search [Advanced Search](#)

Search title and description

Related Searches: [fuji finepix](#), [digital camera](#), [sony digital camera](#), [canon digital camera](#), [fuji](#)

Digital Cameras Finder

Digital Camera Type
Any

Brand
Any

Model
[Dropdown]

Resolution
Any

Optical Zoom
Any

Display Size
Any

Search Keywords
fuji digital camera
Show Items

367 items found for **fuji digital camera** [Add to Favourite Searches](#)

Try:

- [fuji in Photography > Digital Camera Accessories > Batteries](#)
- [fuji in Photography > Digital Cameras > Point & Shoot](#)
- [fuji in Photography > Digital Cameras > Other Digital Cameras](#)

List View | [Picture Gallery](#) Sort by: Time: ending soonest [Customise Display](#)

Compare Item Title Bids Price Postage PayPal Time Left

Featured Items

<input type="checkbox"/>		FUJI 3800 3.2MP DIGITAL MOVIE CAMERA 20 X ZOOM WARRANTY	<i>Buy It Now</i>	£81.99	£25.00		4h 47m	
<input type="checkbox"/>		FUJI 4.0MP A340 DIGITAL MOVIE 5 X ZOOM CAMERA WARRANTY	<i>Buy It Now</i>	£67.99	£18.00		16h 41m	
Optimize your selling success! Find out how to promote your items								
<input type="checkbox"/>		Fuji Finepix 3.2MP A303 Digital camera spares or repair		16	£20.40	£4.00		1h 13m
		Fuji DX-1 Digital Camera 1						

- Matching Categories**
- [Photography](#) (362)
 - [Digital Cameras](#) (276)
 - [Digital Camera Accessories](#) (76)
 - [Digital Camera Memory](#) (10)

The Listing

What to look for?

- What is being sold, is it complete?
- What is the actual cost including postage?
- Any restrictions or rules?
- Buyers feedback.
- Bids and Reserve.
- How does it compare?
- Can you get it cheaper elsewhere?

Fuji Finepix F420 F 420 Digital Camera + 1yr Warranty

Item number: 7576550259

You are signed in

[Watch this item](#) in My eBay | [Email to a friend](#)



[Larger Picture](#)

Starting bid **£85.00**

[Place Bid >](#)

Buy It Now price: **£95.00**

[Buy It Now >](#)

Time left: **2 hours 16 mins**
 10-day listing, Ends 07-Jan-06 17:57:29 GMT

Start time: 28-Dec-05 17:57:29 GMT

History: [0 bids](#)

Item location: Epping
 United Kingdom

Post to: United Kingdom

Postage costs: £10.00 -- Royal Mail 1st Class
 Recorded

[Postage, payment details and return policy](#)

Seller information

[pday3](#) (92 ★)

Feedback Score: 92
Positive Feedback: 98.9%
 Member since 13-Mar-02 in
 United Kingdom

[Read feedback comments](#)

[Add to Favourite Sellers](#)

[Ask seller a question](#)

[View seller's other items](#)

Standard Purchase
 Protection Offered.
[Find out more](#)

Description [\(revised\)](#)

Seller assumes all responsibility for listing this item.

Item Specifics - Digital Cameras

Digital Camera Type: **Compact**

Optical Zoom: **3x**

Brand: **Fuji**

Digital Zoom: **4.4x**

Model: **FinePix F420**

Memory Card Format: **xD Picture Card**

Technical Specification.
 Number of effective pixels
 3.1 million pixels
 CCD sensor
 1/2.7" Super CCD HR
 Number of total pixels: 3.14 million pixels

Number of recorded pixels
 Still image: 2,816 x 2,120 (6.0 million) / 2,048 x 1,536 / 1,280 x 960/640 x 480
 Movie: 320 x 240 pixels, 30 frames/sec. with monaural sound

Storage media
 xD-Picture Card™ (16, 32, 64, 128, 256, 512MB)

File format
 Still image: JPEG (Exif Ver 2.2)
 Movie: AVI (Motion JPEG)
 (Design Rule for Camera File System Compliant / DPOF-compatible)

Printing
 PictBridge compatible

Lens
 Fujinon 3x optical zoom lens, f2.8 – f4.8
 Lens focal length
 Equivalent to 36 – 108mm on a 35mm camera

Focus
 TTL contrast-type auto focus
 Focus distance

Postage, payment details and return policy

Postage Cost	Services Available	Delivery Time*	Available to
£10.00	Royal Mail 1st Class Recorded	1 to 2 working days	United Kingdom only

*Sellers are not responsible for delivery time. Delivery times are provided by the carrier, excluding weekends and bank holidays, and may vary with package origin and destination, particularly during peak periods.

Will post to United Kingdom.

Postal insurance

£3.00 Optional

Seller's payment instructions

Congratulations Ebayer+++++++ Please E-mail me your delivery Address and I will send you mine for you to send Payment. Once payment is received your winning Item will be posted Kind Regards PDay3

Payment methods accepted

- Personal cheque
- Postal Order or Banker's Draft
- Other - See Payment Instructions for payment methods accepted

[Learn about payment methods.](#)

Ready to bid or buy?

[help](#)

Fuji Finepix F420 F 420 Digital Camera + 1yr Warranty

Place a Bid

or

Buy It Now

Item title: Fuji Finepix F420 F 420 Digital Camera + 1yr Warranty

Buy It Now price: **£95.00**

Starting bid: £85.00

Buy It Now > You will confirm in the next step.

Your maximum bid: £ (Enter £85.00 or more)

Place Bid > You will confirm in the next step.

Purchase this item now without bidding.
[Learn about Buy It Now.](#)

Your First Purchase

- Bid the maximum you want to pay for the item (remember postage).
- eBay will then bid in increments up to that maximum price.
- You will receive an email if you are outbid or if you win the item.
- You can watch the progress of an item in my eBay.

Your First Purchase...

- If you win, contact the seller within three days.
- It is usually best practice to complete the checkout process as soon as possible.
- Pay straight away using PayPal or inform them, the cheque is in the post.
- Wait for the item to arrive.
- Leave feedback

Leaving Feedback

- eBay has a feedback system for members
- Positive
- Neutral
- Negative
- Who leaves feedback first?
- Feedback problems
- Feedback follow up
- Removing feedback

Intelligent Bidding

- Do not bid on an item straight away
- Watch items you want to buy
- If the item has no bids, bid the minimum amount to avoid the seller ending the listing early.
- Bid an odd amount £10.01
- Bid the maximum you want to pay at the last minute.
- Use a bid sniping tool?

Intelligent Bidding...

- Let eBay do some of the work
 - Save your favourite search
 - Use “Add to Favourite Searches”
 - Searches emailed (every day 365 days)
 - Notification each time a Favourite Seller lists a new item.
 - Either by a favourite seller email OR
 - Advanced search for only “From my Favourite Sellers” then “Add to Favourite Searches”

Intelligent Bidding...

- Favourite Sellers
- Save them all in one location
- Get a weekly 'Top Picks' email
- Make notes about each
- Continue buying from people you trust

Listing your First Item

- Don't list it yet!
 - Watch similar items
 - Spot trends
 - Spot frequent sellers
 - Analyse the market
 - Analyse previous sales
-
- Or just go for it?

When to list and for how long?

- Piece of string?
- Depends on the item and its popularity.
- The more popular the item, the shorter the length of auction.
- When are people more likely to be at home and therefore bid?
- When do I need to list it?
- Tuesday = five day auction
- Thursday = ten day auction

Microsoft Internet Explorer window showing the eBay 'Sell' page. The address bar displays <http://sell.ebay.co.uk/sell>.

Sell

How would you like to sell your item?

- [Online Auction](#) - Allow bidding or offer a Buy it Now price.
- [Fixed Price](#) - Let buyers purchase your item at a set price.

[Sell Your Item >](#)




My eBay At A Glance

Selling Reminders (last 31 days)
There are currently no Selling Reminders to display.
[See all in My eBay...](#)

Selling Resources

<p>Getting started Overview Interactive Tutorial Seller's Checklist My eBay Tour See all...</p>	<p>Selling solutions Tools finder Trading Assistants Shops Editor Kit See all...</p>
<p>Listing your item Overview Writing a Title & Description Choose a category Promoting Your Item See all...</p>	<p>Best practices Selling Safely Shipping Selling Internationally About Me Pages See all...</p>
<p>Advanced selling PowerSeller Programme eBay Shops Developers Affiliates See all...</p>	<p>Third-party services eBay Broadband Picture Services Square Trade Escrow See all...</p>
<p>Building your business Trading Assistants Programme Wholesale & Job Lots See all...</p>	<p>Selling supplies Office Equipment & Supplies Packing & Shipping Materials See all...</p>

What's New

-  [eBay Tools Finder](#) - More Listings, Less Time
-  [eBay Shops](#) - open one today
-  [Advanced Selling Guide](#) - Tips & Tricks for Free

Safer Selling

- [eBay Toolbar & Account Guard](#)
- [Spoof Email Tutorial](#)

Sell Your Item step 1 of 5: Category - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://cgi5.ebay.co.uk/ws/ebayISAPI.dll?SellItem&SessionId=6512659902&CatalogSearchAttributeId=0&CatalogSearchAttributeId=0&CatalogSearchAttributeId=0> Go Links >>

Sell Your Item: Select Category

1 **Category** 2. Title & Description 3. Pictures & Details 4. Payment & Postage 5. Review & Submit

Main Category ^{*} **Required**

Choose the best category to help buyers find your item. Select a [previously used category](#) or browse from all categories.

Enter item keywords to find a category

[Tips](#)

For example, "gold bracelet" not "jewelery"

Select a Previously Used Category

Click to select

Browse categories

Photography -> Digital Cameras -> Point & Shoot -> Category #

Binoculars & Telescopes -->	Digital SLR	Less
Books, Manuals & Magazines	Point & Shoot -->	2.0 t
Camcorders -->	Other Digital Cameras	3.0 t
Camcorder Accessories -->		4.0 t
Darkroom & Developing -->		5.0 t
Digital Cameras -->		6.0 t
Digital Camera Accessories -->		7.0 t
Digital Camera Lenses		8.0 t
Digital Camera Memory -->		9.0 t
Digital Memory Card Readers -->		10.0 t

[Clear selection](#)

Having difficulty viewing the category selector? [Try this one](#)

Done Internet

Sell Your Item: Describe Your Item - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://cgi5.ebay.co.uk/ws/eBayISAPI.dll> Go Links

Sell Your Item: Describe Your Item

1. [Category](#) 2. **Title & Description** 3. Pictures & Details 4. Payment & Postage 5. Review & Submit

Item title *Required

1 character left; no HTML, asterisks, or quotes.
Include specific details about your item. Get tips on writing a good title. [Learn More.](#)

Subtitle (£0.35)

55 characters left.
Add a Subtitle (searchable by item description only) to give buyers more information. [See example.](#)

Item specifics : Digital Cameras

Digital Camera Type

Brand

Model

Resolution (Megapixels)

Optical Zoom

Please enter optical zoom power, not digital zoom or total zoom.
Digital Zoom

Make your item easier to find

Apple Laptops Finder

Product Family

Processor Speed

Screen Size

Search Keywords

Enter [Item Specifics](#) to be included in Product Finder search results.

Done Internet

Sell Your Item: Describe Your Item - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Wordpad abc

Address <http://cgi5.ebay.co.uk/ws/eBayISAPI.dll> Go Links >>

Item description *

Describe your items features, benefits, and condition. Be sure to include in your description: Condition (new, used, etc.), original price, and dimensions or size. You may also want to include notable markings or signatures, or its background history. See more tips for [2.0 to 2.9 MP](#).

Standard [Enter your own HTML](#)

NEW! Select [inserts](#) from the drop-down list below to quickly and easily build your listing.

Font Name Size Colour **B** *I* U [List Icons]

Inserts [ABC] [?]

[Preview description](#) Can't view our description editor? [Use this alternative.](#)

Internet

Item Description

- What is the item made of?
- What is the designer / make / brand?
- When was it made / published / printed?
- How big is it?
- What is the condition?
 - BNWT
 - Boxed
- Music, Books, DVDs auto complete

Item Description...

- Your main chance to sell the item
- Don't exaggerate the truth
- Don't assume people will ask for more information
- Give details about Postage
- Explain any return policies
- Link to manuals or other information

Sell Your Item: Enter Pictures & Item Details - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://cgi5.ebay.co.uk/ws2/eBayISAPI.dll> Go Links

Sell Your Item: Enter Pictures & Item Details

1. [Category](#) 2. [Title & Description](#) 3. **Pictures & Details** 4. [Payment & Postage](#) 5. [Review & Submit](#)

Title
Fuji Finepix A205S Digital Camera in box 256Mb XD card

Pricing and duration

Price your item competitively to increase your chance of a successful sale.

NEW! Get ideas about pricing by searching [completed items...](#)

Starting price *Required
£

A lower [starting price](#) can encourage more bids.

Reserve price (fee varies)
No reserve price. [Add](#)

Buy It Now price (fee varies)
£

Sell to the first buyer who meets your [Buy It Now price](#).

NEW! **Donate a percentage of sale to charity**
No charity selected. [Add](#)

Duration *

When to use a [1-day duration](#).

Private listing
No private listing. [Change](#)

Start time
Listing scheduling requires a [credit card on file](#).

Internet

Options, options, options

- Starting Price
- Reserve
- Buy It Now
- Charity
- Duration and Start time
- Private listing
- Quantity – Individual Items or Lots
- Location

Options, options, options...

- Pictures (One free, others cost 12p)
 - Enhanced Services
 - Basic Services
 - Your own hosting
- Gallery 15p or Gallery Featured £15.95
- Standard, Supersize 60p, Picture Show 15p
- Listing Designer (7p Is it worth it?)

Options, options, options...

- Subtitle (£0.35)
- Bold (£0.75)
- Highlight (£2.50)
- Featured Category Auction (£9.95)
- Home Page Featured (£49.95)

Payment Methods

- PayPal
 - Require immediate payment
- Postal Order / Banker's Draft
- Personal Cheque
- Other / See Item Description
- Credit Cards
- Escrow

Postage

- Postage destinations
- Local pickup only
- Postage services
 - First and Second class
 - Recorded
 - Special Delivery
 - Parcel Force
 - Airmail

Postage...

- Handling Time
- Get It Fast
- Insurance
- Discount
- Returns
- Payment instructions
- Buyer Requirements

Review

- Review the listing
- Correct any errors
- Check fees (as low as 20p, usually 35p)
- Read eBay advice (if any)
- Click “Submit Listing”
- Sit back and wait...

During the Listing

- You can't sit back and wait
- Watch the auction.
- How many people have bid?
- How many people are watching?
- Questions to answer.
- Bids will all come at the end!

Cancelling a Listing

It is not good practice to end an auction listing early:

- However, you can
- The item might get broken or lost

It should not be used cancelled because:

- You sell it to someone outside eBay
- It is not making enough money

End of the listing

- Check status in 'my eBay'
- Send Invoice
- Relist
- Second Chance Offer
- Sell Similar



End of the listing...

When payment has arrived

- Mark as dispatched
- Leave Feedback

If there are any problems

- Contact Buyer
- Report an unpaid item

End of the listing...

- All being well buyer will receive item and leave feedback
- Ask buyer if item has arrived
- Send tracking details
- Remind them to leave feedback
- Deal with complaints

Using PayPal

- Free to join (actually they pay you)!
- Personal Account
- Premier Account
- Business Account

- Requires bank account and debit /credit card to open a full account.
- This can take a few days

PayPal - My Account - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites abc

Address https://www.paypal.com/uk/cgi-bin/webscr?cmd=_login-done&login_access= Go Links >>

PayPal [Log Out](#) | [Help](#)

My Account | **Send Money** | **Request Money** | **Merchant Tools** | **Auction Tools**

Overview | **Add Funds** | **Withdraw** | **History** | **Resolution Centre** | **Profile**

What's New

- [Stay safe online: visit our Security Centre](#)
- [New PayPal \(Europe\) Ltd User Agreement](#)
- [Protect Yourself from Fraudulent Emails](#)
- [Recommended Steps for Merchants](#)
- [Community Page](#)
- [Security Tips](#)
- [Policy Updates - 30/11/2005](#)

Premier Account Overview

Name: [Redacted]

Email: [Redacted] ([Add email](#))

Status: **UK - Verified** (197)

Balance: £8.10 GBP

Recent Activity | [All Activity](#) | [Items Won](#)

Your Recent Activity displays the last 7 days of account activity.

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	From	[Redacted]	8 Jan. 2006	Completed	Details		£3.00 GBP
<input type="checkbox"/>	Payment	From	[Redacted]	7 Jan. 2006	Completed	Details		£3.00 GBP
<input type="checkbox"/>	Payment	From	[Redacted]	7 Jan. 2006	Completed	Details		£3.00 GBP

Internet

Using PayPal

- Advertise auctions with PayPal payments
- Auction Tools available
- Check payment is Completed
- Beware eCheques
- Withdraw money over £50
- Warning for balances over £1,000
- Warning for transfers over £4,500

The Small Print

Prohibited:

- Alcohol, Tobacco, Drugs
- Aeroplane, Train, Lottery, Football tickets

Questionable:

- Adult material, Food, Used Clothing
- Autographs, Slot machines, Presales

Infringing Items:

- Bootlegs, OEM Software, Mod Chips

The Small Print

- Keyword Spamming
- Shill Bidding
- Free 'gifts'
- Fee Avoidance (expensive postage)
- VeRO Verified Rights Owner emails...

Fees

Insertion Fees:

- £0.01 - £0.99 = 15p
- £1.00 - £4.99 = 20p
- £5.00 - £14.99 = 35p
- £15.00 - £29.99 = 75p
- £30.00 - £99.99 = £1.50
- £100 + = £2.00 (multiple £3.00)

Fees

Final Value Fees:

- Not Sold = No Fee
- £0.01 - £29.99 = 5.25%
- £30.00 - £599.99 = £1.57 + 3.25%
- Over £600.00 = £1.57 + £18.53 + 1.75%

Fees

Reserve Fees:

- £0.01 - £49.99 = N/A
 - £50.00 - £4,999.99 = 2% of reserve
 - £5,000+ = £100
-
- Minimum reserve of £50
 - Refunded if item sells

Fees

Motors Insertion:

- £6.00 (Auction or Buy It Now)

Final Value Fee:

- £0.01 - £1,999.99 = £15.00
- £2,000.00 - £3,999.99 = .75%
- £4,000.00+ = £30

PayPal Fees

- To receive money
 - Standard Rate
 - 3.4% + 20p
-
- To withdraw money
 - 25p up to £50
 - Free over £50

Avoiding Scams and Phishing

- Never follow links to eBay or PayPal in emails
 - Type the URL in to the browser
 - Use browser favourites
 - Keep an eye on the URL bar
- eBay and PayPal do conduct surveys
 - However do not enter any login details
- Power Seller Status scam

Avoiding Scams and Phishing

When buying:

- Read the small print, what are you buying?
- Beware items sold 'not tested'
- Is it counterfeit?
- Get postal insurance
- Look for shill bidding

Avoiding Scams and Phishing

When selling:

- Claims of missing goods
- Returning a different item
- Requesting alternative shipping
- Ending Buy It Now to make way for their own auction
- Bid shielding
- Strange email requests

Avoiding Scams and Phishing

- PayPal Buyer Protection
- Covers most eBay sites
- Cover up to £500
- Covers items never received or significantly different to eBay listing
- Does not cover Motor Vehicles, Live Auctions or Mature category

Avoiding Scams and Phishing

- PayPal Transactions
- Sellers Protection Policy
 - Have a qualified Verified Business or Premier account
 - Deliver to confirmed address
 - Retain reasonable proof of postage that can be tracked online
 - Require signature value > £150
 - Item sent within 7 days

Becoming a seasoned seller

- Set up templates for listings
- Templates for everything
- Turbo Lister Download
- Selling Manager Facilities
- Try listing worldwide
 - Increase final value
 - Beware of postage issues

Becoming a seasoned seller

- eBay Shop for dedicated sellers
- Costs from £6 month
- Various levels of subscription
- Personalised Shop URL
- Continuous listings
- Designed for traders

Misc Bits

- eBay Toolbar
- Want It Now?
- 3rd Party Sniping Tools
 - Hammer Snipe
- Was it all worth it?
- What if it doesn't sell?

Questions and Answers

<http://escarpment.net/>

<http://darc-comp.org.uk/>