

eBay Design Buying Guide

Buying an eBay design is a big move for any eBay business. It's important that you ask the right questions to make sure that you are getting the design service that works best for your business and your customers.

- *Which features do you really need?*
- *How will it make buying easier for your customers?*
- *How does it look on mobile?*
- *How will it make selling easier for you?*
- *Do all features meet eBay policy standards?*

We are now going to give a broad overview of how Frooition design would answer these questions and we are aiming to give you the knowledge you need to be able to make well informed decisions on eBay design. Please pick up on any points you want to discuss further with your Frooition advisor, and also ask these questions to any other design companies you may speak with.

Good eBay design is more than just making listings look attractive. Your eBay design must incorporate features to help increase sales and be quick and easy for you to use. A good eBay designer will not shy away from explaining to you how their design does this.

Q 1: Are you an eBay Certified Provider?

eBay created a page where you can check if a company is an eBay certified provider:

<http://pages.ebay.com/seller-center/listing/listing-advanced-sellers/third-party-listing-tools.html>.

If a company is not listed here under third party listing tools, this means they are not eBay certified.

There is no exception to this, and any company claiming to be approved by eBay who are not on this list, are misleading customers.

Q2: Would I have to provide you with my login details for my eBay account?

You should never need to give a company your sensitive information.

You should never risk the security of the login details for the platform where you run your business, and handle sales and payments.

Frooition install designs using eBay's API and a secure token.

All access is logged by eBay and the token can be revoked at any time without affecting any other tools.

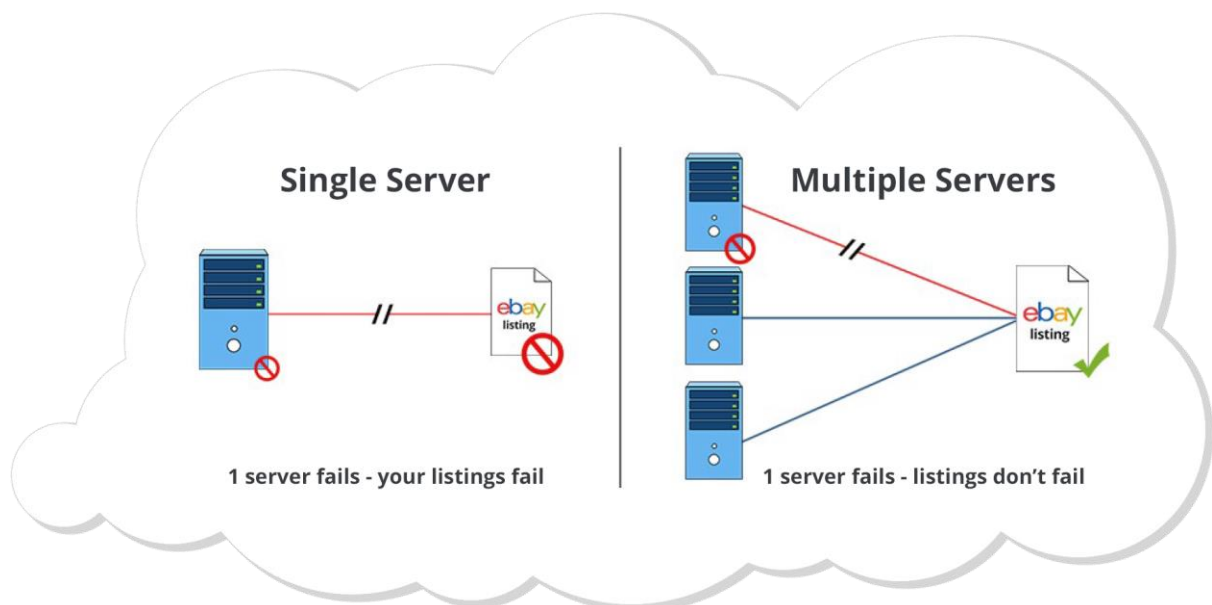
Q3: Do you store my design, graphics and CSS on a dedicated server using Multi location data-centres?

This incredibly technical sounding question is very important to you for one simple reason.

If your eBay design files sit on a single server (such as GoDaddy) you create a single point of failure. If that one server crashes, your design completely fails.

It is not uncommon for budget shared servers to be down for days at a time. Ask yourself how much revenue would you lose if the server was down for a day? Worse still, if it happens on a Friday evening, it could be down all weekend.

With Frooition's enterprise standard servers, your template loads from the nearest server to your customer, meaning quicker load times. If that server fails, it simply relocates to the next closest server. At any one time a Frooition design can be served from 50 separate locations. This service maintains 99.99% uptime. As close as possible to zero downtime for your listings.



Q4: What unique features will my design have to increase my sales?

Frooition have 5 main unique eBay design features:

1 - Frooition eBay designs have dynamic categories.

This is important because every eBay business will, at some point, need to add and remove categories.

It may be for introducing new product lines, or removing old ones, but whatever the reason, for a store with hard coded categories, this would mean a lot of work. The seller would need to take down each product listing, and adjust each one manually.

This would cost you time and lose your sales history and ranking.

With Frooition software, your categories are totally dynamic, meaning that you can instantly edit them with a click of a button in your control panel.

2 – Frooition eBay designs have dynamic cross promotion.

Dynamic cross promotion is the most powerful sales boosting tool sellers can have on eBay.

Dynamic cross promotion scans through your live listings, and automatically shows related products, based on the rules you set.

The rules could be size, colour, any relevant feature. It will only cross promote listings which are relevant and live, thus increasing order values.

This is important because cross promoting irrelevant items is not useful to your customer when they are looking to buy, and it makes your listings look disorganised.

When products sell out, sellers with non-dynamic cross promotion have to go through and update every listing, or they will be cross pushing potential customers to a dead listing.

3 – Frooition eBay designs can feature video.

Video increases time on page by 340%. It is the easiest way for your customer to take in the information they need to feel confident about your product. That is why customers are 85% more likely to buy after watching a product video. Video is a powerful sales tool that is growing in popularity with customers. That is why we offer unlimited bandwidth for all Frooition customers who choose this as a growth tool for their store.

4 – Frooition can offer multi design for a single account.

You may only have one design in mind right now, but having the option for multiple designs gives you massive scope for growth.

For example; a seller selling computers and mobile phones may want one design specifically for computers and another design for mobile phones. After they start selling a lot of refurbished ipads and macbooks they may want to then have separate designs just for macbooks and ipads. Or they may choose to have a design just for apple products, or just for refurbished products. They could add custom areas for different returns or delivery policy. If they find that they are making most of their sales around Christmas, they may want a holiday template with a custom box advertising that they do fast delivery or to promote a holiday discount offer.

Being able to host multiple designs with unique features allows you to go beyond branded aesthetics and offer your customers a more personalised shopping experience, showing customers relevant information such as correct gender size charts and offers based on the item they are viewing.

Frooition makes this growth easy and affordable by letting you host multiple listing designs from one eBay store.

5 – Frooition eBay designs can auto apply.

Frooition's auto apply lets you list in seconds, with your design applied for you. You can have as many designs as you like, just set your auto apply so that it knows which design goes on which category or kind of items, and your listings will appear automatically designed. So easy, you can even list from your phone.

Q5: Can I have multiple designs for one eBay account?

With Frooition it is possible to have unlimited designs. You could sell in completely different categories with a unique design for each, have seasonal designs or designs for brands.

Q6: Who will create my design?

Frooition have more experience with eBay design than any other company. Our senior design team have been designing for eBay for over a decade, and have worked with eBay guiding sellers through the evolution of the platform. When you order an eBay design from Frooition you are given your own dedicated eBay specialist designer. Your designer will work directly from your instruction to create your perfect design.

Q7: Will it apply to my existing listings?

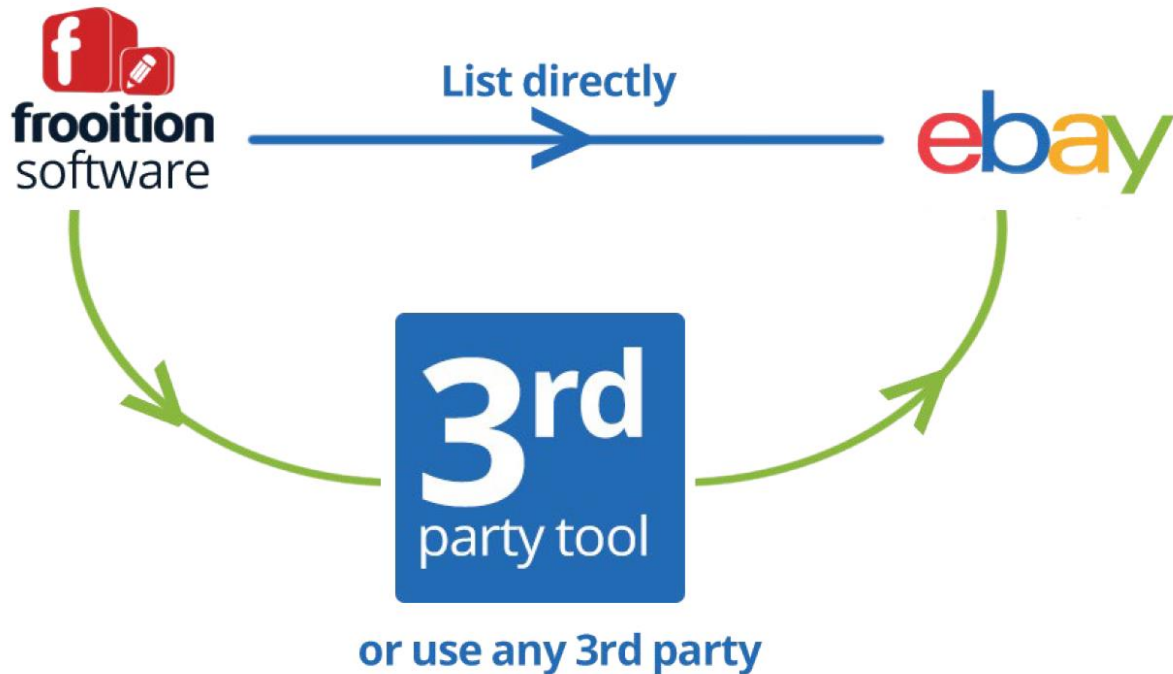
There are two options for applying design to existing listings; you can either go through every one of your listings and manually paste in the relevant code, or you can have it automatically applied with our bulk listing tool.

Having to go into every listing and cut and paste code is a long process.

Frooition's unique eBay listing tool allows you to list directly to eBay, or use any 3rd party listing tool.

Q8: How will I apply design to my new listings?

Frooition designs come with the option to add auto apply as an additional subscription. With auto apply, you simply list to eBay using either your Frooition software or your listing tool and your listings will appear with design automatically applied.



Q9: What if I need to revise my listings?

Manually cutting and pasting code also makes revising your listings a nightmare.

It would mean you having to manually edit each one of your listings each time you want to make a simple amendment such as your shipping or returns policy text.

If eBay made an update which meant you have to remove part of your design or modify it somehow you would be forced to manually update each listing. Depending on your number of listings, this would mean weeks, if not months of work.

Frooition's bulk revision eliminates this problem, making listing revision fast and effortless.

Q10: What if I have a problem?

Frooition has a dedicated in house support team on hand to deal with any issues or questions that you may have.

We also provide a personal account manager who is available to handle questions or support issues outside of working hours; meaning we have always got you covered.

There is also an extensive self-help system with video tutorials available.