

Introduction to eBay

Tecumseh District Library



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www.tecumsehlibrary.org

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What You Will Learn

This class is intended for new eBay users. After this class you will be able to do the following: register for an eBay account, bid on products, purchase items and sell products.

eBay is an online auction and shopping website that offers goods and services to registered users worldwide. Users list goods and services, bid on desired products, and provide feedback on their experiences with other users.

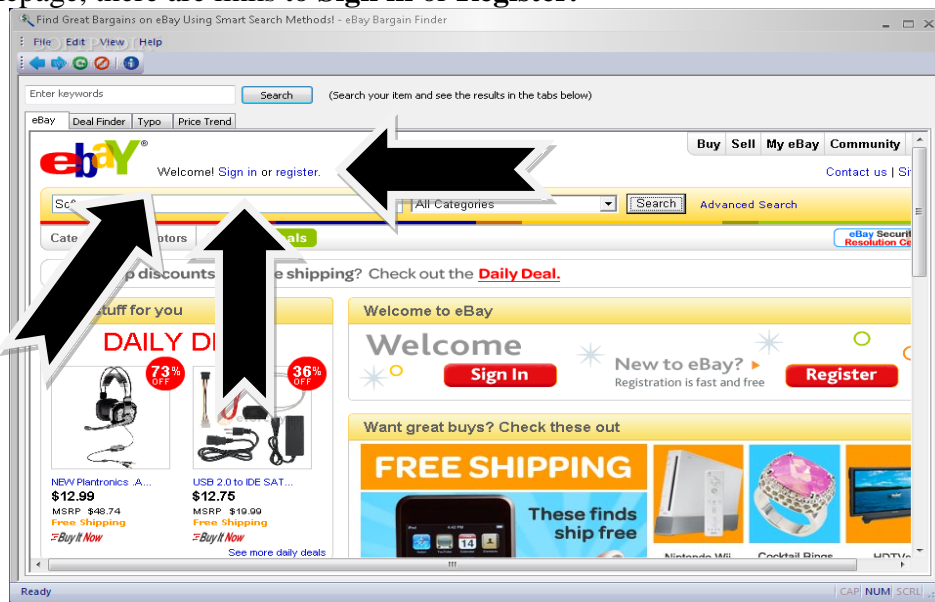
Buying on eBay is similar to a silent auction. Anonymous bids are submitted through the website for specific items.

- Each auction lasts for a specified length of time.
- You enter the amount you are willing to pay (this does not include the cost of shipping unless specifically noted).
- Some items also have the “But it Now” option, which allows you to purchase the item for a set price without going through the bidding process.

Registering With eBay

You will need an account to buy or sell on eBay. This allows for more security than Craigslist.org and allows you to keep track of your searches, leave feedback, and use other services. To begin registering, visit their website www.ebay.com. Click on the **Register** link to set up an account. You can also sign up for PayPal (a business allowing payments and money transfers to be made through the Internet). This method of payment is recommended when buying eBay, for more information visit www.paypal.com.

On the homepage, there are links to **Sign in** or **Register**.



Left click on **Register** to begin setting up an account. This will take you to a screen where you are required to enter your personal information.

Fill in the blanks to register.

Hi! Ready to register with eBay?
It's your typical registration - it's free and fairly simple to complete.
Already registered or want to make changes to your account? Sign in.
Want to open an account for your company?

Tell us about yourself - All fields are required:

First name Last name

Street address

City

State / Province ZIP / Postal code Country or region

Primary telephone number ext.

Example: 123-456-7890
Telephone is required in case there are questions about your account.

Email address

Re-enter email address

We're not big on spam. You can always change your email preferences after registration.

Choose your user ID and password - All fields are required:

Create your eBay user ID

Use letters or numbers, but not symbols. Learn more about creating great user IDs.

Create your password

Use letters and numbers. Learn about secure passwords.

You will also be required to select a User ID and a password. If the User ID you choose has already been taken, you will be prompted to try another combination. Once you have done this, you must choose a secret question and provide the answer. This will be used to verify your identity if you are unable to remember your ID or password. You will also be required to accept the terms of service. This includes reading the User Agreement and Privacy Policy. Check the box to signal your agreement to their terms, then left click **Continue**.

ebay.co.uk
Register: Choose User ID & Password [Help](#)

1. Enter Information 2. **Choose User ID & Password** 3. Check Your Email

Choose an eBay User ID
Your User ID identifies you to other eBay members.

test6816
 6816test
 testt6816
 Create your own ID:

Create password
6 characters minimum.
Enter a password that's easy for you to remember, but hard for others to guess. [See tips](#).

Security Meter
The darker the bar appears, the more secure your password is.

Re-enter password

Secret question
Pick a suggested question...

Secret answer

You will be asked for the answer to your secret question if you forget your password.

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[eBay official time](#)

Once you have submitted your information, eBay will send an email to confirm your registration. Follow the instructions in the email to confirm your account and start using eBay!

Searching for Products & Bidding

There are many ways to search for items on eBay. You can browse through categories provided or use the search box to input specific information. All categories contain further divisions. When using the search box to look for items, use specific words to narrow the search. Remember, eBay lists millions of items. The more detail you provide, the better your chances of finding what you want. It is also a good idea to use the search options in the left hand margin and select preferences such as size, color, brand and cost.

If you need to expand a search, select the “include title and description” check box below the search box and click search again. Next to the search box is the **Advanced Search** option.



Making an Offer (Bidding)

Once you have located an item, make sure to read through the fine print. Each buyer and seller on eBay has a Feedback Score. This score tells other members of the eBay community how many transactions that buyer/seller has been involved in and how other members ranked them. It is a good idea to read through what others have to say about a person before you decide to purchase from them. When you are ready to make your bid, select the Place Bid button.



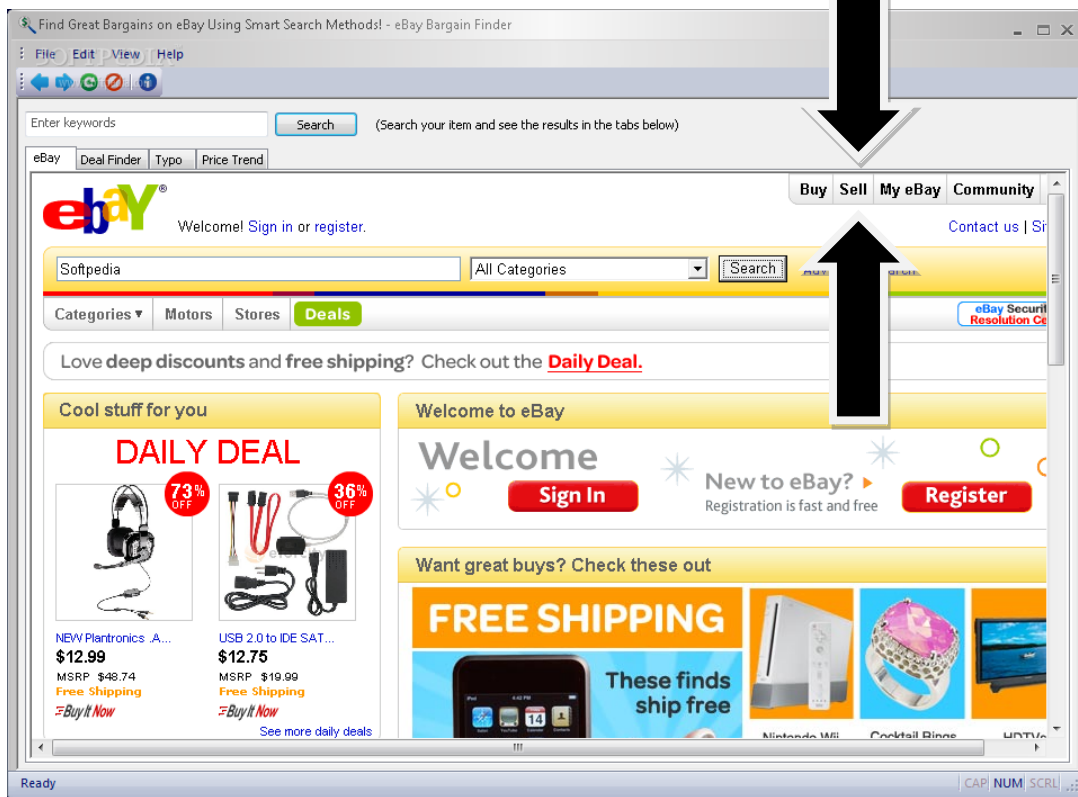
There are several rules to remember when purchasing on eBay, which are all listed on their website at <http://pages.ebay.com/help/buy.html>.

- Generally, once you have bid on an item you cannot retract that bid.
- A reserve price is a hidden minimum price: the seller does not have to sell unless the reserve price is met by a bid. A label next to the current bid price lets you know if the reserve has been met or not.
- **Buy it Now** gives you a chance to buy before bidding has begun. It will disappear once someone bids.
- Once you win an auction, the seller's email address is sent to you in an email.
- Buyers can obtain seller's contact information if they bid or buy a seller's item. Sellers can only obtain the contact information of bidders or buyers on their listings.

Once you have won a bid, eBay will email you with the next steps to follow.

Selling

To begin selling items on eBay, you must first login. Click the Sell tab at the top of the webpage. It is directly to the right of the **Buy** tab.



Then click the **Start Selling** button. The next page asks for keywords to describe your item in order to place it in the correct category. Once you have entered your keywords, eBay will display a number of categories for you to choose from. Select the appropriate category and click the check box to the left of the category. Then click **Continue**.

Select a category

[? Help](#)

Find a matching category

Enter at least 3 keywords about your item to find a relevant category to list in.
For example: Transformers action figure

Buyers will see your listing in the category that you select.

eBay Motors

Parts & Accessories > Apparel & Merchandise > Car & Truck > Other Merchandise

Home & Garden

Inside the Home > Bedding > Throws

Inside the Home > Home Decor & Accents > Afghans, Throws

Inside the Home > Bedding > Blankets

Inside the Home > Bedding > Children's Bedding > Blankets & Bedspreads

Baby

Nursery Bedding & Blankets > Baby Bed Blankets


Tip: Reach more buyers by selecting two categories. [\(Fees apply\)](#)

Categories you have selected

• Home & Garden > Inside the Home > Bedding > Throws | [See sample listings](#) | [Remove](#)

[Start over](#)

Next, the screen that comes up is the Simple Form. You can choose a different form that has more options located in the upper right hand corner.


[Switch to form with more choices](#) [Save for later](#)

Create your listing

Enjoy a \$0.00 Insertion Fee when you list your item. [Learn more](#)


Category selected: **Home & Garden > Inside the Home > Bedding > Throws** [\[change\]](#)

1 Create a descriptive title for your item

(Your title has 55 characters remaining)

2 Bring your item to life with pictures

Click **Add a photo** and select the photo you want to upload. [?](#)



Tips

Your first picture is on us and will appear on your listing and as your Gallery Picture. With Gallery Picture, a small version of your picture appears in search results. With Gallery Plus, buyers can also see larger pictures in

Choose the price you'd like your auction to start at, the length of the auction, and the price for shipping. Then choose how you want to be paid and click the **Save and Preview** button.

Review your listing. If changes are necessary, then select the **Edit Listing** link. Otherwise, select **Continue**. Once selected, eBay will take you to the **Create a Seller** Account page. You are required to choose a payment method for your listings. Follow the prompts and fill in the necessary information.

PayPal

PayPal is a website which offers secure online transactions. When you have an account with PayPal, you can send or receive funds on the Internet without revealing your credit card number or bank account information to a third party. While it is not necessary to use PayPal for eBay transactions, it is widely utilized on eBay and the most popular method of payment. Some sellers will only accept PayPal as a method of payment. If you are going to sell and buy on eBay, I would encourage you to set up a PayPal account. PayPal is very advantageous because:

- It is instantaneous; it debits or credits your account as soon as the transaction is completed.
- PayPal has a complaint process by which sellers and buyers can resolve disputes.
- Not using PayPal may reduce your potential to buy or sell because many people prefer the speed and convenience it offers.
- As a buyer, you will have to provide account information only to PayPal, not to every merchant you transact with.
- A buyer has no PayPal fees.

To open a PayPal account, go to www.paypal.com and click **Sign Up**.

The screenshot shows the PayPal website interface. At the top, there are links for 'Sign Up', 'Log In', 'Help', and 'Security Center', along with a search bar and a language selector set to 'U.S. English'. Below this is a navigation menu with tabs for 'Home', 'Personal', 'Business', 'Products & Services', and 'Developers'. Underneath the navigation menu are links for 'Get Started', 'Send Money', 'Request Money', 'Sell on eBay', and 'Developers'. The main content area is split into two columns. The left column contains an 'Account login' section with fields for 'Email address' and 'PayPal password', a 'Log In' button, and links for 'Forgot your email address or password?' and 'New to PayPal? Sign up'. Below this is a 'Top questions' section with links like 'Why use PayPal when I have credit cards?' and 'What can I do with PayPal?'. The right column features a large promotional banner with the text 'Shop now for more great deals' and 'Check out extra savings from your favorite online stores', with a 'Go Shop' button. Below the banner are sections for 'Pay online' and 'Get paid online', each with links to learn more or start using the service. At the bottom right, there are logos for payment methods: VISA, MasterCard, AMEX, and BANK.

To fill out the account signup form, you will need a valid email address (preferably the one you used to register with eBay) and a valid credit card or debit card. You may also provide a valid bank account, but this is optional. Follow the prompts and you're on your way to buying and selling on eBay!