

## eBay Auction Checklist

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Here is a handy checklist you can print out and post next to your computer. Use it to check your auction listings. You will be surprised to see how many things you catch.

1. Have I checked my listing for any spelling or grammatical errors?
1. Is my type readable? Is it too large or too small?
2. Did I use short paragraphs with breaks between them?
3. Are my photos clear and not too big to cause slow loading?
4. Have I checked all my fees and options?
5. Did I use the correct auction duration (number of days)?
6. Does my auction end at a good time and on a good day (such as Sunday at 6 p.m. PST)?
7. Did I include clear shipping information, costs, return policy and other terms?
8. Is my item description accurate, clear, and complete?
9. Did I include information as to the product's size, weight, and so forth?
10. Did I mention any flaws or discrepancies?
11. Did I clearly spell out the shipping cost and method?
12. Does my title communicate what I am selling?
13. Does my title contain the appropriate keywords for item searches?
14. Did I invite bidders to e-mail me with questions?
15. Did I include active links to my *eBay Store* and *About Me* page?
16. Is my *About Me* page up to date?
17. Did I include a *Buy It Now* price?

Skip McGrath is the author of *The Complete eBay Marketing System* and other books about selling on eBay and the internet available from [www.skipmcgrath.com](http://www.skipmcgrath.com). He publishes a free monthly newsletter for eBay sellers at [The eBay Sellers News](#). You can [click here](#) to read the current issue.

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