



eBay Store Checklist

This PDF gives you a complete checklist for the steps required to update your store with the strategies with all the information covered in Module 3.

Chosen Store Type

Niche or Specialty

General Store

Created New Store Name

Updated Store Branding Elements

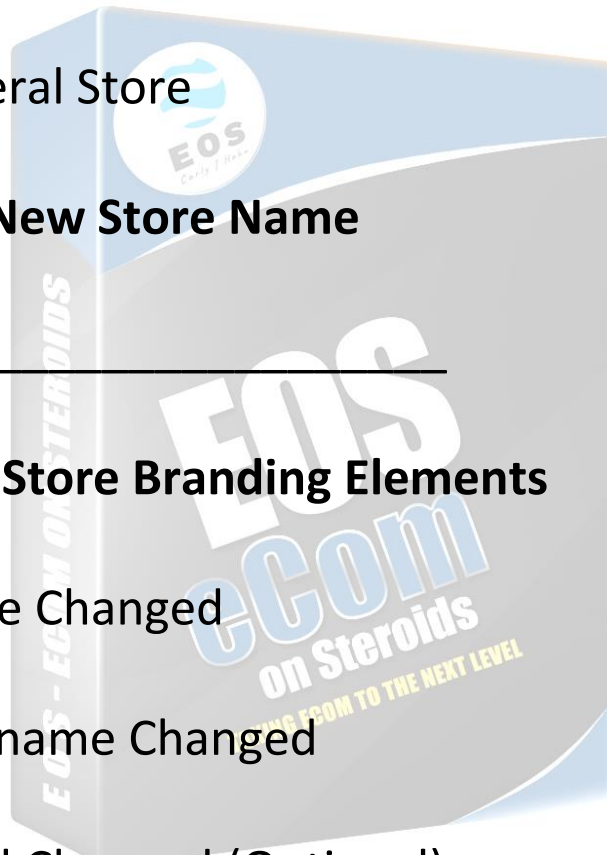
Name Changed

Username Changed

Email Changed (Optional)

Created Store Images

Created Billboard Image (1200 x 270 pixels)





- Created Logo (300 x 300 pixels)
- Created SEO Optimized eBay Store Description
- Renamed Billboard Image to Store Name
- Renamed Logo Image to Store Name Variation
- Uploaded Billboard Image & Logo Image
- Created Optimal Category Structure
- Matched Category Structure to eBay
- Moved Current Listing to New Structure
- No Listings in “Others” Store Category
- Removed All Empty Categories

