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U s e r ' s M a n u a l

e B a y S t o r e

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Connecting Ecommerce and ERP



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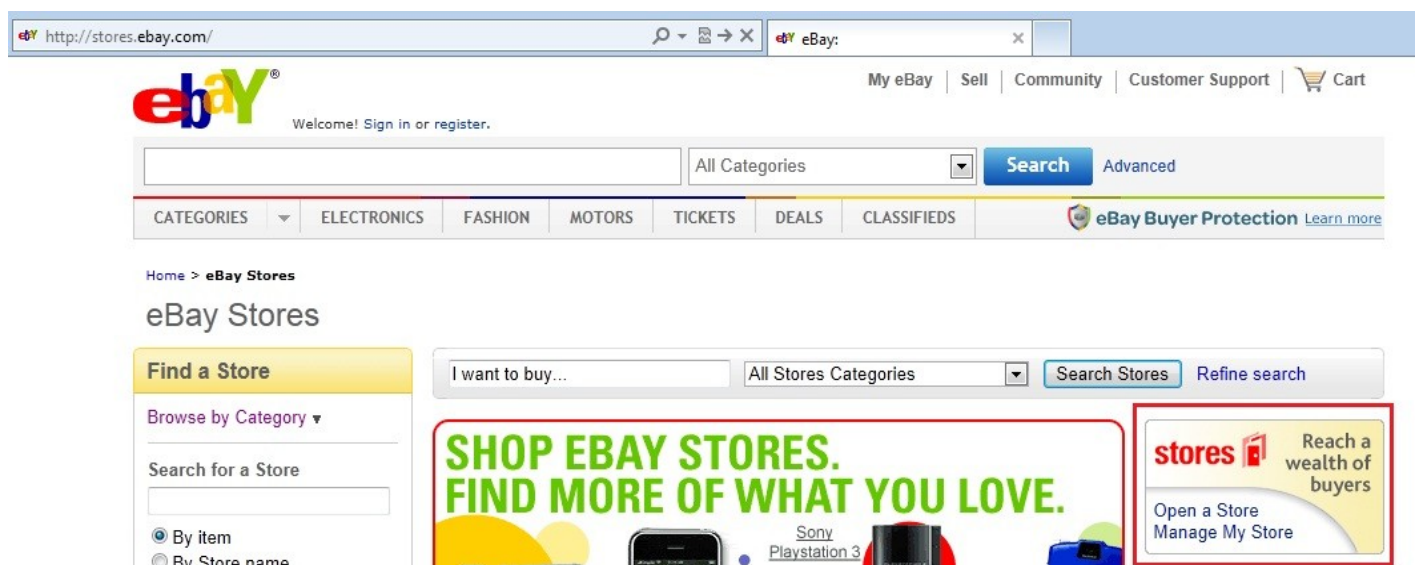
Introduction

There are several requirements for creating an eBay store:

1. You should have an active seller's account.
2. You should have a Feedback Profile of 20 or higher, or a PayPal account in good standing.

Creating an eBay store

1. Go to <http://stores.ebay.com/>.
2. Click on the **Manage My Store** button in the box on the right side of the page.



3. Specify your eBay login and password.

Welcome to eBay - Sign in

Sign in to My eBay ?

Back for more fun? Sign in now to buy, bid and sell, or to manage your account.

User ID

Password

[I forgot my user ID or password](#)

Keep me signed in
(Uncheck if you're on a shared computer)

Not an eBay member?

4. Then, you should choose **Your Subscription Level**

Subscribe to eBay Store: Choose Your Subscription Level

Choose your subscription level:

- Basic Store** (\$15.95 per month)
An entry-level solution for sellers who want an online store, with lower listing fees than non-store fees.
- Premium Store** (\$49.95 per month)
A solution for sellers with reduced listing fees and more business tools to help grow a business.
- Anchor Store** (\$299.95 per month)
A solution for high-volume sellers with the lowest listing fees.

...and type a **Store name** at the bottom of the page. Click **Continue** button.

Choose a Store Name

test store

25 characters remaining.

Learn more about [naming your Store](#).

Congratulations! You have created your eBay Store. Now, you have to create the store categories.

Creating store categories

1. Click on the **Store Categories** button.

Manage My Store

Hello, **test store** (80 ★)

Manage My Store: Summary

Store Usage Information: Perfumeland Megastore

Subscription level:	Premium
Active listings:	9
Email marketing	
Number of sent emails	No Emails
Number of Subscribers	No Subscribers

2. Click on the **Add Category** button on the right side of the page.

Manage Store Categories

Use Store categories to organize your listings. Category names appear in the left-hand navigation bar of your Store. Review the [Store category guidelines](#) for tips on creating effective Store categories.

[Reorder Categories](#)

Category: All Categories **Add Category**

<input type="checkbox"/> Category (level 1)	# of Subcategories	# of Listings
<input type="checkbox"/> Popular	0	2
<input type="checkbox"/> Women's	0	1
<input type="checkbox"/> Men's	0	3
<input type="checkbox"/> Kid's	0	1
<input type="checkbox"/> Other Products	3	2
Other items	--	0

Rename Move Category Delete All Categories: 8 of 300 created

3. You can create up to 300 categories. Specify the categories names and click on the **Save** button.

Add Store Category

Add categories in: All Categories

You can create a total of 300 categories.

Category Name

 30 characters left.

Category Name

 30 characters left.

Category Name

 30 characters left.

Category Name

 30 characters left.

Category Name

 30 characters left.

[Add more categories](#)

|

Uploading the categories to the Link

1. Go to your eBay Link.
2. For uploading of eBay categories to eBay Link you should go to the **eBay Connector – Profiles – Store Categories** tab and click on the **Update** button. All categories which you created in your eBay store will appear in eBay Link, and you will be able to add products there.

The screenshot shows the 'US Production' section of the eBay Store management interface. The 'Store Categories' tab is highlighted with a red box. The 'eBay Connector' dropdown menu is open, and the 'Profiles' option is highlighted with a red box. The 'Update' button is also highlighted with a red box. The interface includes a navigation menu on the left with options like Configuration, Catalogue, Customers/Orders, eBay Connector, Profiles, Bulk Upload, Activity, eBay Cron, and Amazon Connector. The main content area shows various settings tabs (Ebay, Paypal, Store, Returns policy, Payment Defaults, Shipping Defaults, Exclude Postage, Store Categories) and a list of categories (Other, Popular, Women's, Men's, Kid's, Other Products, Hair Care, Skin Care, Gifts). A tip at the bottom reads: 'Tip: don't forget to synchronize eBay store categories after updating them in the eBay back end.'

Creating Custom Pages

1. You can create navigation pages in your eBay Store. Click on the **Customer Pages** button.

The screenshot shows the 'Manage My Store' interface. The 'Custom Pages' section is highlighted with a red box. The interface includes a navigation menu on the left with options like Store Management, Store Summary, Store Design, and Feature List. The main content area shows a greeting 'Hello, test store (80 ★)' and a 'Custom Pages' section with a description: 'Here you can create, edit, or delete pages, or change "Deactivate" link. Learn more about managing your c'. Below this is an 'Active Pages' section with a 'Create new page' button. At the bottom, there is a table with columns 'Current Position' and 'Page Title'.

2. Click on the **Create new page** button.

Custom Pages

Here you can create, edit, or delete pages, or change the order of page links in your Store's navigation. To hide a page so that buyers cannot see or access it, click on the "Deactivate" link. [Learn more about managing your custom pages.](#)

Active Pages

[Create new page](#)

Current Position	Page Title	Actions	Page Status	Move Page
1	Home	Select ▾	Homepage	⤴ ⤵
2	About Us	Select ▾	Active	⤴ ⤵
3	Delivery/Rates	Select ▾	Active	⤴ ⤵
4	Return Policy	Select ▾	Active	⤴ ⤵
5	Contact Us	Select ▾	Active	⤴ ⤵

- On the next page, select **Layout** and click **Continue** button at the bottom of the page.
- Then, fill out all the boxes on the opened page (it depends on the chosen Layout) and click on the **Continue** button.
- These pages will appear in your eBay Store in the navigation menu at the bottom of the pages. For example:

[About eBay](#) |
 [Security Center](#) |
 [Buyer Tools](#) |
 [Policies](#) |
 [Stores](#) |
 [eBay Wish list](#) |
 [Site Map](#) |
 [eBay official time](#) |
 [Preview new features](#) |
 [Tell us what you think](#)