

SELLER SUCCESS

eBay Seller Audit

A clear, prioritised review of an eBay shop and its listings

DEMONSTRATION ONLY Oak & Tails Supplies is fictional. Every product, listing, score and observation in this report was created solely to demonstrate the service. No real seller or account was reviewed.

Report detail	Sample information
Prepared for	Oak & Tails Supplies (fictional shop)
Marketplace	eBay UK
Package illustrated	Complete Growth Audit
Review scope	Public shop presentation plus 10 fictional listings
Review date	28 August 2026

No calls. No passwords. No account access. One clear written report.

1. Executive snapshot

OVERALL ASSESSMENT The shop is functional and presents a credible basic offer, but weak title structure, inconsistent primary images and incomplete item specifics make several listings harder to understand quickly. The strongest immediate opportunity is clarity, not adding more listings.

Audit result

Overall score	Strongest area	Largest observable leak
52 / 100	Postage and service clarity	Titles, primary images and item specifics

The three actions to complete first

1. Rewrite the ten reviewed titles so each begins with the exact product type and adds only verified differentiators such as size, material, colour and pack quantity.
2. Replace or recrop the primary image for six reviewed listings so the complete offer is identifiable at thumbnail size.
3. Complete the relevant item specifics and remove contradictions between titles, specifics and descriptions.

What should not change yet

- Do not increase promoted-listing spend until the reviewed listings are clearer and a baseline has been recorded.
- Do not rewrite all 386 fictional listings at once. Correct the highest-traffic sample first and measure the result.
- Do not make unverified performance, compatibility, waterproofing or safety claims to create stronger copy.

Scope and evidence

This sample illustrates a review based on public shop information, ten listings selected from a fictional 386-listing catalogue and fictional seller-supplied product facts. Private account analytics were not available, so performance effects are framed as likely effects or tests rather than proven causes.

2. Scorecard

Scores support consistent prioritisation. They do not predict sales or represent an official eBay assessment.

Area	Score	Weighted	Summary
Shop trust and clarity	3 / 5	6 / 10	Clear policies; uneven category naming
Titles and search relevance	2 / 5	8 / 20	Repetition displaces useful product facts
Primary images and gallery	2 / 5	6 / 15	Offer not obvious in six primary images
Item specifics and category	2 / 5	6 / 15	Relevant attributes missing or inconsistent
Description and conversion	3 / 5	9 / 15	Facts present but delayed by generic copy
Price and offer structure	3 / 5	6 / 10	Reasonable presentation; bundles need testing
Postage, returns and service	4 / 5	8 / 10	Clear dispatch and tracked options
Consistency and risk	3 / 5	3 / 5	Several avoidable wording contradictions
TOTAL		52 / 100	Prioritise clarity before promotion

How to read the score

Score	Meaning
0-1	Missing, seriously obstructive or high priority
2	Below a sound working standard; important improvement
3	Functional but leaves a clear opportunity
4	Strong with limited refinements available
5	Excellent for the evidence reviewed; maintain and monitor

EVIDENCE DISCIPLINE “Observed” describes what is visible in the fictional listing. “Likely effect” is a reasoned interpretation. “Test” is used where private performance data or experimentation is required.

3. Finding: titles spend space on repetition

Priority: High

Observed: Seven of the ten reviewed titles repeat the product type or use generic promotional words before important details such as size, material, colour or pack quantity.

Likely effect: Buyers scanning search results may need longer to identify the exact offer. Repetition also uses space that could distinguish similar products.

Recommended action: Lead with the plain product name, then add verified high-intent differentiators in a natural order. Remove duplicated nouns, filler and unsupported superlatives.

Illustrative rewrites

Listing	Before	Suggested title
Portable dog bottle	AMAZING DOG TRAVEL WATER BOTTLE PORTABLE PET WATER DRINKING BOTTLE NEW	Portable Dog Water Bottle 550ml Travel Dispenser with Wrist Strap - Blue
Rear-seat cover	PET CAR SEAT COVER DOG WATERPROOF PROTECTOR BACK SEAT HAMMOCK UNIVERSAL	Dog Car Seat Cover - Waterproof Rear-Seat Hammock with Side Flaps, Black
Slow feeder	DOG BOWL SLOW FEED NON SLIP PET FEEDER BOWL GREY MEDIUM	Slow Feeder Dog Bowl, Medium Non-Slip Pet Feeder - Grey

CUSTOMER VERIFICATION The suggested wording assumes the fictional seller has verified the stated size, colour, material and features. Remove any term that cannot be supported by the product specification.

Completion check

- Every title identifies the product in its opening words.
- No product noun is needlessly repeated.
- Size, quantity, colour and material appear only when accurate and useful.
- The title reads naturally rather than as a string of disconnected keywords.

4. Finding: the primary image does not always explain the offer

Priority: High

Observed: Six reviewed primary images leave substantial empty space or show packaging at a distance. Two multipack listings do not make the included quantity visually obvious. Secondary images contain useful dimensions, but those details appear late in the gallery.

Likely effect: At search-result size, buyers may not immediately distinguish the single item from the multipack or understand the product scale.

Recommended action: Use a clean, tightly cropped first image that shows the complete offer. Move dimensions, contents and use-context images earlier in the gallery. Keep the product truthful and do not add copied competitor assets or unsupported badges.

Recommended gallery order

1. Primary image: complete offer, clean crop and accurate colour.
2. Scale or dimensions: show measurements clearly.
3. What is included: every component or pack quantity.
4. Use context: demonstrate the genuine intended use.
5. Detail and material: closures, surfaces, fittings or texture.
6. Care, compatibility or limitations: only verified information.

5. Finding: item specifics contain avoidable gaps

Priority: High

Observed: Material is missing from four reviewed listings, pack quantity is missing from two, and colour names differ between the title and item specifics in three. One fictional listing uses “Universal” in the title while its dimensions indicate a limited fit range.

Recommended action: Complete only relevant, accurate specifics and use the same values across the title, specifics and description. Replace “Universal” with the measured fit range unless universal compatibility is genuinely supportable.

Check	Required correction
Material	Use the verified product specification; do not infer from appearance
Size / dimensions	Use one measurement system consistently and include units
Colour	Use the same plain colour name throughout the listing

Check	Required correction
Pack quantity	State the number of sellable units included
Compatibility	Describe a measured range; avoid unsupported universal claims

6. Finding: descriptions delay essential facts

Priority: Medium

Observed: The first two paragraphs on eight reviewed listings contain broad promotional wording before dimensions, contents, materials and care information. Returns and dispatch wording is clear but repeated at length on every page.

Likely effect: Mobile buyers must work harder to confirm whether the product is suitable. Important product distinctions can be missed before the buyer reaches the factual sections.

Recommended action: Begin with a two-sentence offer summary, then use concise factual sections. Keep standard service wording brief and consistent.

Recommended description structure

Section	Purpose	Example content
Opening	Identify the offer	Product type, quantity and primary use
Key facts	Answer quick checks	Size, material, colour and contents
Use and fit	Set expectations	Measured compatibility and limitations
Care / condition	Reduce uncertainty	Cleaning, storage or condition facts
Delivery / returns	Reassure clearly	Dispatch promise and concise policy link

Example opening rewrite

SUGGESTED COPY A 550ml portable dog water bottle for walks, day trips and car journeys. The bottle includes a wrist strap and an integrated drinking tray; dimensions and care instructions appear below.

Customer to verify: capacity, included components and material before publication.

Positive finding: service information is clear

Observed: The fictional shop gives a consistent one-working-day dispatch promise, offers a tracked delivery option and explains returns without hostile or discouraging language.

Recommendation: Maintain this wording. Shorten repeated boilerplate where possible, but do not weaken the clarity of dispatch, tracking or return expectations.

7. Seven-day priority plan

Complete the work in this order. Correcting accuracy and clarity comes before testing promotion or price changes.

Day	Action	Completion evidence
Day 1	Correct contradictory product facts and remove unsupported “universal” wording.	Title, specifics and description agree
Day 2	Rewrite the three highest-priority titles using verified facts.	Titles identify each offer immediately
Day 3	Recrop or replace the six weak primary images.	Complete offer is clear at thumbnail size
Day 4	Complete relevant material, size, colour and quantity specifics.	No avoidable high-value gaps remain
Day 5	Restructure the three most important descriptions.	Essential facts appear before generic copy
Day 6	Review delivered price, dispatch and return consistency.	No conflicting customer promise
Day 7	Record baseline metrics and schedule comparisons.	Baseline date and figures are saved

Baseline to record before making changes

- Impressions and page views for the reviewed listings.
- Click-through or traffic measures available to the seller.
- Orders and conversion measures available to the seller.
- Promoted-listing rate and spend, if used.
- Returns, buyer questions and repeated points of confusion.

TESTING RULE Change one meaningful element at a time where practical. Keep an unchanged comparison group when the catalogue allows it. Record the exact date and wording of every material change.

8. Thirty-day test roadmap

Test	Baseline	Change	Measure after	Decision
Title test	Current impressions and clicks	Apply rewritten titles to three comparable listings	14-30 days	Keep, revise or restore
Image test	Current views and conversion	Replace the first image while holding price steady	14-30 days	Keep or revise crop/order
Specifics test	Traffic and buyer questions	Complete relevant structured attributes	14-30 days	Expand to next listing group
Offer test	Orders and estimated profit	Test one truthful multipack or price presentation	30 days	Retain only if commercially sound

Expected decision after 30 days

If clarity improvements coincide with better engagement or fewer buyer questions, extend the proven pattern to the next highest-value group of listings. If results are flat, check demand, price, competition and traffic quality before rewriting the entire catalogue. Do not treat one short test as proof of causation.

Limitations

- This is a fictional demonstration and contains no real seller performance data.
- A real audit reviews the agreed public listings and any screenshots voluntarily supplied by the customer.
- Seller Success does not request passwords, login codes, payment information or account access.
- Recommendations are independent observations and tests, not guarantees of ranking, traffic, sales, profit or account outcomes.
- The customer remains responsible for product accuracy, lawful claims, marketplace rules and implementation decisions.

YOUR REPORT WOULD BE SPECIFIC A paid audit replaces every fictional example in this document with evidence from the customer's own public shop and selected listings. The result is prioritised around what is actually visible, not a generic checklist.

Seller Success Marketplace Audits

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