

# Introduction to



Presented by the Clearwater Public Library

eBay (<http://www.ebay.com/>) was founded in 1995. Since then it has become the world's biggest and most popular online trading community, trading anything from cars to teddy bears, to golf clubs. Virtually anything you can imagine (that is legal to sell) is sold on eBay. According to USA Today, there were 135.5 million registered users in 2005.

## What do you do first?

**Register** - To Register, click on the icon on the EBay homepage that looks this:



Or click on register at the top of the page. Follow the step-by-step directions. You will need to think of a username and password. You also will need to have a valid email address. (If you bid on an item you will be notified via email on the status of your auction.)

Note: You don't need to register to browse or search for items. If you want to start bidding or selling you will need to register.

## How to Search

Categories are listed alphabetically on the right side of the website. (The number of items in each category appears in parentheses.) You can also choose a category from the drop down box on the top of the page or you can perform a keyword search by typing "what you are looking for" in the box. The more specific you are with your search, the closer you'll come to finding what you want. (For example, if you are looking for a rooster plate, type just that. Simply typing "rooster" will return items that you are not really looking for. Like a rooster lamp, weathervane, or cookie jar.)

## How to Buy

Lets say you really want a rooster plate and found the one below through a simple search. First, you should "**Meet the Seller**" and evaluate previous customer feedback. To do this, either click on the seller's name or Read feedback comments. This will provide comments from other eBay members who have previously purchased an item from this seller.

You can also send the seller an email by clicking on the Ask seller a question link. (To do this, you must already be a registered user.)

The screenshot shows an eBay listing for a decorative plate. The page layout includes a navigation bar at the top with links for home, pay, register, sign in, and site map. Below the navigation bar is a search bar and a category breadcrumb: Home & Garden > Home Decor > Decorative Plates, Bowls > Ceramic, Porcelain. The main heading of the listing is 'Decorative Plates - Roosters Cut Corner - 10" - PLATE D' with item number 200019838548. A callout box points to the 'Buy It Now' price of US \$45.00 and the 'Best Offer' section, stating 'Two ways to buy...'. Another callout box points to the 'Meet the seller' section, stating 'Meet the Seller...'. The 'Meet the seller' section provides details about the seller 'dapperfrog', including a 99.6% positive feedback score and a 'Power Seller' badge. The 'Buy safely' section lists two steps: 'Check the seller's reputation' and 'Learn how you are protected', with a 'PayPal' logo and 'Free PayPal Buyer Protection' text. The bottom of the page shows the Windows taskbar with several open applications and the system clock at 1:41 PM.

You will see that the item above has two ways to buy: **Buy it Now** price and **Best Offer**. These are **Fixed Price Auctions**.

**Buy It Now** – Buyers can get the item right away without waiting for an online auction to end.

**Best Offer** – Buyers can suggest a price they are willing to pay.

eBay also has **Auction Style Listings**:

**Reserve Price Listings** – In this type of auction, the seller sets a price and will not sell below that price. Buyers do not know the reserve price, only whether or not the reserve has been met.

**Private Auction** - When a seller creates a private listing, a buyer's User ID does not appear in the listing or in the listing's bid history. Only the seller is authorized to view the buyer User IDs associated with that listing.

Visit this link for additional information on eBay's bidding process:  
<http://pages.ebay.com/help/buy/proxy-bidding.html>

To place a test bid, visit the link below:

<http://pages.ebay.com/education/tutorial/course1/bidding/>

For more information on buying, consult eBay Help or this link:

[http://pages.ebay.com/help/buy/buy\\_getstarted\\_ov.html](http://pages.ebay.com/help/buy/buy_getstarted_ov.html)

## How to Pay

Paying for an item depends on the payment methods accepted by the seller. You should carefully read the item description before you bid, to determine what payment methods the seller accepts. Most sellers accept PayPal because it transfers funds immediately, enabling sellers to ship the item quickly.

In order to use PayPal, you have to have an account. Go to <http://www.paypal.com> and click the **Sign Up Now** button at the top of the page.

Before you bid on an item or use **Buy It Now**, make sure that the seller's payment options will work for you. Important factors you should consider include:

- Is it traceable and is there proof of payment?
- Is the method fast and convenient?
- Is it secure?
- What is the liability coverage in case something goes wrong?

eBay does **not** recommend cash or cash wire transfers as a payment method.

For detailed information on payment options see the link below:

<http://pages.ebay.com/help/pay/index.html>

## How to Sell

To sell items on eBay, you must register to be a "seller" by creating a seller's account. You will need to provide credit card information. For detailed information go to the link: [http://pages.ebay.com/help/sell/seller\\_account.html](http://pages.ebay.com/help/sell/seller_account.html)

Once you have created your account, you should be thinking about the following questions:

1. Do you have an idea of how to price your item? Review prices of like items on eBay.
  2. Do you have a picture of your item?
  3. Do you have an accurate description of your item and an idea of the correct category to list it?
  4. Do you know how much your item weighs when packaged?
  5. Do you know what kind of auction you will use?
  6. Do you know how much eBay will charge for your listing? See this link for information on fees: <http://pages.ebay.com/help/sell/fees.html>
- For a short audio tour on How to Sell on eBay, see the link: <http://pages.ebay.com/education/howtosell/index.html>

### Additional Help:

For additional resources on eBay, consult the links below:

[http://www.ebayuniversity.com/gotraining/How Does EBay Work](http://www.ebayuniversity.com/gotraining/How_Does_EBay_Work)

<http://pages.ebay.com/help/index.html>

<http://pages.ebay.com/education/learningcenter/index.html>

(Audio tours of about buying, selling, researching and using eBay)

### For books about eBay:

Access the library catalog at the link below and browse for book about eBay.

<http://libpolaris.clearwater->

<fl.com/polaris/Search/default.aspx?ctx=3.1033.0.0.4&type=Default>

The screenshot shows a Microsoft Internet Explorer browser window displaying the Clearwater Public Library System search results. The search term is "eBay (Firm)". The results page lists two books:

- Ebay for dummies**  
Author : Collier, Marsha.  
Publisher, Date : Hoboken, NJ : Wiley Pub., c2004. - Edition : 4th ed.  
ISBN : 0764556541 (pbk.) - Description : xvi, 392 p. : ill. ; 24 cm.  
Call Number : 381/.17/Col  
Local Availability: 0 (of 1) - System Availability: 0 (of 3) - Current Holds : 0  
[Availability](#) | [Add to Title List](#) | [Place Request](#) | [More Info](#)
- How to do everything with eBay**  
Author : Holden, Greg.  
Publisher, Date : New York : McGraw-Hill/Osborne, c2004.  
ISBN : 0072254262 (pbk.) - Description : xiii, 352 p. : ill. ; 23 cm.  
Call Number : 381/.177/Hol  
Local Availability: 0 (of 1) - System Availability: 0 (of 3) - Current Holds : 0  
[Availability](#) | [Add to Title List](#) | [Place Request](#) | [More Info](#)

The browser's address bar shows the URL: <http://libpolaris.clearwater-fl.com/polaris/Search/default.aspx?ctx=3.1033.0.0.4&type=Default>. The taskbar at the bottom shows the Start button and several open applications, including "Polaris Shortcut Bar", "Inbox - Microsoft Out...", "Introduction to Ebay...", and "Polaris PowerPAC - M...". The system clock shows 10:57 AM.