



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional eBay E-Commerce Course Outline

Module 1: Introduction to eBay & E-Commerce

- Understanding the eBay Marketplace & Business Model
- eBay vs. Amazon vs. Shopify – Key Differences
- Setting Up an eBay Seller Account (Personal vs. Business)
- Understanding eBay's Policies & Seller Guidelines

Module 2: Setting Up an eBay Store

- Choosing the Right eBay Store Subscription Plan
- Setting Up a Professional eBay Storefront
- Customizing Your Store Branding & Layout
- eBay Seller Dashboard Overview

Module 3: Product Research & Sourcing

- Finding Profitable Products to Sell on eBay
- Using eBay's Terapeak for Market Research
- Wholesale, Dropshipping, and Private Labeling on eBay
- Avoiding Restricted & Prohibited Items

Module 4: Listing Optimization & SEO

- Creating High-Converting eBay Listings
- Optimizing Titles, Descriptions & Bullet Points
- Using eBay SEO to Rank Higher in Search Results
- Importance of High-Quality Images & Videos

Module 5: Pricing & Profitability Strategies

- Understanding eBay Fees & Seller Costs

- Competitive Pricing Strategies & Dynamic Pricing
- Auction vs. Fixed Price Listings – When to Use Each
- Offering Discounts, Bundles & Promotions

Module 6: Payment Gateways & Order Management

- Setting Up eBay Managed Payments (Payoneer, PayPal, Direct Bank)
- Understanding Payment Processing & Fees
- Automating Order Processing & Tracking
- Handling Returns, Refunds & Dispute Resolution

Module 7: Shipping & Fulfillment Strategies

- Choosing the Best Shipping Methods & Carriers
- Setting Up Free & International Shipping
- eBay's Global Shipping Program (GSP)
- Packaging & Handling Best Practices

Module 8: eBay Dropshipping Business Model

- Setting Up a Dropshipping Business on eBay
- Finding Reliable Suppliers (AliExpress, CJ Dropshipping, Wholesale Suppliers)
- Automating Order Fulfillment with Dropshipping Tools
- Avoiding eBay's Dropshipping Policy Violations

Module 9: eBay Advertising & Promotions

- Promoted Listings: How to Get More Sales
- Running eBay PPC Ads & Sponsored Products
- Using eBay Markdown Manager for Discounts & Deals
- Seasonal & Holiday Sales Strategies

Module 10: Customer Service & Reputation Management

- Managing Customer Inquiries & Support
- Handling Negative Feedback & Disputes
- Increasing Positive Reviews & Seller Rating
- eBay Top-Rated Seller Program & Benefits

Module 11: Analytics & Performance Tracking

- Understanding eBay Seller Hub Reports
- Tracking Sales, Conversion Rates & Traffic

- Competitor Analysis & Adjusting Strategies
- A/B Testing for Listing Optimization

Module 12: Scaling & Automating an eBay Business

- Expanding Product Lines & Niches
- Using Virtual Assistants (VAs) for Store Management
- Cross-Selling & Upselling Strategies
- Multi-Channel Selling (Amazon, Shopify, Walmart)

Module 13: eBay Legal & Compliance

- Avoiding eBay Suspensions & Violations
- Understanding Intellectual Property Rights (VeRO)
- Taxation & Business Registration for eBay Sellers
- Refund & Return Policy Best Practices

Module 14: Final Project & Certification Preparation

- Building & Optimizing a Live eBay Store
- Creating a Scalable eBay Business Strategy
- Preparing for eBay Seller Certification
- Long-Term Business Growth Strategies