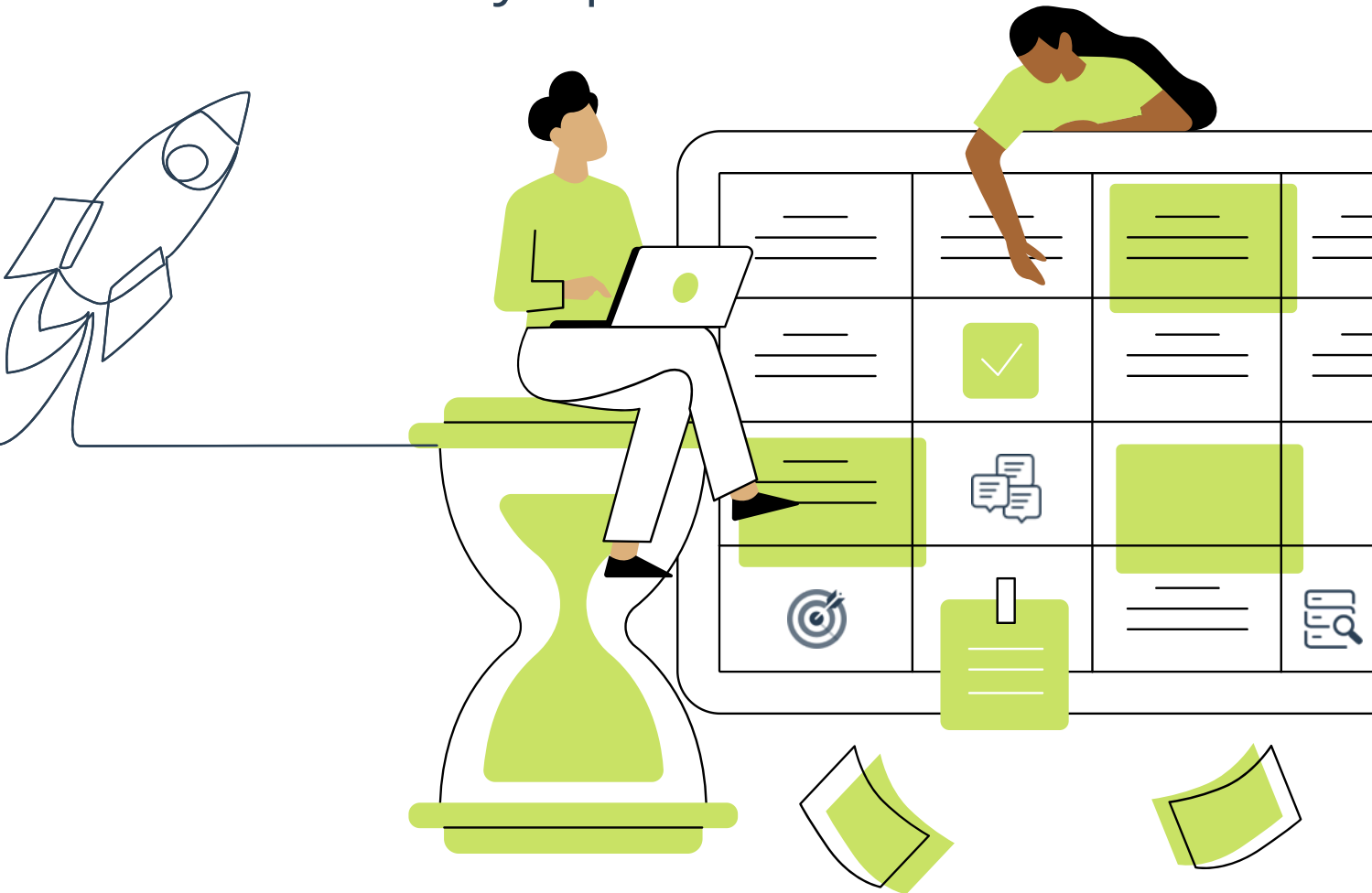


2023

OptiCalendar

eBay Seller Calendar
Co-Piloted by Optiseller



optiseller

Tools & Services for eBay

Sell more. Stress less.

Overview of Optiseller Tools



Product Suggester

This tool provides insight into existing listings on the same product (or similar) and provides valuable data on the top 10 ranked listings including competitor title, title length, price and the category they're listed in.



Category Lookup

This tool lets you search for secondary categories, see item specifics needed per category together with buyer demand data.



Category Suggester

This tool allows you to search item keywords to get a view of the top suggested listing categories with an eBay data confidence rating.



eBay Competitor Performance Dashboard

This tool allows you to select a competitor and provides the same information that is in your own dashboard; allowing you to see what's working for them and get one step ahead.



Aspect Finder+

Identifies missing item specifics, process any category and meet eBay standards in categories where item specifics are mandated.



eBay Single Listing Review

Gives insight at an individual listing level, showing areas where the listing could be improved upon based on Listing Visibility, Listing Quality, Shipping and Availability.



Parts Compatibility Finder

Designed for Parts & Accessories sellers to help find compatibility information for your listings.



eBay Duplicate Listings Tool

Identifies duplicate listings & ensures that sellers can keep the ones with the best sales history, protecting search rankings & sales conversions.



eBay Unsold Items Report

Identifies any items that have not sold in the last 30 days with information on hit count and historical sales.



GS1 GTIN Report

Allows you to compare your listings to GS1 and highlight anything inaccurate or missing.



eBay Store Performance Dashboard

Provides KPIs on a range of subjects such as images, titles, shipping and more.



Download Listings Tool Report

Provides the ability to easily collate & download your complete listings' data for backup, editing, or uploading to a new seller tool or sales platform.



MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

						1 New Year's Day
2 	3 	4 	5 	6 	7 	8
9 	10 	11	12	13 	14	15
16 	17	18	19	20 	21	22 The next eBay mandate is due 22 February 2023
23 	24	25	26	27 	28	29
30 	31					

This month's **OptiTasks**

Daily to Weekly

- Aspect Finder+**
- Category Suggester**
Also pre-eBay mandates & when your listing titles are less than 50 characters
- eBay Store Performance Dashboard**

Weekly to Monthly

- eBay Single Listing Review**
- eBay Unsold Items Report**

Monthly to Quarterly

- eBay Competitor Performance Dashboard**
- GS1 GTIN Report**
- eBay Duplicate Listings Tool**
Also after uploading a large amount of new stock
- Product Suggester & Category Lookup Tool**
Also pre-eBay mandates & during store setup or when new lines of stock are added
- Download Listings Tool Report**
Also pre-eBay mandates

Notes

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Valentine's Day	15	16	17	18	19
20	21	22 ! eBay Mandate Deadline	23	24	25	26
27	28					

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seller tips

!
eBay's current mandate is due 22 February.
New item specifics are required in the below categories for all new and revised listings.

- Collectables
- Health & Beauty
- Parts & Accessories
- Home, Furniture & DIY

Top tools to help you through this eBay mandate

Notes

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 St. David's Day (Wales)	2	3 	4	5
6 	7 	8 	9 	10 	11	12
13 	14	15	16	17 St. Patrick's Day (N.I.)	18	19 Mother's Day (UK)
20 	21	22	23	24 	25	26
27 	28	29	30	31 		

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seller tip

P&A sellers:
Make sure you're ready for new registration plates this month!

Parts Compatibility Finder
Twice a year (Recommended March & September for new registration plates)

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

					1 April Fool's Day	2
3 	4 	5 	6 	7 Good Friday	8	9 Easter Sunday
10 Easter Monday (UK)	11 	12	13	14 	15	16
17 	18	19	20	21 	22	23 St. George's Day (England)
24 	25	26	27	28 	29	30

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Also pre-eBay mandates

seller tip

★ **Why is the Category Suggester so important?**

eBay let sellers list products in more than one category, allowing your listings to be shown in more places. Great, right? But did you know when that product is sold, you are charged whichever category fee is higher. Therefore, it's so important to use Optiseller's Category Suggester tool regularly. The tool provides a level of confidence for products that may be miscategorised, so you not only list in the best category possible, you don't list in the wrong place or be charged more than you need to be.

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

1 Early May bank holiday	2 	3 	4 	5 	6 The Coronation of King Charles III (UK)	7
8 	9	10 	11	12 	13	14 Mother's Day (US)
15 	16	17	18	19 	20	21
22 	23	24	25	26 	27	28
29 Spring bank holiday	30	31				

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seller tips

- ★ **Aspect Finder+ and Category Suggester** are so important, we suggest using these on a daily basis.
- ★ **The eBay Store Performance Dashboard** is automatically updated weekly, so make sure to login to view updates and analyse results.




Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY



			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

This month's **OptiTasks**




Daily to Weekly

-  **Aspect Finder+**
-  **Category Suggester**
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-  **eBay Store Performance Dashboard**

Weekly to Monthly

-  **eBay Single Listing Review**
-  **eBay Unsold Items Report**

Monthly to Quarterly

-  **eBay Competitor Performance Dashboard**
-  **GS1 GTIN Report**
-  **eBay Duplicate Listings Tool**
Also after uploading a large amount of new stock

seller tips

★ Did you know that having duplicate listings is against eBay policy and can cause a loss of visibility or even eBay removing the duplicate listings?

The eBay Duplicate Listings Tool is ideal to use on a monthly to quarterly basis and after uploading a large amount of new stock.

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

					1	2
3 	4 Independence Day (US)	5 	6 	7 	8	9
10 	11 	12	13	14 	15	16
17 	18	19	20	21 	22	23
24 	25	26	27	28 	29	30
31 						

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seller tips

* You're midway through the year! Do you have, or know of, items that haven't sold in awhile?

Did you know eBay does not provide this type of report to sellers?

The eBay Unsold Items Report will help you identify any of your listings that have seen little or no sales over the last 30 day period. Allowing you to give them a little more care and attention to boost your sales.

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

	1 	2	3	4	5	6
7 	8 	9 	10 	11 	12 	13
14 	15	16	17	18 	19	20
21 	22	23	24	25 	26	27
28 Summer bank holiday	29	30	31			

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Also pre-eBay mandates

seller tip

★ The weather might still be warm, but it's time to start thinking about the "most wonderful time of the year" for eBay sellers: Peak Trade season. Utilise Optiseller tools and services to prepare your store and get the most out of selling on eBay.




Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY



				1		2	3
4				8		9	10
11				15		16	17
18				22		23	24
25				29		30	

This month's OptiTasks

Daily to Weekly

-  **Aspect Finder+**
-  **Category Suggester**
Also pre-eBay mandates & when your listing titles are less than 50 characters
-  **eBay Store Performance Dashboard**

Weekly to Monthly


-  **eBay Single Listing Review**
-  **eBay Unsold Items Report**

Monthly to Quarterly

-  **eBay Competitor Performance Dashboard**
-  **GS1 GTIN Report**
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seller tip

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Twice a year (Recommended March & September for new registration plates)

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

						1 Don't forget we are coming into Peak Trade Season! Look out for our selling tips online over the coming weeks.
2 	3 	4 	5 	6 	7	8
9 	10 	11	12	13 	14	15
16 	17	18	19	20 	21	22
23 	24	25	26	27 	28	29
30 	31 Halloween					

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Daily to Weekly

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Monthly to Quarterly













- eBay Competitor Performance Dashboard**
- GS1 GTIN Report**
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seller tips

* Do you ever wish you could see what your competitors are selling and how well they're doing? Take a sneak(y) peak at your competitors with the eBay Competitor Performance Dashboard and get one step ahead of the rest.




Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY



		1	2	3 	4	5
6 	7 	8 	9 	10 	11	12  Remembrance Sunday
13 	14	15	16	17 	18	19
20 	21	22	23 Thanksgiving (US)	24  Black Friday	25	26
27  Cyber Monday	28	29	30 St. Andrew's Day (Scotland)			

This month's  **OptiTasks**




Daily to Weekly

- 
Aspect Finder+
- 
Category Suggester
Also pre-eBay mandates & when your listing titles are less than 50 characters
- 
eBay Store Performance Dashboard

Weekly to Monthly

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eBay Single Listing Review
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eBay Unsold Items Report

Monthly to Quarterly

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eBay Competitor Performance Dashboard
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GS1 GTIN Report
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seller tips

★ **Peak Trade Season is officially here. Black Friday and Cyber Monday weekend take place 24-27 November. Use Optiseller tools to help give you that push and prevent Peak Trade Panic!**

Notes

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY

				1 	2	3
4 	5 	6 	7 	8 	9	10
11 	12	13	14	15 	16	17
18 	19	20	21	22 	23	24 Christmas Eve
25 Christmas Day 	26 Boxing Day	27	28	29 	30	31 New Year's Eve

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seller tip

* It's the end of the year and the January sales are just around the corner. Use your Unsold Items Report to choose listings that could be potential discounted sales items. Refresh and relist to help boost your eBay sales this winter.

Notes
