



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Ebay E commerce Course Outline

Module 1: Introduction to eBay & Account Setup

- What is eBay and how it works for sellers and buyers
 - Real-life example: Selling used electronics or collectibles through auctions
 - Types of products you can sell: new, used, vintage, wholesale
 - Creating a seller account and understanding the eBay dashboard
 - Activity: Set up a demo eBay seller account and explore features
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Module 2: Creating Listings That Sell

- What makes an eBay listing successful
 - Real-life example: Selling a smartphone with accurate details and good photos
 - Fixed price vs. auction-style listings – when to use each
 - Writing compelling titles, descriptions, and choosing the right category
 - Activity: Create your first product listing with images and pricing
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Module 3: Shipping, Handling & Returns

- How eBay shipping works and why fast delivery matters
 - Real-life example: Managing free shipping for handmade crafts
 - Setting up shipping options and calculating shipping costs
 - Managing returns and handling buyer complaints professionally
 - Activity: Set up a return policy and shipping plan for a sample product
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Module 4: Managing Orders & Customers

- Understanding the order process from sale to delivery
- Real-life example: Handling multiple orders during a holiday sale

- Sending invoices, updating order status, and managing cancellations
 - Providing excellent customer service through messages and feedback
 - Activity: Simulate customer communication and update an order status
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Module 5: Using eBay Seller Tools

- Overview of the eBay Seller Hub and analytics
 - Real-life example: Using data to restock top-selling items
 - Managing inventory and pricing with eBay's tools
 - Using the eBay mobile app to manage sales on the go
 - Activity: Review a sample dashboard and make pricing changes
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Module 6: eBay SEO & Boosting Your Listings

- What is eBay SEO and how it increases visibility
 - Real-life example: Getting your sneakers to show on the first search page
 - Using keywords, item specifics, and categories to improve ranking
 - Promoting listings and using eBay advertising
 - Activity: Optimize a sample listing with better keywords and tags
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Module 7: Building a Trusted Seller Reputation

- Why ratings and feedback matter on eBay
 - Real-life example: Becoming a Top Rated Seller by earning positive feedback
 - Handling disputes and protecting your seller account
 - Encouraging satisfied buyers to leave reviews
 - Activity: Write a follow-up message to request customer feedback
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Module 8: Final Project – Launch & Promote Your eBay Store

- Setting up and designing your eBay store layout and branding
 - Listing multiple products with variations and shipping rules
 - Managing your store policies, promotions, and categories
 - Activity: Create a full store with 3–5 products and present your launch plan
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Bonus Materials

- eBay product listing checklist
- eBay SEO and keyword guide
- Sample customer service and return templates
- Quick pricing and shipping calculator tool
- Certificate of Completion for eBay E-commerce Training