Vendio Gallery - Get Started List

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Get started with Vendio Gallery in four easy steps:

Step One: Access Your Gallery Preferences
- Login, and click on the My Account link at the top of the page.
- Click on the Gallery Settings link at the bottom of the page.

Step Two: Analyze Your Listing to Determine Image, Color, and Layout Preferences
Take a look at some of your listings and make note of the following:

- Do you tend to use the eBay Gallery feature or eBay Header images in your listings?
- What image hosting provider and file type do you use for your item images?
- Where do you tend to place your primary item image? As the eBay Gallery image, the eBay Header image, the first image in the description, or elsewhere?
- Do you have a certain color scheme that your use for your listings?
- Is there a particular location within your listing where you'd prefer to have the Gallery placed?

The answers to these questions will help you custom-tailor the Vendio Gallery in the next step, ensuring that it will work best for your listings.

Step Three: Customize Your Gallery Settings

Image Selection
Make sure that your Gallery can identify, import and display the correct images for each of your items. By default, Vendio looks for an item image by first checking the eBay Gallery, then the eBay Header, and then analyzing the body of each listing, using the first image it finds as it goes through that order. This selection order works for the vast majority of eBay listings.

If you do not use eBay Gallery or eBay Header images, or if your primary item image is not always first, you can change how Vendio looks for your item images by specifying your first, second, and third choice image locations. To ensure that Vendio has even better success finding your correct item images, you can provide information about your image hosting provider, your most commonly used image file types, and your image order within listings. For example, if you tend to display a brand image in your listings before your item image, you can tell the importer to use the 'second image in listing' with a 'JPG' file type.

Colors

You can change the colors of your Gallery to integrate seamlessly with your brand or favorite listing template. As you make changes, click the 'Full Preview' button, which will allow you to see an enlarged view of your Gallery.

Item Display Order

You can choose the order in which your Gallery items are displayed. To cross promote your eBay Store items more effectively, you can choose to display them before your auction items. Alternatively, you can switch the sequence to show your auction items first, then your eBay Store items. You can also choose to mix your eBay Store and auction items together.

Placement

You can choose the location where your Gallery will appear in your listings. If you would like Vendio to insert the Gallery automatically into your listings, you have two placement options:

1. at the top of your item descriptions section, or
2. below your item description section

Note that for listings not launched through Vendio, placement at the top of the description section is only possible if no bids have yet been received on an item (the Gallery will be placed at the bottom if bids have already been received). Also, by default, an automatically-inserted Vendio Gallery will cross promote other listings that have been listed on the same eBay site (for example, eBay UK listings will be cross-promoted on other eBay UK listings, eBay Motors listing on other eBay Motors listings, and so on for all supported eBay international sites).

Messages

You can insert your business name to build your brand, or add promotional text to focus a specific message to buyers. If you insert promotional text, give buyers a clear reason to buy from you. Offer customers a special promotion and get their attention (For example, "I combine shipping on multiple wins" or "100% Satisfaction Guaranteed on all items").

For more fine-grained control over your Vendio Gallery placement, or to cross promote your item from a different eBay site, choose the "Do not automatically insert. I'll insert myself" option, which tells the Vendio Gallery system that you will be manually inserting the Gallery code into your listing descriptions. To obtain the appropriate Vendio Gallery code, click on the "(generate the HTML code)" link and select the eBay site containing the items you with to cross-promote. Select and copy (Ctrl+C) all the code that appears in the code window and paste it into your description HTML as desired.

Messages

Vendio Gallery has space for a customized promotional message. You can insert your business name to build your brand, or add promotional text to focus a specific message to buyers. If you insert promotional text, try something that captures their attention. For example, "I combine shipping on multiple item purchases."

Shopping Page

Your Vendio Gallery subscription automatically includes a custom Shopping Page that showcases your items available for sale on eBay (both auction and fixed-price, as well as eBay Store items). Your Shopping Page uses the same custom colors and the same promotional message that you specified in the preference settings described above, so that it is consistent with your overall branding. You can link from the Gallery displayed in your listings directly to your Shopping Page, by checking the box labeled "Link my Gallery to my Shopping Page".

Note that you can use your Shopping Page as a stand-alone showcase of your items – include the URL of your Shopping Page in buyer e-mails or newsletters to give customers a fun, interactive way to shop for your items. To obtain the URL of your Shopping Page, make sure the drop-down list displays the eBay site where your items are listed, and copy the resulting URL displayed in bold in the box. You can also click the link to preview the Shopping Page directly.

Step Four: Save Your Gallery Preferences

After you are happy with your Gallery preferences, click the 'Save Settings' button.

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