

**Vendio Merchant's Guide**  
**eBay Templates**



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## eBay Templates

eBay Templates are framework of your listings. They contain the backgrounds and graphics that give your eBay listings a unique “look and feel” and allow you to create your own unique presence, or brand. eBay Templates can be used to distinguish your listings from your competitors and help you effectively market your items. Vendio offers a large selection of pre-created templates, and you can also create a completely custom template using the Custom Templates option.

eBay Templates can be accessed directly from the Create Items form, and is also available under the Items menu. You will find a list of all the Vendio created templates and custom templates on the Create Items form in the Bay Ads section, and you can easily select and apply the template elements as you create your ads.

Once you select a template from the list on Create Items, you can preview it by clicking the small image (thumbnail) on the right. In addition to previewing the current template, you can preview other potential template layouts and themes, which can then be applied from the Create Items form.

The Vendio created templates have the option to select a number of layouts, color skins and can be previewed for the number of images that match your listings. The layouts determine the placement of images within your eBay Template. All Vendio eBay templates are active content free and comply with eBay’s policy on this subject. They are also designed to be responsive and mobile friendly so that your eBay buyers can easily browse the details of your listing using any device.

## Custom Templates

If you would like to create your own custom template and you are comfortable with using HTML or with using WYSIWYG editors, you can use the Custom Template option to create a completely custom template. This can be done by going to "Items" and then "Custom eBay Templates" in the menu across the top of the page in your Vendio account.

Please note that if your custom template include images hosted on non-compliant domains (and/or that use http instead of https), they may not load properly in the preview shown in Vendio. eBay also advises to have all images hosted on compliant domains (https).

## Create New

### Custom Layout Name

Each custom template you create requires a unique name. When creating a custom template, we recommend that you give it a descriptive name so you will recognize it later when you're reviewing your list. For example, if your layout is specific to Consumer Electronics and you want the images on the left for this type of product, you might want to name your layout "Consumer Electronics: Images Left".

### Custom Layout Editor

The Custom Layout editor has two modes. If you do not check the "use HTML Editor" box, as depicted below, you will need to enter raw HTML code. Note that the HTML code can be copied /pasted from another application, but depending on the application used there may be some proprietary formatting that is not compatible and will need to be corrected manually. The raw HTML editor allows you the freedom to format your template image layout, graphics, content, and other elements exactly as you want it to appear on eBay. Additionally, you can add scripting language

code and URLs linking to an externally hosted CSS file using the raw editor for maximum customizability.

## HTML Editor

The HTML Editor is a 'WYSIWYG' (what you see is what you get) editor which offers the ability to do simple editing using the font, color, paragraph, table, etc. options in the toolbar.

## Macros

The "Macros" listed on the right hand side of the page are HTML compatible and can be used with either raw HTML or with the HTML Editor. Macros are placeholders, which will automatically display the associated values in your template. Scroll to the appendix at the end of this document for a definition of the value each macro represents. To insert a macro, simply place your cursor in your text or HTML code where you want the macro value to appear, and click the "Add" button next to the macro in the list. The macro will be automatically added, along with the brackets. Below is an example of TITLE and FIRST IMAGE macro embedded in HTML. Note that the brackets must be included for the macro to be recognized:

```
<b>[TITLE]</b>
```

```
<p>This is my item</p>.
```

```
<p align="center"> </p>
```

The [TITLE] macro inserts the eBay Title value associated with the Ad you are using into the template. The [IMAGE\_URL0] macro inserts the first image selected in the Item Info section of the Ad you are using. Note that images will be displayed in the listing exactly as uploaded unless you add attributes to the HTML. Once an image macro has been inserted, you can add attributes (such as width, height, border, alt) manually within the HTML code. Also note that the "click to enlarge" function will not automatically be

applied to images in custom templates. Below is a code sample that you can use to enable “click to enlarge” images in your custom template:

```
<a href="[IMAGE_URL1]" target="_blank"></a>
```

Note that if you specify only the height or width attribute in the above code sample, the image will scale proportionately. The example above is intended to be used with a square image.

## Full Preview

Full preview in the Custom Layout editor will allow you to preview the basic layout of the template; however, macro values cannot be displayed in the full preview. To preview the template as it will appear on eBay with macro values assigned, go to Items -> Create Items -> eBay Ad Info, and click the “Preview this Ad” button at the bottom of the eBay Ad Info section.

## Appendix of Available Custom Layout Macros

It is recommended that you print out the below list of available macro and definitions for easy reference. The definitions identify which fields are used to display the macro data and where to find them in the application. Note that all fields are associated with eBay profiles and ad info only (ie. title is the eBay title, not the title in the main Item Info section.)

MACROS	POPULATED FROM
SKU	The item's SKU number (Item Info)
TITLE	The item's title (Create Item > eBay Ad Info)
SUBTITLE	The item's subtitle (Create Item > eBay Ad Info)

MAIN_DESCRIPTION	The item's main description (Create Item > eBay Ad Info)
IMAGE_URL 0 - 49	Images attached, up to 50 images, URL0 maps to first image in listing (Create Item > Item Info)
QUANTITY	Quantity per listing (Create Item > eBay Ad Info)
MIN_BID	Item's Starting Bid (Create Item > eBay Ad Info)
RESERVE_PRICE	Item's Reserve Price (Create Item > eBay Ad Info)
BIN_PRICE	Item's Buy It Now Price (Create Item > eBay Ad Info)
WEIGHT	Package weight (Items > Create Item > Item Info)
HEIGHT	Package weight (Items > Create Item > Item Info)
WIDTH	Package weight (Items > Create Item > Item Info)
DEPTH	Package weight (Items > Create Item > Item Info)
FIXED_PRICE	Item's Fixed Price (Create Item > eBay Ad Info)
GIFT_IDEA	Gift Idea option (Items > Profiles > eBay Market)
CONDITION_NOTES	Notes on Item Condition (Create Item > Item Info)
ITEM_CONDITION	Item Condition (Create Item > Item Info)
GALLERY_LINK	Insert Vendio Gallery in your Ad
SHIPPING_CALCULATOR	Insert a Shipping Calculator in your Ad (if Calculated Shipping is selected)
DOMESTIC_SHIPPING_TYPE	Domestic Shipping Type (Items > Profiles > Shipping Profile)
INTL_SHIPPING_TYPE	Int'l Shipping Type (Items > Profiles > Shipping Profile)
SHIPPING_CARRIERS	All Shipping Carriers Offered (Items > Profiles > Shipping Profile)

PAYMENT_METHODS	Payment Methods Accepted (Items > Profiles > Payment Profile)
PAYPAL_EMAIL	Paypal Email Address (Items > Profiles > Payment Profile)
MANUFACTURER	Item Manufacturer (Create Item > Inventory)
WAREHOUSE_LOCATION	Bin/Warehouse Location (Create Item > Inventory)
BRAND	Brand (Create Item > Inventory)
PRODUCT_IDENTIFIER_	Corresponding product identifier (Create Item > Marketplaces)
PRODUCT_WEBSITE	Item Product Website (Create Item > Inventory)
MANUFACTURER_PART_NUMBER	Manufacturer Part Number (Create Item > Inventory)
YEAR_MADE	Item YearMade (Create Item > Inventory)
WHERE_MADE	Item Where Made (Create Item > Inventory)
PAYMENT_PERS_CHECK_BUYER_INSTR	Payment Instructions for Checks (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_MO_CHECK_BUYER_INSTR	Payment Instructions for Money Orders (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_VISA_BUYER_INSTR	Payment Instructions for VISA (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_AMEX_BUYER_INSTR	Payment Instructions for AMEX (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_MC_BUYER_INSTR	Payment Instructions for MASTERCARD (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_DISCOVER_BUYER_INSTR	Payment Instructions for DISCOVER (Items > Profiles (Payment) > Instructions to Buyer)
PAYMENT_PAYPAL_BUYER_INSTR	Payment Instructions for PayPal (Items > Profiles (Payment) > Instructions to Buyer)



CS_SHIP_POLICY	Customer Service/Shipping Policy (Items > Profiles (Shipping) > Shipping Policy)
BUSINESS_LOGO_URL	Business Logo URL (Items > Profiles (Policy))
BUSINESS_NAME	Business Name (Items > Profiles (Policy))
BUSINESS_WEBSITE	Business Website URL (Items > Profiles (Policy))
BUSINESS_DESCRIPTION	Business Description (Items > Profiles (Policy))
RETURN_POLICY_DETAILS	Return Policy (Items > Profiles (Policy) > Return Policy)
RETURN_TYPE	Return Type (Items > Profiles (Policy) > Return Policy > "Refund given as")
RETURN_DURATION	Return Duration (Items > Profiles (Policy) > Return Policy > "Item must be returned within")
CARRIER_NAME 0-19	Individual Domestic Carriers, up to 20 carriers, Carrier_Name0 maps to first domestic carrier (Items > Profiles (Shipping) > Dom. Carrier)
CARRIER_DOM_AMT 0 - 19	Individual Domestic Carrier Cost, up to 20 carrier costs, Carrier_DOM_AMT0 maps to first domestic carrier cost (Items > Profiles (Shipping) > Dom. Amount)
INTL_CARRIER_NAME 0 - 19	Individual International Carriers, up to 20 carriers, INTL_Carrier_NAME0 maps to first international carrier (Items > Profiles (Shipping) > Int'l Carrier)
INTL_CARRIER_INTL_AMT 0 - 19	Individual International Carrier Cost, up to 20 carrier costs, INTL_CARRIER_INTL_AMT0 maps to first international carrier cost (Items > Profiles (Shipping) > Int'l Amount)