

## Andale Lister - One Step Lister

Printable Instructions:

### Creating and Launching an ad using the Andale One-Step Lister

1. Sign in to [www.andale.co.uk](http://www.andale.co.uk)
2. Click on the 'Lister' tab.
3. Click **1-Step Lister** in the row of links directly underneath the tabs.

### One-Step Lister page 1

1. Select the market you want to launch the ad to.
2. The **Market Preference** determines which, if any, market-specific special options will be used like Bold, Featured, and eBay Gallery. The **Pay and Ship Preference** is where you tell your buyers how you accept payment and ship the item(s).
  - o The Profiles shown are the ones you created after registering, and will be used for this ad unless you choose to change them or create a new one.
  - o Use the **View/Edit** link to review your choices for either Ppreferences.
  - o Use the blue [Learn More](#) link if you want to know more about how to use the Marketing Preferences and Pay and Ship Preferences.
3. The **Stock** section can help you keep track of how many items you have, and how many items you have sold.
  - o **Ignore** the inventory section if you do not want Andale to keep track of your inventory quantities. (Leave the selection at "Automatically Create Inventory Item")
  - o If you would like to use Inventory, use the [Learn More](#) to find out how.
4. The **Saved Ad Settings** is an optional, somewhat advanced feature, for creating many similar ads quickly.
  - o You can **Ignore** the Saved Ad Settings your first time through.
  - o Use the [Learn More](#) to find out whether you want to use it.
5. Select the top-level **eBay category** here, and the second-level category on the next page.
  - o **eBay 2nd Category** is the eBay option to list in two different categories simultaneously. **eBay does charge a second listing fee**, and, of course, this feature is optional.
6. Click **Continue Creating your ad**.

### One-Step Lister page 2

1. Click the **category** that fits the item you are selling until the categories stop extending to the right.
  - o If you need to enter **Item Specifics** you will be prompted, otherwise you can ignore it.

2. The **Ad Name** is like a filename for your ads.
  - Ad Name is a name for you to recognize the ad by when it is in your Archive later.
  - Ad Name is never visible to buyers.
3. The **Title** is the title seen by your buyers at eBay.
  - eBay limits this title to **55 Characters**.
  - Use keywords, and be as descriptive as possible.
4. The **Subtitle** is a line that will appear just below the On Market Title in eBay searches. You will be charged \$0.50 eBay fee if you wish to use this feature. (eBay limits this to **55 Characters**)
5. Describe your item in the **Description** section.
  - For help using the **HTML Editor** click the Learn More.
6. The **Additional Information** section is purely optional.
  - The boxes do not appear if you leave them blank.
  - If you want **Condition Notes** to show, you need to choose a condition from the Item Condition dropdown menu.
7. **Select** or **Upload** the **Images** you want to use in your ad.
  - **Select** allows you to grab images from your **Image Library** and put them into your ad.
    - Click the **Select** button and you will see a "**popup**" version of **your Image Library**.
    - Select the images you want to put in your ad by clicking the checkboxes to the left.
    - Click the **Add Images** button in the lower right corner of the popup and the images will be added to your ad. (You may need to scroll down to see the button)
    - Selecting is **recommended** over uploading from your computer into your ad. It is faster and simpler because you have already successfully uploaded the images.
  - **Upload** allows you to grab images from your computer to put in your ad.
    - Click the **Upload** button.
    - In the pop up that appears, click on the browse button and then point to where your images are in your computer.
    - Select the image(s) you want to upload.
    - Click **Upload** and the images will be put into your ad and into your Image Library.
8. If you see the **eBay Gallery Image** section, it means that your Marketing Preference indicates that you want to include your ad in the eBay Gallery.
9. **Layout** determines the relationship between your images and your description. **Theme** is the **colored background** for your ad.
  - Click the options on the left to choose the one you want. You will be shown a small preview on the right.
  - To see a full screen preview of the different themes, click the small Theme preview on the right.
10. In the **Listing Information** section, choose the auction type, quantity you want to sell through this launch of the ad, and how long you want the auction to last.
  - Most likely, you will want to enter the price you want to start your auction at in the Starting Price field.
  - In the **Quantity** field you will most likely want to put 1.

- Quantity is the number of items you want to sell in the through this launch of the ad. If you enter a quantity greater than one, it will be a **Dutch** auction. eBay requires that you have more than 10 positive feedbacks to list a Dutch auction.
  - See the [Learn More](#) and [What is This?](#) Links for explanations and requirements for Auctions and Fixed Price listings.
11. **Shipping Details** will be required fields if you are using Andale Checkout. If you are not, these fields are optional. Either way, the information is displayed on your ad so shoppers feel more comfortable bidding.
- What you see here depends on how you chose to charge for shipping in your **Pay and Ship Preference**.
    - If you chose to charge the buyer **Actual Shipping Charges** you will be asked for the **Packed Weight** and **Package Size**.
    - If you charge a **Fixed Shipping Charge**, you will be asked to specify an **amount**.
      - **Detail:** Even if you are using Andale Checkout and you ship internationally, you are not required to fill in the fixed shipping cost for international. We know that most people are not able to know this ahead of time.
12. **Listing Time** is where you choose when you would like to **Launch** your Ad.
- **To launch the ad immediately**, choose **List Once** and leave the dropdown menus as they are.
    - If you would like Andale to automatically re-list the ad if it ends without a winning bidder, check the box next to **Auto-Relist if unsuccessful**.
  - **Repeat List** allows you to schedule your ad to launch repeatedly at regular intervals.
    - To set the schedule, select Repeat List. This is generally only used if you have quantities of the same stock and know from experience that the items sell at an acceptable price and frequency.
    - Click **Set Repeat List Options** to create your schedule.
      - If needed, use the Learn More in the popup to help you create the schedule.
13. Now you can **Preview** or **Launch** or **Save**.
- Click **Preview** to see exactly what your ad will look like when it goes live at eBay. If this is your first time, preview is a good way to proof read your ad before it goes live.
    - If you want to change anything, scroll to the bottom of the page and click the yellow **Back** button. Do not use the Back button in the browser, or you may lose some information in the ad.
    - Your **eBay Fee** for this ad is displayed at the bottom of the preview.
    - Click **Launch** from the preview page if you do not need to change anything.
  - Click **Launch** if you want the ad to go to eBay. The ad is automatically saved in your **Archive**, which you can see by clicking the **Archive** link in the row of links under the Lister tab.
    - If you scheduled it to **List Once at a future date and time**, Andale will automatically launch it at the time you specified.

- To see the ads you have scheduled to launch, click the **Scheduled** link in the row of links directly underneath the Lister tab.
- If you ever think an ad has failed to launch, click the **Failed** link to the right of the word **Filter** on the Launch Schedule page. This will show any ads that failed to launch, with a Failed link to the right that will explain why.
- If you chose to **List Once** and left the date and time as **Today** and **Now**, the ad will be launched **immediately**.
  - To see the ads you have live on eBay, click the **Live** link in the row of links directly underneath the Lister tab.
  - **Important Note:** Your ad will be live on eBay right away. However, it **will not show up in eBay Search for up to 4 hours**. eBay updates its search database at regular intervals, and your ad will be added with the next update.
- If you chose **Repeat List**, and created a schedule using **Set Repeat List Options**, you can see your scheduled ad on the **Launch Schedule** page referred to above.
- Click **Save**, if you do not want to launch the ad.
  - The ad will be saved in the **Archive**, where all of your ads will always be saved. You can go to the Archive by clicking the **Archive** link in the row of links under the Lister tab.

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## One Step Lister-FAQs

### **Can I create an Ad Template while I am creating an ad?**

Yes! Now, when you are using the One-Step Lister, you can create new Ad Templates on the fly! Just click the **Create New** button in the Ad Template section to get started.

### **Can I create my own Themes?**

No, you cannot create your own but you can write your own HTML to improve them

### **Can I edit a Market Preference Profile or a Pay and Ship Preference Profile while I am creating an ad?**

Yes, you can edit your profiles by clicking the **view/edit** link to the right of the Market Preference Profile and Pay and Ship Preference Profile pull-down menus to edit your profiles. However, remember that changing profiles will affect all other ads you have created in the past that reference those profiles and may re-list in the future.

### **Can I host images somewhere else and use them in my ad?**

Yes. You'll need to use your own HTML link (URL) and paste it into the description field of your ad.

### **Do I pay extra for listing options?**

No. The listing options are free. You can set up Auto-Relist or schedule ads to relist on a regular basis for up to 120 days from the time you create the ad.

### **How can I use my own HTML?**

Simply paste it into the description field of your ad.

### **How do I change the ad name?**

While you can't change an ad name, you can quickly create a new ad with the name that you want by using the Save As feature. To do this, click on the name of the ad that you want to "rename". This will take you to the One-Step Lister page. From this page and the one following it, you can make any changes to the existing ad. When you are ready, click **Save As**. A pop-up window will appear asking you for a new name.

### **How do I change the country in my eBay listings?**

In order to change the country setting in your eBay listings, click the **Checkout** tab, then the **Settings** sub-tab. At the bottom of the page you will see a link labeled **Payments**. Click this link. At the bottom of the page, you'll see a dropdown menu for country. Change this to the appropriate country, and it will change on all the ads you post from now on.

### **How do I determine the shipping fee?**

The shipping fee is determined in part by your Checkout Profile and in part by the values you set up during the ad creation process.

### **How do I select and upload images?**

Click the **upload** button and browse until you find the image you want to upload. Or, select an image from your Image Library.

### **I am getting an error message, what does it mean?**

#### **Ad Name Duplicate**

This error indicates that you are attempting to enter an existing ad name. Please enter a unique ad name for your item.

#### **Ad Name Existing**

This error indicates you are attempting to enter an Ad name that already exists on your ads. Please enter a unique Ad name for your item.

#### **Character Limitations**

This error indicates that you have too many characters. Please reduce the number of characters in the applicable section and continue.

#### **Duplicate SKU**

This error indicates you are attempting to enter an existing SKU number. Please enter a unique SKU number.

#### **Failed Save Ad**

This error indicates that there is an error in your selections. Please follow the instructions and select SAVE.

**Fixed Price Required**

This error indicates that you do not have a fixed price entered, but have a fixed price selection. Please add a fixed price or change your format to Auctions.

**Invalid SKU**

This error indicates that the SKU you have entered is incorrect. To correct this, please click on BROWSE inventory and select a correct SKU number.

**Invalid Price**

This error indicated that you have entered your purchase price in an incorrect format. Use a dollar/decimal amount (11.59). Do not type in a dollar sign (\$). Correct this by removing \$.

**Invalid Character Entry**

This error indicates you have typed in a character when the field requires a number. Please type in a number value.

**Invalid Date**

This error indicates that you are attempting to set a date that is not the future. Please set a scheduled date for a future date.

**Invalid Date Format**

This error indicates that you are entering your date in an incorrect format, please use (dd/mm/yyyy) and continue.

**Item Specifics Required**

This error indicates that the category you are attempting to list in requires Item Specifics. Please enter the Item specifics or change categories to continue.

**Invalid Category**

This error indicates that the category is invalid. Please select a different category to continue.

**No Ad Name**

This error indicates that you have not entered an Ad name for your item. To correct this, please enter an Ad name.

**No Category Selected**

This error indicates that you have not selected a category. Please select a category to continue.

**No Title**

This error indicates that you have not entered a title. Please enter your title to continue.

**No Description**

This error indicates that you have not entered a description. Please enter a description of your item to continue.

**No Quantity**

This error indicates that you have not selected a quantity amount. Please enter a quantity (numeral) and continue.

**No Duration**

This error indicates that you have not selected a duration for your auction. Please select from the length of your auction from the drop down menu choices and continue.

**No Minimum Bid**

This error indicates that you have not set a minimum bid price. Please set your price (no \$ signs) and continue.

**No Shipping Weight**

This error indicates that you have not entered a shipping weight. Please enter the shipping weight so that shipping can be calculated.

**No Region Selected**

This error indicates that you do not have an International region selected. Please select at least one region and continue.

**No Shipping Carrier**

This error indicates that you do not have a shipping carrier selected. Please select a shipping carrier and continue.

**Not Enough Stock**

This ad indicates that you are attempting to launch an item that conflicts with your stated request to not launch when inventory reaches your cut off point. You can adjust this by adding more inventory or changing your option in SETTINGS.

**Reserve Price**

This error indicates that you need to make your reserve price greater than your minimum bid. Please adjust your prices accordingly and continue.

**What are Smart Counters, Page Counters, and Borders?**

A Smart Counter only ads another hit when a unique user visits your page (one hit per unique IP address). A Page Counter will count the visitors that come to your ad every time they come to your page (even if they visit your ad multiple times). A border surrounds the counter, setting it off from the rest of your page.

**What are the Auto-Re-list rules?**

Auto relist will automatically re-submit your ad to eBay if it ends unsuccessfully. If the ad qualifies by eBay's rules, it will be a Free Relist. If you are using the Sell product, you will see the Auto-Relist option on the second page of the One-Step Lister. You can also add Auto-Relist to a Live Ad from either the Counters>Counters page, or the Lister>Live Ads page. Select the Ad you want to relist using the checkbox, and click the **Add Auto Relist** button.

Auto-Relist can be used for ads created at Andale, ads Imported into Andale, or ads that you created at eBay and are viewing from the Live Ads or Counters pages.

An additional option is available which is the Auto Relist Schedule. Use this option to automatically relaunch an item as soon as it sells.

### **What if I don't enter an Stock number?**

Andale will automatically generate a Stock number for you.

### **What if I have fixed shipping charges but I want actual shipping charges, or vice versa?**

Your Pay and Ship Preference Profile controls your shipping charges in the One-Step Lister. If you find that you are asked for the wrong type of charge, click the **Back** button and change your Pay and Ship Preference Profile to one that supports the correct type of shipping charge.

### **What is a Layout? What is a Theme?**

Layouts and Themes are professional-looking templates that you can use to list your auction ads.

### **What is a Saved Ad Setting? Do I have to use one?**

Saved Ad Settings provide a way to quickly set some or all of the item-specific parts of an ad (such as title, description, images, layout, etc.). For example, if you often sell mystery books with a similar ad layout, you can create a Saved Ad Setting specifically for that product. Saved Ad Settings are optional.

### **What is an eBay Gallery Image and how do I use it?**

eBay Gallery is a way of browsing for items. Auction items are presented with their thumbnail images, so users can see the item without viewing the entire ad. This is an optional eBay feature for which **eBay charges extra**.

### **What is Auto-Relist Schedule?**

Unlike Auto-Re-list, which will re-list your item if it doesn't sell. Auto-Re-list Schedule allows you to select to have your item launch again as soon as it does sell.

This allows you to always have your item on the marketplace.

You can set your product for Auto-Re-list Schedule under the REPEAT LIST OPTION in your ad template.

### **What is Auto-Relist?**

Auto-Re-list will automatically re-list an ad once that ad has closed unsuccessfully on its market. In the case of eBay, Andale will automatically attempt to re-list the ad for the eBay listing refund. However, your ad may or may not qualify for a fee refund according to eBay rules. Auto-Re-list is available for eBay or eBay Motors Ads only.

### **What is Gift Idea for and where does it show up on my ad?**

Gift Idea will place a note on the ad saying, "This will make a great gift for \_\_\_\_\_" (Mother's Day, Christmas, Father's Day, etc.). The occasion that you specify will appear in the auction ad. For example, if you select Mother's Day, the note will say, "This will make a great gift for Mother's Day."

### **What is Quantity?**

Quantity is the amount of a given item that you have available to sell. You can manage your inventory (quantity) on the Inventory page, available by clicking on the **Stock** link.

### **What types of images can I upload?**

You can upload both .jpg and .gif images.

### **Where can I see all the ads I saved?**

You can find all of your Saved Ads in the Ad Archive under the **Drafts** filter.

### **Where will my image show up in the ad layouts?**

The layout themes are numbered. The images will appear, by number, as shown in the diagram to the right of the Layout Options in the Design Center. You can upload the images in any order you want and then change the order of the images by clicking on the **Change Order** tab.

### **Why are both a Marketing Preference Profile and Pay and Ship Preference Profile required? How do I create new ones?**

Marketing Preferences Profiles and Pay and Ship Preferences Profiles can save you lots of time when listing ads. The Marketing Preference Profile determines which market you launch your ad to and under what conditions. The Pay and Ship Preference Profile determines how you accept payment for each item and how you ship. You can create new Marketing and Pay and Ship Preference Profiles by clicking on the **Lister**, tab followed by the **Settings** tab. Once on this page click on the Create New buttons for the Marketing and Pay and Ship Preference Profile sections.

### **Why do I have to use Stock when creating an ad?**

Stock is a great way to keep track of the items you have to sell. In Andale, everything revolves around stock. Each stock item can have an unlimited number of ads associated with it. Andale will automatically keep track of your stocks for you, as you create ads.

### **Why do I need to name my ad? Will the Ad Name show up in my auction?**

Think of the Saved Ad Settings name as the "filename" you use to refer to this Saved Ad Setting when you select it during ad creation.

### **Why is eBay Gallery Image required?**

If eBay Gallery Image is a required field, then your Market Profile specifies that you want to use eBay's Gallery feature. You are being prompted here for an image to use in the eBay Gallery.

### **Why should I use a Counter on my Ad?**

Counters show you how many visitors have viewed your ad. Counters are a good way for you to tell how effective your ads are at attracting viewers.

### **Why would an ad scheduled to Auto-Relist fail to Auto-Relist for free on eBay?**

For Auto Relist to be free, your ad must meet eBay's requirements:

A Relist is Free if:

- The last paid listing of the ad was unsuccessful.
- The ad was not part of a Dutch auction.
- If it was not Auto Relisted, the ad must be relisted within 30 Days.

An unsuccessful ad can only be relisted once for Free. However, eBay will charge you for the ad submission if it is not successful the second time.

### **Will eBay charge me for the free Auto-Relist? Will Andale charge for the Auto-Relist?**

For Auto Relist to be free, your ad must meet eBay's requirements:

A Relist is Free if:

- The last paid listing of the ad was unsuccessful.
- The ad was not part of a Dutch auction.
- If it was not Auto Relisted, the ad must be relisted within 30 Days.

For your Andale account, each relist is counted as one listing from the pack you have signed up for.

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