

# AuctionSplash

## User Guide

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## Overview

### Why use AuctionSplash

AuctionSplash brings desktop convenience to eBay.

If you use the standard web interface to eBay then you will be used to the problems associated with having to navigate a number of pages in order to list an item. Once your item is listed then you have to continually check your emails and then log onto the site in order to reply to questions.

AuctionSplash brings the power of your desktop to eBay. Listing an item uses a single page listing screen and AuctionSplash manages your pictures for you.

Once your item has been listed AuctionSplash monitors your listings in the background (updating every 5 minutes). If you have a question from a potential buyer then you are alerted to this via a desktop alert. The status screen is also updated to give you the current status of your items, the number of bids, current price, high bidder etc.

On selling an item the status of the sale is monitored so that you are informed when checkout has been completed and when payment has been made. AuctionSplash can then print out labels for you.

With other advanced features such as Advanced Statistics you can really keep on top of your work on eBay. AuctionSplash works hard in the background to allow your time to be freed up.

*When you use AuctionSplash there is virtually no circumstance when you would have to log onto eBay again. All information is brought directly to your desktop.*

# Creating a Listing with AuctionSplash

## The Create Listing Screen

By clicking on the Create Listing menu item you will be presented with the Create Listing Screen as below.

Shipping Summary	Domestic Shipping	International Shipping	Insurance
<input checked="" type="checkbox"/> UK_RoyalMailFirstCl	2.00	<input type="checkbox"/> Not Set	0.00
<input type="checkbox"/> Not Set	0.00	<input type="checkbox"/> Not Set	0.00
<input type="checkbox"/> Not Set	0.00	<input type="checkbox"/> Not Set	0.00
<input type="checkbox"/> Insurance		<input type="checkbox"/> Insurance	
<input type="checkbox"/> Not Offered	2.00	<input type="checkbox"/> Not Offered	0.00

The single page listing screen shows all the details required for the listing. A quick glance will confirm that you have all the details required for the listing.

## Auction Title

The title you give to your listing is probably the single most important consideration when creating an auction listing. The title must capture the attention of potential buyers and must also contain keywords that people are going to be using when searching eBay.

There are some abbreviations that you can use to save on valuable letters and some of these are listed below.

- NR – No reserve (this is an auction type listing and there is no reserve price)
- BNIB – Brand New In Box

One great feature of AuctionSplash is the popular keywords. This gives you the most popular keywords that people use when they are listing in the category you have chosen. This is described in more detail in the categories section.

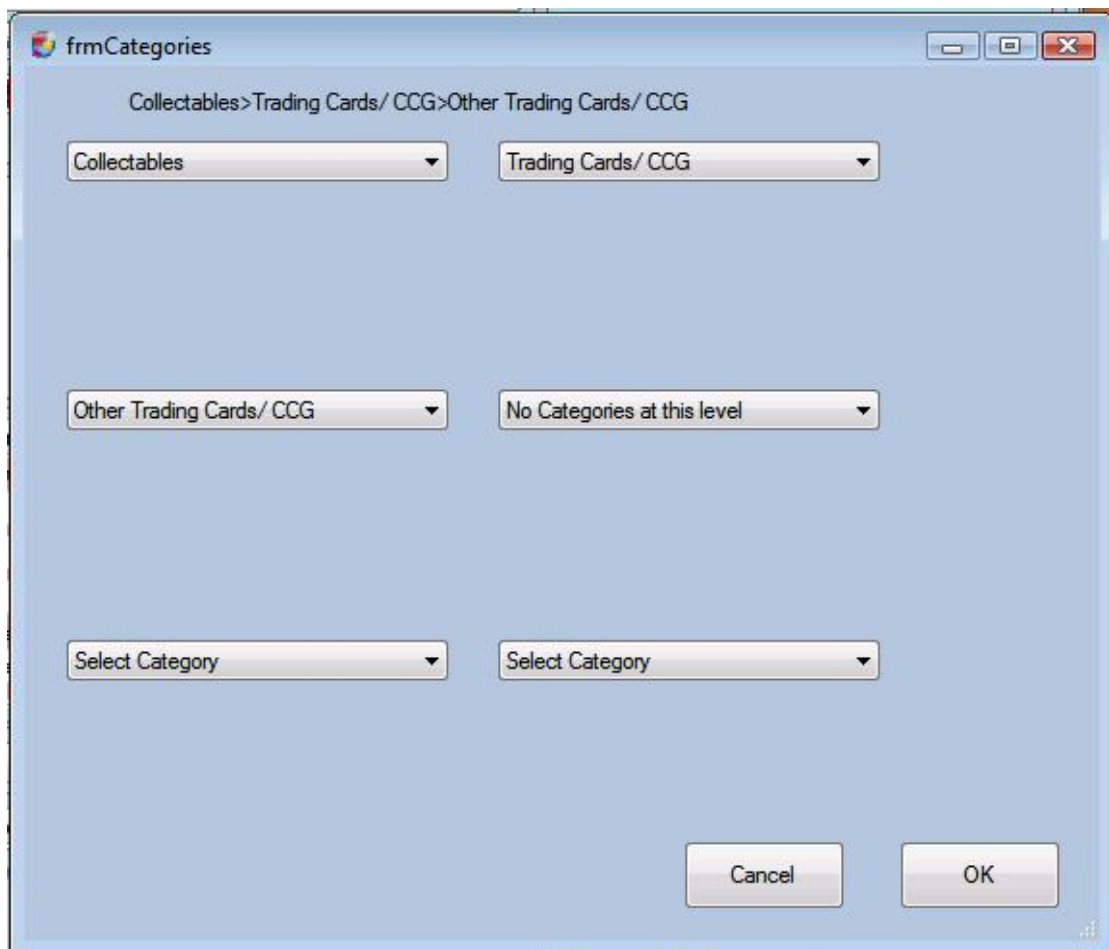
## Categories

Some people will search eBay to find what they want and some people browse. When people are browsing they will do so by going to the relevant category. This means that your chance of gaining the maximum exposure for your item is considerably enhanced if you list in the correct category. You should try to avoid listing in the "Other" category and try to get the best match possible.



The screenshot shows a light blue interface with several buttons and dropdown menus. At the top left is a 'Main Category' button next to a dropdown menu showing 'Collectables>Trading Cards/ CCG>Other Trading Cards/ CCG'. Below that is a 'Secondary Category' button next to a dropdown menu showing 'Video Games>Games>Sony PlayStation 3'. In the center is a red button labeled 'Item Specifics Available'. At the bottom left is a 'Popular Keywords' button, and at the bottom right is a 'Suggested Categories' button.

Using AuctionSplash you can list in either one or two categories. To select the first category click on the "Main Category" button. You will then see the following screen.

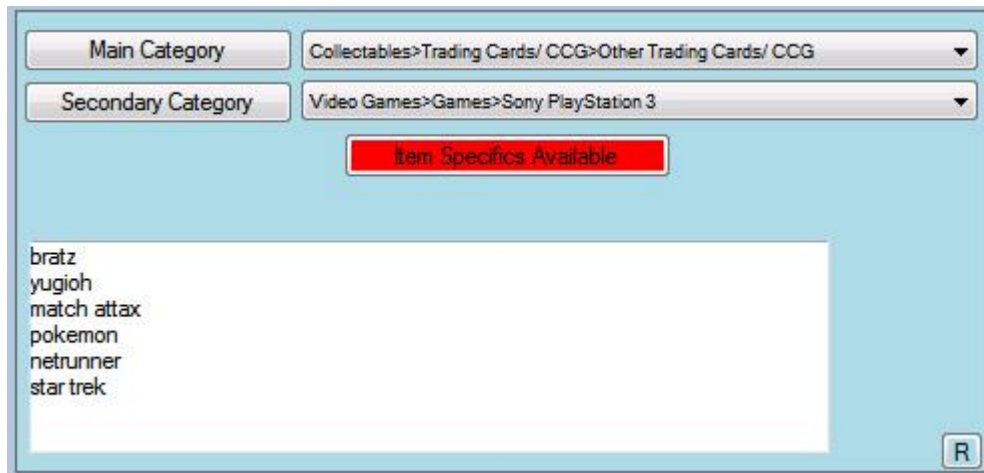


The screenshot shows a dialog box titled 'frmCategories'. At the top, it displays the breadcrumb path 'Collectables>Trading Cards/ CCG>Other Trading Cards/ CCG'. Below this are two columns of dropdown menus. The first column contains 'Collectables', 'Other Trading Cards/ CCG', and 'Select Category'. The second column contains 'Trading Cards/ CCG', 'No Categories at this level', and 'Select Category'. At the bottom right are 'Cancel' and 'OK' buttons.

The choice of category is not ideal but unfortunately this is the closest match we can get. Once you have chosen your category you can click the OK button and get back to the main screen.

### Popular Keywords

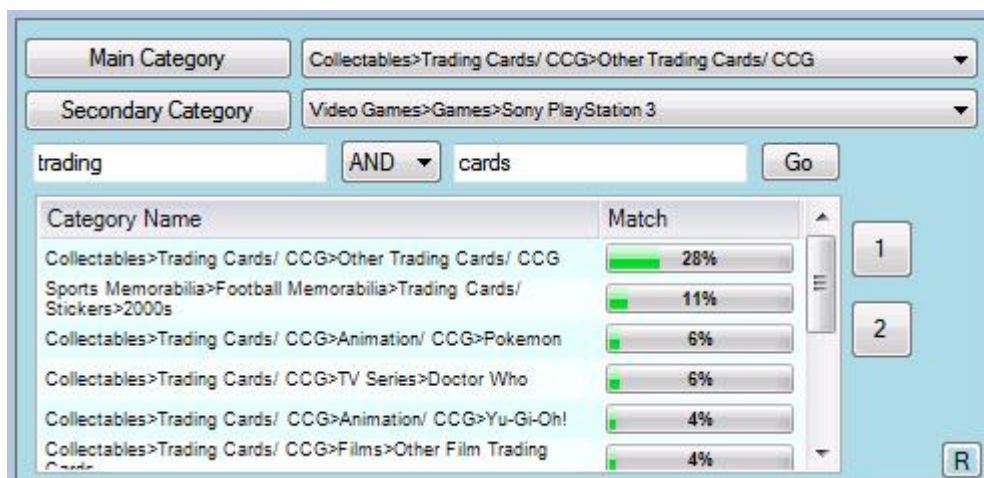
A really great feature of AuctionSplash is the Popular Keywords function. This checks with eBay in real time and gives you a list of the most popular keywords that were used to search for items in the category that you have selected.



This information can be very useful when the search terms used are not completely obvious. By using this feature you can ensure that the keywords you use in your listing title are the most likely to receive a match when someone is searching for your item.

### Suggested Categories

The second tool available in the Categories section is the Suggested Categories tool. This looks at the title you have entered and retrieves from eBay the categories that people use to list similar items.



As you can see, the categories are listed along with a match as a percentage. If you select a category from the list and then click on either 1 or 2 then that category will be used for your listing. The 1 button corresponds to the Main Category and the 2 button the secondary. This can be used instead of manually choosing your category or can be used as a check that you have chosen the correct category.

### Listing Duration and Price

Below you can see the section of the screen used for listing duration and price.



The screenshot shows a form for listing duration and price. It includes a dropdown menu for Duration set to 7, radio buttons for Auction, Fixed Price (Buy it Now) (selected), and Stores Fixed Price. A text input for Start Price is set to £ 22.00, and a text input for Quantity is set to 10. There are checkboxes for Enable Best Offer and Immediate Payment, both of which are unchecked. A Store Category field shows 'None Selected' with a 'Change' button next to it.

In the screenshot above the duration of the auction has been set to 7 days. The auction is a Fixed Price Auction (with Buy It Now Price).

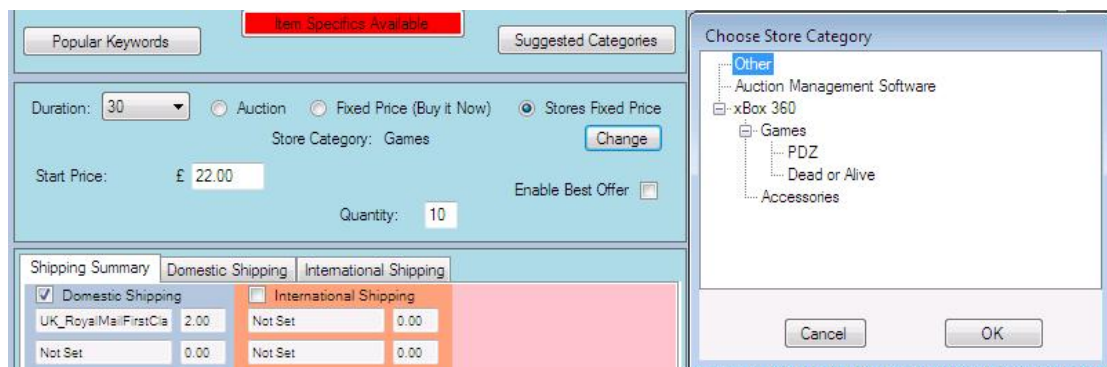
In the example above there are 10 items listed and the Buy It Now Price is set to £22.00.

The Enable Best Offer option is not selected and Immediate Payment is not required.

Best Offer lets your potential buyers make you an offer to purchase the item. You have the option of accepting or declining the offer.

The Immediate Payment option means that the item is not removed from sale (considered sold) until the person has completed payment (via PayPal).

Because I have an eBay store it has also offered me the Stores Fixed Price option. This is only enabled if you have an eBay store. If you click on the Change Button below the Stores Fixed Price radio button then you will see a list of the categories in your store and you can select the category in which to list your item.



The screenshot shows the listing duration and price section with a 'Choose Store Category' dialog box open. The dialog box lists categories: Other (selected), Auction Management Software, Xbox 360, Games, PDZ, Dead or Alive, and Accessories. The main form shows Duration set to 30, Start Price set to £ 22.00, and Quantity set to 10. The Store Category is set to Games. A Shipping Summary table is also visible.

Domestic Shipping		International Shipping	
<input checked="" type="checkbox"/> Domestic Shipping		<input type="checkbox"/> International Shipping	
UK_RoyalMailFirstCla	2.00	Not Set	0.00
Not Set	0.00	Not Set	0.00

In the first example we listed an item with a Fixed Price. Below is an example of an item listed as a standard auction.



The screenshot shows a listing form with the following fields and values:

Duration:	7	<input checked="" type="radio"/> Auction	<input type="radio"/> Fixed Price (Buy it Now)	<input type="radio"/> Stores Fixed Price
Store Category:	None Selected			<input type="button" value="Change"/>
Start Price:	£ 4.99	Reserve Price:	£ 0.00	
Buy it Now Price:	£ 19.99	Quantity:	1	

You can see that the start price is £4.99 and it has a Buy It Now Price of £19.99. There is no reserve set on this item.

*The Reserve Price sets a price below which the item will not sell. Careful consideration should be used when setting a Reserve Price since it is not as straight forward as you might at first think. Take a look at how other items are selling on eBay, if it is a fast selling item and others are making good prices then seriously consider not using any Reserve Price. Bidders are often put off if they see a Reserve Price and might not bid because they don't know whether your Reserve Price is very high.*

*I often use a start price of £0.99 and no reserve even when listing a high value item worth £1000. If similar items are selling well (and you have chosen a good time to end your item) you can be pretty sure that bidding will be lively and you will get a very good price for your item. If you set the start price to be £800 with a reserve of £900 you can be sure that the bidding will be nowhere near the same in volume and it is very likely that you will not get the same amount for your item.*

## Shipping Information



The screenshot shows the Shipping Summary tab with the following shipping options selected:

Domestic Shipping		International Shipping	
<input checked="" type="checkbox"/> Domestic Shipping		<input checked="" type="checkbox"/> International Shipping	
UK_RoyalMailFirstCla	2.00	UK_RoyalMailAirmail	12.00
Not Set	0.00	Not Set	0.00
Not Set	0.00	Not Set	0.00
Insurance		Insurance	
Not Offered	2.00	Required	2.00

The Shipping Summary Tab shows the shipping options selected. They cannot be modified on this Tab. In order to modify these options select either the Domestic Shipping or the International Shipping Tab.

The Domestic Tab is shown below.

Shipping Summary | Domestic Shipping | International Shipping

Insurance Options: Not Offered

Shipping Service 1	UK_RoyalMailFirstClassStandard	2.00
Shipping Service 2	Not Set	0.00
Shipping Service 3	Not Set	0.00

Here you can see that the first Shipping Service selected is UK\_RoyalMailFirstClassStandard. Obviously the range of shipping services is specific to the site (country) selected for the listing.

The insurance options for the shipping service can be specified by using the drop down box.

The International Shipping Tab is shown below.

Shipping Summary | Domestic Shipping | International Shipping

Insurance Options: Required

		Cost	Insurance
Shipping Service 1	UK_RoyalMailAimailInternational	12.00	2.00
Shipping Service 2	Not Set	0.00	
Shipping Service 3	Not Set	0.00	

In this case insurance has been defined as required and costs £2.00.

In the US Calculated Shipping is also provided as an option. The Calculated Shipping Tab is shown below.

### Payment Options and Ship to Locations

Preference Name: Default | Preferences

Payment & Shipping | Returns & Payment Policies

Paypal

Ship to UK and the Following

Europe  N. and S. America  Asia

Postal Order / Banker's  European Union  United States  Australia

Personal Cheque  Ireland  Canada  Japan

Credit Cards  France

Other / See Item  Germany

Escrow  Local Pickup Only  Worldwide

Location: [Redacted]

In the above screenshot the Preference selected is “Default”. This setting allows only PayPal as a Payment Method. The item will be shipped to the UK only and the location of the item is GL53 XXX. Payment options and Ship to Locations are specific to the site selected.

### Payment and Shipping Option Preferences

The screen below is shown when you click on the Preferences button.

The screenshot shows the 'Preferences' form for a 'Default' preference. The form is divided into several sections:

- Preference Name:** A dropdown menu set to 'Default' and an 'Add New' button.
- Post to Locations:** A section with a radio button selected for 'Ship to UK and the Following'. Below it are checkboxes for various regions: Europe, N. and S. America, Asia, European Union, United States, Australia, Ireland, Canada, Japan, France, Germany, Local Pickup Only, and Worldwide.
- Payments Accepted:** A section with a checked checkbox for 'Paypal' and a link 'Not Yet a member of PayPal? Click Here'. Below it is a dropdown for 'Paypal Email Address' and several unchecked checkboxes for 'Postal Order / Banker's Draft', 'Personal Cheque', 'Other / See Item Description', 'Credit Cards', and 'Escrow'.
- Additional Information:** Two text input fields: 'Postal Return Address' (containing a blurred address) and 'Item Location' (containing 'GL53 7AD').
- Image Preferences:** A checked checkbox for 'Watermark Images'.
- Payment Instructions:** A text area containing the text: 'Please pay within 3 days of auction close. Items will only be sent once funds have cleared. Please do not bid unless you intend to purchase this item.'
- Returns Policy:** A text area containing the text: 'Items must be returned with 5 days. Postage will not be refunded on returns.'
- Buttons:** 'Cancel' and 'Save and Exit' buttons are located at the bottom right of the form.

Here a number of defaults can be set. They can be saved under different Preference Names should more than one be required.

The Ship to Locations can be set as well as the default payment options. The PayPal Email Address must be set here if PayPal is accepted as a means of payment.

The Additional Information includes a Postal Return Address which is printed on the address labels. The item location is ideally set to the Post Code. If it is set to the Post Code then it will be used when the potential buyer does a search including the item location.

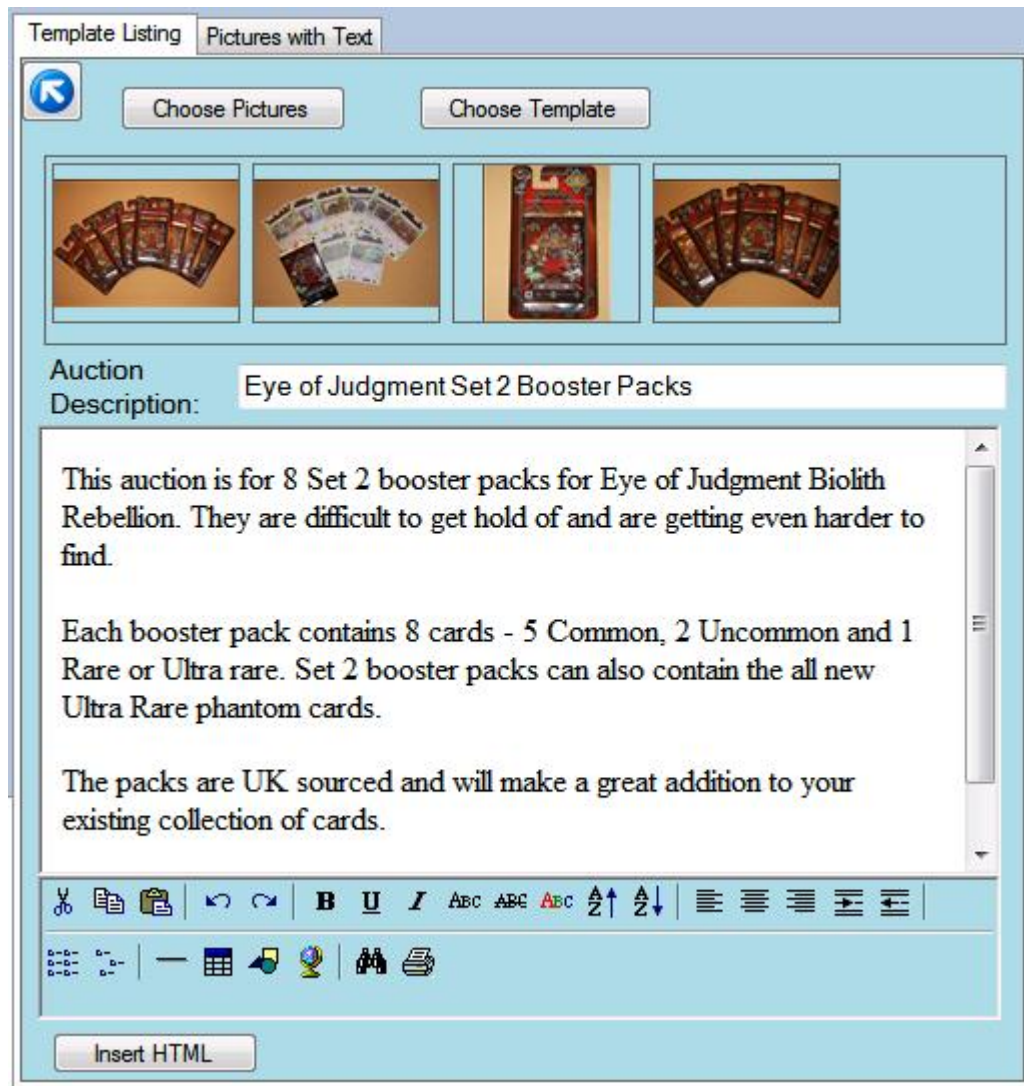
In Image Preferences you can set the image to be watermarked. The watermark is your eBay user name printed onto each of your pictures.

*By watermarking your images you can give additional reassurance to potential buyers that you actually own the item being sold. Some sellers*

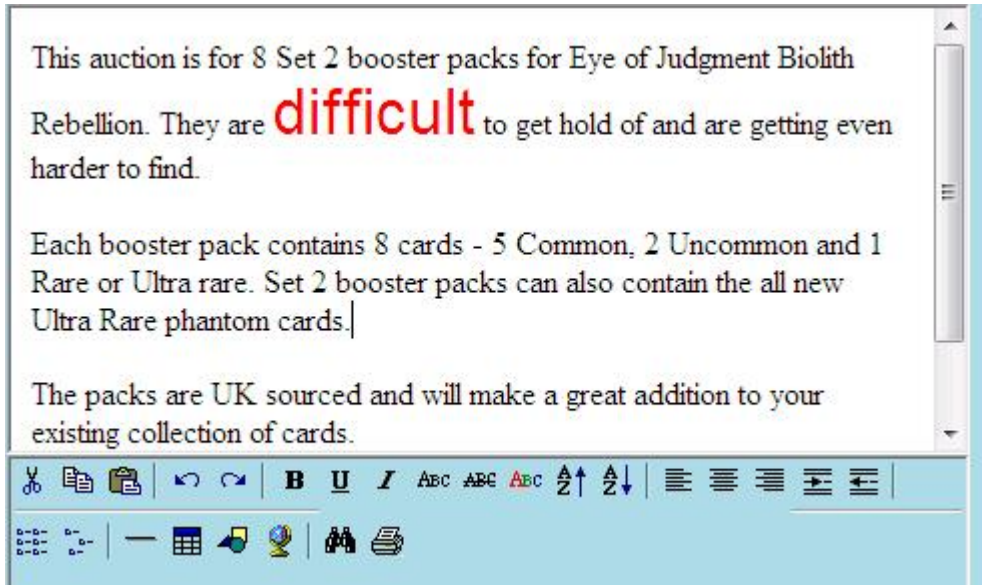
*copy images from other auctions and then present these pictures as being their own. The act of watermarking makes this image theft much less likely.*

Payment and Return Policies can be set here as well. Adding a Returns Policy adds to your credibility as a seller. A Payment Policy gives you the chance to outline your expectations for when you expect to be paid.

### Auction Description



The large field with the scroll bars is a HTML editor area. Here you can enter text for the main body of the listing. If you do not change the font and just use the default, then the text used will take on the appearance as defined in the template. It is possible to override this by changing the font in the listing. This is demonstrated below.



In the text above the default font has been used for all text apart from the word “difficult”. Difficult has had the font changed to Arial, size increased and color changed to red. The effect of this can be seen below.



In the preview shown above the default font has been replaced with the font from the template. The word “difficult” has been replaced with the font settings that were set for it.

This reset and override of layout applies to all html settings so you can insert a bulleted list or a section of text copied from a web page and that information will be displayed in your listing. For example, if you were listing a camera you could copy the table of specifications and simply paste it into your listing, it would then maintain the layout and appearance of the original table.

For a quick listing you can simply type text and let the template you choose dictate the font to be used.

### Picture Handling

Pictures are a vital part to every listing. When buying online a good picture is invaluable in giving confidence to the buyer. Images should be chosen carefully so that they show off your item as well as highlighting any defects.

The picture selection screen is shown below.



*Note that some of the pictures are shown in portrait and some are in landscape. AuctionSplash analyses your pictures and obtains information from your photos as to which way round the camera was being held when the photos were taken. AuctionSplash then automatically rotates your pictures so you don't have to.*

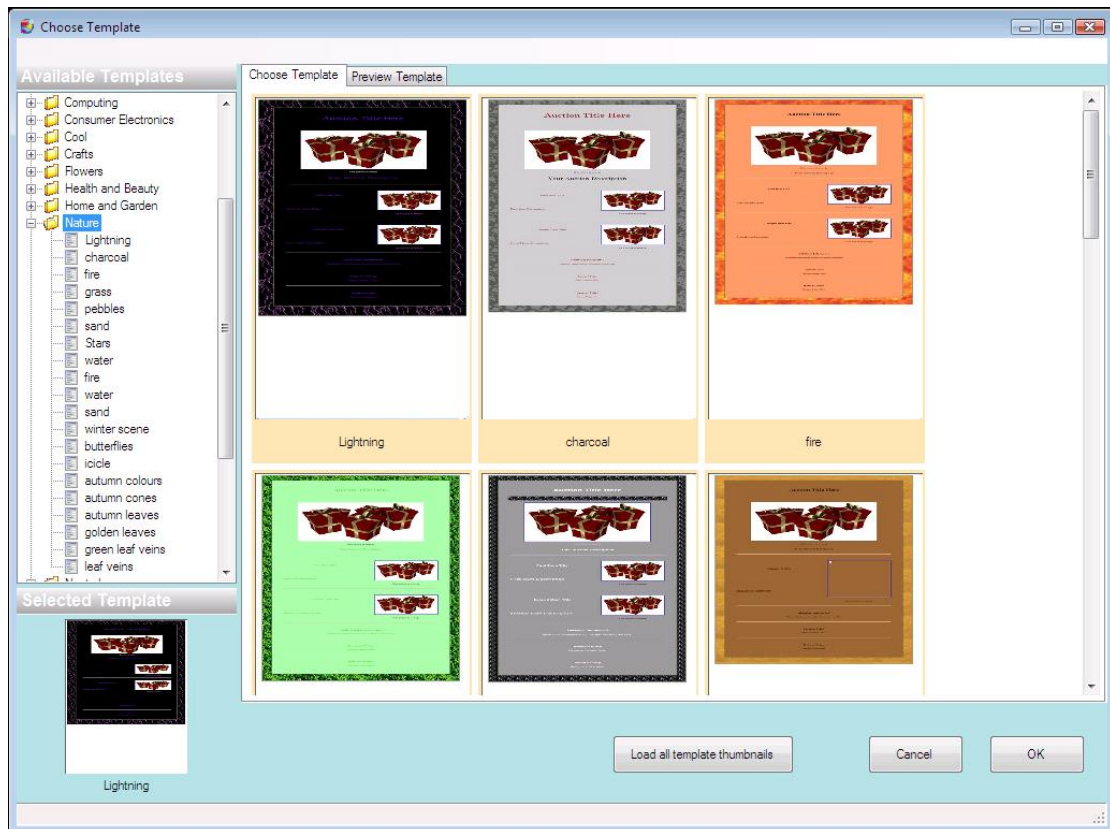
The directory for the photos is chosen from the file browser windows on the right. To select a picture simply drag and drop it onto one of the locations on the left. There are 8 possible pictures for any one listing. The first picture is used as the Gallery picture. If rotation is required for a photo then click on the red rotate button next to each picture.

AuctionSplash handles all the picture resizing automatically. It does not matter how large the pictures are, they will be resized to 800x600 or a comparable size keeping the aspect ratio constant. Resizing is performed using a very clever algorithm that maintains a very high level of detail while reducing the file size dramatically so that your pictures load very quickly.

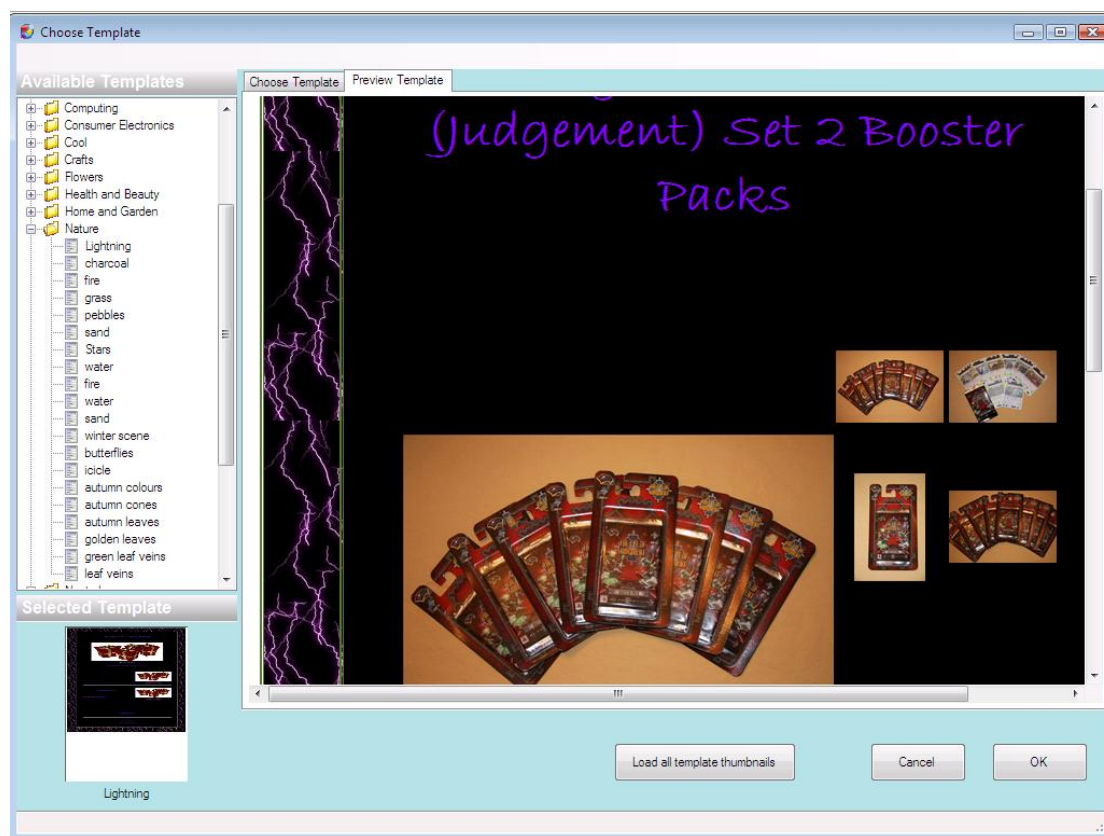
### Selecting a Template

AuctionSplash offers a number of templates that you can use in your listings. The templates predefine the fonts, font colors and layout for your listings. As mentioned in the previous section, you can change the font etc in the HTML editor.

The main template screen shows an index of templates on the left hand side. If you click on a group name then you can see all the templates in that group. When you first look at a template there will be a short delay while the template thumbnail is downloaded. You can use the “load all template thumbnails” button to download all the thumbnails. This will take a couple of minutes but will ensure that subsequent views will be instant.



Once you have selected a template you can click on the Preview Template tab in order to see how your listing will appear with the template.



Once you have selected your template just click the OK button to proceed.

### Saving and Loading a Listing

If you do not wish to make your listing immediately, for example if you have created your listing offline, or if you wish to create a scheduled listing, you can save the completed listing by clicking on the "Save Item" button. Prior to saving a listing, if you are working online you should verify the listing by using the Preview Listing button. When you do this the contents of your listing are verified with eBay. You will also see the fees that will be charged when you list the item. Please note that the fees quoted are returned from eBay and so may not be valid when you actually list the item.

If you proceed to list the item then your listing will automatically be saved and can be accessed using the "Load Previous Item" button.

The Load Previous Item screen is shown below.



The list of previously listed or previously saved items is shown.

*Currently listings are saved whenever you list an item. This means that you may have several copies of the same listing appear. In a future release you will be given the option to overwrite a previously saved listing but until then you will have to manually tidy up the saved listings by using the delete button.*

To select a listing to load simply select the listing and then click the OK button.

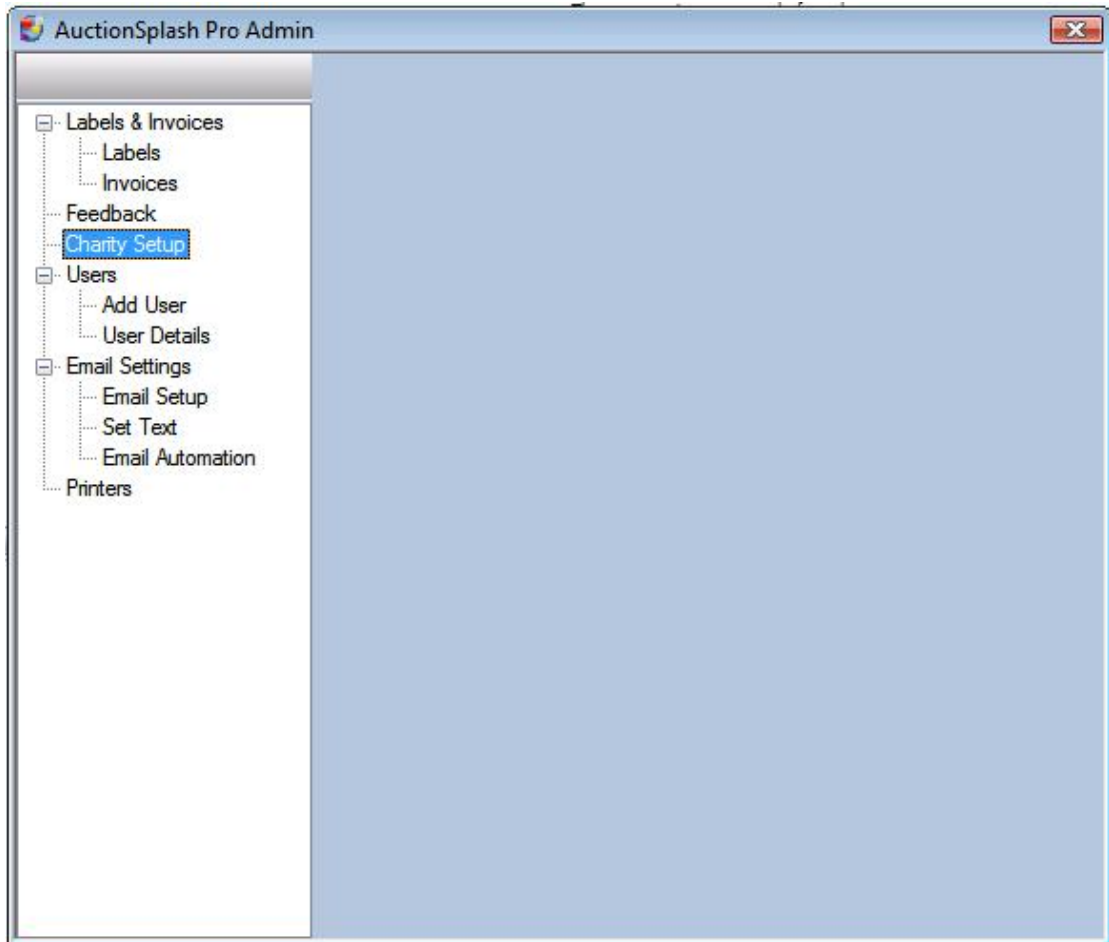
## Charity Listings

Using AuctionSplash you can give a percentage of the proceeds from your listing to charity.

In the above example 10% of the final listing value is to be donated to the Great Ormond Street Hospital Charity. There are minimum amounts that may apply to your donations so please check with eBay Giving for these specifics.

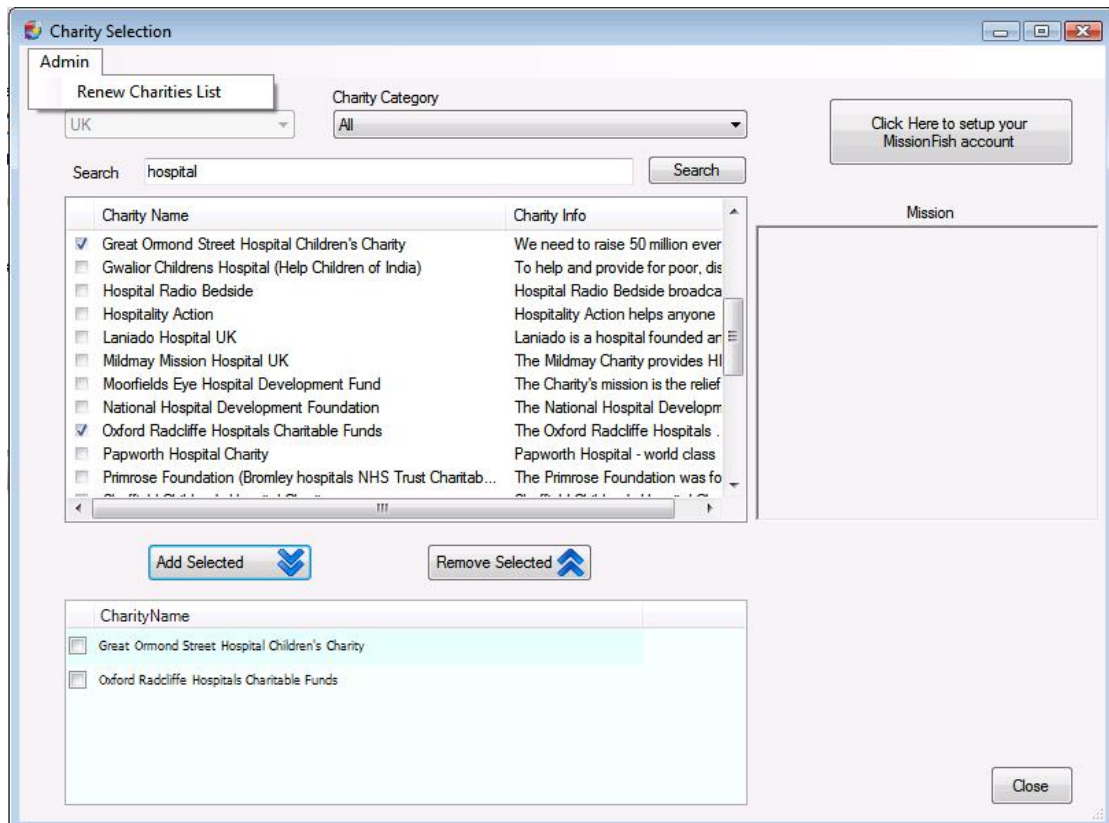
In order to have charities appear in the Charity Name list box you must have previously added the charities using the Charity Admin function.

## Admin



There are no options that you need to set up in order to start using AuctionSplash. Once you have completed initial setup then you can start using AuctionSplash. However there are some admin functions that you can modify. Before you can use charities for instance you have to perform the Charity Setup function.

### Charity Setup



The first step when setting up AuctionSplash to use eBay Giving is to setup your eBay account. Click on the large button top right to open a internet explorer window. There you will have to enter your username and password and accept the terms and conditions. When you do this you will be given the minimum allowed donation amounts and some information about eBay Giving. Once you have done this you can click on the Admin Menu item and then Renew Charities List.

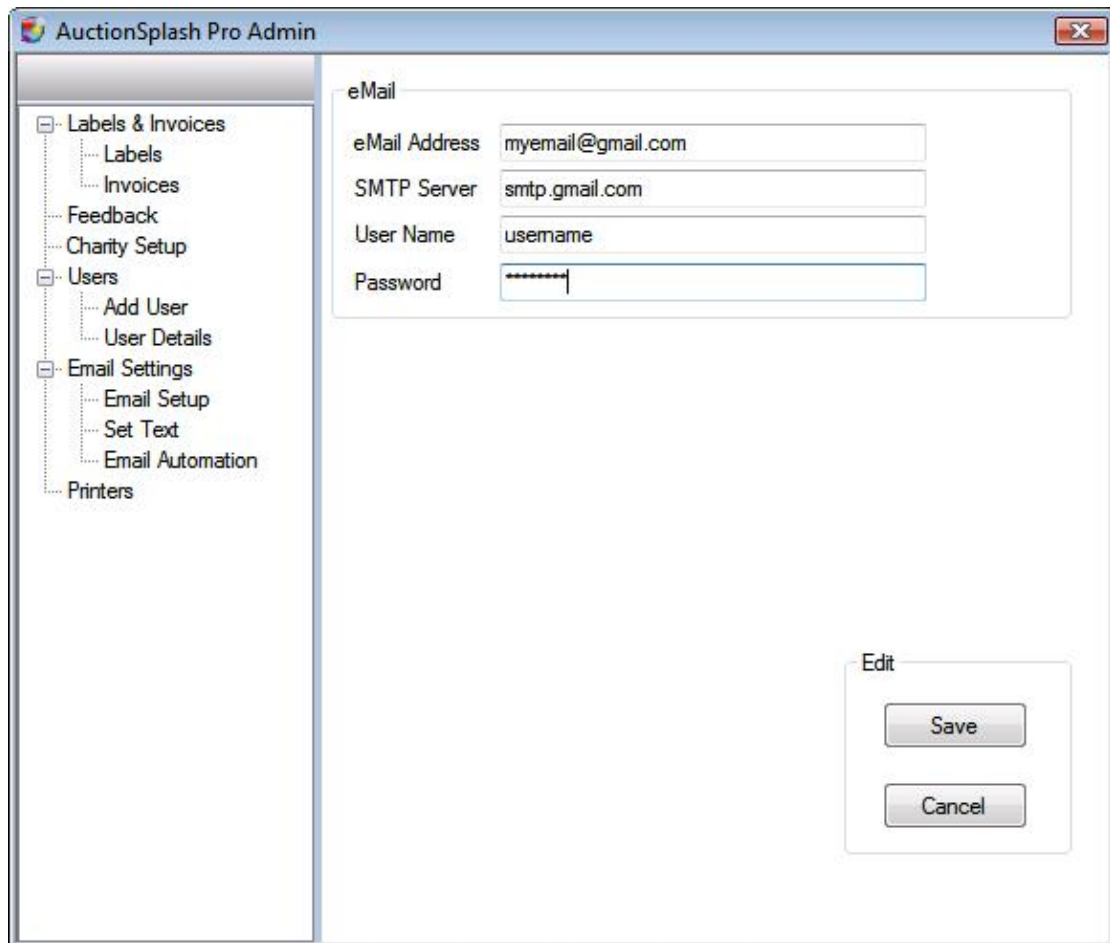
After a short period the complete list of charities will appear in the main list box. Once these have appeared you can use the search box and button in order to narrow down the list of charities. In addition you can use the charity category list box to display a list of charities in that particular category.

In order to add charities to your list of selected charities simply check them in the list and then click on the Add Selected button. If you want to remove charities from your list then select those in the lower list and then Remove Selected.

If you click on a charity in the main list box then you can see the mission statement for the charity in the Mission box on the right.

Now you have selected some charities they will appear in the Create Listing screen.

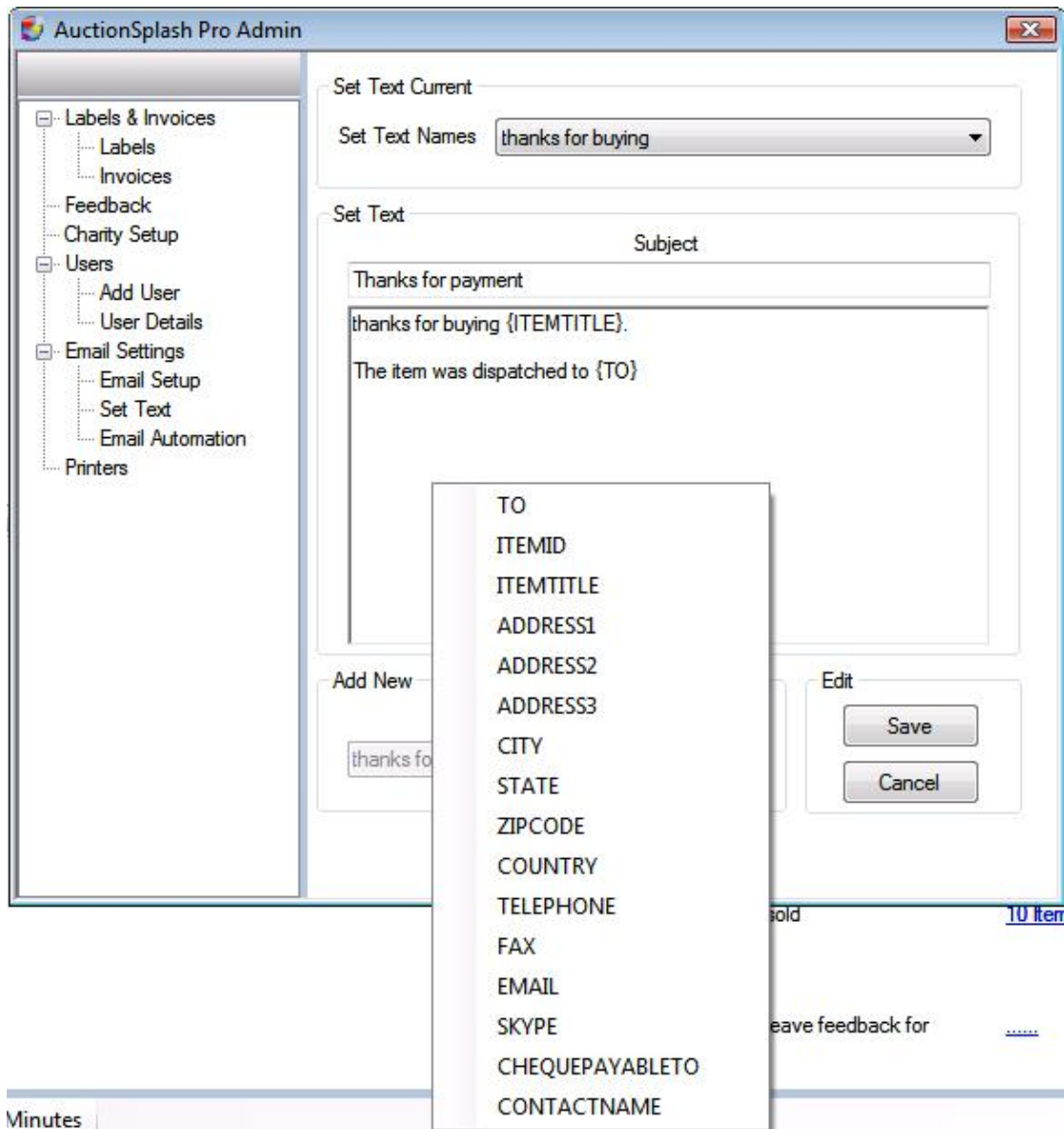
## Email Setup



Before you can use email automation you will need to setup your email settings. Your email address is the address from which you wish to send the emails. The smtp server is defined by your ISP. The user name and password are the credentials required for sending emails. These credentials are defined by your ISP.

### Set Text

The Set Text is used to define the content of emails sent.



There are several Set Texts that you can define. These are :

- Winning Bid email
- Payment Reminder
- Payment Received
- Item dispatched
- Feedback Reminder

Initially you will have to select the Add New button and then enter a name for the Set Text that you are creating. You can enter a Subject for the email.

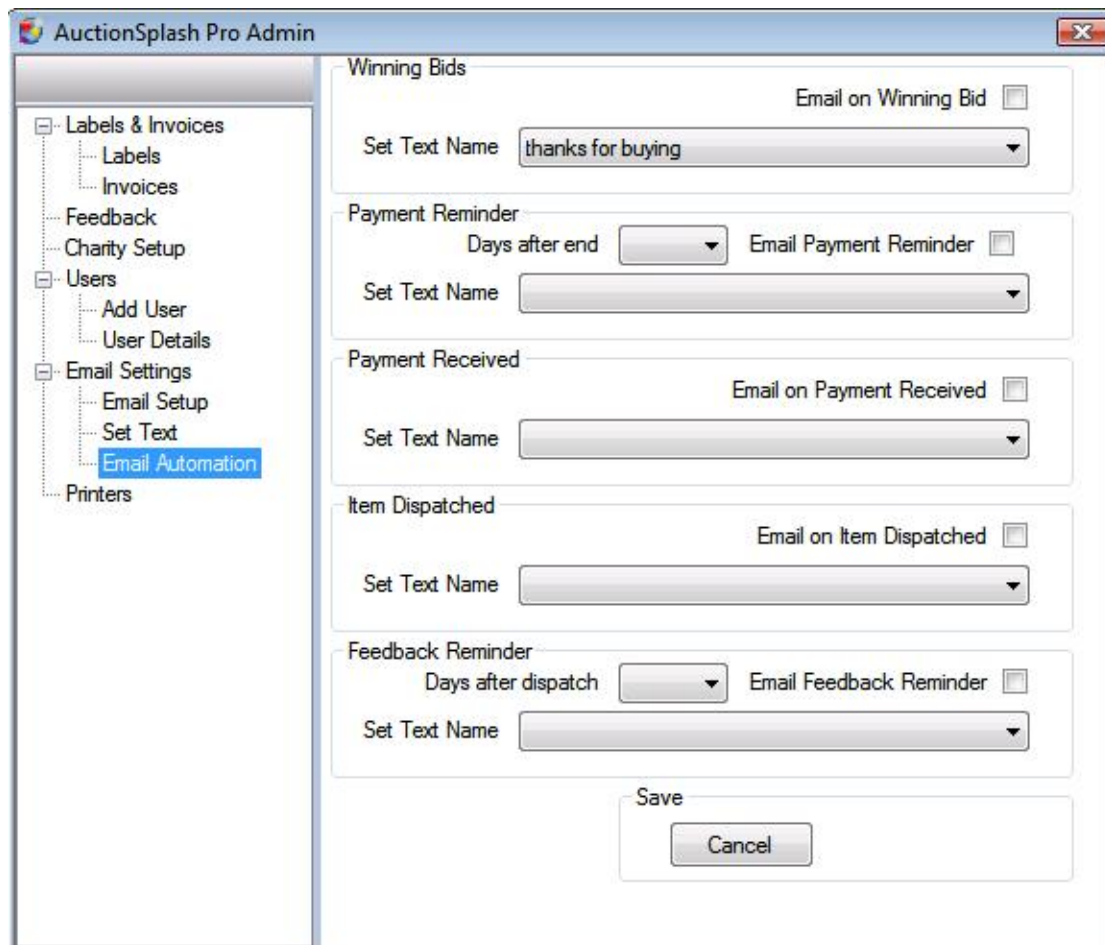
In order to enter the text for the email simply type the message that you wish to send. By clicking on the right mouse button you will see the drop down list shown in the screenshot above. If you select one of the parameters in the drop down list then there will be the parameter inserted. If, for example, you select ITEMID then {ITEMID} will be inserted into the text. When the email is sent then {ITEMID} will be replaced by the relevant Item Id.

By use of the parameters you are able to compose emails which are personalized and can give your customers all the information they require.

*By using automated emails you can keep your customers completely updated on the sales process. Keeping your customers updated as to the status of their order is the best way of keeping your DSR (Detailed Seller Rating) as high as possible.*

## Email Automation

Email automation allows you to send emails when events are triggered.



The screenshot shows the 'AuctionSplash Pro Admin' window. On the left is a navigation tree with the following items: Labels & Invoices (sub-items: Labels, Invoices), Feedback, Charity Setup, Users (sub-items: Add User, User Details), Email Settings (sub-items: Email Setup, Set Text, Email Automation), and Printers. The 'Email Automation' item is highlighted in blue. The main content area contains several sections for configuring email notifications:

- Winning Bids:** Includes a checkbox for 'Email on Winning Bid' and a dropdown menu for 'Set Text Name' with the value 'thanks for buying'.
- Payment Reminder:** Includes a dropdown for 'Days after end', a checkbox for 'Email Payment Reminder', and a dropdown for 'Set Text Name'.
- Payment Received:** Includes a checkbox for 'Email on Payment Received' and a dropdown for 'Set Text Name'.
- Item Dispatched:** Includes a checkbox for 'Email on Item Dispatched' and a dropdown for 'Set Text Name'.
- Feedback Reminder:** Includes a dropdown for 'Days after dispatch', a checkbox for 'Email Feedback Reminder', and a dropdown for 'Set Text Name'.

At the bottom of the form, there is a 'Save' label and a 'Cancel' button.

As you can see from the screen above, you can set up emails to be automatically sent when certain events are triggered. In each case you need to choose the set text name that you created using the Set Text admin.

## Update Templates

By selecting the Update Templates option from the Admin Menu you can download the latest version of all the templates. After a short delay you will receive confirmation that all the templates have been updated.

## Preferences

The preferences screen let you update the preferences used when submitting a listing.

Preferences

Preference Name:

Post to Locations

Ship to UK and the Following

Europe  N. and S. America  Asia

European Union  United States  Australia

Ireland  Canada  Japan

France  Germany

Local Pickup Only  Worldwide

Payments Accepted

Paypal [Not Yet a member of PayPal ? Click Here](#)

Paypal Email Address :

Postal Order / Banker's Draft

Personal Cheque

Other / See Item Description

Credit Cards

Escrow

Additional Information

Postal Return Address

Item Location

Image Preferences

Watermark Images

Payment Instructions

Please pay within 3 days of auction close. Items will only be sent once funds have cleared. Please do not bid unless you intend to purchase this item.

Returns Policy

Items must be returned with 5 days. Postage will not be refunded on returns.

This preferences screen can also be access from the Create Listing Screen. The screen allows you to update the default settings that will be supplied when you create a listing. The most important setting is the PayPal email address that will be used for receiving PayPal payments.

## Creating Your Own Templates

Creating your own look with AuctionSplash is easy. You do not even need to know HTML in order to create your own professional looking templates which you can use in all your listings. In order to use a template in AuctionSplash you need to add some text in your template and this will be replaced with text from your listing.

The text that will be replaced is :

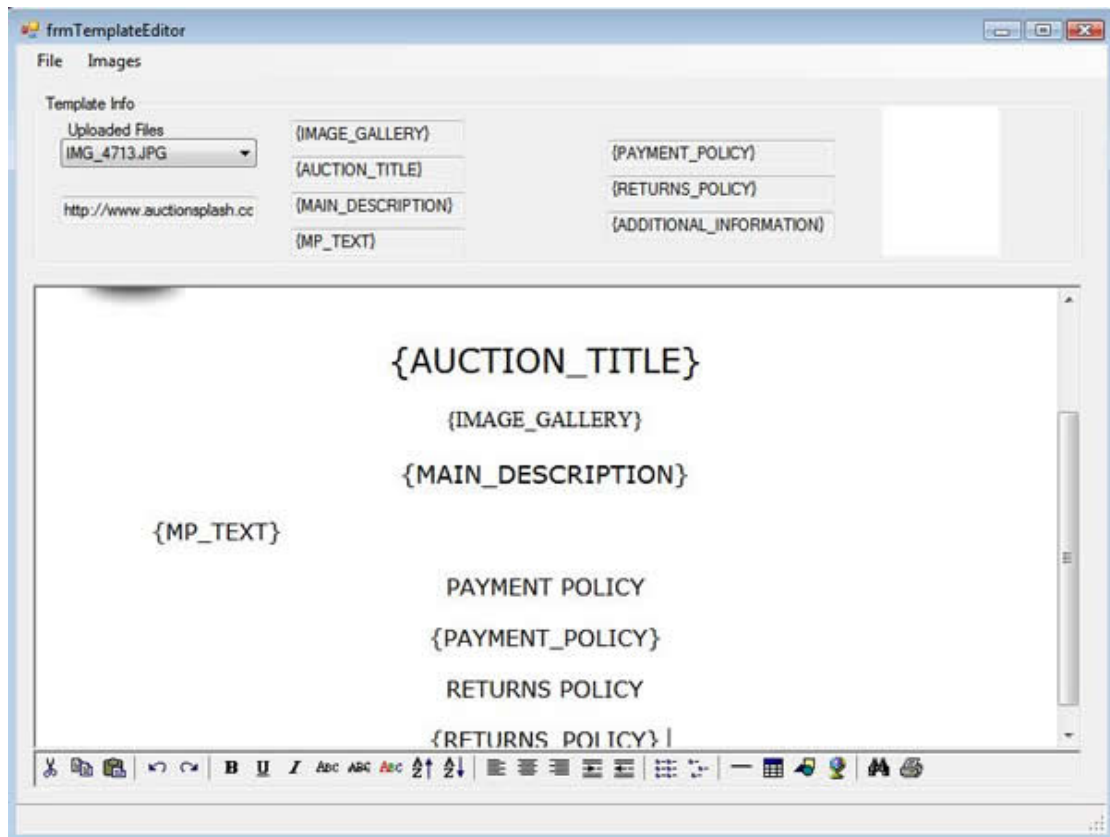
Text Name	Num	Description
{AUCTION_TITLE}	1	The title of your auction
{MAIN_DESCRIPTION}	2	A more descriptive title for your auction
{MP_TEXT}	3	The main body of your auction
{IMAGE_GALLERY}	4	The main picture and thumbnails of the others
{PAYMENT_POLICY}	5	The payment policy text
{RETURNS_POLICY}	6	The returns policy text

The screenshot shows the 'Create Listing' window in AuctionSplash. Red numbers 1 through 6 are placed over various fields to indicate where template text is replaced:

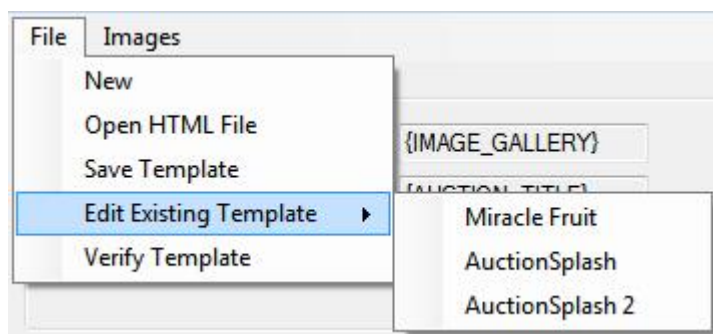
- 1**: Points to the 'Title' field, which contains 'Eye of Judgment Series 2 Booster'.
- 2**: Points to the 'Auction Description' field, which contains 'Brand new and sealed Eye of Judgment Series 2 booster'.
- 3**: Points to the main text area below the description, which is currently empty.
- 4**: Points to the 'Image Gallery' section, which displays two images of the product.
- 5, 6**: Points to the 'Payment & Shipping' section, which includes options for shipping methods and payment types.

## The Edit Template Screen

To edit or create a template click on the Admin>Template Admin option from the main menu. The Edit Template screen is shown below.



Below is the File menu item opened up.



To create a new template click on New. A new template will be created and the HTML editor will be blank. You choose the template name once you save the template.

You can open a HTML file which you have created outside of AuctionSplash. This file is then available to edit from within the Template Editor or you can simply save the template and it will then be available from within AuctionSplash.

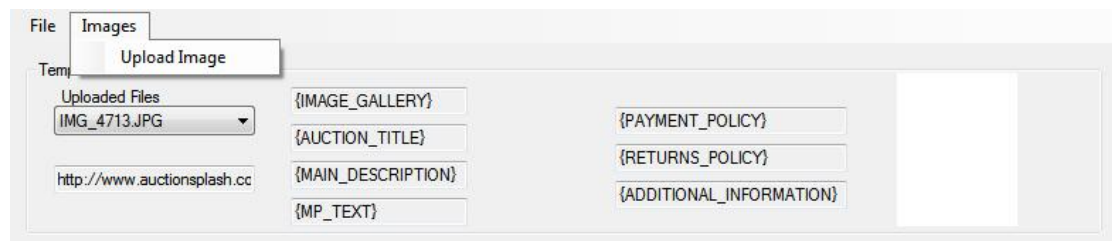
To save a template which you have created or edited then click on the save button. You will see a message box when the template has been saved. The save process also creates a thumbnail of your template for viewing within the template chooser screen.

If you hover over edit template then you will see a list of the templates that you have created. By clicking on one of those templates you will be able to edit it.

The verify template function checks that you have the required strings within your template.

### Including Images In Your Template

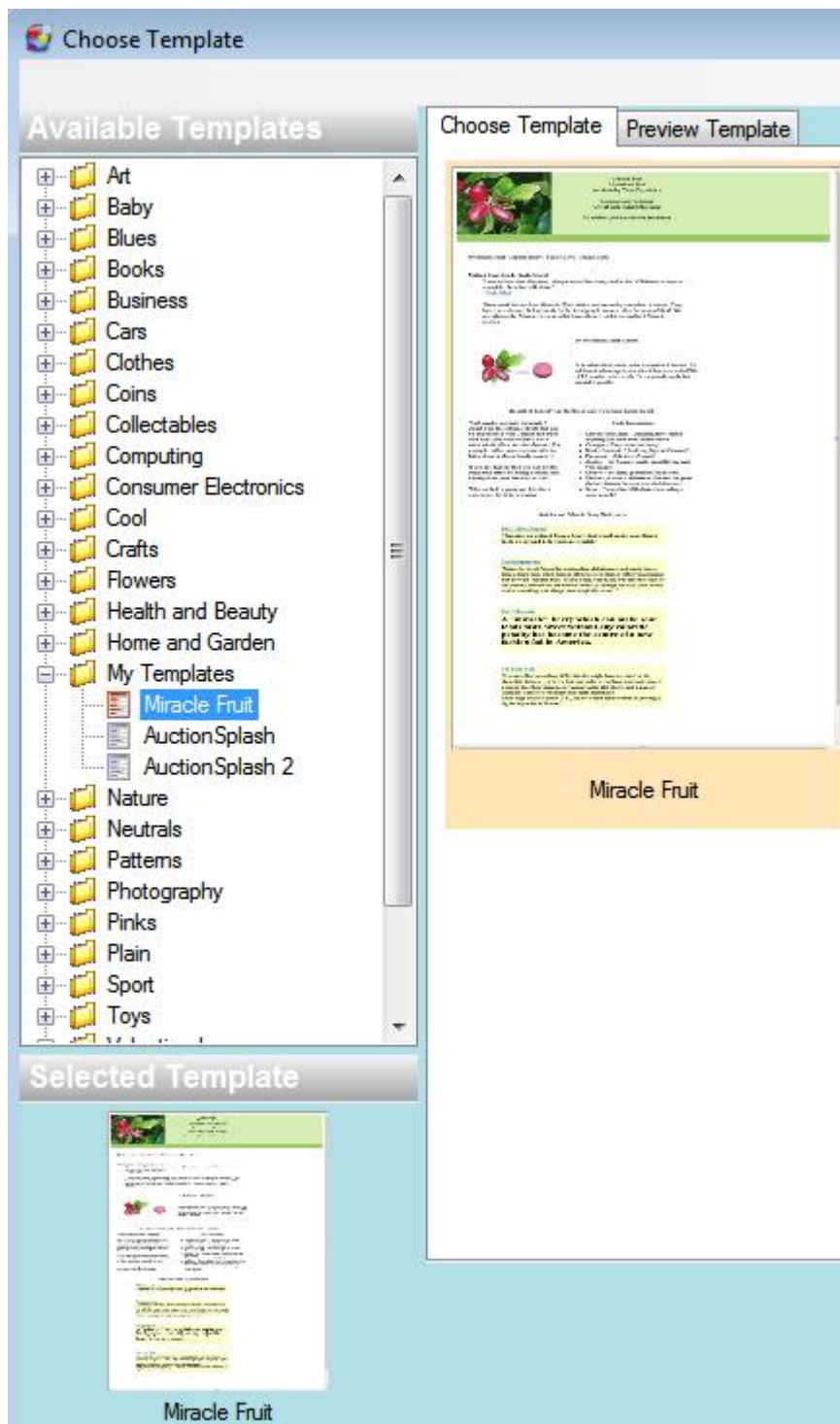
If you wish to include images in your template then you will need to upload the images to the AuctionSplash servers. Once you have uploaded a file then it will be shown in the Uploaded Files combo. If you select an uploaded file from the combo then the full pathname will be shown in the text box below. You can then copy and paste this URL into your template. Use CTRL-C to copy the URL once it is selected in the text box and then use CTRL-V to paste that URL.



The screenshot shows a web interface for uploading images. At the top, there are tabs for 'File' and 'Images', with 'Images' selected. Below the tabs is an 'Upload Image' button. Underneath, there is a section for 'Uploaded Files' with a dropdown menu showing 'IMG\_4713.JPG'. Below the dropdown is a text box containing the URL 'http://www.auctionsplash.cc'. To the right of the text box are several text input fields, each containing a placeholder string: '{IMAGE\_GALLERY}', '{AUCTION\_TITLE}', '{MAIN\_DESCRIPTION}', '{MP\_TEXT}', '{PAYMENT\_POLICY}', '{RETURNS\_POLICY}', and '{ADDITIONAL\_INFORMATION}'. A large white rectangular area is visible on the right side of the interface.

The text to be inserted into the template is shown above. You can use Copy and Paste to insert the correct text into your template.

Once you have created and saved a template then it will be listed in the tree view of the available templates in the Create Listing Choose Template screen. All your templates are listed under My Templates. You can see the templates that I have created below.



Creating your own templates varies from being very simple to complex. You can experiment with the template editor to create your own look to your listings. In the future we will be allowing users to upload their templates to share with others.