

Scheduling Your Listing for Optimal Exposure on ebay™

Choosing the best day of the week and time of day to start and end your listing is important if you're going to be a successful seller on eBay.

Know Your Audience

If your target audience is men, try to stay away from your auctions/ listings ending in the middle of the week, late Friday, or during any type of sporting event so you can have their full attention.

Also, consider the time of day an auction/listing is going to end, you wouldn't want to have the item end while the majority of your potential buyers are sleeping.

Lastly, see if the item you are trying to sell is a seasonal item, some items sell better during summer than winter or even on a specific holidays.

The Best Day to End Your Listing

If you start a five-day listing on a Wednesday, it'll close on the following Monday which will give you plenty time to ship your item during the week. If the item ends on the weekend you will likely not start the shipping process until the following Monday.

The start day is important, because that's when your listing will appear at the top of search results sorted by time listed. The end day is even more important, not only because of when it will appear at the top of ending-soonest searches, but because it will affect snipers who will kindly drive up the price of your item at the last minute.

SUNDAY

Sunday is widely considered to be the best day to end a listing because this is when buyers are more likely to be sitting in front of their computers at home with time to shop. Many people also use Sunday and Saturday to get caught up around the house or office which can include searching and bidding on eBay. You want to try to avoid holidays and long weekends, though, as those customers will probably be taking the opportunity to relax.

MONDAY

Monday is also a good day to end a listing, because some eBayers may only have Internet access at work and might spend some time shopping at work. If you start a 10-day auction on a Friday, it will span an entire week plus two weekends, and end the Monday after next.

Worst Days to End Your Listing

WEDNESDAY

Wednesday is probably the worst day to end your auction because more people will be preoccupied with work or too tired to shop when they get home.

FRIDAY

Friday is also not the best choice, mostly because the approaching weekend means that many buyers may feel as though they will receive less attention when it comes to shipping their items out. Also, the chance that the item will get shipped out the following Monday becomes more of a possibility especially if the item ends later in the day. This can be frustrating for buyers, as they will want their items quickly.

As you build up your selling experience and go through the trial and error phase, you will become acclimated to your buyers' habits, expectations and schedules. You will begin to realize which end days work better in your market or for your products.

Choosing a Start Time

Different from the duration, the time of day at which you begin your listing determines the time of day it ends. This means a seven-day listing you start at 5:43:05 p.m. on a Thursday afternoon ends at 5:43:05 p.m. the following Thursday.

The first and last few hours are the periods which you'll see the most activity on your listings so it pays to begin and end your listings at a time when your customers are more likely to be awake and sitting in front of their computers.

eBay data shows that the hours between 4:00 p.m. and 9:00 p.m., Pacific Time, is their busiest time of day because so many bidders do their shopping after they come home from work. This roughly translates to early-to-mid-evening hours (7-9 p.m.) in each of the four time zones of the United States, which is eBay's biggest market.