

Sample document: the store, brands and data are fictional.

Store audit: why your listings don't sell

Store reviewed: **Home Sample** (eBay.es) · 100 active listings · period: last 90 days

Summary

100

listings analysed

23

views but no sales

14

low CTR (<1%)

10

quick wins proposed

Key finding: 23 listings get views but don't sell. In half of them the reason is **price including shipping**; in the rest, **photo or title** and **missing item specifics**. The 10 quick wins can bring sales back in the first week without touching the whole catalogue.

The 8 weakest listings

Product	Price + shipping	Competitors	Views	Sales	CTR	Problem	What to do
Envasadora al vacío 120 W con 10 bolsas Vacuntex	€59.85	€48.50	412	0	1.9%	Price + shipping 23% above competitors	8% offer to the 9 watchers; then lower to €49.90
Freidora de aire 4 L negra Hogarix	€69.00	€67.90	351	0	0.4%	Very low CTR: dark photo, title missing key terms	White-background photo and new title (see below)
Juego de 3 sartenes antiadherentes 20/24/28 Cocinova	€45.85	€41.00	288	0	2.6%	Missing item specifics: material, induction, sizes	Fill in 6 item specifics buyers filter by
Hervidor eléctrico 1,7 L acero Vacuntex	€34.85	€27.50	240	1	2.2%	No Best Offer; only 14-day returns	Enable Best Offer (min €26) and 30-day returns
Báscula de cocina digital 5 kg Pesadín	€18.49	€12.90	205	0	3.1%	Shipping too expensive for a cheap item	Free shipping, price to €16.99

Ventilador de pie 40 cm 3 velocidades Airlo	€41.80	€36.00	187	0	1.5%	Seasonal item: few searches in autumn	Clearance markdown or pause until spring
Robot de cocina 1.200 W 10 funciones Cocinova	€189.00	€175.00	176	0	1.1%	8% above market, not promoted	Promoted listing at 3% and offer to watchers
Plancha de vapor 2.400 W Hogarix	€37.45	€33.90	160	0	0.6%	Low CTR: title starts with the brand	Rewrite title with the product first

Quick wins for week 1 (6 of 10)

- Send offers to watchers on the 6 listings with 3 or more.
- Enable Best Offer with an auto-accept minimum on 12 listings.
- Adjust price on 5 listings more than 5% above market.
- Switch items under €20 to free shipping.
- Replace the main photo on 4 listings with a white-background one.
- Fill in item specifics on 9 kitchenware listings.

Rewritten title example

Before HOGARIX AF-400 freidora negra nueva

After Freidora de Aire sin Aceite 4 L 1500 W Negra, Temporizador, Hogarix AF-400

Sample report of the AgoraNexo store audit. Fictional store and brands. Competitor prices are compared with listings of the same product on eBay.es.