

Boost Your eBay Sales Operator Checklist

25-point self-audit to find the visibility, margin, and algorithm failures draining your eBay revenue

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Run this audit on your eBay operation today. Any unchecked box is a documented failure that is costing you visibility, margin, or revenue stability. Tally your score at the end.

Section 1 — Listing Visibility and Search Positioning (5 points)

- My listing titles include the exact-match search phrase buyers use most, placed in the first 40 characters.**

Check using eBay search bar autocomplete for your primary keyword

- All item specifics are 100% complete on every active listing.**

Incomplete item specifics reduce Cassini ranking regardless of title quality

- My main product photo is on a white or neutral background with no text overlays.**

eBay's algorithm and buyer trust both penalize poor main images

- My handling time is set to 1 business day or same day on all active listings.**

Handling time is a direct Cassini ranking input

- I track daily impressions per listing in Seller Hub at least weekly.**

Below 20 impressions per day on an active listing is a search positioning failure

Section 2 — Promoted Listings and Ad Management (5 points)

- Every promoted listing campaign is set at or above the eBay suggested ad rate for that category.**

Campaigns below the suggested rate generate near-zero competitive impressions

- I review promoted listing impression data in Seller Hub at least every 14 days.**

An active campaign with under 500 impressions in 14 days is not working

- I do not relist a product to fix a sales drop — I adjust the promotion rate instead.**

Relisting resets velocity history and extends recovery timeline

- My promoted listing ROI is above 300% return on ad spend after all costs.**

- I have not lost a promoted listing option on any SKU without investigating the cause immediately.**

Section 3 — Fee Model and True Margin Accuracy (5 points)

- I calculate true margin per SKU including: final value fee, payment processing, promoted listing cost, shipping, packaging, and return reserve.**

True margin = Selling Price minus ALL of these. Not just COGS and final value fee

- No active listing has a true margin below 20% of selling price.**

Below 20% leaves no buffer for price competition, fee increases, or returns

- I have a documented price floor for every SKU that I do not drop below regardless of competitor pricing.**

- I run a per-SKU margin audit at minimum every quarter to catch fee increases and price compression.**

A listing that was profitable 6 months ago may be margin-negative today

- I have not matched a competitor price that would have pushed me below my floor in the last 90 days.**

Section 4 — Algorithm Resilience and Sales Stability (5 points)

- eBay represents 50% or less of my total e-commerce revenue.**

Above 70% eBay dependency means a single algorithm shift is a business crisis

- I have at least one active secondary sales channel generating revenue right now.**

The second channel does not need to be large. It needs to exist before you need it

- I document every significant sales drop with the date, revenue impact, and suspected cause.**

Pattern recognition across drops is the only way to distinguish algorithm shifts from listing problems

- When sales drop, my first action is to check eBay community forums for reports of wider algorithm changes before changing my listings.**

- I have a defined response protocol for a sales stop: check impressions first, then promotion rate, then title keywords, then community reports. In that order.**

Section 5 — Competitor Response and Pricing Discipline (5 points)

- When a competitor undercuts my price, my first response is a margin analysis, not an automatic price match.
- I improve listing quality signals (photos, item specifics, feedback score) before dropping price to compete.
- I have exited at least one category in the last 12 months where margin floor competition made it unviable.**
Staying in a margin-destroyed category burns sourcing capital and time with no return
- I do not source inventory for eBay categories where the top 3 competitors are pricing below my calculated floor.**
If you cannot price above your floor and still be competitive, the category does not work for you
- My eBay business is not dependent on being the lowest price in any category to generate sales.**
Lowest price dependency is a race to zero. Authority, trust signals, and listing quality win at higher prices

Your Score

Score	What it means	Recommended next step
20 - 25	Strong eBay operating system. Revenue is protected from common platform risks.	Book a Modonix review to find your next optimization opportunity.
12 - 19	Moderate gaps. Margin and visibility are leaking in 2 to 3 areas.	Start with your lowest-scoring section. That is your highest financial risk.
0 - 11	Critical gaps. Your eBay revenue is fragile and margin-compromised.	Get a free Modonix marketplace audit at modonix.com/services .

Ready to build an eBay sales system that actually holds?

Book a free data audit at modonix.com/services — we identify your top 3 margin leaks in one session.