



# theClassified

Uploading Your Listings



This document is designed to provide you with detailed help through uploading listings to theClassified - *Your Local* Online Marketplace. We will take you through the simple steps to getting your listings up and running, so your local community can start to find your products or services online straight away. This simple process can be repeated for each listing.

Before you begin, make sure you have all of your images saved to your computer ready to use, and any relevant information to hand.

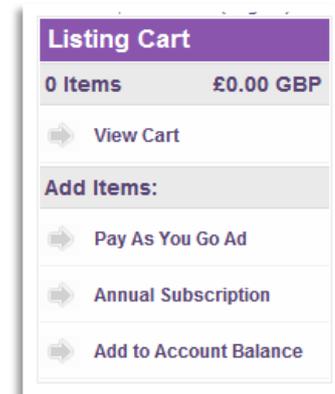
We don't ask for much information during the registration process in order to keep it as simple as possible so we recommend that you complete your profile before you create any listings. You will find this can save you a lot of time and will ensure that the Google maps displayed are showing the correct location. Simply click on **My Account Information > Edit Info**. For more detailed instructions see our [FAQ](#).

- Tip:** We recommend listing your adverts using Google Chrome internet browser, as it remembers the location of your images on your computer and therefore speeds up the browsing process. It is free to download here: [www.google.com/chrome](http://www.google.com/chrome)
- Please Note:** In the interest of your community and by law there are certain things that are not allowed to be listed on theClassified. Please refer to our Terms and Conditions. Listings that do not comply with these rules will be removed, and your account could be suspended without refund.

## UPLOADING A LISTING

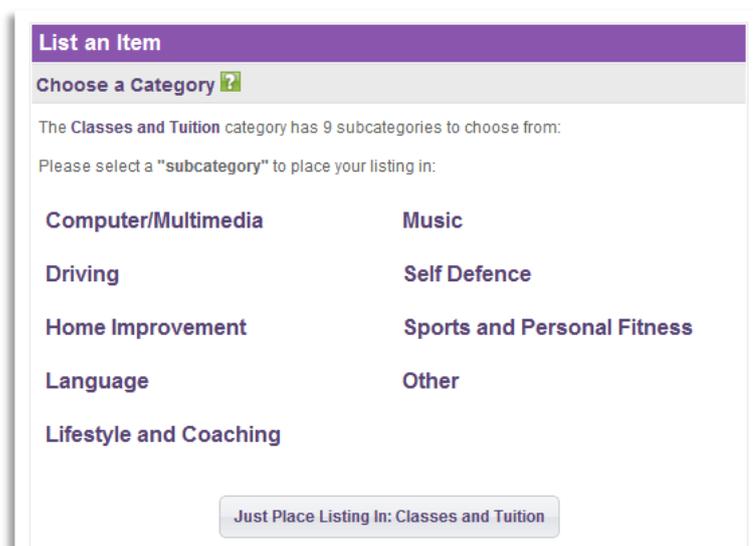
You will need to be logged in before you can begin. If you haven't registered please click the join button on the homepage and follow the instructions.

- 1) Click **myAccount** on the top toolbar.
- 2) From the **Listing Cart**, under **Add Items**, select **Pay As You Go Ad**.



### Choose Your Category

- 1) Choose the main category that your listing will appear in – this is likely to be the main category that your subscription is based on.
- Remember:** All listings in your Annual Subscription's specified categories are free of charge.
- 2) You can now choose a subcategory for your listing to appear in. Or, if you don't want to choose a subcategory, click **Just Place Listing In: ...**



## Add Details About Your Product, Service or Event

1) The next page gives you the opportunity to give your customer as much information as possible about your listing. Firstly, select how long you would like to place your advert for.

**Remember:** theClassified is a reliable marketplace for your local community. If you are advertising your service, you may wish to advertise for a long duration. However, if you are selling a product, particularly if you only have one available, it may be more sensible to list it for a smaller duration in order to avoid disappointment from your customers. Adverts in your Annual Subscription package can be renewed easily and free of charge, so please help up to keep theClassified up-to-date and junk free by removing items that are no longer available, or marking them as 'Sold'

2) Enter your title, for example: 'One Hour Computer Lesson' if you are advertising a service, or for an item, its title/author/model number/name

3) Write a description of your listing. Depending on your product or service, you may like to write just a line or a whole paragraph. The key is to keep your potential customer engaged and informed.

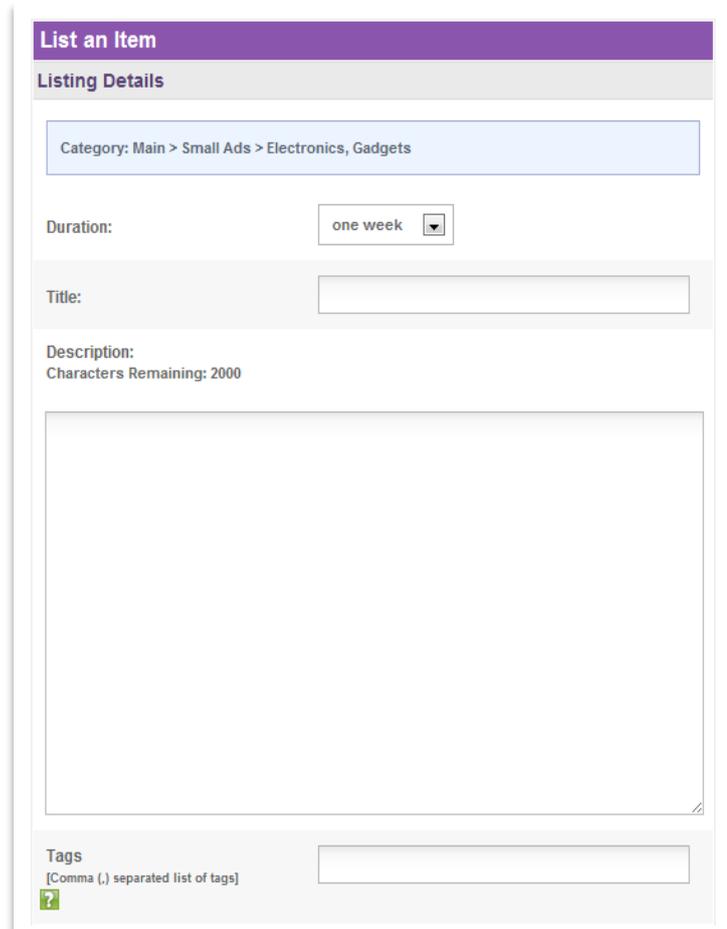
**Tip:** If you are advertising a product, remember to include any damage or defects, size/colour, whether it has been used, and any warranty information. Also remember to state if it is collection only or if you are willing to deliver, and if so how much extra this will cost.

4) Add some Tags – Tags help people to search for your listing, and also aid in Search Engine Optimisation. For example, if you are selling a book, tag the name of the book and the name of the author. If you are a business or organisation, tag the name.

5) Next, enter a price. For an item/product, this may be a specific amount. If you want to simply see how much you can get for something, select **Make an Offer**. If you are advertising a service, you may wish to simply select **POA**. This stands for Price on Application, and will allow you to discuss your range of services and prices with a customer

6) Enter your accepted payment methods (if applicable)

**Tip:** Only enter payment options that you have facilities to accept. If you wish to take payment through theClassified, select PayPal. All other methods must be arranged and administered by you. In order to take safe and secure payment through PayPal, you will require a PayPal account. This is free and easy to set up – visit [www.paypal.co.uk](http://www.paypal.co.uk)



The screenshot shows the 'List an Item' form with the following elements:

- Category:** Main > Small Ads > Electronics, Gadgets
- Duration:** one week (dropdown menu)
- Title:** [Empty text input field]
- Description:** [Large text area] Characters Remaining: 2000
- Tags:** [Text input field] [Comma (,) separated list of tags]

- 7) Ensure that your contact details and location information are correct for this particular listing. You may not wish to disclose the location information of a product, in which case delete as appropriate. When you have finished, click **Next Step**.

**Upload Images or Videos**

This page allows you to upload images to accompany your listing and entice your customers!

If you are selling an item, it may be useful to upload a variety of images e.g. front view, side view, in use. If you are advertising a service, you may just wish to re-use your company logo.

**Tip:** Images should be in PNG, GIF or JPG format and no larger than 400 pixels on the largest side. If you are having problems with uploading or resizing images, visit our **FAQs**.

- 1) Click **Select File**.
- 2) Once you have found your chosen photo, click **Open** and add a title in the photo title box.
- 3) **Click Upload**.

If you need more help select the **Instructions** button. You can add as many photos as you wish, or continue with just one. If you upload numerous photos, you can drag and drop to re-order – your top image will be used as your listing’s thumbnail on the site.

- 4) When you have finished adding photos, click **Continue**.

**Add Extra Features**

- 1) **If you are a Subscriber** select which of your Storefront Categories you would like the listing to appear in.

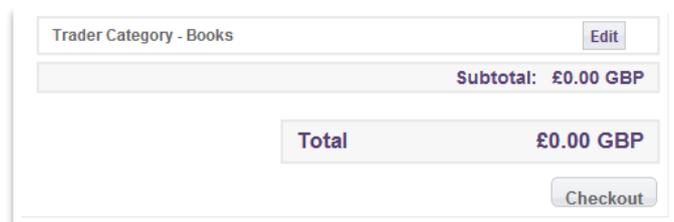
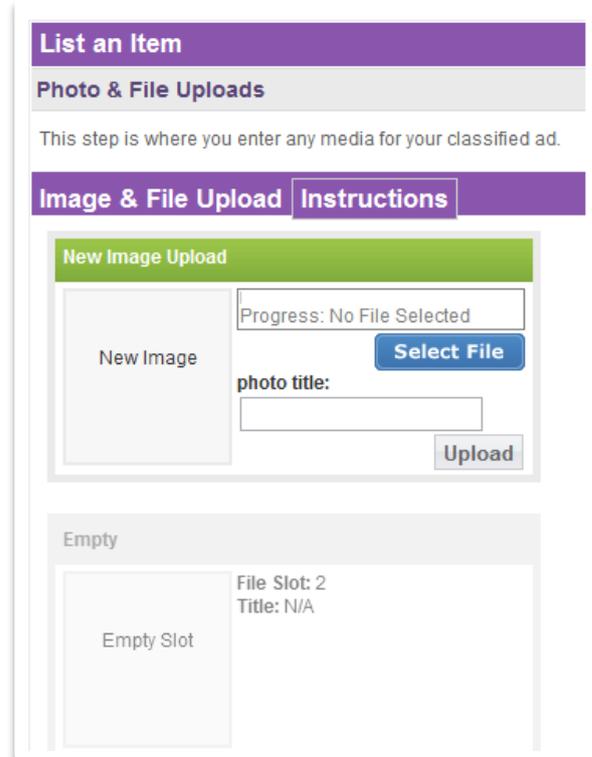
For just **£3.00** each, you can purchase features to make your ad really stand out! Title Bolding makes your advert title bolded when customers view listings, Better Placement pushes your listing to the top of category results when customers are browsing, and adding a Featured Listing places your listing on the Featured section of our homepage.

- 2) If you are accepting direct sales on this listing through PayPal, tick the PayPal box, enter your PayPal address and enter the number of identical items you have for sale. This will put a PayPal button directly on your listing! When you have finished, click **Next Step**.

**Checkout**

This final page will summarise your listing, and the cost (if any)

- 1) Even if you have nothing to pay, Click **Checkout**.



- 2) Pay for any charges, and your listing is finalised!
- 3) If you would like a receipt, click **View Invoice**. This can be printed if you wish.
- 4) Repeat this process for as many adverts as you would like to place!

If you are not an Annual Subscriber, your advert will be subject to approval by our team and you will receive an email once your advert has been approved and is live.

## Next Steps...? Get Social and Share!

theClassified is all about bringing *Your Local* Marketplace Online. That's why we provide you with the Social Media Integration tools that you need to share your listings via Facebook and Twitter.

Post your listings to social media:

- Via **Facebook**:

- Click the Share This icon  on your listing
- When the Share This box opens, click on Facebook
- A new window will open, where you can log in and authorise the posting of the content to your wall



- Via **Twitter**:

- Click the Twitter icon  **Tweet** on your listing
- Sign in in the new window, and authorise the tweet

Or use one of the other buttons to share to your preferred social media.

For more information on all of the fantastic extra features that theClassified provides you with, to help you manage your online advertising with ease and make the most out of your experience, see our PDF guide [Managing Your Listings](#).

## VAT

Note: any prices quoted are exclusive of VAT. If VAT is applicable, it will be added at the checkout.