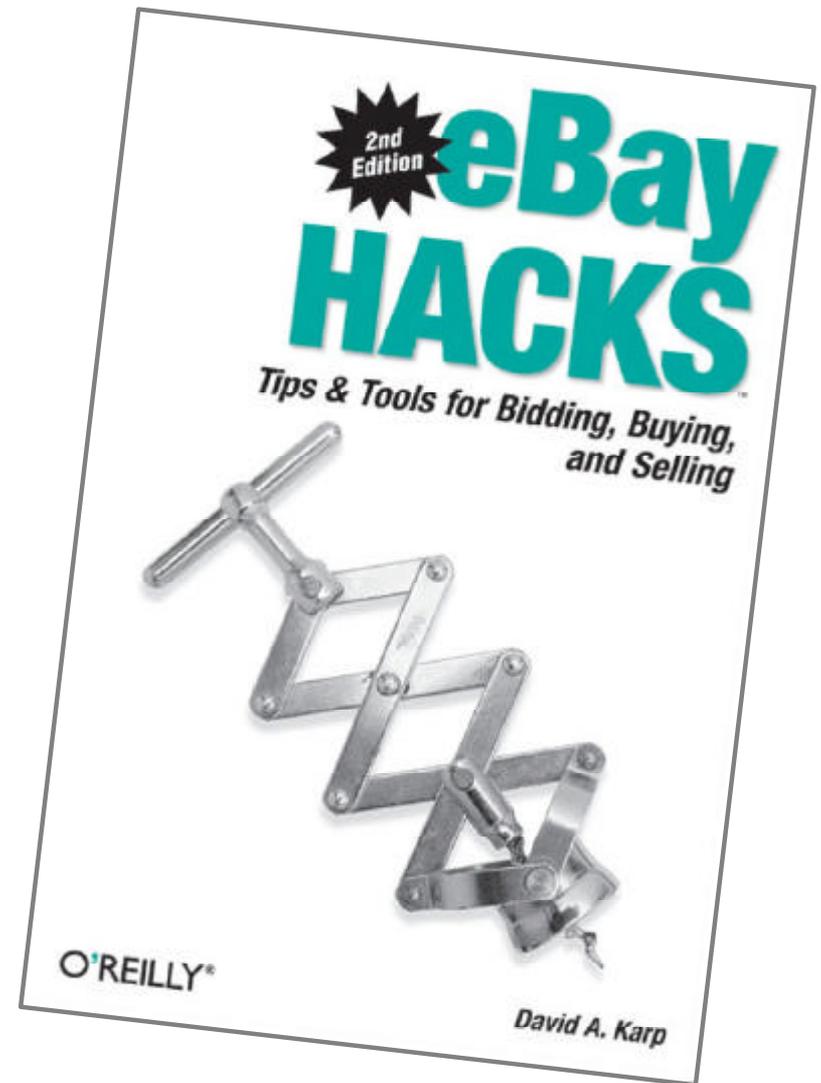


Introduction to
HTML

by David A. Karp
author,
eBay Hacks, 2nd Edition



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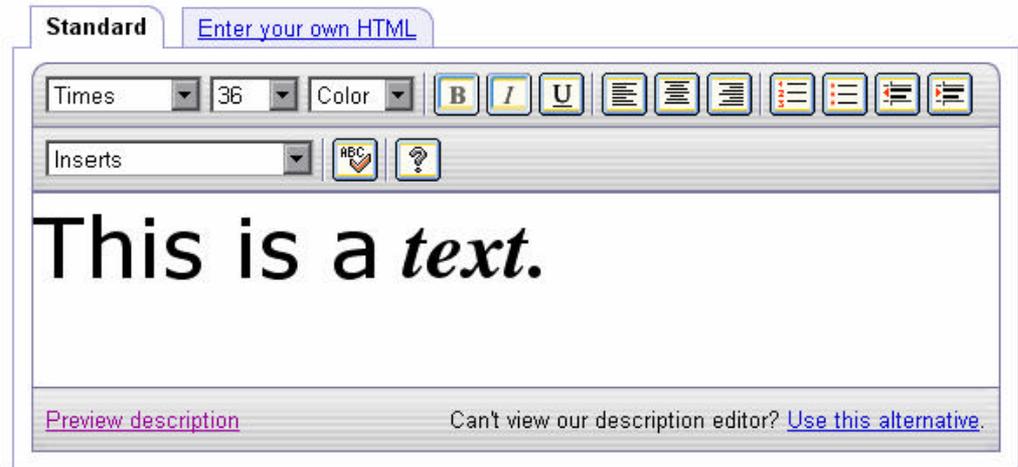
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Why use HTML in eBay Listings?

- Better control of the look and feel of your listing descriptions
- Place images right in your text, as many as you like
- Use hyperlinks to promote other listings, link to product reviews, or additional photos
- Use tables to add structure to your content or even create a custom "frame" for your description
- Personalize your listings, your *About Me* page, and your *eBay Store*
- Advanced tricks, such as JavaScript and Style Sheets
- It's fun!

eBay's Rich Text Editor

eBay's description editor, shown here, lets you use basic formatting in your descriptions.



cons:

- Internet Explorer only (no Mozilla/Firefox support)
- No support for tables, links, or images
- Limited selection of fonts, colors, and styles

What Happened?

You type this:

Antique steam shovel toy
real working treads!
glossy red lacquer
comes with original box
paypal only

Here's what you get in your listing:

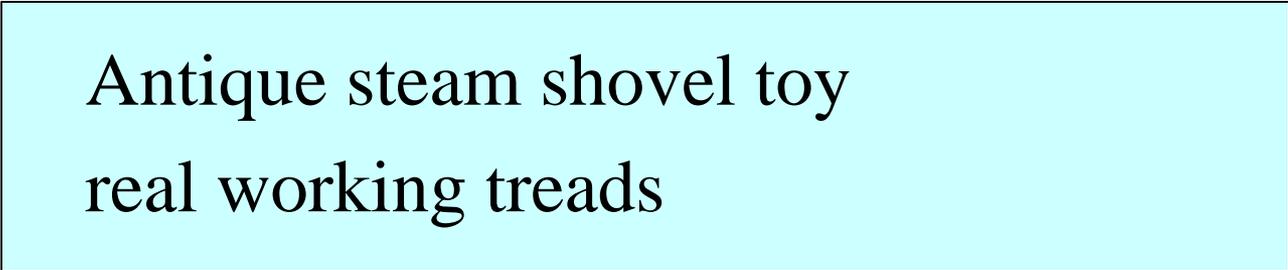
Antique steam shovel toy real working treads! glossy
red lacquer comes with original box paypal only

How HTML Works

HTML is plain text, supplemented with special codes, like this:

```
Antique steam shovel toy<br>real  
working treads
```

When placed in your description, this looks like:



Antique steam shovel toy
real working treads

Some Tags Need to be "Closed"

When using a tag that changes the appearance of text, it needs a *beginning* tag and an *end* tag, like this:

You are bidding on a `Red` wagon

When placed in your description, this looks like:

You are bidding on a **Red** wagon

Basic Formatting HTML Tags

- To make text **bold**, type `` and ``
- To make text *italicized*, type `<i>` and `</i>`
- To make text superscript, type `^{` and `}`

examples:

Winning bidders `<i>must</i>` send payment via `PayPal` within 4 days of the close of the listing. After the 5`th` day, I will pop all the bubbles in the bubble wrap before packing your item.

Using Fonts

Some tags, like the `` tag, require additional options:

- To change the font *typeface*, type:

```
<font style="font-family:verdana">your text</font>
```

- To change the font **color**, type:

```
<font style="color:green">your text</font>
```

- To change the font **size**, type:

```
<font style="font-size:200%">twice as big</font>
```

Control Spacing and Alignment

- To insert a line break, type `
`
- To insert a paragraph break, type `<p>`
- To force next not to break, type:
`<nobr>this text won't wrap</nobr>`
- To indent a paragraph, type:
`<blockquote>`
 this text is
 indented
`</blockquote>`

Link to Another Page

Use the `<a>` tag to create a hyperlink, like this:

```
Please look at my <a href="http://cgi6.ebay.com  
/ws/eBayISAPI.dll?ViewSellersOtherItems&  
userid=my_ebay_id">other listings</a>; win  
multiple items and save on shipping costs!
```

When placed in your description, this looks like:

Please look at my [other listings](http://cgi6.ebay.com/ws/eBayISAPI.dll?ViewSellersOtherItems&userid=my_ebay_id); win multiple items and save on shipping costs!

Add a Picture

Use the `` tag to reference a picture:

Here's a picture of the caboose:
`

`

When placed in your description, this looks like:

Here's a picture of the caboose:



Introduction to Tables

To construct a table, you need all of these tags:

`<table></table>` - defines the table

`<tr></tr>` - defines a row in the table

`<td></td>` - defines a cell in the row

These tags must be nested, as follows...

Build a Simple Table

This code:

```
<table>  
  <tr>  
    <td>first cell</td>  
    <td>second cell</td>  
  </tr>  
</table>
```

Looks like this:

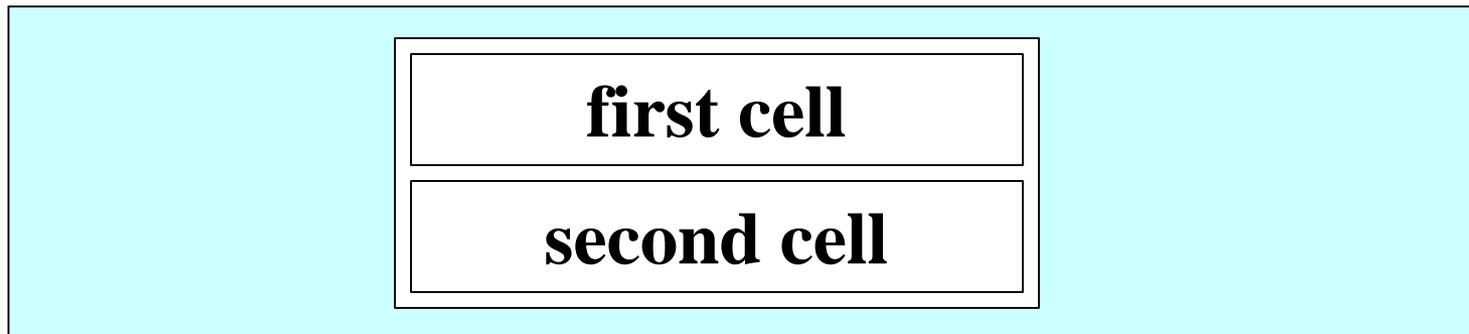
first cell	second cell
-------------------	--------------------

Different Ways to Arrange Cells

This code:

```
<table>  
  <tr>  
    <td>first cell</td>  
  </tr><tr>  
    <td>second cell</td>  
  </tr>  
</table>
```

Looks like this:



first cell
second cell

Why use Tables?

- Organize information:

color: red, with purple stripes
size: fits medium-to-large heads
voltage: 12vdc @ 1.2mAh

- Place captions underneath pictures:



Red Race Car



Dent in the fender

Using an HTML Editor

HTML editors are designed to construct complete pages. You must remove these codes before using in eBay descriptions:

```
<html>
```

```
<head>delete everything in here</head>
```

```
<body>
```

```
use this text only!
```

```
</body>
```

```
</html>
```

The "Extract HTML Page Content" tool in Creative Element Power Tools does this automatically; download at:

<http://www.creativeelement.com/powertools>

*Book Signing
at 1:00 - 2:00
in the bookstore!*

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