



eBay & Etsy Mastery Course

Complete 3-Month Live Practical Training Program

START WITH ETSY. RESEARCH THE MARKET. GET EBAY READY.

DURATION	LIVE CLASSES	ASSESSMENT	MONTHLY FEE
3 Months	3 Days / Week	1 Day / Week	PKR 15,000

100% Live Practical Training

Real Accounts - Live Listings - Practical Assignments - Weekly Assessments - Marketplace-Based Practice

Our Main Goal

Month 1 se student ka Etsy par practical work start karwana, Month 2 mein strong product research aur SEO skills develop karna, aur Month 3 mein student ka eBay Seller Center / seller account practical selling ke liye ready karwana.

MONTH 1 - Etsy Live Practical Launch + eBay Foundation

First month ka main focus Etsy hoga. Students ko sirf theory nahi di jayegi; unka Etsy par practical work course ke start se hi begin karwaya jayega. Saath eBay ki policies, rules aur safe-selling foundation cover hogi.

Etsy - Main Practical Focus

- Etsy marketplace aur selling model ka introduction
- Live Etsy Seller Account / Shop setup practice
- Shop settings, profile aur basic storefront setup
- Etsy seller policies aur marketplace compliance
- Physical product listing creation on practical accounts
- Product title creation aur basic keyword research
- 13 Etsy Tags ka correct aur relevant use
- Categories, attributes aur product details
- Professional product description writing
- Product images aur main image requirements
- Pricing aur shipping basics
- Basic Etsy SEO aur listing optimization
- Students se live/practical listings create karwana

eBay - Policies, Rules & Regulations

- eBay marketplace overview aur selling system
- eBay rules & regulations
- Seller policies aur Seller Standards
- Account safety aur secure selling practices
- Restricted / prohibited items ka overview
- VeRO aur intellectual property basics
- Returns, cancellations aur buyer protection overview
- Policy violations aur common seller mistakes se bachna

Month 1 Target: Student ka Etsy par practical journey start ho jaye aur eBay par kaam shuru karne se pehle usko rules, policies aur marketplace compliance ki strong understanding ho.

MONTH 2 - Product Hunting, Market Research & SEO

Second month mein students dono marketplaces ke liye product research, competition analysis aur SEO par intensive practical work karein ge. Is month ka purpose students ko data-driven product selection aur keyword research sikhana hai.

Product Hunting & Market Research

- eBay Product Hunting aur manual product research
- Etsy niche aur product research
- Demand vs competition analysis
- Competitor research aur competitor listing analysis
- Pricing research aur market positioning
- Profitable / potential product selection
- Trending aur seasonal product opportunities
- Research findings ko practical sheets/tasks mein document karna

Keyword Research & SEO

- eBay keyword research aur search intent
- eBay competitor keyword analysis
- eBay title research aur category research
- Etsy keyword research aur long-tail keywords
- Etsy competitor keyword / tag research
- Etsy SEO aur existing listing optimization
- Relevant keywords select karna without keyword stuffing
- SEO ko listing visibility aur conversion ke sath connect karna

Live Practice During Month 2

- Weekly product hunting assignments
- Live competitor research
- Keyword research exercises
- Students ki Etsy listings ko research data ke basis par improve karna
- eBay ke liye products aur keywords shortlist karna taake Month 3 mein practical listings ready ki ja saken

Month 2 Target: Student independently product hunt, competition analyze aur SEO keywords research kar sake. Month 3 ke liye eBay products aur listing data ready ho.

MONTH 3 - eBay Seller Center, Live Listings & Store Management

Third month mein major practical focus eBay par shift hoga. Students ko eBay Seller Center / seller account practical selling ke liye prepare karwaya jayega aur live account environment mein listing aur store-management workflow practice karwai jayegi.

eBay Seller Setup - Live Practical

- eBay Seller Account / Seller Center practical setup
- Seller Center dashboard understanding
- Seller settings aur account configuration
- Payment / payout setup ka practical overview
- Business Policies setup
- Shipping Policy, Return Policy aur Handling Time
- Account ko practical selling workflow ke liye ready karna

Complete eBay Listing Creation

- Month 2 research se selected products par practical work
- SEO optimized eBay title creation
- Correct category selection
- Item Specifics optimization
- Professional product description
- Product image optimization
- Pricing, quantity aur inventory settings
- Shipping setup
- Live / practical listing creation and review
- Listing performance aur optimization basics

Orders, Customers & Store Management

- Order processing workflow
- Tracking management
- Buyer messages aur customer service
- Returns & refunds
- Feedback management
- Seller performance metrics
- Common seller issues aur account-management workflow
- Promoted Listings basics
- Daily eBay store-management routine

Month 3 Target: Student ka eBay Seller Center / seller account practical selling ke liye ready ho aur student independently product listing, order workflow aur basic store management perform kar sake.

Live Practical Training & Weekly Assessment

Course ka major focus hands-on learning hai. Students ko live marketplace environment aur live/practical accounts par supervised practice karwai jayegi.

LIVE CLASSES	PRACTICAL ACCOUNTS	ASSESSMENT
3 Days / Week	Hands-on Practice	1 Day / Week

Month-Wise Assessment

Month 1	Etsy shop/listing practical + eBay policies & rules assessment
Month 2	Product hunting + competitor analysis + keyword research & SEO assessment
Month 3	eBay Seller Center + complete listing + store-management practical assessment

What Students Will Practice

- Real marketplace workflow under instructor supervision
- Live Etsy account/shop setup and listing practice
- Product hunting, niche research and competitor analysis
- Keyword research and SEO optimization
- Live/practical eBay Seller Center setup
- Complete eBay listing creation
- Orders, customer communication and store-management scenarios
- Weekly assignments, corrections and performance feedback



Admissions Open

eBay & Etsy - Complete Combined Practical Course

COURSE DURATION	MONTHLY FEE	TOTAL FEE
3 Months	PKR 15,000	PKR 45,000

100% LIVE PRACTICAL TRAINING

Real Accounts - Live Listings - Weekly Assessments - Hands-on Marketplace Practice

E-COM KAMALIA

Practical eCommerce Training - From Learning to Live Marketplace Practice