KYLE'S CARDS / FICTIONAL DEMONSTRATION

A sample weekly listing audit.

Review window: September 26 to October 25, 2026. Six fictional listings demonstrate the rules. This is not an audit of Kyle's inventory or a report of real sold comparisons.

Listings entered	Ready for review	P1	P2	P3	Fix data
6	5	1	2	2	1

The next three actions

Listing	Evidence	Action
DEMO-101	2 on-eBay views / 2,000 impressions = 0.10% CTR; 0 units sold.	P1: Confirm the title details, then review the first photo and crop.
DEMO-102	Asking item price $60; fictional comparable $40, entered October 20. Asking price is 50% higher.	P2: Verify the exact match and shipping before deciding on a price change.
DEMO-103	266 days listed; 0 units sold in this window. Only 150 impressions.	P2: Review demand, price, title and first photo; age alone does not justify a discount.

What stays on watch

DEMO-104 sold one unit and stays at P3. DEMO-105 has 200 impressions and no views; it has not reached the 1,000-impression review threshold and was listed October 20. Both remain visible for the next review.

What needs correction first

DEMO-106 has no impressions figure. It is marked Fix data and excluded from the reviewable cohort. Its missing impressions are not treated as zero.

Across the five complete rows, there are 4,650 impressions and 26 on-eBay views: a weighted CTR of 0.56%. The incomplete sixth row is excluded from both numerator and denominator. This summary does not prove that any proposed change will improve sales.

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Turn a finding into a measured test.

Example action log

Listing	Change to record	What to measure next
DEMO-101	Confirmed title and first-photo revision; note the exact date.	Next equal-length period: impressions, on-eBay CTR and units sold.
DEMO-102	Document comparable URL, sale date, shipping and condition before changing price.	Views and units sold; contribution at the accepted sale price.
DEMO-103	Document the reason to keep, revise or end the listing.	Whether the next period produces enough exposure to evaluate CTR.

Why these are review tasks

A low CTR can reflect an unattractive image, weak title, price, or limited demand. A price gap can reflect a bad comparable. A stale listing can still be fairly priced. The report points to the next check; it does not identify the cause or promise a sale.

Try the sample yourself

In a copy of the workbook, leave Setup dates at September 26 through October 25, 2026. Open Sample_Listing_Inputs.csv and copy the six data rows, excluding the header. Paste values into Listing Review A7:N12. Confirm P1, P2, P2, P3, P3 and Fix data in rows 7 through 12.

The example.invalid URL is intentionally not a real listing. Remove the fictional data before using a workbook for your business. Never import these examples into your live inventory.

The next product

This sample is the report format for a future seller assistant: upload listing metrics, check data quality, then get an explained weekly action list. The subscription service, account integrations and payment flow are not included in this toolkit.