

Pet Niche Store Category Structure for eBay

Description:

When creating a Niche or Specialty Store the most important thing to consider is to skip the main category on eBay. For example: when creating a Niche store for the Pet Category your first category would be "Backyard Poultry Supplies". I have created the exact category structure in this document. Remember, you are only allowed categories to go three levels deep. The main category and sub categories have been color coded to remove any confusion in creating proper category structure.

<u>Note:</u> Only use categories and subcategories of the structure below you plan on listing is, having empty categories for more than 30-60 days has been known to reduce traffic.

Last Updated June 2018 Source

Main Category Dark Blue

1st Level Subcategory Green (Considered Level 2)

2nd Level Subcategory Pink (Considered Level 3)

Cat Name		Comment
-	Backyard Poultry Supplies	Main Category
-	Bird Supplies	Main Category
	Cages	Level 2 Sub-Category
	Cage Stands	Level 2 Sub-Category
	Feeders	Level 2 Sub-Category
	Food & Treats	Level 2 Sub-Category
	Incubators	Level 2 Sub-Category
	Perches	Level 2 Sub-Category
	Toys	Level 2 Sub-Category
	Other Bird Supplies	Level 2 Sub-Category
-	Cat Supplies	Main Category
	Beds	Level 2 Sub-Category
	Behavior Training	Level 2 Sub-Category
	Carriers & Crates	Level 2 Sub-Category
	Cat Food	Level 2 Sub-Category
	Cat Grass & Loose Catnip	Level 2 Sub-Category
	Cat Lover Products	Level 2 Sub-Category
	Cat Treats	Level 2 Sub-Category



Dishes, Feeders & Fountains Doors & Flaps Level 2 Sub-Category Flea & Tick Remedies Furniture & Scratchers Grooming Harnesses & Leashes Level 2 Sub-Category Health Care Litter Level 2 Sub-Category Litter Boxes Level 2 Sub-Category Pheromone Sprays & Plug-Ins Toys Other Cat Supplies Dog Supplies Bike Baskets & Trailers Blankets Level 2 Sub-Category Amin Category Beds Level 2 Sub-Category Level 2 Sub-Category Level 2 Sub-Category Category Bike Baskets & Trailers Level 2 Sub-Category Carjers & Totes Level 2 Sub-Category Carjers & Totes Level 2 Sub-Category Car Seat Covers Level 2 Sub-Category Collars Level 2 Sub-Category Collars Level 2 Sub-Category Costumes Level 2 Sub-Category Diapers & Belly Bands Level 2 Sub-Category Dishes, Feeders & Fountains Level 2 Sub-Category Dog Chews & Treats Level 2 Sub-Category Dog Houses Level 2 Sub-Category Dog Lover Products Level 2 Sub-Category Dog Lover Products Level 2 Sub-Category Dog Category Dog Lover Products Level 2 Sub-Category Dog Category Fences & Exercise Pens Level 2 Sub-Category Level 2 Sub-Category Fences & Exercise Pens Level 2 Sub-Category Level 2 Sub-Category Fences & Exercise Pens Level 2 Sub-Category Level 2 Sub-Category Fences & Exercise Pens Level 2 Sub-Category Level 2 Sub-Category Fences & Exercise Pens Level 2 Sub-Category Dog Cotegory Fences & Exercise Pens Level 2 Sub-Category Level 2 Sub-Categ		С	lothing	Level 2 Sub-Category
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Flea & Tick Remedies Level 2 Sub-Category		D	oors & Flaps	Level 2 Sub-Category
		F	ences & Exercise Pens	Level 2 Sub-Category
- Grooming Level 2 Sub-Category		F	lea & Tick Remedies	Level 2 Sub-Category
		- G	rooming	Level 2 Sub-Category



Brushes, Combs & Rakes	Level 3 Sub-Category
Claw Care	Level 3 Sub-Category
Dryers	Level 3 Sub-Category
Grooming Tables	Level 3 Sub-Category
Scissors & Fur Clippers	Level 3 Sub-Category
Shampooing & Washing	Level 3 Sub-Category
Other Dog Grooming	Level 3 Sub-Category
Harnesses	Level 2 Sub-Category
- Health Care	Level 2 Sub-Category
Ear Care	Level 3 Sub-Category
Eye Care	Level 3 Sub-Category
Oral Hygiene	Level 3 Sub-Category
Skin & Coat Care	Level 3 Sub-Category
Vitamins & Supplements	Level 3 Sub-Category
Wormer Products	Level 3 Sub-Category
Other Dog Health Care	Level 3 Sub-Category
Leashes & Head Collars	Level 2 Sub-Category
Odor & Stain Removal	Level 2 Sub-Category
Pooper Scoopers & Bags	Level 2 Sub-Category
Ramps & Stairs	Level 2 Sub-Category
Safety Vests & Life Preservers	Level 2 Sub-Category
Signs & Plaques	Level 2 Sub-Category
Strollers	Level 2 Sub-Category
Sunglasses & Goggles	Level 2 Sub-Category
Tags & Charms	Level 2 Sub-Category
Toys	Level 2 Sub-Category
- Training & Obedience	Level 2 Sub-Category
Agility Training	Level 3 Sub-Category
Bark Collars	Level 3 Sub-Category
Bite Sleeves & Bite Suits	Level 3 Sub-Category
Clickers	Level 3 Sub-Category
Electronic Fences	Level 3 Sub-Category
House Training Pads	Level 3 Sub-Category
Muzzles	Level 3 Sub-Category
Sonic Trainers	Level 3 Sub-Category



Training	Dummies	Level 3 Sub-Category
Training	Videos & Books	Level 3 Sub-Category
Treat B	ags	Level 3 Sub-Category
Whistle	3	Level 3 Sub-Category
Other D	og Training & Obedience	Level 3 Sub-Category
Whelping	Supplies	Level 2 Sub-Category
Other Dog	supplies	Level 2 Sub-Category
- Fish & Aqua	riums	Main Category
Air Stones	3	Level 2 Sub-Category
Aquarium	s & Tanks	Level 2 Sub-Category
Cleaning	& Maintenance	Level 2 Sub-Category
CO2 Equi	pment	Level 2 Sub-Category
Coral & Li	ve Rock	Level 2 Sub-Category
Decoratio	ns	Level 2 Sub-Category
Feeders		Level 2 Sub-Category
Filters		Level 2 Sub-Category
Filter Med	ia & Accessories	Level 2 Sub-Category
Fish Pond	Supplies	Level 2 Sub-Category
Food		Level 2 Sub-Category
Gravel & 9	Substrate	Level 2 Sub-Category
Health Ca	re	Level 2 Sub-Category
Heaters &	Chillers	Level 2 Sub-Category
Lighting &	Bulbs	Level 2 Sub-Category
Live Fish		Level 2 Sub-Category
Live Inver	tebrates	Level 2 Sub-Category
Live Plant	S	Level 2 Sub-Category
Meters &	Controllers	Level 2 Sub-Category
Pumps (A	ir)	Level 2 Sub-Category
Pumps (W	/ater)	Level 2 Sub-Category
Reverse (Osmosis & Deionization	Level 2 Sub-Category
Tubing &	Valves	Level 2 Sub-Category
UV Steriliz	zers	Level 2 Sub-Category
Water Tes	sts & Treatment	Level 2 Sub-Category
Other Fish	n & Aquarium Supplies	Level 2 Sub-Category
Reptile Supp	olies	Main Category



- 5	Small Animal Supplies	Main Category
	Bedding	Level 2 Sub-Category
	Beds, Hammocks & Nesters	Level 2 Sub-Category
	Cages & Enclosure	Level 2 Sub-Category
	Carriers & Crates	Level 2 Sub-Category
	Collars, Leads & Harnesses	Level 2 Sub-Category
	Exercise & Toys	Level 2 Sub-Category
	Feeding & Watering	Level 2 Sub-Category
	Food	Level 2 Sub-Category
	Healthcare & Grooming	Level 2 Sub-Category
	Other Small Animal Supplies	Level 2 Sub-Category
Pet Memorials & Urns		Main Category
Wholesale Lots		Main Category
Other Pet Supplies		Main Category

