Fleaglass.com
Antique Scientific Instruments
Medical Instruments
& Early Technology

Item Listing Instructions

We have saved this document as a PDF so it is easy to print off and use as a guide next to your keyboard.

How to list an item

When you log into your admin area you will see a grey button 'Manage Your Catalogue'. Click this an you will go into your catalogue of listed items (fig.1). Here you can manage your existing items or add a new item

| Your catalogue

Items

Filter your catalogue: [search]   ADD NEW ITEM

IMAGE	NAME	STOCK NO.	PRICE	CATEGORIES	STATUS	VIEWS	ACTIONS
	Optik, catoptrik und dioptrik : oder, Theoretisch-praktischer		£425.00	Scientific Books	Featured	0	SOLD EDIT DUPLICATE DELETE
	A Large Collection Of Small Microscope Slides		£125.00	Microscopy		0	PROMOTE SOLD EDIT DUPLICATE DELETE
	A Set Of 8 Projection Microscope Slides		£225.00	Microscopy		0	PROMOTE SOLD EDIT DUPLICATE DELETE

fig.1

To list a new item click the 'Add New Item' button at the top of the catalogue page. You will now be on the page used to list an item. The following tutorial uses a Ross Binocular Microscope as an example.

Item Title.

This is the name of the item that will be seen on the site searches and in the listings (fig.2). Try to keep it brief as more detail can be added in the description

Item Title *	A Rare & Unusual Large Binocular Microscope Outfit By Ross, London	⬆

fig.2

Item Summary.

The item summary (fig.3) has two purposes. Firstly it appears at the top of your item listing page as an introduction to the item. Secondly It helps with search engine rankings (where you appear in a search) as it Key word density – **Keyword density** is the number of times a keyword or phrase appears on a web page relative to the total number of words on the page. In the context of search engine optimization keyword density can be used as a factor in determining whether a web page is relevant to a specified keyword or keyword phrase

In other words repeating the title of the object, in this case 'A Microscope By Ross' helps searches on google.

Item Summary	Offered for sale is a very unusual form of microscope by Ross, London, circa 1870. The microscope differs from Ross's usual pattern of the microscope standing on a 'Y' shaped base with this example on a circular base. The base is signed at the back 'Ross, London 2122'.

fig.3

Item Description

This is where you describe the item to the perspective buyer (fig.4). In your description be concise and accurate. It is helpful to start with 'Offered for sale' as many people search 'Antique xxxxx for sale' and if the page doesn't say 'for sale' google won't be able to find your listing.

The description of your item is entirely down to you as the seller. Just don't miss out important words. It may be obvious to you and the person reading the page but if you haven't said the word 'Antique' google won't pick it up. So a search for 'antique microscope' might not find your listing.

Item Description *	**B** *I*
	Offered for sale is a very unusual form of microscope by Ross, London, circa 1870. The microscope differs from Ross's usual pattern of the microscope standing on a 'Y' shaped base with this example on a circular base. The base is signed at the back '*Ross, London 2122*'. This model must have been very short lived or built to order as I have only been able to find one other which is in the Science Museum, London.
	The microscope stands on its circular foot (138mm diameter) with the usual uprights supporting the body on trunnions. At the bottom of the microscope is a wide tube on which slides a collar that holds the plano-concave mirror in a gimbal on an articulated arm. Above this is the fully mechanical sub-stage with X-Y movement via screw threads and full rotation provided by a pinion and crown gear. Focusing of the sub-stage is via rack work.
	The stage is fully mechanical with X-Y movement provided via rack and pinion and screw respectively. The slide carrier can be rotated around the centre. Course focusing is via the large wheels at the back acting on rack work at the back of the square sectioned bar. At the top of the bar is the bar-limb which incorporates the fine focusing mechanism. The binocular body tube is engraved ' Wenham's Binocular By Ross London'. At the top of the binocular body tube is the inter-ocular focus via rack work.
	The set is complete and comes with the following Ross accessories;
	A pair of binocular eyepieces engraved A.
	A pair of binocular eyepieces engraved B.
	An eyepiece engraved D.
	An eyepiece engraved E.
	p

fig.4

Stock Number

An item stock number (fig.5) can be used to locate an item in your inventory. Also people often refer to stock numbers when making enquiries. You can use any format you want – or you can leave it blank if you don't operate a stock number system

Item Stock Number	AA-000122

fig.5

Item Price

We have left item price (fig.6) so you have complete control. You can use any symbol £,$,¥ and so on. Then you can follow the price with 'Make an offer' or 'Best offer' or whatever you want.

Item Price *	£2250.00

fig.6

Categories

You can list your item in any 2 categories (fig.7).

Categories	Please, tick all the categories your item belong to. Scroll to see all of them. Maximum two categories per item.
	☐ Drawing Instruments
	☐ Globes & Orreries
	☑ Microscopy
	☐ Minerology & Gemmology
	☐ Natural history
	☐ Physics & Chemistry

fig.7

Country of Manufacture

Country of manufacture (fig.8) is an important feature of the site as it creates an additional searchable category. For example If you list an item as 'made in Germany' a visitor can set the site to see only German instruments helping them find your item.

Country of manufacture	Please, tick the country where your item was manufacture. Scroll to see all of them. Only tick one.
	☑ UK and Ireland
	☐ Germany
	☐ France
	☐ Switzerland
	☐ North America

fig.8

Make, Model & Date

These fields (fig.10) are self-explanatory. They can be filled in however you require.

Item Circa	Circa 1870
Item Dimensions	42cm Tall

fig.9

Uploading Images

When you first see the image uploader you will notice that there are two (fig10). The first box titled 'Listing Image' is used to upload the image that will be your listings title image. The second image uploader titled 'Gallery Images' is for all of the other images for your listing. You can upload images one at a time or as a group to speed the process up. Images can be a maximum of 1000px x 1000px. We have no limit to how many you can upload.

*Important. The images won't show during the listing process. You will see them at the end when you click on the list button. If you have missed one off you can easily edit your listing and put the missing image in – or take one out.

Images:

Listing image *	Please, upload an image for the item. It will be use in listing pages.
	Choose File No file chosen
	Image size: 1000 x 1000px (zoom)
	Ideally image should be square.
	Image will be automatically resize to the correct size, if it is big enough (image should be bigger than 430 x 430px).

Gallery images	Add gallery images here.
	Choose Files No file chosen
	Images won't be uploaded until the item is saved.
	Images size: 1000 x 1000px (zoom)
	Ideally images should be square.
	Images will be automatically resize to the correct size, if they are big enough (images should be bigger than 430 x 430px).

fig.10

Meta Fields for Search Engine Optimisation (SEO)

SEO Meta data (fig.15) is important because it really helps search engines find your items and ranks them highly in search results

Item Meta Title

The title is one of the most important ranking factors in your listing and should be treated with care. The item title shows up in Search Engine Result Pages (SERPs). Search engines such as Google, Yahoo, and Bing use your title as the search results' title for that page. All you need to do is copy your item title (from the start of the listing process fig.2) but put the words 'For Sale' at the front

Item Meta Description

The purpose of the Meta description is to provide a brief and concise summary of the contents of your listing. Search Engines often display Meta descriptions in the Search Engine Result Pages (SERPs). These descriptions provide an introduction to your item that will likely determine whether a person decides to visit your item or bypass it. Therefore, the better your Meta description is, the greater the likelihood that a person will actually click on your link and visit your website.

All you need to do here is copy your item summary. You may need to change it slightly so it conforms to the following points;

- Keep your Meta description below 160 characters. If you make it longer, search engines may not display it in full.
- If you are targeting specific keywords, make sure to include them at the beginning of the tag.
- A Meta description tag should be well composed, compelling and informative. Think of it as an advertisement. A well composed meta description tag will most likely increase visits from search engines

Meta fields for SEO:

Item Meta Title	For Sale - A Good Half Plate Field Camera Outfit By Watson & Sons, London. The Acme
Item Meta Description	polished Spanish mahogany with lacquered brass fittings and brass bindings. The outfit comes with dark slides and 2 Watson brass bound lenses.
Item Meta Keywords	Antique, Brass & Mahogany, Field Camera,

SAVE

Now you can publish your listing on the site. Click the save button at the bottom of the page and after a few seconds your listing will be live on the site and you will have the following message in green at the top of the page

CATALOGUE LATEST   LOOKING TO SELL   BUYER'S GUIDE   PHOTOGRAPHICA DEALERS   NEWS   FORUM

Home > Dealers admin > Your catalogue > Edit item

Your new item has been added.   ×

Edit item