

Vinted Listing Optimisation

Print this and check every box before listing. Optimised listings sell 3-5x faster on Vinted.

Photos (Most Important Factor)

- **5+ photos minimum** — listings with 5+ photos sell 2x faster than those with 1-2
- **Natural light only** — no flash, no yellow indoor lighting. Near a window is ideal.
- **Clean, plain background** — white wall, wooden floor, or flat lay on white sheet
- **Show the full item flat** — front, back, close-up of label/brand, any details
- **Show any flaws honestly** — close-up of any marks, pulls, or wear. Builds trust.
- **Include a photo worn/styled** — if clothing, show how it looks on (hanger or flat lay outfit)
- **First photo = best photo** — this is the thumbnail. Make it count.

Title & Description

- **Brand name first** — 'Nike Air Force 1 White' not 'White Trainers Nike'
- **Include size, colour, and condition** in the title
- **Use keywords buyers search** — check what terms appear in Vinted's search suggestions
- **Mention the material** if it's a selling point (100% cotton, genuine leather, etc.)
- **State measurements** for clothing — pit to pit, length, waist. Reduces returns.
- **Be honest about condition** — 'worn twice' is more trustworthy than 'like new'
- **No emoji spam or CAPS LOCK** — looks unprofessional and puts buyers off

Pricing Strategy

- **Search the item on Vinted first** — filter by 'Sold' to see what people actually paid
- **Price 10-15% above your target** — buyers almost always make offers
- **Enable 'I'm open to offers'** — dramatically increases visibility and enquiries
- **Factor in Vinted's buyer fee** — buyers pay 5% + £0.70, so your listed price feels higher to them
- **Round to .50 or .00** — £12.50 looks more intentional than £12.37

Timing & Bumps

- **List between 6-9pm weekdays** — peak browsing hours on Vinted
- **Sunday evenings are gold** — highest traffic period of the week
- **Use bumps strategically** — bump during peak hours, not at 3am
- **Don't bump daily** — every 3-5 days is optimal. Too frequent and you waste them.

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- **Relist if no views in 7 days** — delete and relist with better photos/title

Shipping & Completion

- **Use Vinted's prepaid label** — buyer pays shipping, no Royal Mail queue for you
- **Ship within 24 hours of sale** — fast shipping = better reviews = more sales
- **Package neatly** — tissue paper or a poly mailer. First impressions matter for reviews.
- **Add a handwritten thank you note** — small touch that encourages 5-star reviews

The Vinted algorithm rewards: complete profiles (photo + bio), fast response times, quick shipping, and items with 5+ photos. Tick all these boxes and your items appear higher in search results.

Find more sourcing tips and selling guides: resellradar.co.uk/blog