

GS操作指引



mercado
libre

GS简介

GS (Global Selling) 是一种不同于Merchant Portal的账号管理系统，卖家可以在这里管理账号，Listing，订单，客服，海外仓发货，在这里卖家可以通过1个账号管理不同站点，包括墨西哥，巴西（智利和阿根廷将在不久后开放）。



- GS登录链接：<https://www.mercadolibre.com/jms/cbt/lgz/msl/login>

后台8大模块

登录后台后您可以看到我们后台的8大模块：

- Summary总览
- Orders订单
- Questions站内信
- Listings management产品管理
- Reputation店铺信誉
- Payments reports账单报告
- Selling learning center卖家学习中心
- Settings账号设置

Summary总览

你可以在此页面看到账号目前的一些基础信息，Question未回复的问题，Listings各个站点产品的情况，Operations需要卖家处理的事情（订单处理，纠纷，消息回复），Sales Statistics账号订单数等。

The screenshot shows the Mercado Libre Seller Dashboard. The top navigation bar includes the logo, language selection (Test, MX), and account management links (Add listings, Help). The left sidebar lists account management sections: My account (Hello!), Summary, Orders, Questions, Listings management, Reputation, Payment reports, Seller learning center, and Settings. The main content area is titled "Summary". It features two yellow-highlighted sections: one about selling in Chile and another about listing review dates. Below these are sections for Questions (0 unanswered in Brazil, 0 in Mexico Warehouse, 2 in Mexico) and Listings (link to Add Listings).

Now you can sell your products in Chile
Set up the new marketplace from you Selling Preferences and add the listings you currently have in other marketplaces.

Activate new marketplace
[How do I add my current listings](#)

We extended the date so that you can review your listing before March 17th
After that date you will only be able to edit the titles of listings with no sales.

Make sure your titles does not include information that is already in the description, such as shipping methods or your sales.
[Learn more](#)

Questions

- 0 Unanswered questions in Brazil
- 0 Unanswered questions in Mexico Warehouse
- 2 Unanswered questions in Mexico

Listings [Add Listings](#)

*如果运营时遇到问题怎么办？首先建议卖家先自行提help，点击**Summary**右上角的?→选择您想解决问题的问题→填入有关问题的具体信息，如：SKU, 订单ID等并详细描述问题。

The screenshot shows the Mercado Libre Seller Center interface. On the left, the 'Summary' page is displayed with a yellow header bar. The 'Help' button in the top right corner of the header is highlighted with a red box. Below the header, there are several informational boxes: one about selling in Chile, another about activating a new marketplace, and one about listing review dates. A 'Questions' section shows 2 unanswered questions in Mexico. An arrow points from the 'Help' button to the 'My listing is not active' help page on the right.

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Test MX Add listings ?

Summary

Now you can sell your products in Chile
Set up the new marketplace from your Selling Preferences and add the listings you currently have in other marketplaces.

Activate new marketplace
[How do I add my current listings](#)

We extended the date so that you can review your listing before March 17th
After that date you will only be able to edit the titles of listings with no sales.

Make sure your titles does not include information that is already in the description, such as shipping methods or your sales.
[Learn more](#)

Questions

0 Unanswered questions in Brazil

0 Unanswered questions in Mexico Warehouse

2 Unanswered questions in Mexico

← Back

How can we help you?

Shipments

Listings

Sales

Claims & Reputation

Help > Listings > My listing is not active

My listing is not active

We need you to provide the following information to assist you.

SKU

Tell us more about the problem.

Input text

Drop your files here to attach them or [click here to select them](#).

Allowed file types: jpg, jpeg, png, xls, xlsx Maximum upload file size: 4 MB Maximum number of files allowed: 3

Send

Orders订单

- 卖家每日需要注意：To prepare(还未打印面单的订单) , Ready to ship(还未发货的订单)
- 而In transit(未签收的订单) 和Finalized(已经完结的订单) 主要需要注意物流是否正常，以避免纠纷。

The screenshot shows the Mercado Libre seller dashboard under the 'Orders | Mexico' tab. On the left, a sidebar lists account management options like My account, Summary, Orders, Questions, Listings management, Reputation, Payment reports, Seller learning center, and Settings. The main area displays order status counts: To prepare (12 orders), Ready to ship (4 orders), In transit (0 orders), and Finalized (219 orders). Below this, there's a search bar and a 'Download Orders Excel File' button. Two order items are listed: one with a printed label and one ready to print. Each item includes a thumbnail, product details (Test Item - Title In English - For Ppi Tests, Dhl), prices (U\$S 89.90, MXN \$1,788.13), quantity (1 u.), and a 'Print label' button.

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Test MX Add listings ?

My account Hello!

Summary

Orders

Questions

Listings management

Reputation

Payment reports

Seller learning center

Settings

Orders | Mexico

To prepare 12 orders

Ready to ship 4 orders

In transit 0 orders

Finalized 219 orders

Filter and sort Search by SKU or #

242 orders | Mexico Download Orders Excel File

Printed label

Hand the package to CBT México within the next 24 business hours.

Print label again

TT Test Test TESTY0DT2NRL View complaint

Test Item - Title In English - For Ppi Tests
Dhl

U\$S 89.90
MXN \$1,788.13

1 u.

Label ready to print

Hand the package to CBT México within the next 24 business hours.

Print label

TT Test Test TETE3237647 View messages

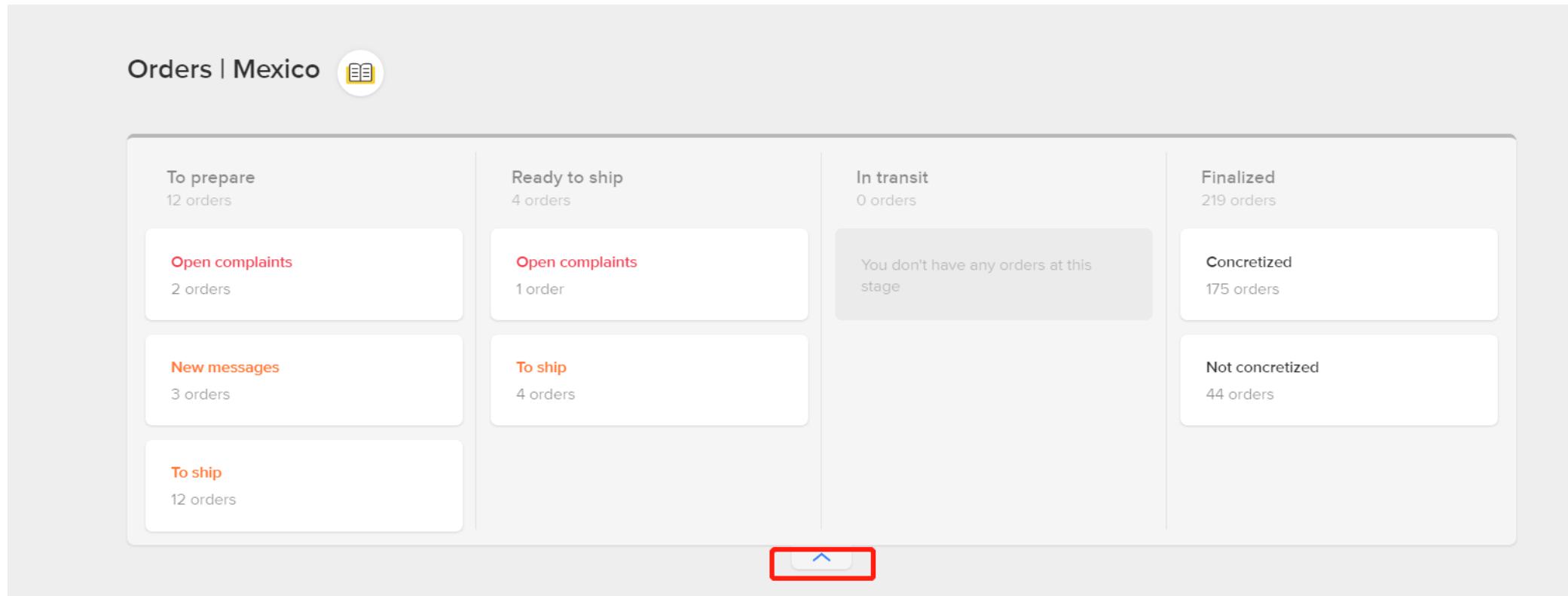
Test Item - Title In English - For Ppi Tests
Dhl

U\$S 89.90
MXN \$1,788.13

1 u.

Orders订单

卖家点击下图的下拉键，可以看到每个状态下的订单，有哪些待处理事项（需要及时处理，否则会影响店铺信誉）



Orders订单

- Download Orders Excel File: 可以下载账号的订单报表
- Filter and sort: 可以精确筛选订单

Orders | Mexico 简体中文

To prepare: 12 orders !

Ready to ship: 4 orders !

In transit: 0 orders

Finalized: 219 orders

可以点击Filter and sort或者搜索框精确筛选订单

此处下载订单报表

242 orders | Mexico Download Orders Excel File

Printed label
Hand the package to CBT México within the next 24 business hours.

Print label again

Test Test
TESTY0DT2NRL
View complaint

Test Item - Title In English - For Ppi Tests
Dhl

U\$S 89.90
MXN \$1,788.13

1 u.

Orders订单

点击订单右侧三个点：View detail(查看订单详情，可以看到卖家信息，及整个订单费用组成), Cancel order(取消订单), Print invoice(打印发票), View messages(售后消息).

The screenshot shows the 'Orders | Mexico' interface. At the top, there are four status filters: 'To prepare' (12 orders), 'Ready to ship' (4 orders), 'In transit' (0 orders), and 'Finalized' (219 orders). Below these are 'Filter and sort' and 'Search by SKU or #' options, along with a link to '242 orders | Mexico' and a 'Download Orders Excel File' button.

Two order details are listed:

- Order 1:** Test Item - Title In English - For Ppi Tests Dhl. It shows a printed label icon, shipping method Dhl, price U\$S 89.90 / MXN \$1,788.13, quantity 1 u., and a 'Print label again' button. A context menu is open for this order, with the three-dot icon highlighted by a red box. The menu items are: View details, Cancel order, Print Invoice, View messages, Add stock, and another 'View messages' item for a different order.
- Order 2:** Test Test TESTYODT2NRL. It shows a printed label icon, shipping method Dhl, price U\$S 89.90 / MXN \$1,788.13, quantity 1 u., and a 'Print label again' button. A context menu is open for this order, with the three-dot icon highlighted by a red box. The menu items are: View details, Cancel order, Print Invoice, View messages, Add stock, and another 'View messages' item for a different order.

Orders订单

- 线上物流：点击Print label可以直接打印面单（打印面单后贴在产品上发送至线上物流商就可以了，平台会自动提供物流跟踪信息给到卖/买家）
- 其他物流方式，请看下一页

The screenshot shows the Mercado Libre Orders interface for Mexico. At the top, there's a yellow header bar with the Mercado Libre logo, a language dropdown set to 'Test MX', and links for 'Add listings' and a help icon. Below the header, the page title 'Orders | Mexico' is displayed next to a refresh icon.

The main area features four status categories with counts: 'To prepare' (11 orders), 'Ready to ship' (5 orders), 'In transit' (0 orders), and 'Finalized' (219 orders). Each category has a red exclamation mark icon above it. A blue downward arrow indicates more items are available.

Below these categories are filtering and search tools: 'Filter and sort', a search bar 'Search by SKU or #', and a link 'Download Orders Excel File'. To the right, it shows a total of '242 orders | Mexico'.

A specific order entry is highlighted with a red rectangle around the 'Print label again' button. This entry includes a small image of a computer monitor, the item name 'Test Item - Title In English - For Ppi Tests', the shipping method 'Dhl', and the price information 'U\$S 89.90' and 'MXN \$1,788.13'. The quantity '1 u.' is also listed. To the right of the order details, there's a user profile with the name 'Test Test' and the identifier 'TESTY0DT2NRL', along with a 'View complaint' link and a three-dot menu icon.

Orders订单

线下物流：点击Add shipment details添加订单的物流信息，并填写以下信息：Tracking ID物流单号，Carrier物流商，Tracking URL物流跟踪链接。

Pending delivery
Send the package and add the tracking information before the next 72 business hours.

Add shipment details

Marcelo Alexander
AMENRA
[View messages](#)

MA

I9000 Tws Bluetooth Earphone Airpod U\$S 25 Cor: Branco
Avenida Ministro Ivan Lins 460 BRL R\$110,48 1 u. SKU TWS-I9000

Add shipment details

x

Address

Avenida Ministro Ivan Lins 460

Tracking ID **物流单号**

Carrier (required) **物流商**

Tracking URL **物流链接**

Save

Cancel

Listings management 产品管理

分为Listings和Advertise campaign两块（墨西哥海外仓站点另有Created shipments Full 和 Created pickups Full）

Listings:点击产品右边的三个点，可以修改，查看产品前台界面，暂停出售，将该产品上传到其他站点。

The screenshot shows the 'Listings Warehouse | Mexico' section of the Mercado Libre platform. At the top, there are tabs for 'General' and 'Discounts'. Below them, three boxes highlight areas for improvement: 'With product specifications to review', 'With Basic Quality', and 'With incomplete characteristics'. A search bar at the bottom left allows for 'Filter and sort' and 'Search by SKU or #'. On the right, a blue 'Bulk edit' button is highlighted. The main area displays two product listings:

Product Image	SKU / Description	Price	Stock	Status	Action
	#721483558 SKU 129euidw01eiwj081lj2ewu90di1 Artículo De Prueba De 3pl - Con Sku	\$ 300.50	74 u.	Active - Losing exposure	More details
	#720498252 SKU 129euidw01eiwj081lj2ewu90di1 Artículo De Prueba De 3pl - Con Sku	\$ 300.20	100 u.	Active - Losing exposure	More details

Annotations in red text and boxes provide instructions:

- '点击后台任意Add listing按钮都可以进行产品上传' (Click any 'Add listing' button in the back-end to upload products) points to the 'Add listings' button in the top right.
- 'Listing待优化的提示，需要尽量完成' (Optimization tips for Listing, need to be completed as much as possible) points to the three highlighted improvement boxes.
- '此处可以精确筛选查找listing' (You can precisely filter and search for listings) points to the 'Filter and sort' and 'Search by SKU or #' bar.
- '批量编辑listing' (Batch edit listing) points to the 'Bulk edit' button.

Listings (海外仓站点) 如何发货到海外仓?

首先切换至MX(full)站点→点击Listing management里面的Stock management Full→选择需要发海外仓的listing→Create shipment

The screenshot shows the 'Stock management Full' section of the Mercado Libre platform. At the top, there's a yellow header bar with the Mercado Libre logo, a dropdown menu set to 'MX (Full)', and buttons for 'Add listings' and 'Help'. A red box highlights the 'MX (Full)' dropdown. Below it, a red box labeled '切换站点' (Switch Site) points to the dropdown menu. A red box also highlights the 'Create shipment' button in the main toolbar.

The main area displays four categories of stock status:

- 10 With stock stored not for sale: Remove it or offer Mercado Envíos Full.
- 66 Ready to ship with Mercado Envíos Full: Make a shipment to be able to sell.
- 11 Out of stock: Send units to sell again.
- 32 With low stock: Send more units to avoid losing sales.

Below these, a search bar and filter options are visible. A red arrow points to the 'Create shipment' button. Another red arrow points to the 'See selection' link next to the '50 selected' count. The bottom part of the screen shows a list of items with checkboxes, where a red arrow points to one checked item. The interface includes tabs for 'General', 'Discounts', and 'Stock management Full'.

可以批量/单独选择需要发海外仓的listing

Listings (海外仓站点) 如何发货到海外仓?

填写需要发往海外仓的产品数量→请核对每个产品的UPC是否正确→打印产品标签（选择Laser和适当的标签尺寸）

请填写每个产品的发货数

Add how many units you will send
Tell us how many of each product you will send.

PRODUCTS	UNITS
Listing: #76284557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco	<input type="text"/>
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	<input type="text"/>
Listing: #763065045 10pcs Sumergido Lápiz Tiro Biónico Cebo De Pesca Cebos	<input type="text"/>
Listing: #763066921 Estigmananómetro De Brazo De Viale De Estetoscopio De Sangr	<input type="text"/>

4 products | Download product list Total units: 0

Save and continue later Continue 然后点击Continue

Review the universal codes of the products you will send

The universal codes are already informed for the products you're sending. Also review if any of them changed by comparing the codes you informed with the ones printed on the products.

PRODUCT	UNIVERSAL PRODUCT CODE
Listing: #76284557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco	795749053287
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	795749053294
Listing: #763065045 10pcs Sumergido Lápiz Tiro Biónico Cebo De Pesca Cebos	795749053324
Listing: #763066924 Estigmananómetro De Brazo De Viale De Estetoscopio De Sangr	795749053317

4 products

Save and continue later Continue 请核对每个产品的UPC是否正确

We recommend that you label your products

We can identify your products with the universal codes you informed. But if you attach a label on them, we'll put them up for sale faster.

PRODUCTS	UNIVERSAL CODE	TAGS
Listing: #76284557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco	GTIN: 795749053287	Print
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	GTIN: 795749053294	Print
Listing: #763065045 10pcs Sumergido Lápiz Tiro Biónico Cebo De Pesca Cebos	GTIN: 795749053324	Print
Listing: #763066924 Estigmananómetro De Brazo De Viale De Estetoscopio De Sangr	GTIN: 795749053317	Print

4 products Print All 点击Printer All后点击Continue

Save and continue later Continue

We recommend that you label your products

We can identify your products with the universal codes you informed. But if you attach a label on them, we'll put them up for sale faster.

PRODUCTS	UNIVERSAL CODE	TAGS
Listing: #76284557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco	GTIN: 795749053287	Print
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	GTIN: 795749053294	Print
Listing: #763065045 10pcs Sumergido Lápiz Tiro Biónico Cebo De Pesca Cebos	GTIN: 795749053324	Print
Listing: #763066924 Estigmananómetro De Brazo De Viale De Estetoscopio De Sangr	GTIN: 795749053317	Print

You'll print 120 Product Labels

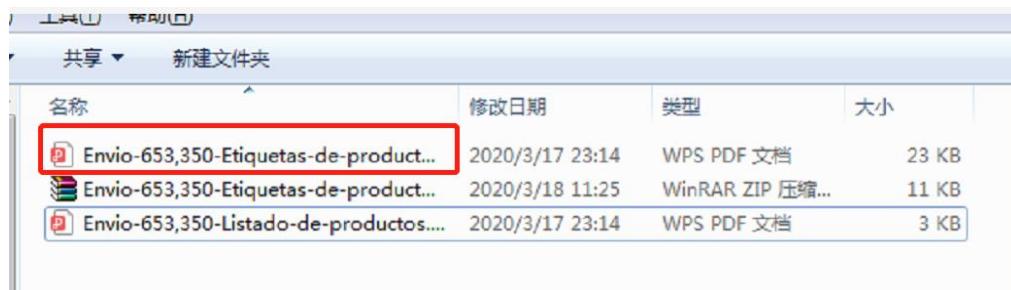
Print mode:
Type of printer: Laser Label sizes: 8x5cm | 10 labels on A4 sheet

Print Labels

Save and continue later Continue

Listings (海外仓站点) 如何发货到海外仓?

得到一个压缩包（只需将产品标签打印出来）→请核对每个产品的UPC是否正确→选择头程发货方式（请选择shipment at my expense）→选择一个入仓日期跟时间→点击print label打印箱标



Select a shipping method and prepare your boxes

1. Tell us how you'll ship your products to the distribution center. [View address](#).

Shipment at my expense
For example: Own vehicle.

Shipping from my supplier
You send it directly from your supplier.

Shipment by mail
For example: DHL or FedEx.

请选择shipment at my expense

Save and continue later Continue

Select a shipping method and prepare your boxes

1. Tell us how you'll ship your products to the distribution center. [View address](#).

Shipment at my expense
For example: Own vehicle. [Change Shipping Method](#)

2. Enter when your products will arrive ①请选择一个大致入仓日期跟时间

Date: Select a date ②点击Print Label打印箱标

Time: Select a time

3. Leave your products ready to ship

Store your products in boxes so we can receive them
If you have large products and don't fit in boxes, send them in their original packaging.

Print and attach the labels on the boxes you prepared

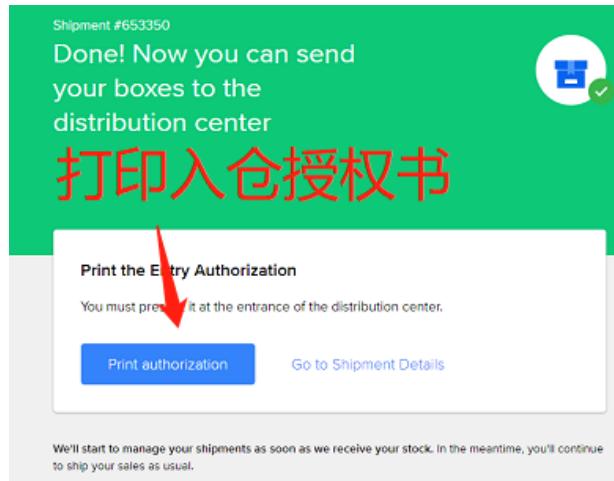
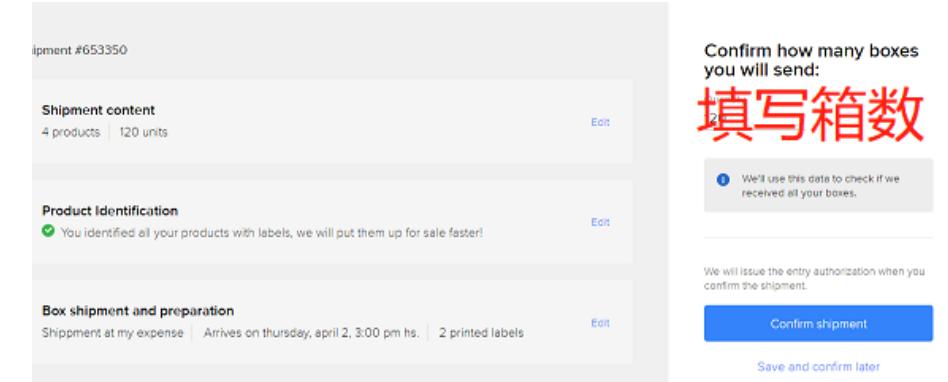
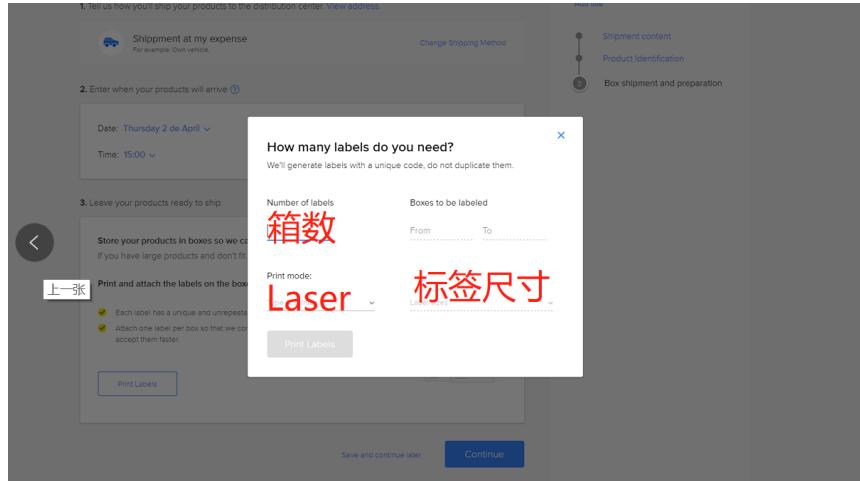
Each label has a unique and unrepeatable code, do not duplicate them.
 Attach one label per box so that we control which ones we receive and accept them faster.

[Print Labels](#)

Save and continue later Continue

Listings (海外仓站点) 如何发货到海外仓?

设置箱标并点击continue→最后填写箱数并点击confirm shipment→打印入仓授权书（入仓授权书需要发货时交给头程物流商）→点击print label打印箱标



Advertise campaign

目前需要找您的客户经理申请开广告

Reputation店铺信誉

店铺信誉对Mercado Libre账号来说是非常重要的，它会影响你的店铺曝光，及转化率，所以请保持店铺信誉为绿色！

1. 及时回复买家消息
2. 及时处理订单并保证投递率
3. 及时解决并关闭纠纷

The screenshot shows the 'Reputation | México' section of the Mercado Libre seller dashboard. It displays a red progress bar indicating a red rating. A callout box highlights this with the text '实时的店铺信誉 请保持店铺信誉为绿色' (Real-time store reputation, please keep it green). Below the bar, it says 'As of today, your reputation as a seller is red:' followed by a red bar. A large red box highlights this entire section. To the right, a list of factors causing the red rating is shown, with a callout box pointing to the first item: 'Quality of your customer service'. The factors listed include: You don't offer good customer service (46 sales with complaints, 19% of total), How is this 19% made up? (82.22% product is defective, 17.78% different than agreed), Delivery time to the mail, Canceled sales, and Number of sales.

Reputation | México

As of today, your reputation as a seller is red:

实时的店铺信誉
请保持店铺信誉为绿色

To be green you need:

2058 new sales without complaints from your buyers

Follow our tips to avoid new complaints:

- Wrap your packages neatly and safely. Choose the packaging that best suits your products.
- Describe your product in detail so your buyer knows exactly what you are selling. Complete the datasheet, include good photos and add additional information in the description.

325 new successful sales

Avoid canceling your sales to meet this variable.

These values may change if you receive new sales, and/or at the beginning of each month.

以下导致店铺信誉下降的原因，请尽量避免

Why is my reputation color red?

Quality of your customer service

You don't offer good customer service
You received 46 sales with complaints, which represent 19% of the total. Make sure to lower it to 2%.

How is this 19% made up?

- 82.22% the product is defective
- 17.78% the product is different than agreed

Delivery time to the mail

Canceled sales

Number of sales

Selling learning center卖家学习中心

卖家可以点击**Selling learning center**可以了解到有关Global selling和平台的相关操作信息。

Selling learning center链接：

https://sellers.mercadolibre.com/?utm_source=mercadolibre&utm_medium=referral&utm_campaign=globalselling&utm_content=main_menu

Welcome to
Seller Learning Center

Find everything you need to know to expand
internationally.

Start selling in Latin America.



Settings账号设置

Settings分为三个My details, Selling preferences, Changed passwords三块。

1. My details: 卖家可以在这里查看到账户信息
2. Selling preferences: 卖家可以在这里添加站点, 修改收款方式, 设置子账号等
3. Changed passwords: 卖家可以点击这里进行账户密码修改