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Promoting Your eBay Shop

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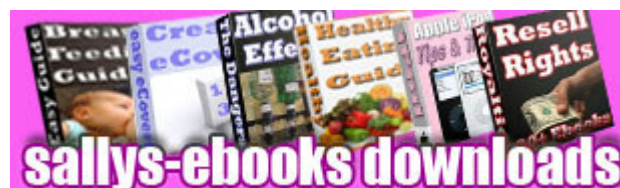
Make your Shop look professional

When you have an ebay shop, you can have a shop store graphic logo, many ebay shops have chosen a standard ebay logo like:



Now don't they look basic and cheap? Is that how you want the image of your ebay store shop to look? Of course it isn't, you want your store to stand out from the millions of other ebay stores.

Take a look at my own store shop logo:



Doesn't it look much better?

Get yourself a professionally designed shop logo, if you can't do it yourself, pay for a design it will be well worth it.

Just do a search on ebay for store shop logo designs and you will find a good cheap designer. Look for examples of their previous work to check they are worth what you will be paying for.

Your store logo can be a maximum size of 310 x 90 pixels.

You could always check your computer for a graphic package and design your own logo or you can download a free trial of adobe photoshop which is the best program I have ever used:

<http://www.adobe.com/products/photoshop/>

Shop description

Now don't forget you can have a shop description too that will appear alongside your shop logo depending on the type of template you choose for your ebay shop.

Use the words to describe the contents of your shop, think of these words as precious, little gold nuggets, don't waste any characters, use key words relevant to your store, if you sell a specific brand mention it, if you give free postage mention it, if you offer a money back guarantee **MENTION IT!**

Remember that when search engines visit your ebay shop, they are looking to see what content is there, if your shop contains the right amount of content, you will be shown when a relevant search is typed in, i.e. if I type in "Armani Belts" and your store contains a lot of content relevant to Armani Belts you will show up high, I will click to visit your store and you get a sale.

Linking to your shop

One thing you absolutely must do is insert a link into every one of your ebay auctions to visit your shop.

Then each time anyone of your items gets viewed hopefully the viewer will click on the link to visit your shop.

Remember say something about your shop ie. Visit my shop for more ebooks starting at only 1p etc etc, try and entice them to click the link.

Do you have your own website?

Do you have your own blog?

Link to your ebay shop from there if you do.

You can get a free blog today, simple to set up, easy to manage, you can post any thoughts or opinions you like (within reason) just visit:

<http://www.blogger.com>

Do you send emails?

Well after your name put your ebay shop url too.

Do you post on forums?

Use your ebay shop url as your signature.

Do you link to your shop from your ebay listings?

Remember anytime you list an item for sale on ebay, always put a link to your shop inside that listing description i.e.

“Visit my shop for more great items”

“Click here to view my other items”

“Grab more bargains visit my shop”

Etc etc

Are you cross promoting with other ebay sellers?

You can cross promote with up to 10 other ebay sellers who sell the same type of product that you do, remember it doesn't have to be the same type of item, but you will probably get more sales if you do!

I have a post on my blog relevant to cross promoting you can view it here:

http://sallys-ebooks.blogspot.com/2006_09_13_sallys-ebooks_archive.html

Or visit ebay's own page on cross promotion tactics here:

<http://pages.ebay.com/help/sell/cp-strategies.html>

Ebay help pages always contain the best information on any subject so always use the help function provided by ebay before anything else.

Remember you don't have to only advertise online, how many local shops allow you to put a card in their window for xxx amount each week?

Design a nice card or flyer and put it in your local shop, this will attract many visitors to your ebay store.

If you want to spend some serious money, you could advertise on a local radio station, in a free local newspaper or a National newspaper if you have big bucks !

If you don't have big bucks, think small, get some low cost flyers printed and distribute them yourself, get a car bumper sticker, get a fun t-shirt design and wear it, the possibilities are endless and only need a little of your imagination.

You could sponsor a local football team, donate something to your child's school, the more publicity you can get, the more your store will be seen.

Remember whenever you sell anything on ebay always include a compliments slip or a thank you note with your ebay shop url.

Follow up every ebay sale with a personal email checking that the buyer received their item, and of course your shop url will be under your name.

If you search online for free business cards you can find companies who let you design your own business cards, fridge magnets and calendars, you can grab some freebies and include them with any sales you make too.

Before I sold ebooks I always included a free fridge magnet calendar with any purchase, that way every time someone went to their fridge they saw my ebay shop and maybe took the time to visit again!

Make an RSS feed available from your shop:

Go to your store front and click on Seller, manage Store or Shop

Under Store or Shop Marketing on the left, click on Listing Feeds

Under RSS Feeds select Distribute your listings via RSS

and click on the Apply button.

A little orange RSS button will now be located at the bottom of your ebay shop and this will FEED up to date information on your listings to anyone who subscribes to your RSS FEED and will feed information about your listings to search engines.

You now have a live rss feed that can be read instantly on a persons rss reader and give them live updates of your ebay listings.

You can now search the internet and submit your rss feed to lots of different places for maximum exposure for your ebay store.

Here is a great list of sites that you can submit an RSS feed to:

<http://allrss.com/rssdirectories.html>

Create some extra shop store pages by:

Go to manage your shop, select custom pages, create new page, and create some additional pages full of relevant content to your ebay shop.

These pages will then display on the left when anyone visits your ebay shop.

You could set up a page describing the products your are selling, for example as I sell ebooks I set up an FAQ or Frequently Asked Questions page, explaining what an ebook is, remember this is all adding content to your ebay shop that search engines will gobble up and spit out if someone searches on the words or content you have included on your ebay store or shop.

Promotion Boxes

When you have an ebay shop you are allowed to have some promotional boxes, you can choose 2 items that you wish to promote in these boxes, you can have a postage box and you can have a sign up box to.

When promoting items in your shop always try to use either your highest or lowest items, because if you sell the highest item, then your laughing ! If you highlight a lower item you can “up” that value by getting lots of bids.

Choose your promotional box headings carefully, make them eye catching and attention grabbing.

Ebay even gives the option of a guided set up for promotional boxes so simply login to manage my store or shop and follow the instructions given to you.

Other places to advertise your ebay shop

There are always websites willing to allow you to add your ebay store or shop, again a simply search on the internet will show you the options your have.

Here are my two favourites:

<http://pages.ebay.com/storefronts/success/doors2stores.html>

<http://www.listmystore.com/>

Both will get many visitors to your ebay shop or store.

Writing ebay reviews

Why not write an ebay review about a topic you are very knowledgeable about, make your review relevant to what you sell in your ebay shop, make it a good review i.e. If you were selling dvds, write a review on how to spot illegal copies of dvds. Write a great review and you will drive lots of traffic to your ebay shop and listings.

If you are not sure what to write, read some reviews on ebay already, simply visit:

<http://reviews.ebay.com/>

Or for your own country, remember if you write a really excellent review you get a special icon beside your ebay id name, i.e. Top 25 reviewer, top 1000 reviewer etc.

Writing Articles

There are many article submission sites on the internet, basically you write an article, it gets published on the article site, other people like your article and publish it on their site.

Ok so how does that help you?

Well when you write an article you get a bio box which is an author's biography box where you can say a little about yourself.

So what?

So what !!!! You can have a link in that box too, you can link straight to your ebay shop, then each person who reads the article and likes it, visits your shop, more traffic!

Make your articles interesting and informative and you will get more visitors.

And if other people decide your article is so great they want to use it, they have to include your bio box so your article can end up on a million websites all linking back to your ebay shop.

It will take time to submit your articles and you can find cheap but reliable article submission software on ebay if you want to submit articles that way.

Your ebay about me page

EBay allows you to create a free about me page, where you can even place a link to your own website!

People are curious, if they see **ME**, they will visit your about me page, I wrote an ebook on about me pages if you could like a free copy simply download one from here:

http://www.sallys-ebooks.co.uk/getmyfile.php?file=ebay_about_me.zip

Optimising your shop for Search Engines

An important part of your shop or listings is key words and content.

When you list an item on ebay don't have two line descriptions, start off your item description stating the item you are selling in bold and end your description with the same words.

Describe your item with the name of the item you are selling i.e. don't say

It is a great dress

Say it's a beautiful brand new designer label Gucci dress

Use your key words as many times as you can (at least 4) without it sounding un-natural, i.e. reading your description flows and sounds like normal speech.

Just imagine you are describing your item to a friend, then your listing will be warm and "friendly" not just a cold hard selling description.

Think carefully on the category names in your ebay shop.

Don't just have baby, game, dress.

If you can, be more descriptive.

If you sell lots of baby items, use your categories by age i.e.

Newborn Baby

1 year to 2 years

If you sell dresses use sizes

Dress Size 12-14

If you sell console games

Cheap PSP Games

New Xbox Games

Retro PC Games

Not only are you helping ebayers find what they want, you are also adding more information to the search engines as to what you are selling.

Remember the more your ebay shop or store gets placed high in search engine results the more visitors you will receive.

When you have an ebay shop you are allowed to send out a newsletter to all the ebayers who have subscribed to it, make sure you send out regular newsletters about new products you have added to your store, ebay also lets you promote some of your current items with the newsletter too so this is all free advertising for your ebay shop.

I have only touched on a few of the ways you can get visitors to your ebay shop, the rest is up to you...

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<http://www.sallys-ebooks.co.uk>