

Tips & Tricks *for* Advanced Sellers

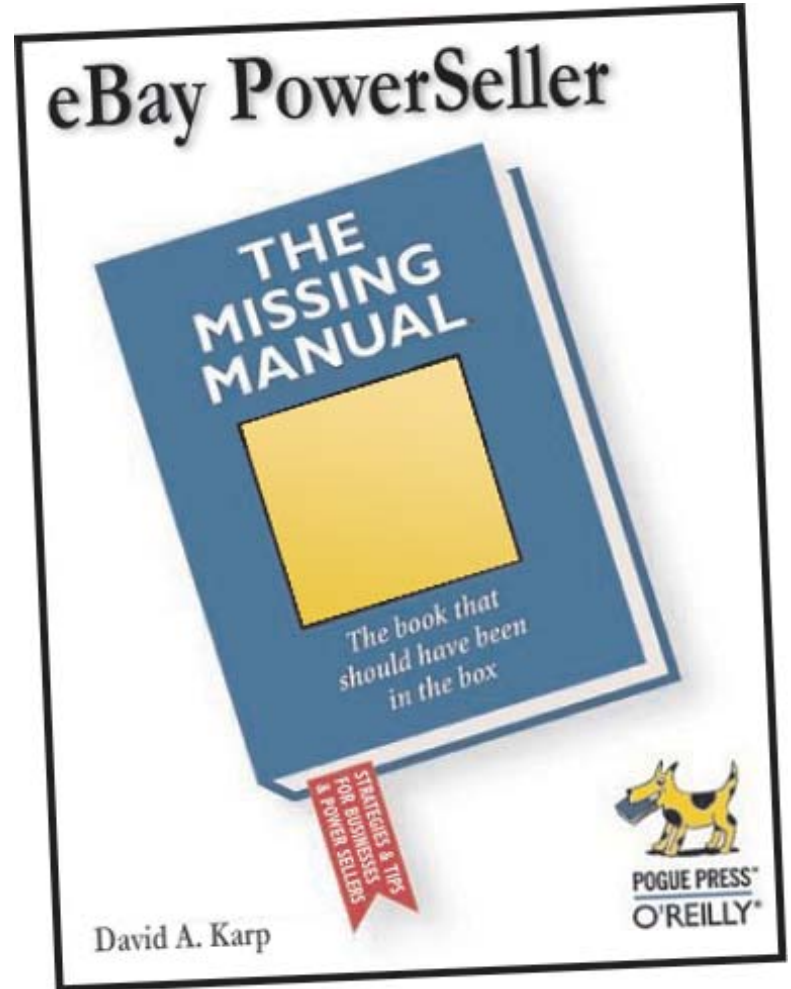
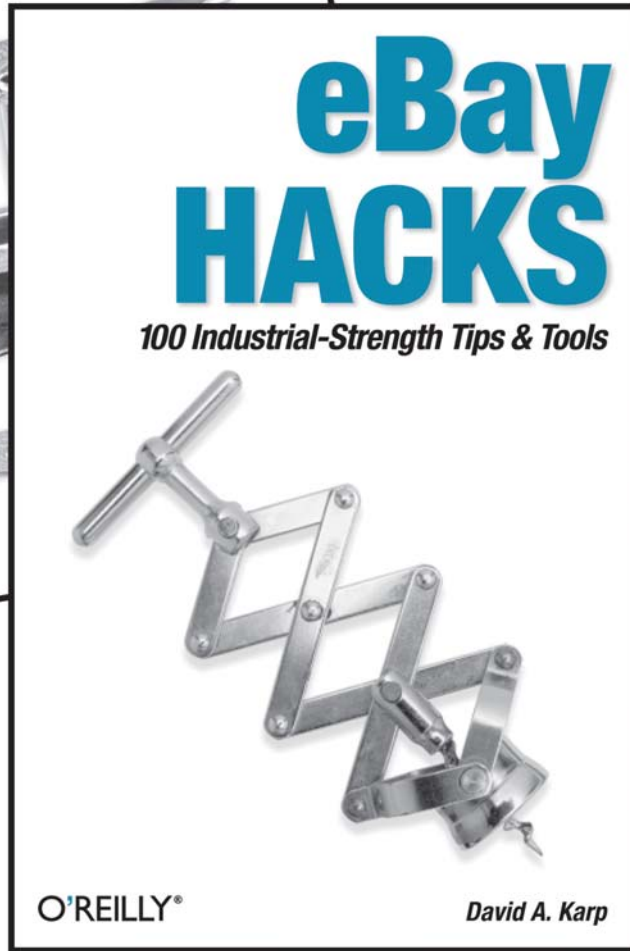
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eBay PowerSeller: The Missing Manual

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Tips & Tricks for Advanced Sellers

- Engineering Titles & Subtitles -

Titles seed search results, so first priority should be the words for which your customers are searching.

Include:

- Manufacturer name
- Model name
- Model number (e.g. SJ-27)
- What it is (e.g. camera, silverware, book, antique sword)
- Necessary variations
(e.g. SJ-27 SJ27, Barbecue Barbeque BBQ, Recumbent Recumbant)

Tip: if you're unsure of spelling, punctuation, etc., copy usage directly from product or product packaging.

Tips & Tricks *for* Advanced Sellers

- Engineering Titles & Subtitles -

You have 55 characters in the title (not 45), and another 55 in the subtitle.

Avoid these unnecessary variations:

- Nearly all punctuation (:; \ - . ! @ # \$ % ^ & _ = + , ~) is equivalent to spaces, so “/ - 43” is the same as “/ 43” and “/ : 43”
- Some variations and plurals are equivalent
(*tip: test by searching and comparing results*)
- Manufacturer/product names other than what you're actually selling

Tips & Tricks *for* Advanced Sellers

- Choosing a Starting Price -

Empty Restaurant Syndrome

- Weigh risk of selling too low with risk of not selling at all

Reserve Judgement

- Reserve price is the most-commonly misused feature; use it only if research turns up nothing
- Don't scare off customers
- Consider higher opening price

- Choosing a Starting Price -

Insertion fees: tiered pricing structure is misleading

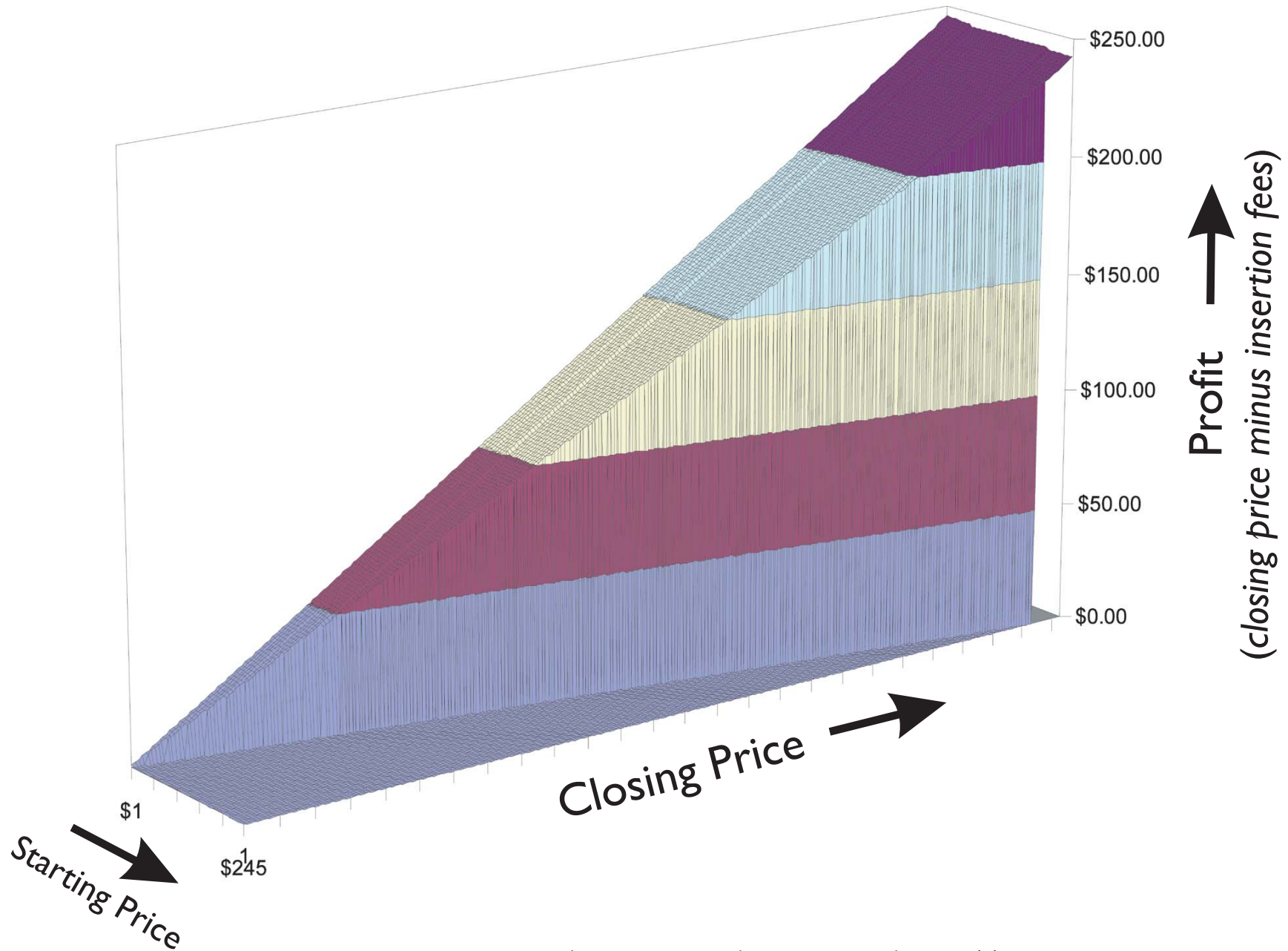
Starting Price, Opening Value or Reserve Price	Insertion Fee
\$0.01 - \$0.99	\$0.30
\$1.00 - \$9.99	\$0.35
\$10.00 - \$24.99	\$0.60
\$25.00 - \$49.99	\$1.20
\$50.00 - \$199.99	\$2.40
\$200.00 - \$499.99	\$3.60
\$500.00 and up	\$4.80

Does it make sense to set starting price to \$9.99 to save 25¢?

Do the math:
1 bid at \$9.99
vs.
1 bid at \$12.99

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- Choosing a Starting Price -



Tips & Tricks *for* Advanced Sellers

- UpSelling Techniques -

Ways to direct customers to other items for sale:

- Link to other listings
- Cross-promote items (now available to non-Stores sellers)
- Include a seller search box
- After-transaction emails & mailing lists

Warning: be careful not to cross the line from promotion to spam!

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- UpSelling Techniques -

Link to other listings or online auctions:

Use this code:

Take a look at `my other auctions` - purchase multiple items and save on shipping!

And it will look like this:

Take a look at [my other auctions](#) - purchase multiple items and save on shipping!

- UpSelling Techniques -

Cross-promote items in your eBay Store:

1. Create custom categories and sort your items into them
2. Choose your cross-promotion settings so that items are cross-promoted with others in same categories.

3. When your customer purchases an item from you, this box will appear in your listings:

See More Great Items From This Seller

			
RARE Rogue (AZL) Southern Pacific GP-38 prototype	Duofold Deluxe Sr. Fountain Pen & Pencil "Lucky Curve"	RARE Nelson Gray and very early Microtrains Z-scale lot	Duofold Deluxe Sr. Fountain Pen & Pencil "1929 Crash"
US \$750.00 Buy It Now	US \$639.99 Buy It Now	US \$299.00 Buy It Now	US \$239.00 Buy It Now

[Visit this seller's eBay Store](#) 

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- UpSelling Techniques -

Include a seller search box right in your description:



Search This Seller

in titles & descriptions

HTML code available at <http://www.ebayhacks.com>

- Measure Selling Effectiveness -

Several ways to measure the effectiveness of your selling techniques and listing options:

- Counters, but only when used to compare similar listings
- Traffic reports (eBay Stores only)
- Your own traffic reports
- Know your market!

Warning: Published statistics can be misleading!

- Measure Selling Effectiveness -

Running tests with counters:

- Create several identical listings
- Vary only one parameter (Bold, Subtitle, Highlight, Duration, Start time, Gallery, etc.)
- Compare final prices and weigh against cost of upgrade
- Use counters only to measure traffic, useful for testing promotional upgrades only

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- Measure Selling Effectiveness -

Traffic Reports (eBay Stores only):

- Measures page views, not closing prices or profits

- Use to measure trends, but don't rely on traffic reports to compare selling techniques or listing upgrades

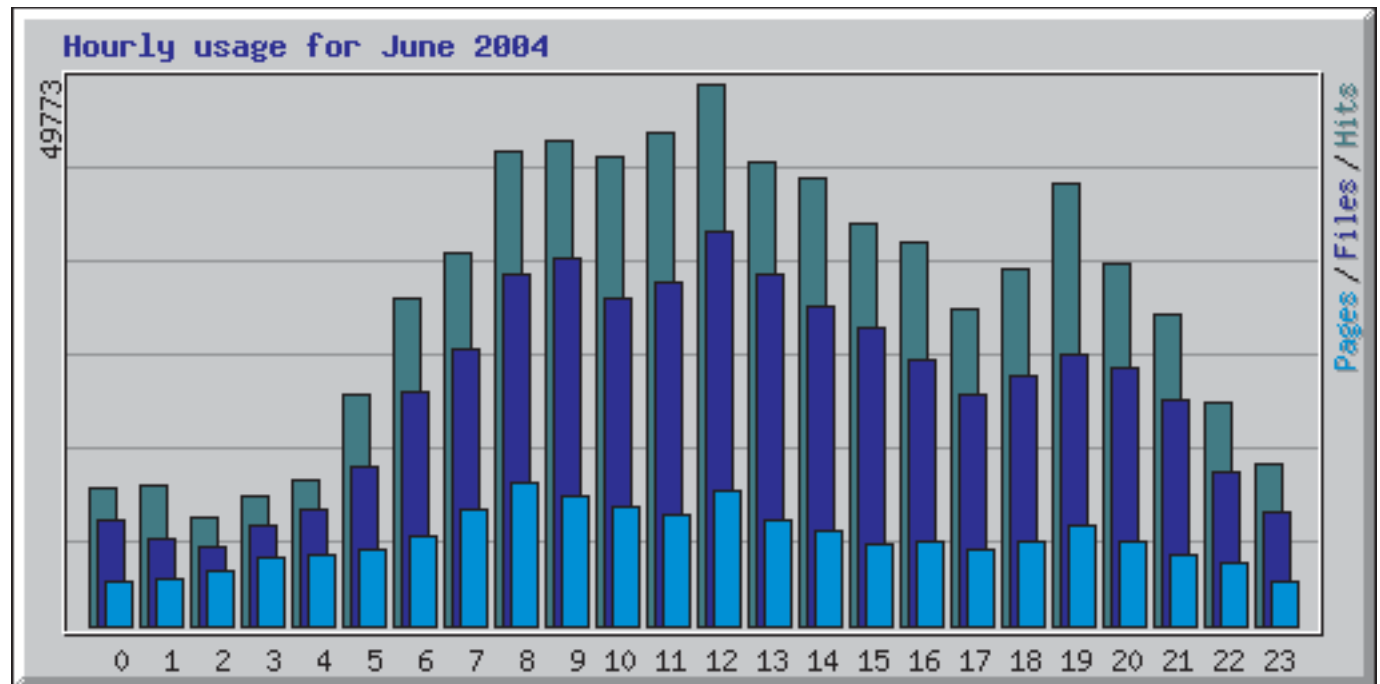


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- Measure Selling Effectiveness -

Build your own traffic analysis tool:

1. Devote a domain name/IP address to eBay photos only
2. Install Webalyzer



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- Better Photos in your Listings -

The photo is everything, so make it count:

- Include photo of *actual* item being sold
- Use neutral background (white is best), and crop out anything not being sold
- Photograph item at an angle
- Light from two sources
- Understand depth of field

- Better Photos in your Listings -

Depth of field is the width of the plane in which your subject will be in focus:



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- Better Photos in your Listings -

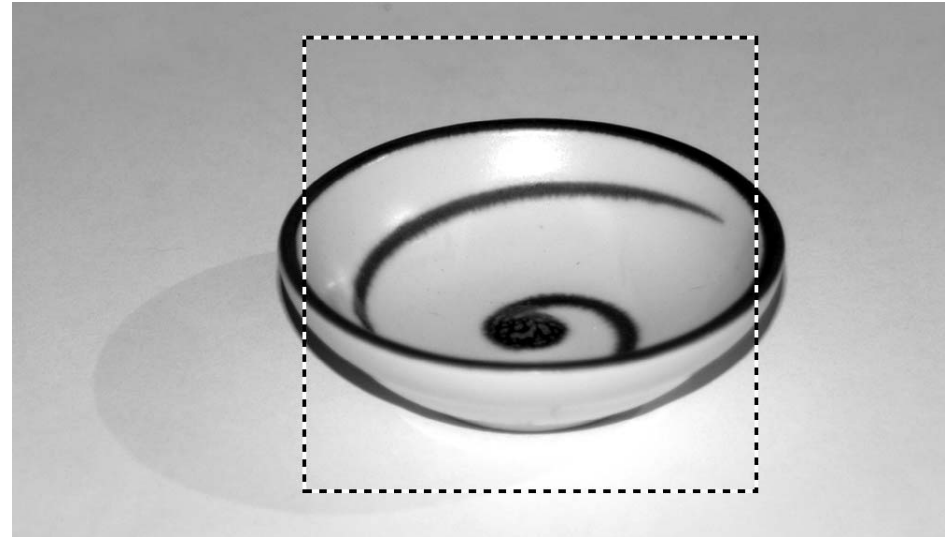
Host your own photos to overcome limitations of eBay Picture Services:

- Include as many photos as you like at no additional charge.
- Control the quality (compression) settings of your JPG photos.
- Include large photos with no "supersize" fees.
- Use very long or very wide images that don't conform to the standard 4:3 aspect ratio.
- Place your photos directly in the text of your listing descriptions (good for logos and close-ups)
- Reuse the same photos for multiple listings without having to upload them repeatedly.

- Better Photos in your Listings -

The gallery photo might make the difference between a customer clicking on your listing and passing it by:

- Use white background!
- Host the file yourself so you can control the size
- Over-crop your subject:



- Developing with the eBay API -

API = Application Programming Interface

Use the API to write software and develop websites that connect directly to the eBay engine

The basic functions of the API let you:

- Retrieve details about any online auction or listing
- Download completed-item data
- Search eBay listings
- Retrieve bidder and seller lists
- Read and leave feedback
- Create new listings (example: Turbo Lister)

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- Developing with the eBay API -

Some of the things you can do with the API:

- Receive notifications whenever bidders with a zero or negative feedback bid on your listings
- Use your existing product database to create eBay listings without using constructing each listing individually
- Automatically relist unsold items with a lower price
- Create a “search robot” to improve upon eBay’s “favorite searches” by performing your favorite searches every hour and returning all results (not just the first few)

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- Developing with the eBay API -

Some of the post-transaction things you can do with the API:

- Send custom emails to winning bidders automatically
- Leave automatic reciprocal feedback
- Import sales data into Quicken/Quickbooks
- Use in conjunction with the PayPal API to automate shipping and payment management
- All this and more with no third-party fees!

- Developing with the eBay API -

How to get started with the API:

1. Complete the application at <http://developer.ebay.com>
2. Sign up for the “Individual” license
3. Download the API documentation and SDK (Software Development Kit)
4. Create a test application and get certified.
5. Go live and start using your application with real listing data!

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- Developing with the eBay API -

Sample API script: SEARCH.PL:

```
#!/usr/bin/perl
require 'ebay.pl';

use Getopt::Std;
getopts('d');
$keywords = shift @ARGV or die "Usage: $0 [-d] keywords";

PAGE:
while (1) {
    my $rsp = call_api({ Verb => 'GetSearchResults',
                        DetailLevel => 0,
                        Query => $keywords,
                        SearchInDescription => $opt_d ? 1 : 0,
                        Skip => $page_number * 100,
    });
    if ($rsp->{Errors}) {
        print_error($rsp);
        last PAGE;
    }
    $current_time = $rsp->{eBayTime};

    foreach (@{$rsp->{Search}{Items}{Item}}) {
        my %i = %$_;
        ($price, $time, $title, $id) = @i{qw/CurrentPrice EndTime Title Id/};
        print "($id) $title [\\$$price, ends $time]\\n";
    }
    last PAGE unless $rsp->{Search}{HasMoreItems};
    $page_number++;
}
```

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- Expectation Management -

Eliminate deadbeat bidders and negative feedback while improving sales.

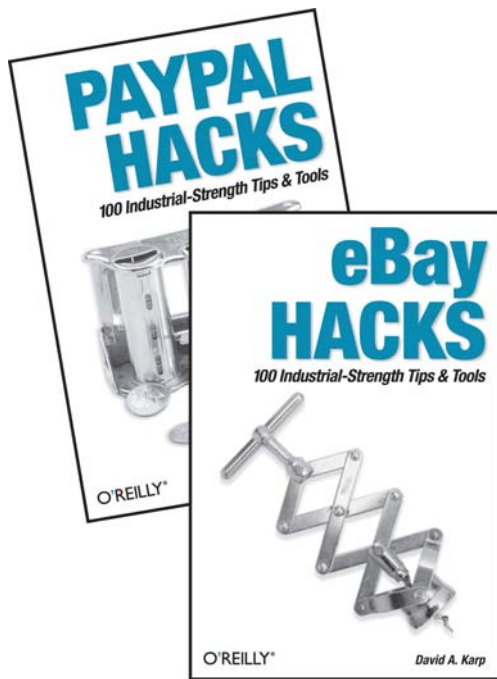
Expectation management is the art of setting your customer expectations so that they'll be happy with your product and your service:

- Over-explain the condition of your item, including any defects.
- Double the expected lead time, and then ship immediately
- Place a “what’s included” box at the top of your description, and clearly explain shipping costs and exclusions

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Look for these books:

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PayPal Hacks

eBay PowerSeller: The Missing Manual

