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Menopause, Andropause And Other Hormone Imbalances
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Build eBay Profits with a Powerful Category Strategy

By Paul Talbot

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Sometimes it's tough to tell where your buyers are. You're not sure which category is the best place to list your item.

Not everyone has the benefit of an item to auction with a perfect eBay category waiting such as "Barbie Contemporary."

Here's a simple research process you can use to increase your chances of success. Search for similar items and see what categories they're in. If they're scattered across a few different categories, look for the categories where bids are being made. Bids matter, listings don't. Just keep in mind that the bids could be the result of other factors such as price, desirability and condition. Also, look at the performance of the seller. If she's a power seller she probably has an understanding of which categories work best for her auctions.

But what if your item doesn't seem to fit anywhere? What if nobody else is auctioning something similar? Get to know eBay's "Everything Else" category. Is there a fit for your item in "Gifts and Occasions" or one of the three subcategories in "Weird Stuff?"

These areas get high levels of traffic. Specifically there are a lot of browsers and your item may catch some attention here.

The "Slightly Unusual" category typically delivers more traffic than the other two. Study this area of eBay and you'll find everything from Weather Balloons to Tarot Cards.

Run tests of different categories. Run auctions with "Second Categories." Use the free Andale tools to keep track of page views.

Why should you test a second category? You may discover that bidders are where you least expect them. And if this happens, don't feel sheepish. Professional marketers armed with years of discipline and piles of research are trying to learn the exact same thing.

Build eBay Profits with a Powerful Category Strategy

When Kimberly Clark first put Kleenex on the market the product wasn't designed for people with runny noses. Kleenex was advertised as a cold cream remover. Sales were terrible until the firm discovered their product was being used as a disposable handkerchief.

Once Kleenex wound up in the right category it flourished. It's the exact same scenario on eBay. Even with eBay search, getting your item in front of a prospective bidder is essential. Keep in mind that search will cover up a lot of listing shortcomings. But if you rely solely on search for your prospective bidders, you're losing a sea of browsers, impulse bidders who are a crucial segment of your market.

So if your auctions need a jolt, don't assume that the problem is price. Pay attention to your category. Even a great description in the less than ideal category can't turn browsers into bidders.

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Paul Talbot is the author of "Confessions of an eBay Power Seller." Learn more about successful selling on eBay at <http://www.onlineauctioninformation.com>

Do You Have An Ebay Store?

By V. Raposo

In this article we look at the benefits of having an eBay Store. Selling on eBay does not require you to have an eBay Store, but it sure does make things a lot easier.

There are 3 store subscriptions you can sign up for with eBay Basic (15.95/month), Featured (49.95/month), & Anchor (499.95/month).

Now most people starting out will of course go for the Basic store and not the Anchor. You would need to make huge profits to go for the Anchor store. We'll talk more about the Basic, and Featured Stores here.

If you have a Basic Store you may want to consider upgrading to a Featured Store. Things have been changing with eBay stores and some of things I'm most thrilled with is the \$30/month allotment of eBay Keywords.

Free Keywords

Yes, that's \$30/month each and every month worth of free eBay Keywords. With eBay Keywords you will drive more traffic to your listings by putting your ad at the top of the page for the keywords you choose. This also separates your store from other listings. This can significantly increase your store sales.

More Pages

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With a Featured Store you get double the web pages! Which only increases your presence on eBay. You can also reduce the size of the eBay header on your pages giving you a page that's more focused on your business. This helps build your own brand on eBay, and you can match it to your website.

Advanced Reports

With a Featured Store you get advanced monthly reports and traffic stats you can access anytime. I just love looking through my reports to see all the in-depth info that the reports give me. The Path Analysis allows you to see how visitors move around in your store. This is so important as you develop your business.

Owning an eBay store will not only bring you more sales, but it'll cost you less by using it in the long run. These are just some of the many advantages of owning an eBay store. Once you own one, you'll wonder why you didn't go for it sooner.

Vera Raposo has been making a living with online auctions since 1997. With thousands of completed auctions under her belt, Vera is now sharing some of her best auction strategies in a free 90-minute interview at



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