

Double Your eBay Sales In 30 Days

Contributed by Chuck Mullaney
Sunday, 12 November 2006

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No matter what type of buyer they are, no matter where they come from, they all use the same tool to find auction ads;

"They use the search bar to type in general terms..!"

{bot_wrgoogle}Very rarely do buyers check the "Search Title and Description" checkbox and start browsing the more specific results. Heck; the checkbox isn't even an option on the front page of eBay, you actually have to do an "Advanced Search" to even have that option. This just confirms the importance of your title keywords.

Some do browse categories rather than search, but we're mainly concerned with general majorities here, not exceptions to the rule.

In case you're unaware, this means that most searches are **ONLY CHECKING YOUR TITLE**, not the words in the description area of your ad!!!

Experience tells me that, since you now know this, you are actually way ahead of 70% of the other eBay sellers out there; and that's a very conservative estimate..!

Now that you have a clear understanding of the importance of your title keywords, here's a priority list for precisely picking the right ones for each of your ads:

Take these rules literally, but understand that each of these will not apply to every ad that you run. You have a maximum of 55 characters allowed for your title and just try your best to achieve as many of these as possible in this limited space.

1. Obvious keywords that are specific to the product you're selling and make sure that they are spelled correctly.

2. One or Two misspellings of the obvious keywords from the last rule. (Google

says that 33% of all searches are misspelled) ...CATCH THAT? One Third! Don't Forget This Part.

3. One or Two general eBay keywords such as "nr", "n/r", "no reserve", "free shipping", or "lot". These are keywords that a lot of pro buyers search for.

4. Other general keywords like "new", "free", "excellent", "pc", "usb", "dvd", "wholesale", or "supplies". You can only use ones that are relevant to the product you're selling, but these are very powerful.

Now, take these rules and create a list on a piece of paper each time you're about to list an ad. Usually the list is way too big to fit into the title. Once your list is done, start narrowing down the list using the priority structure that I just gave you until they do fit into the 55 character limit.

If you have more than one of the item to sell and intend to list multiple copies of your ad, be certain to take the time to create different titles for each one!!! If you don't, and you just use the same title for each copy; you're just wasting money. Multiple versions of the same ad with different titles for each can really increase your traffic.

Respectfully,

Chuck Mullaney

<https://secure.iauctionsuccess.com>