



Commerce Monks

**OPTIMIZING YOUR
EBAY MARKETPLACE PRESENCE**





IN THIS GUIDE...

Commerce Monks walk you through eBay store optimization best practices, ways to promote your eBay store, do's and don'ts for an ideal eBay store presence and a lot more.

Commerce Monks have years long experience in helping clients boost up their bottom lines with store management, presence optimization and cross selling/up-selling. Our eBay & Amazon experts can arrange the store in a visually pleasing way. We have tried to elucidate the crucial steps in eBay store optimization using our valuable experience.

We begin our heavenly journey by understanding the eBay marketplace, Commerce Monks walks you through eBay store set-up and optimization and improving ratings and reviews on eBay.

Moving further, we will also describe some important eBay selling and competition analysis tool through which you will be able to outperform your competitors easily.

Our pilgrim's process ends and we provide you with concrete eBay store promotion, cross selling and up-selling techniques.

We hope that our accrued wisdom and expertise in designing & optimizing eBay store will help you to boost your store's performance and increase the bottom lines from eBay marketplace.

www.commercemonks.com

ONLINE PLATFORM FOR

sale of goods & services

128 MILLION

active users worldwide

FOUNDED IN 1995,

now world's largest

WITH 500 MILLION+

items listed

IT'S EBAY MARKETPLACE



EBAY MARKETPLACE OVERVIEW

With growing competition in the e-commerce space, it is vital to increase the presence over the online marketplaces.

eBay Inc. is an American multinational internet consumer-to-consumer corporation, headquartered in San Jose, California.

It was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble.

The eBay Marketplace creates a powerful online platform for the sale of goods and services by a passionate community of individuals and small businesses.

As of January 2014, eBay's market capitalization stood at roughly \$69 billion. It is considered one of the most successful internet startups of all time by market capitalization, revenue, growth and cultural impact.



WHY GO ON EBAY?

eBay Store special features, such as longer listing periods and automatic re-listing, will save you time.

eBay Stores see an average of 25% increase in their total sales within three months of opening store.

When you open an eBay Store you have a unique URL you can promote both on and off eBay.
Your eBay Store will be picked up by search engines just like other.

You can personalize the look and feel of your store and create up to 20 categories to fit your individual inventory.

You also get an access to eBay's Email Marketing Tool - a great way to keep in touch with your customers.
Additionally, if your store qualifies, you receive free monthly eBay Keyword.

All store owners receive free monthly sales reports that recap your sales activity by category.
Additionally, the featured or anchor store receives overall benchmark reports.

Certainly, a great marketplace and worth an investment, so how to set-up an ebay store and optimize the same?



Consider a general scenario of setting up a store, that's the same what you do at a marketplace. Firstly, plan out on the kind of business you want to sell online followed by the product demand, competition analysis and inventory management.

Once you are through with your initial research and setting up the store, check out the eBay policies and the various product listing facilities available on eBay. Identify the various ways to optimize your eBay store for a better visibility and conversion.

Here are some tips from the monks cloister:

EBAY STORE OPTIMIZATION BEST PRACTICES

ACCURATE LISTING AS PER EBAY'S SEARCH ALGORITHM

- The best visibility is given to those listings which interest the most buyers.
 - To maximize your buyer engagement, consolidate your products into multi-quantity long duration fixed price listings (10 or 30 days).
- Where available, also use multi-variant (allows you to list the same dress in different colors and sizes, for example).

INCORPORATE ITEM SPECIFICS

- Item specifics help the sellers to provide shoppers with more ways to find products.
- Use eBay's Item Specifics lookup if you aren't sure about the Item specifics available in your product categories.
- With accurate Item Specifics populated, your products will perform wonderfully in eBay's browse navigation feature. The more precise the Item Specifics, the more the visibility of the products.

KEYWORDS SELECTION

- Use Google Analytics to choose the best keywords for your products, and try to choose words that are not too generic as you'll be competing with too many other sites for these.
- Within a few weeks, you should find your eBay Store referenced in search results and an increase in traffic.

UNDERSTAND THE BEST MATCH

- If you understand the eBay's search algorithm well, you will be able to achieve the top 3 search results in a better way.
- Best Match is eBay's default sort order for search results.
- If you are able to be in the top 3 results, you will be able to increase the price to 5%-7%, compared to other lower listings and generate more revenue for your products on this marketplace.

TITLE OPTIMIZATION USING TOOLS

- Lengthy titles normally improve your search rankings.
- Use The Bay Estimate tool and Google Keyword Tool so that you optimize your 80 character title with appropriate keywords.
- Make sure that the keywords match the shopper's search needs.

Continue...

CONSIDER FREE-SHIPPING

- Free Shipping attracts more buyers and also improves your Best Match search result ranking on eBay.
- Before you offer free delivery, you must ensure that you have a robust refund policy. If there is no refund policy, mention the same in your product listings.

APPROPRIATE PRICING

- Over time, eBay has added buy-it-now options apart from the online auctions. Do not directly go for buy-it-now listing if you are not sure whether the price will work.
- Test the waters using auction. Also, do a competition analysis for similar products to determine what worked best for them.

SHOW CREDIBILITY

- A complete about profile of eBay, 100% money-back policy and unambiguous product descriptions shall boost up the credibility.
- Incorporate positive reviews in your listings and give ample proof of your quality and service.

APPROPRIATE AUCTION TIMING

- You need the auction to be ending at a time when many people are online and ready to purchase, and in particular, those that are going to be interested in purchasing your item.
- As you are probably aware, the auctions that are nearing the end also show up higher in the search results. See the best traffic times on eBay for your kind of products.

SYNC IT WITH IN-STORE EXPERIENCE

- Make sure that the in-store experience is the same as eBay store experience. To replicate this, use videos & photos. Videos will help you to increase the engagement and at the same time, increase the conversion.
- A 3D walkthrough or clear photos from all the angles might increase the sales on eBay. You can post up to 12 photos of a product, if video is a constraint for you.
- Check out the eBay's product image quality requirements on all new, revised, and relisted items.

Your eBay sales success depends on your visibility in eBay's search algorithm, known as Best Match. The best visibility is given to those listings which attract the most buyer interest (clicks, watches and purchases) per number of impressions.

EBAY STORE SALES TRACKING

You are a great seller, but managing profits and expenses is important.
Some smart tools might help you do it professionally and without any expenses!

Turbo Lister - Free Tool, Best for small volume sellers

Create professional-looking listings with a design editor and templates

Save and reuse listings

Upload multiple listings at once

Selling Manager - Free Tool, Best for medium volume sellers

(Note: Selling Manager Pro comes with a host of other features and typically used by high volume sellers. You get a month's free trial followed by a paid membership.)

Manage pending, active, and sold listings

Quickly find active listings with advanced search

Save time communicating with buyers using email templates and stored feedback

Print invoices and labels

File Exchange – Free Tool, Best for high volume sellers

Upload item listings from Excel or CSV files

Create and list items in bulk

Revise, relist, and end a listing from a single file

Download active listings and sales history reports

Outright – Free Tool, Best for small & medium volume sellers

Automatically organizes eBay sales and expenses

Tied into Pay Pal account for easy inventory purchases and know the profits

Calculate quarterly taxes on total sales volume from eBay

EBAY STORE COMPETITION TRACKING TOOLS

The Manual Way

Sort the products that have highest prices and these products are the ones that will be highest selling products on eBay.

The Statistical Way

Tools like Terapeak and Vendio can help you find precise stats of what's selling and what's not. These tools help to research sales history on eBay for last one year, see sell through rates of top items on eBay, analyze the top sellers products and more.

EBAY STORE CROSS PROMOTION & UP-SELLING

Cross promotion can happen for similar value items, higher value items, complimentary items or accessory items.

When a buyer places a bid or chooses "Buy It Now" for one of your items they'll see up to 12 of your other items

In every item description, be sure to include the text "Please check out my other auctions!"

Don't just list your items on eBay and forget about them. Post links to your auctions from your blog and on your own e-storefront.

List in multiple categories, multiple types of items, and high-demand items in case you are selling same type of item that can be categorized differently.

Send personalized emails with Buy Now and Auction details.

Advertise up to 50 additional eBay items on every listing using apps like Froo!

For up-selling, create bundled listing to increase your average cart value.

IMPROVING SELLER RATINGS

Describe the items accurately.

In your listings, spell out your policies and how buyers can reach you. Tell your buyers how quickly they can expect a response and follow through on the expectations you've set:

- Manage the emails you send to eBay buyers in My eBay.
- Respond to emails and phone calls quickly.
- Include answers to frequently asked questions in your listings to help avoid routine enquiries.
- Stay calm and keep an open mind in all your communications with buyers. When treated with courtesy and consideration, even the most disgruntled buyer can become a loyal customer.

You'll be awarded an automatic 5-star detailed seller rating for Communication when a transaction meets all of the following criteria:

- Tracking is uploaded or the item is marked as dispatched within 1 working day after payment has been received.
- Stated dispatch time is 1 working day or same day.
- The payment method is PayPal, making the payment date visible to eBay.

Dispatch the items as soon as possible after you receive the payment. Specify the postage policies, delivery times, costs and tracking numbers. Merchants offering free postage also get an automatic 5-star detailed seller rating.



Commerce Monks

DOWNLOAD GUIDE

www.commercemonks.com/handbook

ONE STOP SHOP FOR ALL YOUR E-COMMERCE NEEDS

Commerce Monks helps E-Commerce businesses across the globe for their Marketing, Operations, Design & Technical needs.

We offer the first of its kind service model where our clients can select from our wide range of E-Commerce A-la-carte services that offers varied solutions to their day to day E-Commerce challenges.

We are confident that our strong execution processes, service quality and eBay knowledge will add a great value to your business.

SOME OF OUR SERVICES

- E-Commerce Marketing
- Product Merchandising
- Marketplace Management
- Analytics & Reporting
- Creative & Technical Support

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