Do You Have An Ebay Store?

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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

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.