

Tips For Improving Your eBay Business

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Is your Ebay business not performing as well as you had hoped? Are you having auctions that do not sell? Maybe the auction is not getting noticed as well as it could. There are some simple tips you can use to improve your Ebay business.

Title of the auction.

The title of your ebay auction is what draws a potential customer to click on your ad. If the title does not catch their eye they will move on to the next ad. If you are selling a baby outfit you might put a title like "Girls Baby Outfit". This title does not tell you what size the outfit is, or if the outfit is for summer or winter. A customer would probably skip this ad over and go for one with more information. A better title would be something like this "Adorable Baby Girl Summer Outfit size 6 months". This catches the eye with adorable and gives the information a customer would need. It gives the size and tells the outfit is for the Summer. A customer would know if this is something they are looking for by the title. The title will bring the customer in to look at the item your Ebay business is offering.

Pictures, Pictures, Pictures.

We have all heard the phrase a picture can say a hundred words. This is very important for your Ebay business. A customer is ten times more likely to click on an ad that has a picture. While you can describe the item terrifically a picture can seal the deal. A picture lets the customer know exactly what to expect with the item. You will want good clear pictures of the items you are selling. This can be a huge improvement to your Ebay business. Simply adding a picture or two of each item you have listed can increase the number of sales you have. If an item has a defect like a stain or hole take a picture of it. This will save you from problems with an unhappy customer later. Take pictures of all angles. Most people want to see an item before they buy it. No matter how good your ad sounds if a person can not see the item they will most likely pass it up. Adding pictures is a simple improvement for your Ebay business.

The description.

The description is the next thing a customer will see when looking at your auction listing. The description will need to be very accurate to keep good feedback for your Ebay business. If you do not list any problems there are with an item you can be sure the customer will when they leave your business negative feedback. They will also never return to buy from you again. The ad needs to be clear and concise. If the item you have for sale is clothing you need to tell what size it is. Is the item new or used? Sometimes people want to know if the item came from a house that had pets, or a smoker due to allergies. The customer will want to know how much the shipping will be for the item you are selling. They want to know how long they have to pay if they win the auction, and what methods of payment you accept. The customer will want to know how long after payment will you ship the item. These are all great bits of information to include in the description.

Improving your Ebay business does not have to be hard. Just follow these simple tips and your Ebay business will be booming.

