



November 2005 Member Teleclass

“Keywords: Your Roadmap to Success”

- Using the right keywords will enable buyers to find your listings
- You must think like a buyer, not like a seller when selecting keywords
- Keyword effectiveness must be tested and tracked
- There are several tools you can use, both free and paid to help you select the right keywords for your business
- Keyword selection is not an absolute. You must play around with it and try different things to see what works.

“All online roads to your business, products and services begin with relevant keywords. Without having the right keywords associated with your store and your listings, buyers will be hard-pressed to find your products on eBay or the Internet.”

1. What are keywords?

- Relevant words or terms used by eBay buyers and Internet searchers to locate your eBay listings and your eBay store.

- Keywords can be one word or more commonly 2 or more words called a “keyword phrase”.

“As Woody Allen once said ‘80% of success is just showing up’. Without selecting the right keywords, you are not showing up to play the game.”

2. The importance of keywords

- Picking the right keywords is critical
- 95% of buyers on eBay find products through keyword searches
- The Internet is keyword search driven
- Searchers are getting more specific in their search terms
- This means ***your*** keywords must become more specific
- eBay allows keyword search for title *and* description, but most people don’t use that search function.
- You have 55 characters in your listing title to get the buyers to find your products
- Without using the correct keywords in your eBay store, the search engines will not return it as part of the search results

Where to Use Keywords

3. Title keywords

- A significant word or phrase that buyers would use when searching for your product
- 55 characters. Most valuable “real estate” on eBay. Use them wisely
- Sub-titles are not searchable
- Caps versus lower case – this does not affect buyer searches

Let's look at an example of a listing title with very low searchable keywords and one with highly searchable keywords that will draw people to it like a magnet.

In this example, the seller is selling an Ikea computer desk.

In example A, we will look at a title that will leave the listing wanting for visitors.

Title A: "Beautiful Computer Office Desk"

This title may pull some buyers who are looking for a desk.

It will also get some buyers who want a computer desk.

And maybe even a few that are looking for a desk for their office.

But if there are 7000 other computer desks listed on eBay, chances are the buyer will never get to your listing.

Additionally if the buyers are looking specifically for an Ikea computer desk, they most likely will never find this listing because the Ikea brand name is not in the title.

Now let's look at Title B. It will attract buyers to your listing

like a magnet!

Title B: "NEW Ikea Grontaal Computer Desk MGT-786 Beech Hutch 78" H"

This title contains highly searchable keywords.

In fact, every keyword in this listing is one that a potential buyer who is in search of an Ikea computer desk might search on.

Look at all the searchable keywords that are crammed into that title!

Your buyer can search on the company name, style name, model number, wood, design, height and whether or not the item is new.

The chances that a potential buyer will find your listing using one of those keywords is pretty close to 100%!

4. Listing description keywords

- Make sure that your relevant keywords are in your listing description in the event that a buyer searches both "title and description"

5. About Me Page keywords

- About Me pages are submitted to the search engines now.
- This makes it very important to include all relevant keywords on your About Me page.
- Describe your products and business in detail with keywords and keyword phrases on your About Me page.

6. eBay Store Keywords

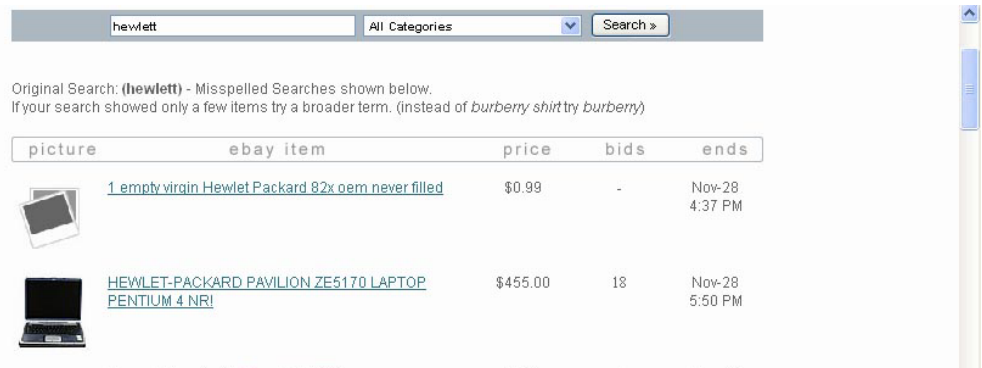
- Store description
- Store categories
- Custom keyword section in Seller Manage Store

For step-by-step instruction on how to set up your eBay store and optimize your keywords, listen to the Feb 2005 WDIS Teleclass at: <http://tinyurl.com/75fcu>

Which Keywords Should I Choose?

7. Keyword Analysis

- Highest relevance
- Think like your buyer, not how YOU would search
- Single words and keyword phrases
 - Black leather clutch versus purse
- Specific rather than general
 - Fuzzy dice versus car accessory
- Identify obvious keywords
- Single versus plural
- Split or merged words
- Hyphenated words
- Examine eBay competitors
 - Sort Completed Listings by highest prices
 - Review keywords used
 - Use a guide, not as final say
- Include obvious spelling mistakes
 - <http://www.fatfingers.com>
 - <http://www.typobid.com>



- Use keyword analysis tools
- Testing and tracking
- Document results

8. Overture's Keyword Suggestion Tool

- FREE tool. Found at <http://inventory.overture.com/d/searchinventory/suggestion/>
- Ranks keyword search popularity for the previous month

The screenshot shows a Microsoft Internet Explorer window titled "Keyword Selector Tool - Microsoft Internet Explorer". The address bar displays "http://inventory.overture.com/d/searchinventory/suggestion/". The page content shows a table of search results for August 2005. The table has two columns: "Count" and "Search Term". The top result is "lamp" with a count of 173151. Other results include "table lamp", "floor lamp", "lamp shades", "projector lamp", "tiffany lamp", "lamp plus", "desk lamp", "lava lamp", "auto lamp", "oil lamp", "lamp berger", "car lamp singapore", "antique lamp", "strip lamp", "fog lamp", "hanging lamp", "infocus projector lamp", "hurricane lamp", "lamp post", "lamp part", "wall lamp", "lamp shade", "fragrance lamp", "touch lamp", "tail lamp", "aladdin lamp", and "light house lamp".

Count	Search Term
173151	lamp
65559	table lamp
54853	floor lamp
36112	lamp shades
31868	projector lamp
30191	tiffany lamp
24996	lamp plus
16977	desk lamp
15966	lava lamp
14669	auto lamp
11709	oil lamp
11117	lamp berger
6800	car lamp singapore
5977	antique lamp
5480	strip lamp
5296	fog lamp
5077	hanging lamp
4523	infocus projector lamp
4493	hurricane lamp
4469	lamp post
4357	lamp part
4307	wall lamp
4171	lamp shade
3962	fragrance lamp
3788	touch lamp
3732	tail lamp
3683	aladdin lamp
3524	light house lamp

9. Good Keywords

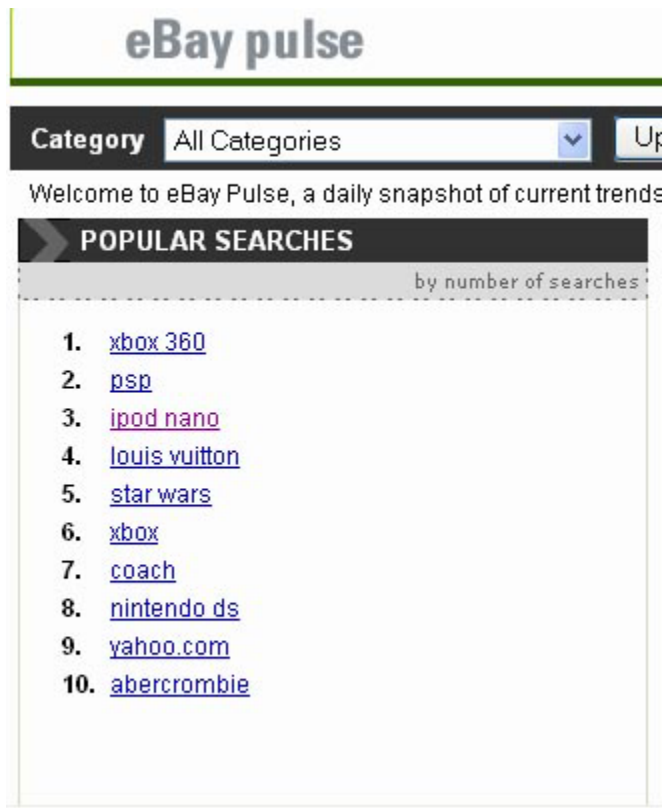
- FREE tool. Found at <http://www.goodkeywords.com>
 - Download application
 - Search multiple search engines
 - Check misspelled words
 - Keyword phrase builder
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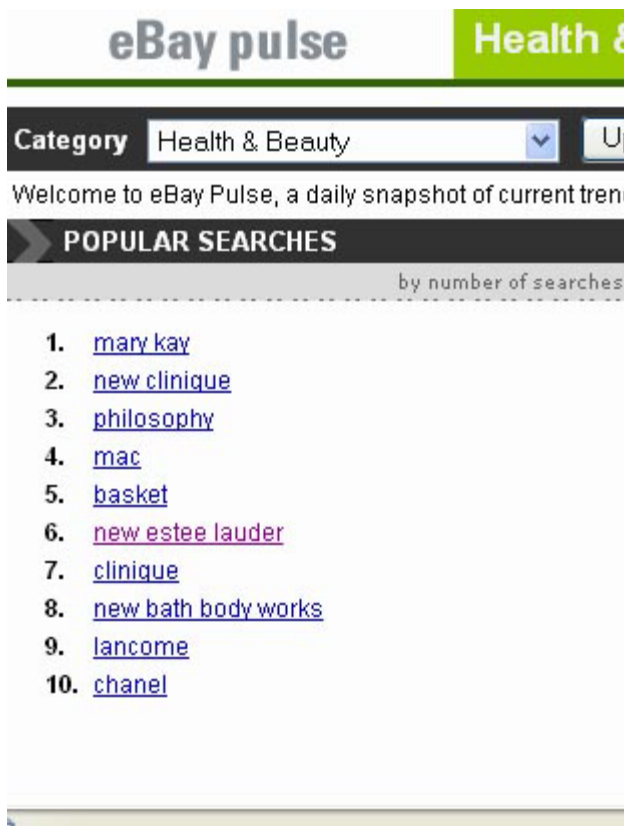
10. Wordtracker

- PAID tool. Found at <http://www.wordtracker.com>
 - Best keyword tool on market
 - Different pricing options
 - Keyword phrase counts over multiple search engines
 - Similar terms and synonyms as well as usage statistics
 - Common misspellings
 - Keyword page comparisons
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10. eBay Pulse

- FREE Tool
- eBay Pulse is a daily snapshot of the eBay marketplace.
- eBay Pulse features top 10 popular searches overall
- Top 10 category searches





11. eBay Marketplace Research

- PAID tool.
- 90 days of eBay historical completed items data.
- Top 20 keyword searches

12. Google Search Term Suggestor

- FREE tool. Found at <https://adwords.google.com/select/main?cmd=KeywordSandbox>
- Good for keyword suggestion
- No search counts

13. Google Zeitgeist

- FREE tool. Found at <http://www.google.com/press/zeitgeist.html>
- Little known tool provides interesting keyword insight
- Compiles top searched terms
- Good for niche/product selection too

14. Testing and Tracking

- Run two listings that are exactly the same using different keywords
- Track visits to listings, sales, final sales prices
- Document in a spreadsheet
- Are there specific keywords that perform better

15. Buying eBay Keywords

- Advertising program for eBay pay per click advertising at <http://pages.ebay.com/keywords/>
- Buy keywords and create ads
- Keywords must be specific to drive targeted buyers

