



The eBay Auction Newsletter

Issue 0406 - June 9, 2007

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Proudly published for over 4 years by Brian McGregor

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Or tell them to grab their own copy free from:

<http://www.auctioninnercircle.com>

Welcome from Brian McGregor



I have produced the eBay Auction Newsletter for over 4 years. I hope you have found value from it. Remember all the previous issues are freely available in the [Newsletter Archive](#).

My latest eBay venture is the 7 week training course designed to assist you in making more money from selling on eBay.

The unique feature of this training course is that it is guaranteed.

You can take the full course and, if you don't feel it has delivered what you expected, you can have your money back. Without quibble.

If you take the training, I should mention that you also get 7 weeks of access to me for my personal input on your eBay auctions or any other aspect of your eBay business.

You can check it out here:

<http://www.workwinners.com/eclass/>

Speak to your soon.



1. Thought for the Day

"To have a great idea, have a lot of them."

Thomas A. Edison

2. Will Sellers Ever Learn?

Looking to buy a starter electric guitar for my nephew I searched for "guitar" on eBay. eBay brought back 77,853 auctions with guitar in the title!

That was rather a lot to scroll through, so I thought to myself, "I wonder if I can be devious here?".

I changed my search to "gutar", deliberately omitting the letter i.

That search brought back 9 items. One of these was a Yamaha guitar with practice amp. Ideal for what I needed.

This is an important lesson for eBay buyers and sellers.

If you're buying, remember that sellers can make spelling errors in their auction titles. If you're looking for an item, remember to try misspelled versions of your search words. You might just uncover a real bargain!

Here's an excellent online tool you can use to instantly find those misspelled bargains:

<http://www.bargainchecker.com/>

Incidentally, if you're selling on eBay, you'd better make sure your auction title is spelled correctly. If you don't, you may find you have to sell your item for a much lower price than you expected!

3. Traffic from Google to Your eBay Auctions

Did you know when you sell on eBay, you can also get traffic to your eBay auctions from Google.

I use, and am an affiliate for a product called Build A Niche Store (BANS). In summary, BANS enables you to instantly create an online store comprised of live eBay auctions from any category you select. You can place these niche stores within existing websites or blogs. Or you can use a niche store as the basis of a new website or blog.

Anyway, back to Google traffic.

I currently run this **Classified Ad format auction** on eBay for BANS.

In creating the title for this auction, I considered carefully the type of words which potential users of this system were likely to use in their searches. The auction title I wound up with is:

MAKE MONEY eBay affiliate store on YOUR website / blog

This is showing reasonable eBay traffic. But what I also know is that I am getting additional traffic from Google. This is because the keywords in my title earn me good positions in Google search returns. Try keying this into Google search, and you'll see what I mean:

make money ebay affiliate store

Last time I checked, my auction was in 3rd position on Google for that search term.

Incidentally, if you scroll down the Google results page, you'll find my auction also appears in position 6 too. If you click over to eBay you'll see this is a search results screen which eBay has created on the fly for MY Google query.

So, whilst many internet marketers spend time and money in trying to get listed high in Google search returns, we eBay sellers can achieve this for nothing!

4. News and Views

Save some money

Don't buy any ebooks which tell you about the basics of eBay. You can get all this information without charge, courtesy of eBay in their new video series. You'll find the videos here:

http://www.ebayuniversity.com/features/ebay_live_2006/?ssPageName=CMDV:AB

When you're ready to exploit the real power of eBay, read my top seller "The eBay Formula":

<http://www.more-auction-sales.com>

eBay Approved Video Hosts

Speaking of videos, you may know that an increasing number of auctions include embedded video in their auction description pages. This makes perfect sense, as video is an excellent way to showcase certain items.

But did you know that eBay only allow embedded videos from sites that they have approved? If you plan to use embedded videos in your auctions, make sure you use an approved video host. You can check out the approved list here:

<http://pages.ebay.com/help/policies/listing-links.html>

You'll find a further video list update here:

<http://www2.ebay.com/aw/core/200706.shtml#2007-06-01120450>



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NOTE: Depending on when you view this newsletter, you may find some links to third party sites no longer work. I know how frustrating this can be. But please don't shoot the messenger! The internet is a fast moving environment and, as the newsletters age, it is to be expected that some links may become obsolete over time.

The moral of the story?

If the newsletter sends you to a site that interests you, and you think you might want to refer to it later, make sure you store the site address in YOUR favorites.