



## The eBay Auction Newsletter

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*Proudly published for over 4 years by Brian McGregor*

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<http://www.auctioninnercircle.com>

## Welcome from Brian McGregor



Welcome to the latest edition of the eBay Auction Newsletter.

If you're a new subscriber, a particularly warm welcome to you.

I don't think eBay has ever attracted as much negative press as it has in recent weeks. Following the raft of recent announcements about fee changes and other elements of our beloved website, it looks like eBay is the baddest and meanest person in town.

Now I've no particular axe to grind, but a little perspective may be useful.

First of all, nobody is forced to sell on eBay. And nobody is tied exclusively to eBay. They don't ask you to sign any agreement that says you can't sell your items anywhere else.

If you're selling on eBay, it's down to you to ensure that your business isn't vulnerable or caught out by changes made by your suppliers, your market, the economic climate etc etc.

As far as I'm concerned, eBay has a perfect right to change whatever they like in their business. They will no doubt have carefully considered the impact such changes will make to their business - and by that I mean their members. I can't think of a single reason why eBay would introduce changes that harm their business.

My view, for what it's worth, is that eBay continues to be the best place - bar none - to make money on the internet.

Take care, and good luck in your eBay business.

Speak to your soon.



## 1. Thought for the Day

"The golden opportunity you are seeking is in yourself. It is not in your environment; it is not in luck or chance, or the help of others; it is in yourself alone."

Orison Swett Marden

## 2. The Mysteries of Best Match

If you're an eBay member in the UK, you've probably already noticed that searches you perform now bring back the results in Best Match order. If you're not in the UK, watch out, because eBay's Best Match is being installed across other eBay country sites. The previous default, for many years, was that search returns were presented in the sequence of least time left on the auction.

However, the term Best Match sounds fair enough - it's probably a comfortable term if you're the searcher. How kind of eBay to give me a list of auctions to look at starting with the "most Best Match" at the top!

But if you're an eBay seller, you've now got a real problem.

Before Best Match, you knew that eBay's searching mechanism was simple and straightforward. If the words keyed in by the searcher appeared in your auction title, your auction would be included in the search return list. Granted, the order of this list defaulted to time left on the auction.

But at least you knew where you were with eBay's keyword searching mechanism. Assuming someone searched on the right keywords, and your auction only had a short time remaining, you knew you would appear high up on search returns - even if it was only for a short period of time.

Now, with Best Match being applied to search results, first of all you have no idea where your auction is going to appear. And second, you don't know if you'll EVER appear on the first few pages of results.

At this point, you might be thinking it would be a good idea to understand how Best Match is arrived at.

I agree. It might be a good idea but, like many good ideas, it's not quite as simple as it seems.

Best Match is made up of a combination of elements. Whilst eBay will tell you what those elements are, they won't tell you the weighting they apply to each element.

It seems that Best Match is comprised of demand factors, listing factors and seller performance factors. Let's look at each of these in turn...

Demand factors are apparently based on eBay's calculation of aspects such as the historical buyer behaviour on eBay for similar searches.

Listing factors include the listing format, keywords used, price, time left on the auction

The seller performance factor is based on a measurement called the Detailed Seller Rating. The DSR is an assessment of the seller, and the better DSR sellers have, the better it is for Best Match. A good DSR required sellers to have, for example, a high percentage of satisfied buyers, and high shipping & handling charge ratings.

For most sellers, the only way to analyse how Best Match impacts their auctions is to conduct some research.

Here's an excellent example of how you can do that

<http://www.auctioninsights.info/ebays-best-match-made-simple.html>

Having said all of this, there's not much point in getting the slide rule and calculator out and having sleepless night. eBay says Best Match will be different across different queries, different categories, different countries - even potentially different buyers.

Pass the black coffee please...

### 3. A Load of (Golf) Balls

About 2 months ago I suggested you download an ebook called "Overlooked Treasures". The sub-title was something like '91 Common Everyday Items that Brings Huge Profits on eBay'.

I don't know whether you collected your copy, but I did a little research on one of those 91 Common Everyday Items - golf balls. And I became not a little excited.

If you're not a golfer, you need to understand that many golfers are very passionate about their hobby. And, as you may know, golf can be a relatively expensive hobby.

If you combine hobby passion with hobby cost, what you have is a lucrative niche in which to operate. So, back to our 91 ebook ....

One of the ideas suggested is to acquire and sell two-coloured golf balls. I don't mean two coloured golf balls here. I mean golf balls which are comprised of two colours.

These two-colour golf balls were produced as a promotion for Ping, the golf equipment manufacturer.

It's not known exactly how many of these two-coloured golf balls were produced, but they are valued highly by collectors.

Here's an example of a recent auction on ebay.com for one of these golf balls.

I don't know about you, but I would be pretty happy getting \$960 for a single golf ball. Particularly if I had found that ball in a charity shop, or a car boot sale!

But that's just one example from the "Overlooked Treasures" ebook.

Why not download your copy today? It's at zero cost, and you can get it from here:

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

You never know what it might trigger in your mind...

Not to mention your pocket!

#### 4. A Gift From Me to You

If your head is spinning with all these changes to eBay, or if life is just too hard to take at the moment, here's something that might help.

If you know you're going to get into a situation of conflict, make sure it happens when you are at your strongest.

Find out when that time is each month with this biorhythm calculator:

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

## 5. News & Views

### Don't Get Spoofed

AI know you will have received spoof emails where the emailer entices you to click on a link in the email.

That link takes you to a website which looks like a well known, branded site (like eBay or PayPal for example). By using long and confusing URLs the attacker hopes you believe the site to be genuine so you will disclose your username and password.

SpoofStick is a no cost browser extension that helps you detect spoofed (fake) websites. You can read about it, and download it from here:

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

By the way, SpoofStick works on Internet Explorer and Firefox browsers.

### eBay Desktop 1.0 Released

leBay Desktop 1.0 provides a desktop alternative to the eBay website. You can use it to search, browse, bid, keep track of your auctions, and more.

When you first start the program, you'll be met with a nifty little video introduction to the eBay desktop. The eBay desktop home page allows you to track all your bidding and watching activity, and there are separate tabs for finding items, tracking and paying for your winning bids, and a feeds tab.

Currently more a buyer's tool than a seller's, nevertheless a useful addition by eBay which you can get from here:

<http://desktop.ebay.com/>

Sorry, not yet available for use on ebay.co.uk

### Show Your Auctions on Your Website - The Easy Way

If you have a website (or more than one), and it is relevant to your eBay auctions, there is a lovely new facility which enables you to easily display your auctions on your website.

Why would you want to do this? Well, your website traffic may well be different people from your eBay auction traffic. So you are giving your auctions additional exposure they would otherwise not have received.

Here's where you can find the facility:

<http://affiliates.ebay.com/odcs/custom.htm?template=EditorKit>

### **One Click Pricing Research on eBay**

Here's a handy (zero cost) tool for researching eBay selling price information. It's called Get4It.

You can use any search term and find out highest, lowest, and common prices for items matching your term. You can refine your search until your heart's content.

Get4It is really easy to use, and you can access it here:

UK eBay

<http://www.get4it.co.uk/>

USA eBay

<http://www.get4it.com/>

### **How's Your Brain Today?**

Here's a puzzler for you.

If you can subtract one number from another, try this...

<http://www.learnenglish.org.uk/games/magic-gopher-central.swf>

## 6. Someone's Auctioning What???

Nothing surprises me when it comes to internet auctions. Amuse yourself with some of these beauties in our regular trawl through eBay's auctions.

[And presumably Nathaniel himself wrote the auction page?](#)

[No Oscar this year? Hold your own with this...](#)

[More like Popeye I thought. What do you reckon?](#)

[I'd need a test drive first...](#)

[Wonder if Wells Fargo might be interested?](#)

Disclaimer - I have no association with any of the sellers of the above items.



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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.