

How To Drive Traffic To Your eBay Store

By Emily Thomas

While there are *many* profitable reasons to open your own eBay store (lower listing fees, a personalized and permanent URL, use of the Accounting Assistant feature, etc.), there is one disadvantage as well—eBay Store listings are not displayed as frequently in the eBay search results as standard auction listings. That means your eBay Store won't get much traffic and you won't make as many sales, right?

Wrong!

I have years of experience with selling on eBay, and I've come up with three strategies to overcome this one obstacle. And believe me, once you get the traffic flowing to your eBay Store, it can be a very profitable venture!

1. Offer an equal amount of auction and Store items.

When you offer an equal amount of auction and store items, you have the opportunity to use your auction items as marketing tools to promote the other products available only at your store.

You want to offer one item for auction that represents each type or style of item that you offer in your store inventory in order to draw buyers to your store. For example, you would want to offer a sweatshirt in just one color and one size as an auction item, which will then bring buyers who need a different color or size to your store in order. In your item description you could say something like, "To view this item in other colors and sizes, visit my eBay Store at [link]."

2. Use outside sources to market your eBay Store.

Every time you are able to bring in a sale from a customer outside of eBay, such as from search engine results, you save 75% on the final fee you pay to eBay. Think of how much money this will save you over time!

Because of this, you should strive to market your eBay Store everywhere you can. Use your URL to direct traffic from outside of eBay right to your store by placing it on anything from emails to blogs.

3. Include keywords in the title and description of your Store listings.

Keywords are the best way to bring your listings to the forefront of search engine and eBay search results. The more keywords you use, the more access buyers will have to your products.

Using these strategies will ensure that your eBay Store receives more attention than any other seller on eBay. This increased attention will easily translate into increased sales. Satisfied customers who become familiar with the personalized design of your eBay Store will undoubtedly return to check out more of your products and become regular buyers.

About The Author: *Emily Thomas is a work-at-home mom and a pioneer in the field of online auction listings. Her innovative programs are single-handedly responsible for the huge growth in the auction listing work-at-home industry. To learn more about Emily, visit her [blog](#).*