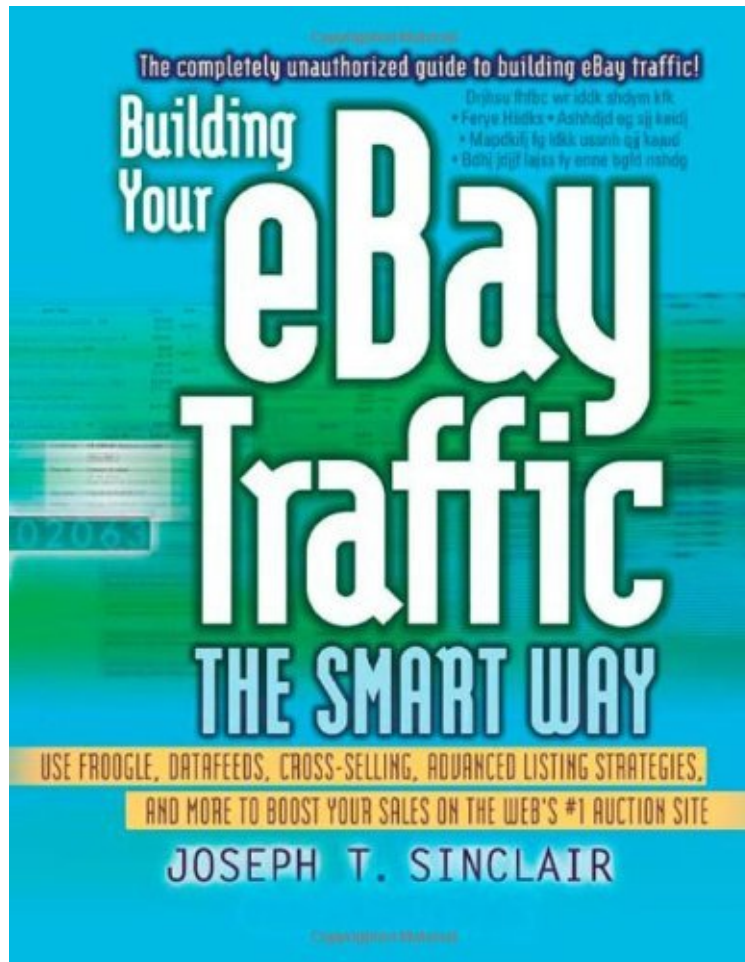


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Building Your eBay Traffic the Smart Way: Use Froogle, Datafeeds, Cross-Selling, Advanced Listing Strategies, and More to Boost Your Sales on the Web's #1 Auction Site

Joseph T. Sinclair

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"What if you could double your eBay sales with one mouse click? Sound impossible? Welcome to the next big development in the world of online auctions: datafeeds. Using a datafeed to export your eBay auction listings, your items will now surface in shopping-focused searches performed by engines like Yahoo! Shopping, Amazon, and Google's new Froogle service. Instead of a general search, which finds thousands of Web pages that merely mention an item, sites like Froogle and Yahoo! Shopping return a list of online retailers who actually sell the product. Would you like to be on those lists? "Building Your eBay Traffic the Smart Way" gives you dozens of new strategies for reaching people whose only goal is to buy. With auction management software or a service, your eBay business information is kept in a database that can feed information to other e-commerce systems - like Froogle, Yahoo! Shopping, Amazon, and other product search engines. Which means that your product is now available not only to eBay buyers but also to a whole new universe of online shoppers!" "Building Your eBay Traffic the Smart Way" also unlocks the incredible power of cross-selling (linking from one auction to another), targeted advertising, pro-quality photography, eBay stores, online malls, and much more!"

From the Inside Flap Even if yoursquo;ve got a great product and a powerful presence on eBaydash;solid reputation, great feedback scores, terrific pictures and information, and a win-win price pointdash;there are still a lot of things you need to do to really maximize your sales. High-volume selling on eBay boils down to one simple fact: The more people view your listings, the more sales you will make. So how can you easily increasemdash;even doublem dash;the number of people who view every product you list on eBay? Welcome to the next big development in the world of online auctions: datafeeds. Many auction management services will tell you that theirsquo;re already using them, but those services rely on a one-size-fits-all approach. You can blow away their results when you create your own. Sound complicated? Relax. Just like eBay itself, using datafeeds is simple, straightforward, and with a little practice will become as easy (and crucial to your eBay success) as everything yoursquo;ve done so far. And once yoursquo;re set up, all your listings will show up not only on eBay, but in shopping-focused searches performed by giants like .com, Yahoo!Shopping, and Googlersquo;s new Froogle service. Instead of a general search, which will turn up thousands of irrelevant pages that merely mention the item, these sites return a list of online retailersmdash;like youmdash;that actually sell the product. Yoursquo;ll be instantly positioned in front of millions of people whose only goal is to buy! Building Your eBay Traffic the Smart Way tells you everything you need to know to get started with this lucrative strategy, from what software yoursquo;ll need to keeping everything super-organized. And datafeeds are just the beginning. eBay master Joe Sinclair also unlocks the tremendous power of other proven eBay sales boosters, including: middot; Cross-selling (creating links among all your online auctions, for maximum visibility and customer choice) middot; Targeted advertising (full, descriptive summaries that will answer all your customersrsquo; questions in one place) middot; Professional quality photography (from equipment choices to product styling, image processing to workflow management) middot; eBay stores (another way to make all your products available simultaneously) middot; Global selling (increase your visibility by at least 30% when you list on dozens of eBay sites around the world) middot; And a lot more Completely unauthorized, 100% candid, and written by the undisputed guru of eBay selling, Building Your eBay Traffic the Smart Way is your key to truly enormous eBay visibilitydash;and profits.

***** If you think making money on eBay was easy before, just wait till you try this! Building Your eBay Traffic the Smart Way reveals strategies to increase the number one factor in eBay sales: the number of people who view your product. The more "eyeballs" you attract, the more products yoursquo;ll sell. This unbelievably powerful book shows step-by-step how to get all your items listed not only on eBay but also on .com, Yahoo!Shopping, and the shopping search engine that promises to be the big kahuna of them all, Froogle. Using the power of datafeeds (a simple technology that lets you feed information about your products to other online retailers), yoursquo;ll instantly put your merchandise in front of millions more people who are ready to buy! Couple that astonishing leap with the authorrsquo;s proven tips for dynamic marketing, advertising, photography, business management, and more, and yoursquo;ll see a truly huge boost in your online visibilitydash;not to mention your bottom-line results! This completely unauthorized book gives you the inside strategies yoursquo;d never get from your auction management service, or even from eBay itself. To get every possible potential buyer to see your products, start Building Your eBay Traffic the Smart Way! Praise for eBay the

Smart Way: "hellip;'must' reading for anyone considering buying or selling on eBay."mdash; Bookwatch "Check out eBay the Smart Wayhellip;for a wealth of tips on growing your business."mdash;eBay Magazine "hellip;a solid primer for buyers and sellers on the world's No. 1 open market."mdash;The Pittsburgh Post-Gazette "This is a well-written, comprehensive guide."mdash;Australian Personal Computer Praise for eBay Business the Smart Way: "Whether you're thinking about buying or selling online, or are already doing so, this is an easy-to-read, highly informative book that covers eBay from soup to nuts."mdash;Barbara Weltman's Big Ideas for Small Business newsletterAbout the Author Joseph T. Sinclair (Vallejo, CA) is the author of eBay the Smart Way (0-8144-7204-4), eBay Motors the Smart Way (0-8144-7252-4), and other titles in the eBay the Smart Way series. He has also been a successful online entrepreneur.