## **Workshop Worksheet**

## **Hogging the Spotlight for Your eBay Auctions**

1. Quiz: Name three ways to attract more attention to your auction.

a.			
b.	 		
C.			

2. Let's analyze the keywords included on the Keywords tab.

Welcome Findings Report Auction Seller Keyword Filter This Report									
Drag	Drag a column header here to group by that column								
	Keyword	# of Auctions ▽	Auction Success Rate	ASP/Item	% of To				
1	EXTERNAL	162	51.23 %	\$10.94					
2	ZIP	162	51.23 %	\$10.94					
3	100MB	162	51.23 %	\$10.94					
4	DRIVE	162	51.23 %	\$10.94					
5	IOMEGA	148	51.35 %	\$11.31					
6	100	49	46.94 %	\$14.94					
7	SCSI	37	59.46 %	\$15.03					
8	Z100P2	31	29.03 %	\$8.94					
9	PARALLEL	28	46.43 %	\$6.07					
10	DISK	20	75.00 %	\$13.43					
11	PORT	19	42.11 %	\$3.97					
12	МВ	19	68.42 %	\$17.37					
13	W	17	29.41 %	\$13.26					
14	CABLE	17	41.18 %	\$9.75					
15	ZIP100	14	71.43 %	\$14.66					
16	NEW	14	57.14 %	\$22.67					
17	EXCELLENT	9	44.44 %	\$6.12					
18	PLUS	8	25.00 %	\$9.48					
19	POWER	8	62.50 %	\$10.41					
20	PC	8	62.50 %	\$13.79					

Image 1

a. In the table below, write the top seven keywords we discover would make our auction the most successful. Also include the number of auctions the keyword was included in:

Keyword	# of Auctions with the Word	Success Rate	Sales Price
		%	\$
		%	\$
		%	\$
		%	\$
		%	\$
		%	\$
		%	\$

b. Write an auction title that includes the keywords we've identified as those belonging to the most successful auctions. (Remember, eBay limits the length of auction titles to 55 characters.)

3. Quiz: Describe how to set up the data in the DeepAnalysis keywords tab to easily find successful auction title keywords:

4. Let's explore the best category for our auction.

<u>W</u> elcome   Findings   <u>R</u> eport <u>Auction</u>   Seller   <u>K</u> eyword   Filter This Rep										
Drag	Drag a column header here to group by that column									
	Include	Item	Title	Total Sal∈ ▽	High Bid	Sta				
1	$\square$	5241845156	IOMEGA 100MB EX	\$40.00	\$40.00					
2	$\square$	5242991949	Iomega 100MB SC:	\$35.00	\$35.00					
3	✓	5242884629	<u>Iomega External 10</u>	\$29.50	\$29.50					
4	✓	5236262788	ZIP 100MB SCSI D	\$24.22	\$24.22					
5	$\square$	5232932453	lomega external 10	\$21.80	\$21.80					
6	✓	5234426782	NIB IOMEGA ZIP 1	\$20.50	\$20.50					
7	✓	5234484343	ZIP 100MB SCSI D	\$20.50	\$20.50					
8	$\square$	5243721801	<u>Iomega External Zir</u>	\$20.50	\$20.50					
9	$\square$	5242918450	iOmega External 10	\$20.00	\$20.00					
10	$\square$	5243043155	lomega ZIP drive 1	\$19.95	\$19.95					
11	✓	5245987592	<u>Iomega Z100P2 10</u>	\$19.00	\$19.00					
12	✓	5231152379	ZIP 100MB SCSI P	\$17.96	\$17.96					
13	✓	5241489742	lomega external 10	\$16.99	\$16.99					
14	✓	5231519471	~ZIP 100MB SCSI	\$16.98	\$16.98					
15	V	5232972508	~ ZIP 100MB SCSI	\$16.98	\$16.98					

Image 2

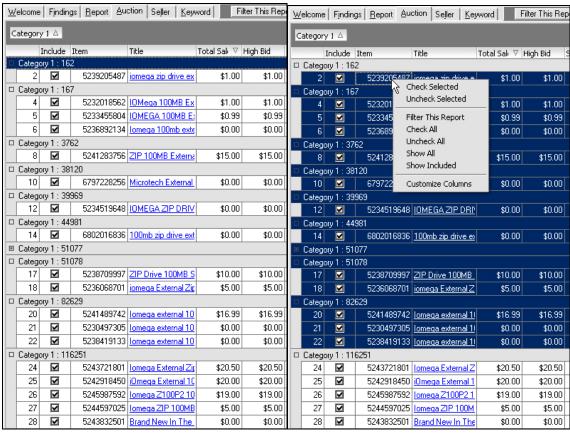


Image 3 Image 4

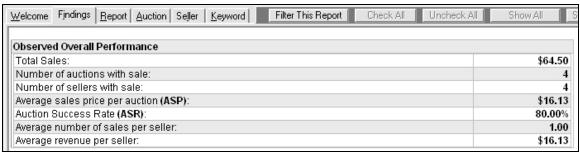


Image 5 (Category #116251 data)

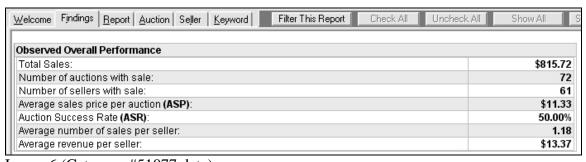


Image 6 (Category #51077 data)

a.

Category #	# of Auctions with a sale	Success Rate	Sales Price
116251		%	\$
51077		%	\$

b.

category: Computers & Networking > Drives, Controllers & Storage > Hard Drives - External, Zip, Jaz > Zip > 100 MB & Less

## Zip 100 SCSI Disk Drive

in for your status

Image 8 (Category #116251)

Listed in category: Computers & Networking > Drives, Controllers & Storage > Hard Drives - External, Zip, Jaz > Zip > Other

## CSI External Zip 100 Disk Drive +EXTRAS

em? Sign in for your status

Image 7 (Category #51077)

- c. Write the category you think will give you the best chances of getting your auction seen.

  5. Quiz: Why did we only consider 2 of the possible 10 categories? What was wrong with the other 8?
- 6. Now we're going to determine which eBay features might attract more attention to our auction. To do this, we'll compare the average success statistics (in the Executive Summary) to the success statistics for the eBay listing features (in the Feature Analysis report).

**Executive Summary** 

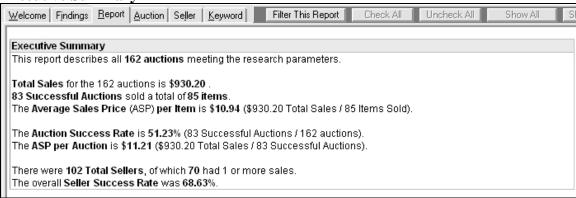


Image 9

Feature Analysis Report

Welcome Findings Report ∆	uction   Se <u>l</u> ler	Keyword	Filter TI	nis Report	Check All	Uncheck	KAII Show	v All S
Research Report Index								
Item Description  Number of Total Auctions Sale  Number of Auctions Sale  Number of Total Auctions Sale  Number of Total Auctions Sale  Number of Total Auctions Success Rate  Number of Total Auctions Success Rate  Number of Total Auctions Success Sales  Number of Su								% of \$ Sales
Feature Analysis								
Reserve Price	1	0.62%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Featured	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Featured	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Picture	73	45.06%	47	64.38%	56.63%	\$13.71	\$644.20	69.25%
Bold	2	1.23%	2	100.00%	2.41%	\$7.50	\$14.99	1.61%
Highlight	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gift	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

Image 10

- a. Executive Summary Average Success Rate:
- b. Executive Summary Average Sales Price:
- c. Which listing features have a better Auction Success Rate than the Average Success Rate on the Executive Summary?
- d. Which listing features have a better ASP (Average Selling Price) than the ASP on the Executive Summary?
- e. Compare the listing Feature statistics with the Executive Summary statistics to recommend features you think I should order when I list my auction:

- 7. In review, please write the three things I should do to attract more attention to my auction:
  - a. Auction Title: \_\_\_\_\_
  - b. Category:
  - c. Listing Features:

You can get the Sellers Guide at http://www.hammertap.com/support/sellersguide.pdf.