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 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	MB	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.

Image 2

Image 3

	Include	Item	Title	Total Sal ▽	High Bid
Category 1 : 162					
2	☑	5239205487	iomega zip drive ex	$1.00	$1.00
Category 1 : 167					
4	☑	5232018562	IOMega 100MB Ex	$1.00	$1.00
5	☑	5233455804	IOMEGA 100MB E:	$0.99	$0.99
6	☑	5236892134	Iomega 100mb exte	$0.00	$0.00
Category 1 : 3762					
8	☑	5241283756	ZIP 100MB Externa	$15.00	$15.00
Category 1 : 38120					
10	☑	6797228256	Microtech External	$0.00	$0.00
Category 1 : 39969					
12	☑	5234519648	IOMEGA ZIP DRIV	$0.00	$0.00
Category 1 : 44981					
14	☑	6802016836	100mb zip drive ext	$0.00	$0.00
Category 1 : 51077					
Category 1 : 51078					
17	☑	5238709997	ZIP Drive 100MB S	$10.00	$10.00
18	☑	5236068701	iomega External Zip	$5.00	$5.00
Category 1 : 82629					
20	☑	5241489742	Iomega external 10	$16.99	$16.99
21	☑	5230497305	Iomega external 10	$0.00	$0.00
22	☑	5238419133	Iomega external 10	$0.00	$0.00
Category 1 : 116251					
24	☑	5243721801	Iomega External Zip	$20.50	$20.50
25	☑	5242918450	iOmega External 10	$20.00	$20.00
26	☑	5245987592	Iomega Z100P2 10	$19.00	$19.00
27	☑	5244597025	Iomega ZIP 100MB	$5.00	$5.00
28	☑	5243832501	Brand New In The	$0.00	$0.00

Image 3

Image 4

	Include	Item	Title	Total Sal ▽	High Bid
Category 1 : 162					
2	☑	5239205487	iomega zip drive e	$1.00	$1.00
Category 1 : 167					
4	☑	523201		$1.00	$1.00
5	☑	523345		$0.99	$0.99
6	☑	523689		$0.00	$0.00
Category 1 : 3762					
8	☑	524128		$15.00	$15.00
Category 1 : 38120					
10	☑	679722		$0.00	$0.00
Category 1 : 39969					
12	☑	5234519648	IOMEGA ZIP DRI\	$0.00	$0.00
Category 1 : 44981					
14	☑	6802016836	100mb zip drive ex	$0.00	$0.00
Category 1 : 51077					
Category 1 : 51078					
17	☑	5238709997	ZIP Drive 100MB	$10.00	$10.00
18	☑	5236068701	iomega External Z	$5.00	$5.00
Category 1 : 82629					
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21	☑	5230497305	Iomega external 1	$0.00	$0.00
22	☑	5238419133	Iomega external 1	$0.00	$0.00
Category 1 : 116251					
24	☑	5243721801	Iomega External Z	$20.50	$20.50
25	☑	5242918450	iOmega External 1	$20.00	$20.00
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27	☑	5244597025	Iomega ZIP 100M	$5.00	$5.00
28	☑	5243832501	Brand New In The	$0.00	$0.00

Context menu items: Check Selected, Uncheck Selected, Filter This Report, Check All, Uncheck All, Show All, Show Included, Customize Columns

Image 4

Image 5 (Category #116251 data)

Observed Overall Performance

Total Sales:	$64.50
Number of auctions with sale:	4
Number of sellers with sale:	4
Average sales price per auction (ASP):	$16.13
Auction Success Rate (ASR):	80.00%
Average number of sales per seller:	1.00
Average revenue per seller:	$16.13

Image 5 (Category #116251 data)

Image 6 (Category #51077 data)

Observed Overall Performance

Total Sales:	$815.72
Number of auctions with sale:	72
Number of sellers with sale:	61
Average sales price per auction (ASP):	$11.33
Auction Success Rate (ASR):	50.00%
Average number of sales per seller:	1.18
Average revenue per seller:	$13.37

Image 6 (Category #51077 data)

a.

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

b.

Image 8 (Category #116251)

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

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.