

## 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.)

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

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

Welcome Findings Report Auction Seller Keyword Filter This Report						
Drag a column header here to group by that column						
	Include	Item	Title	Total Sale ▾	High Bid	Sta
1	<input checked="" type="checkbox"/>	5241845156	IOmega 100MB E	\$40.00	\$40.00	
2	<input checked="" type="checkbox"/>	5242991949	lomega 100MB SC	\$35.00	\$35.00	
3	<input checked="" type="checkbox"/>	5242884629	lomega External 10	\$29.50	\$29.50	
4	<input checked="" type="checkbox"/>	5236262788	ZIP 100MB SCSI D	\$24.22	\$24.22	
5	<input checked="" type="checkbox"/>	5232932453	lomega external 10	\$21.80	\$21.80	
6	<input checked="" type="checkbox"/>	5234426782	NIB IOmega ZIP 1	\$20.50	\$20.50	
7	<input checked="" type="checkbox"/>	5234484343	ZIP 100MB SCSI D	\$20.50	\$20.50	
8	<input checked="" type="checkbox"/>	5243721801	lomega External Zip	\$20.50	\$20.50	
9	<input checked="" type="checkbox"/>	5242918450	iOmega External 10	\$20.00	\$20.00	
10	<input checked="" type="checkbox"/>	5243043155	lomega ZIP drive 1	\$19.95	\$19.95	
11	<input checked="" type="checkbox"/>	5245987592	lomega Z100P2 10	\$19.00	\$19.00	
12	<input checked="" type="checkbox"/>	5231152379	ZIP 100MB SCSI P	\$17.96	\$17.96	
13	<input checked="" type="checkbox"/>	5241489742	lomega external 10	\$16.99	\$16.99	
14	<input checked="" type="checkbox"/>	5231519471	~ZIP 100MB SCSI	\$16.98	\$16.98	
15	<input checked="" type="checkbox"/>	5232922508	~ZIP 100MB SCSI	\$16.98	\$16.98	

Image 2

Welcome Findings Report Auction Seller Keyword Filter This Report					
Category 1 ▾					
	Include	Item	Title	Total Sale	High Bid
Category 1 : 162					
2	<input checked="" type="checkbox"/>	5239205487	<a href="#">IOMEGA zip drive ex</a>	\$1.00	\$1.00
Category 1 : 167					
4	<input checked="" type="checkbox"/>	5232018562	<a href="#">IOMEGA 100MB Ex</a>	\$1.00	\$1.00
5	<input checked="" type="checkbox"/>	5233455804	<a href="#">IOMEGA 100MB Ex</a>	\$0.99	\$0.99
6	<input checked="" type="checkbox"/>	5236892134	<a href="#">IOMEGA 100mb exte</a>	\$0.00	\$0.00
Category 1 : 3762					
8	<input checked="" type="checkbox"/>	5241283756	<a href="#">ZIP 100MB Extern</a>	\$15.00	\$15.00
Category 1 : 38120					
10	<input checked="" type="checkbox"/>	6797228256	<a href="#">Microtech External</a>	\$0.00	\$0.00
Category 1 : 39969					
12	<input checked="" type="checkbox"/>	5234519648	<a href="#">IOMEGA ZIP DRIV</a>	\$0.00	\$0.00
Category 1 : 44981					
14	<input checked="" type="checkbox"/>	6802016836	<a href="#">100mb zip drive ext</a>	\$0.00	\$0.00
Category 1 : 51077					
Category 1 : 51078					
17	<input checked="" type="checkbox"/>	5238709997	<a href="#">ZIP Drive 100MB S</a>	\$10.00	\$10.00
18	<input checked="" type="checkbox"/>	5236068701	<a href="#">IOMEGA External Zip</a>	\$5.00	\$5.00
Category 1 : 82629					
20	<input checked="" type="checkbox"/>	5241489742	<a href="#">IOMEGA external 10</a>	\$16.99	\$16.99
21	<input checked="" type="checkbox"/>	5230497305	<a href="#">IOMEGA external 10</a>	\$0.00	\$0.00
22	<input checked="" type="checkbox"/>	5238419133	<a href="#">IOMEGA external 10</a>	\$0.00	\$0.00
Category 1 : 116251					
24	<input checked="" type="checkbox"/>	5243721801	<a href="#">IOMEGA External Zip</a>	\$20.50	\$20.50
25	<input checked="" type="checkbox"/>	5242918450	<a href="#">IOMEGA External 10</a>	\$20.00	\$20.00
26	<input checked="" type="checkbox"/>	5245987592	<a href="#">IOMEGA Z100P2 10</a>	\$19.00	\$19.00
27	<input checked="" type="checkbox"/>	5244597025	<a href="#">IOMEGA ZIP 100MB</a>	\$5.00	\$5.00
28	<input checked="" type="checkbox"/>	5243832501	<a href="#">Brand New In The</a>	\$0.00	\$0.00

Image 3

Welcome Findings Report Auction Seller Keyword Filter This Report					
Category 1 ▾					
	Include	Item	Title	Total Sale	High Bid
Category 1 : 162					
2	<input checked="" type="checkbox"/>	5239205487	<a href="#">IOMEGA zip drive e</a>	\$1.00	\$1.00
Category 1 : 167					
4	<input checked="" type="checkbox"/>	523201		\$1.00	\$1.00
5	<input checked="" type="checkbox"/>	523345	Filter This Report	\$0.99	\$0.99
6	<input checked="" type="checkbox"/>	523689	Check All	\$0.00	\$0.00
Category 1 : 3762					
8	<input checked="" type="checkbox"/>	524128	Uncheck All	\$15.00	\$15.00
Category 1 : 38120					
10	<input checked="" type="checkbox"/>	679722	Show All	\$0.00	\$0.00
Category 1 : 39969					
12	<input checked="" type="checkbox"/>	5234519648	<a href="#">IOMEGA ZIP DRIV</a>	\$0.00	\$0.00
Category 1 : 44981					
14	<input checked="" type="checkbox"/>	6802016836	<a href="#">100mb zip drive ex</a>	\$0.00	\$0.00
Category 1 : 51077					
Category 1 : 51078					
17	<input checked="" type="checkbox"/>	5238709997	<a href="#">ZIP Drive 100MB</a>	\$10.00	\$10.00
18	<input checked="" type="checkbox"/>	5236068701	<a href="#">IOMEGA External Z</a>	\$5.00	\$5.00
Category 1 : 82629					
20	<input checked="" type="checkbox"/>	5241489742	<a href="#">IOMEGA external 10</a>	\$16.99	\$16.99
21	<input checked="" type="checkbox"/>	5230497305	<a href="#">IOMEGA external 10</a>	\$0.00	\$0.00
22	<input checked="" type="checkbox"/>	5238419133	<a href="#">IOMEGA external 10</a>	\$0.00	\$0.00
Category 1 : 116251					
24	<input checked="" type="checkbox"/>	5243721801	<a href="#">IOMEGA External Z</a>	\$20.50	\$20.50
25	<input checked="" type="checkbox"/>	5242918450	<a href="#">IOMEGA External 1</a>	\$20.00	\$20.00
26	<input checked="" type="checkbox"/>	5245987592	<a href="#">IOMEGA Z100P2 1</a>	\$19.00	\$19.00
27	<input checked="" type="checkbox"/>	5244597025	<a href="#">IOMEGA ZIP 100M</a>	\$5.00	\$5.00
28	<input checked="" type="checkbox"/>	5243832501	<a href="#">Brand New In The</a>	\$0.00	\$0.00

Image 4

Welcome Findings Report Auction Seller Keyword Filter This Report Check All Uncheck All Show All					
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)

Welcome Findings Report Auction Seller Keyword Filter This Report Check All Uncheck All Show All					
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.

category: <a href="#">Computers &amp; Networking</a> > <a href="#">Drives, Controllers &amp; Storage</a> > <a href="#">Hard Drives - External,Zip,Jaz</a> > <a href="#">Zip</a> > <a href="#">100 MB &amp; Less</a>
<b>Zip 100 SCSI Disk Drive</b>
<a href="#">Sign in</a> for your status

Image 8 (Category #116251)

Listed in category: <a href="#">Computers &amp; Networking</a> > <a href="#">Drives, Controllers &amp; Storage</a> > <a href="#">Hard Drives - External,Zip,Jaz</a> > <a href="#">Zip</a> > <a href="#">Other</a>
<b>CSI External Zip 100 Disk Drive +EXTRAS</b>
<a href="#">Sign in</a> for your status

Image 7 (Category #51077)

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

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5. Quiz: Why did we only consider 2 of the possible 10 categories? What was wrong with the other 8?

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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

Welcome	Findings	Report	Auction	Seller	Keyword	Filter This Report	Check All	Uncheck All	Show All	SI
<b>Executive Summary</b>										
This report describes all <b>162 auctions</b> meeting the research parameters.										
<b>Total Sales</b> for the 162 auctions is <b>\$930.20</b> .										
<b>83 Successful Auctions</b> sold a total of <b>85 items</b> .										
The <b>Average Sales Price (ASP) per Item</b> is <b>\$10.94</b> (\$930.20 Total Sales / 85 Items Sold).										
The <b>Auction Success Rate</b> is <b>51.23%</b> (83 Successful Auctions / 162 auctions).										
The <b>ASP per Auction</b> is <b>\$11.21</b> (\$930.20 Total Sales / 83 Successful Auctions).										
There were <b>102 Total Sellers</b> , of which <b>70</b> had 1 or more sales.										
The overall <b>Seller Success Rate</b> was <b>68.63%</b> .										

Image 9

## Feature Analysis Report

Welcome

Findings

Report

Auction

Seller

Keyword

Filter This Report

Check All

Uncheck All

Show All

S

Research Report Index

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% 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

- Executive Summary Average Success Rate: \_\_\_\_\_
- Executive Summary Average Sales Price: \_\_\_\_\_
- Which listing features have a better Auction Success Rate than the Average Success Rate on the Executive Summary?  
\_\_\_\_\_
- Which listing features have a better ASP (Average Selling Price) than the ASP on the Executive Summary?  
\_\_\_\_\_
- 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:

- Auction Title: \_\_\_\_\_
- Category: \_\_\_\_\_
- Listing Features: \_\_\_\_\_

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