

EBay Classifieds

An Underutilized Method to Siphon Buyer Leads From eBay

Quick Facts:

Traffic Source: Ebay Classified Ads


URL: <http://www.eBay.com>

Featured Items



"MAKE Earn BIG Fast Extra MONEY Online At From HOME!"

"AS SEEN ON TV: Turn Any HOBBY Into \$500/Month or MORE!"

 Classified Ad

Cost: Under \$10 for a 30 day listing

Traffic Type: Paid Online Traffic

Helpful Resources:

Turbo Lister:

http://pages.ebay.com/turbo_lister/index.html

This free tool offered by eBay makes it easy to build and manage multiple ads.

Sellathon:

www.Sellathon.com

This tool will help you track important information about your classified ads.

How Ebay Classified Ads Works:

Ebay allows its sellers to post classified ads in addition to auction listings and creating a store. Their classifieds are unique though from these other, more commonly known types of product listings in ways that can make it faster and easier to monetize as a traffic source. When you post a classified ad, it will stay listed for a month for under \$10! You can also set the price of your product and post links to outside websites in your ad. This is important, as you'll learn in the next section.

Turning Traffic Into Cash:

As an internet marketer, eBay classifieds allows you to do a few crucial things that regular listings don't. The first and most important is that they allow you to post links to outside websites. If you optimize your ad with several relevant keywords, you can easily drive traffic straight to your squeeze page. This is important, because regular eBay listings do not allow you to collect the names and email addresses of people who visit your posts.

Using eBay classifieds to drive traffic to your squeeze page, you can build your list very quickly. And because people go to eBay to buy (they aren't just searching for freebies), they will likely be high quality leads who will quickly be converted into customers!

Traffic Checklist

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Traffic Checklist

Step 1: Do Your Keyword Research

Choose four or five keywords to optimize your classified ad by following the steps in the box on the right. Start in Google Adwords (<https://adwords.google.com/select/KeywordToolExternal>), then check out the competition for that keyword on eBay. Also make sure that each keyword is under 55 characters each.

Step 2: Create Graphics

Create an eye-catching gallery graphic to make your listing stand out. It's a good idea to put a bright border around your graphic like the example shown on the following page.

Step 3: Download Turbo Lister

Go to http://pages.ebay.com/turbo_lister/index.html and download Turbo Lister for free. Install and setup the software on your computer. There are tutorials available online at www.ebayuniversity.com/gotraining/Using_Turbo_Lister if you want a quick walkthrough.

Choosing Keywords for Your Classified Ad:

People will find your classified ad based on the keywords they type in the eBay search bar. So it's important that the keywords you optimize your ad for are relevant to what your target audience is searching. The more relevant, the more quality traffic you will receive. Follow these three steps when researching keywords for your classified ad listing:

- ▶ **Step 1:** Start by using the Google Adwords keyword tool to find keywords with a high search volume (<https://adwords.google.com/select/KeywordToolExternal>). Chances are, if they are getting searched a lot in Google and are "product-based" rather than information-based, eBay is getting good search volume for that term too.
- ▶ **Step 2:** See how competitive a keyword term is in eBay by typing it in the search bar. If several product listings come up, then it is competitive. You should also look at how many people are placing bids on auction listings for this keyword and for how much. If there aren't any bids, then it could be because no one is searching for the keyword.
- ▶ **Step 3:** Once you have gone through steps one and two, repeat them until you have a list of four to five keyword combinations. They should be within 55 characters each.

Example Classified Ad

Step 4: Ad Settings

Choose the “Classified Ad” form under the “Selling Format” tab. Then select how long you want it to run for (30, 60 or 90 days). If this is your first listing, set it to 30 days to give it a test run. It is currently under \$10 to list an ad for this long.

Step 5: Write Your Headline and Subheadline

When creating your ad, make sure to put at least one or two of your keyword combinations in the title - even if it doesn't make complete grammatical sense (this is why the keywords you chose should be under 55 characters). This is vital because, by default, when someone types in a search on eBay, it shows results that match the title - not the description.

In the subheadline, you can write copy to sell, so include your keywords in the headline even if it doesn't make sense. Here's an example:

- ▶ **Headline:** “MAKE Earn BIG Fast Extra MONEY Online At From HOME!”

This headline hits on the following keyword combinations: Make Money, Earn Money, Make Money Online, Make Money From Home, Earn Money From Home, etc.

- ▶ **Subheadline:** “AS SEEN ON TV: Turn Any HOBBY Into \$500/Month Or MORE!”

Featured Items



“MAKE Earn BIG Fast Extra MONEY Online At From HOME!”

“AS SEEN ON TV: Turn Any HOBBY Into \$500/Month or MORE!”

 **Classified Ad**

We've created a new search experience. Try it now.

All Items Auctions Buy It Now

All Categories Search Advanced Search

Search title and description

Narrow Your Results

Everything Else (2)
Information Products (2)

Books (1)
Nonfiction Books (1)

Business & Industrial (1)
Businesses for Sale (1)

Search Options

Location

Worldwide

Items within 200 miles of 83705

Show only

Items listed with PayPal

Buying Options

Auctions









More Buying Options

Add Store Inventory

Free Shipping

3 items found for: earn extra money (Save this search)

List View Picture Gallery Sort by: Best Match Customize Display

Item Title	Bids	Price*	Shipping to \$3785, USA	Time Left
 <p>“MAKE Earn BIG Fast Extra MONEY Online At From HOME!” “AS SEEN ON TV: Turn Any HOBBY Into \$500/Month or MORE!”</p> <p style="text-align: right; font-size: x-small;"> Classified Ad \$2.97 Not specified 15d 20h 34m</p>				
 <p>NEW Earn Extra Money - Young, F. T. ...</p> <p style="text-align: right; font-size: x-small;"> Buy It Now \$24.95 \$3.80 25d 13h 40m</p>				
 <p>Make Money WORK from Home Online Earn Extra Income CD + Real work at home business - eBook on CDROM w/ Bonus CD</p> <p style="text-align: right; font-size: x-small;"> Buy It Now \$9.89 \$1.50 22d 22h 05m</p>				
 <p>“MAKE Earn BIG Fast Extra MONEY Online At From HOME!” “AS SEEN ON TV: Turn Any HOBBY Into \$500/Month or MORE!”</p> <p style="text-align: right; font-size: x-small;"> Classified Ad \$2.97 Not specified 15d 20h 34m</p>				

Optimize your selling success! Find out how to promote your items

“MAKE Earn BIG Fast Extra MONEY Online At From HOME!”

“AS SEEN ON TV: Turn Any HOBBY Into \$500/Month or MORE!”

You are signed in

[View your lead for this item](#)
[Add Skype Chat and Call buttons to your item](#)
[Revise your item](#)
[Sell a similar item](#)



[View larger picture](#)

Classified Ad price: US \$2.97

Location: **Boise, Idaho, United States**

Contact the Seller:

You can also:

Get SMS or IM alerts | [Email to a friend](#)

