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# I Started an eBay Store Now, What Should I Do?

“The ULTIMATE Learning Guide about Marketing,  
Selling, and Advertising Strategies for eBay Stores”

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Tonya Becker is a certified eBay Store Designer,  
Website Designer, and Social Media Marketer.



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\*\*\*Thank you so much for downloading my eBook. 😊\*\*\*

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**I highly recommend that you save this eBook on your computer**, so you will have a copy of it to read at any time and for future references. This eBook will come in very handy for you and your eBay business for many years to come!

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**In this eBook, you are going to learn about ALL of the basic link building, marketing, selling, and advertising strategies** that I have learned about over the years since I first started selling on eBay back in 2006. I hope you will enjoy reading this eBook as much as I enjoyed writing it.

**I love helping others to succeed on eBay.** I am not happy, unless you succeed and that is why I decided to write this eBook because I have been asked for help from so many wonderful people and this eBook is for you. I hope and pray that this eBook will be a very wonderful blessing to you and your eBay Business.

**Many of these strategies have helped my eBay Business to grow above and beyond my expectations** and are still helping my business to grow TODAY! These tips and strategies will also help your eBay Business to grow more and help your eBay Store to be the very best that it can be!

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Yes, I hate the legal stuff too, but I have to include it.

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## Dedication

I dedicate this eBook to my Heavenly Father God up above and to my wonderful clients because if it was not for them, I would not be where I am today. I want to thank them all with all of my heart.

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## About the Author Tonya Becker

Hi, my name is Tonya. I grew up in a small coal mining town in southern West Virginia called Welch, WV. For many years, I lived in Stafford which is located in northern Virginia near Fredericksburg, VA and Washington, DC. I started selling on eBay as a hobby to make some extra income back in 2006 because at the time, I was unemployed with no college degree and was in need of a job. I always dreamed of owning my own business when I was a young child from watching my dad who was a business owner for over 30 years at "Becker's Jewel Box" in Welch, WV where he sold and repaired jewelry for a living.

I never realized that my dreams would ever become a reality until a friend of mine told me that I could make some extra money by selling items from around my home on eBay. Through my own trial and error, I was finally able to make eBay my full-time work-at-home job in 2007.

After a lot of hard work and dedication, I am now a **Certified eBay Store Designer, Website Designer, Business Consultant, and Social Media Marketing Specialist**. I love working at home and most of all, I love helping others to become successful on eBay. It happened to me and it can happen to YOU too!

The main things to remember when selling online is to NEVER GIVE UP HOPE, do lots of research, talk to other successful eBay sellers, and soon you will be on your way to eBay success! To learn more about me and my start on eBay, please check out my [About Page](#).  
~Tonya~

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## \*\*\*INTRODUCTION\*\*\*

### How to Read, Learn, and Get the Most Information Out of this eBook

I would recommend that you set aside 30 minutes to an hour each day and take your time reading and researching the information in this eBook. I also recommend that you bookmark many of the links in this eBook that you find helpful for quick and easy access for yourself in the future.

**A great way to make bookmarks that I highly recommend is with [Yahoo Bookmarks](#).** I use Yahoo Bookmarks in conjunction with [My Yahoo](#) which is an exceptional FREE way where one can totally customize their email inbox and also insert RSS feeds of websites that they want to stay up-to-date on.

**For example, on my--[My Yahoo Page](#),** I have my page customized with [RSS feeds](#) from eBay, so I can stay up-to-date with everything that is about eBay. It is really cool! Be sure to check it out!

**If you do not want to use [Yahoo Bookmarks](#),** simply check with the website that you use to send and receive emails with such as HOTMAIL, AOL, GMAIL, etc and see if they have a bookmarking service, so you can bookmark and organize all of your favorite links for quick and easy access in the future.

**Please thoroughly read and review ALL of the suggestions mentioned below** that will help to promote and market your eBay Store on the Internet. Please feel free to print this out and keep near your desk for future references.

**Promoting and marketing your eBay Store is not an easy task. It is going to take a lot of hard work, dedication, patience, and time to get the word out about your eBay Store.** If you do not have the time to actively promote and market your eBay Store, I will be happy to do it for you.

**Simply, look through this entire eBook and let me know what you want me to do for your eBay Business** by making me a numbered list or a bulleted list on Microsoft Word and [email the list to me](#) and I will be very happy to help you.

**Even if the business solution is not listed in this eBook,** please feel free to ask me anyway and I will do my very best to help you or guide you in the right direction.

**Please note that promoting and marketing your eBay Store** is an ongoing effort and must be done on a regular basis in order to be successful. =)

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**\*\*\*Getting started on eBay the RIGHT WAY is EASY when you have the correct information and eBay user tools\*\*\***

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**First things first:** If you have received this eBook and have not already opened your eBay Store, then I highly recommend that you open your eBay Store now to get yourself started in the right direction. Opening your eBay Store is the 1<sup>st</sup> step towards having a successful eBay business.

**Next, for everyone who has already started their eBay Store, please double check your STORE NAME and your USER ID NAME** to make sure that you have your MAIN KEYWORDS in your STORE NAME and also in your USER ID NAME.

Over the years, I have seen so many eBay Stores and eBay User ID Names that are named *without* KEYWORDS in them which are costing sellers LOTS of FREE Traffic from search engines and LOTS of sales!

## Let me explain why having KEYWORDS in your STORE NAME and in your User ID Name are important!

Let's say that you sell "jewelry" on eBay. Check out this [Google search for the KEYWORD "jewelry"](#) and pay attention to how many times that you see the KEYWORD "jewelry" to show up in BOLD LETTERS and also pay attention to how many times you see the KEYWORD "jewelry" to show up in a website's name in the search engine results. **You will be AMAZED at these findings!!!!**

This is precisely why it is crucial for you to name your eBay Store and eBay User ID Name with KEYWORDS in them because sometimes Yahoo, Google, and Bing will show eBay Stores on the 1<sup>st</sup> page of their search engine results and you want to be listed on their search engines as much as possible!

Having a professional sounding STORE NAME and eBay User ID Name will also make your business look more professional which should always be your main goal.

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### \*\*\*The WRONG WAY to name an eBay Store and eBay User ID Name\*\*\*

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For example, have you ever seen an eBay Store Name or an eBay User ID Name that looks like this: **Jane0457689**

**Store Names like this will only hurt one's eBay business** because there are no KEYWORDS in the STORE NAME. A KEYWORD is a word that people will type into Yahoo, Google, Bing, and to eBay in order to find your items that you are selling online.

What does the name **Jane0457689** have anything to do with selling online? Absolutely nothing--that is precisely my point!

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### \*\*\*The PROPER WAY to name an eBay Store and eBay User ID Name\*\*\*

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**The proper way to name your eBay Store and your eBay User ID Name** is to either match the names to say the exact same thing or to have similar keywords in BOTH names. Most users will have matching names or a shorter user id name which helps when logging into eBay every day. Having a matching or similar email address is also a very good idea too, that way your buyers will be able to easily recognize you.

**\*\*\*IMPORTANT\*\*\*** Please note that 3 words or less is highly recommended and please do not go over 4-5 words in your STORE NAME and in your eBay User ID Name.

**For example:**

Let's say that this eBay seller's name is Jane and her main item that she sells on eBay is "genuine diamond jewelry". The proper way for Jane to name her eBay Store and her eBay User ID Name would be any of the following names:

- Jane's Genuine Diamond Jewelry
- Genuine Diamond Jewelry
- Diamond Bracelets and Rings
- Diamond Jewelry and More

**Another example:**

Let's say that Jane sells all kinds of "Electronics and Video Games", in this case she can name her store and eBay User ID Name something like the following:

- Jane's Electronics and More
- Jane's Video Games and More
- Electronics Video Games and More
- Jane's Electronics and Video Games

**So, no matter what you are selling online, please make sure that your KEYWORDS are in your STORE NAME and also in your USER ID NAME.** This will help you to get more FREE traffic from search engines!

You will not lose any of your eBay feedback by changing your STORE NAME and your eBay User ID Name. However, if you have any links on your store pages, you may need to update your links to reflect your new STORE NAME and your NEW User ID Name.

**After you have set up your eBay Store with the correct STORE NAME and eBay User ID Name,** the next step for you to do is to go to **MANAGE MY STORE** and update your **"SEARCH ENGINE KEYWORDS"** to reflect exactly what you are selling on eBay.

**Always use KEYWORDS that you will feel people will type into a search engine** in order to find your items. eBay has already set up a DEFAULT list of keywords for you already, but it is best for you to enter your own KEYWORDS, that way you can be more specific.

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**\*\*\*Getting your eBay Store ready for everyone to see on the WORLDWIDE Web!\*\*\***

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**Now, that you have successfully started your eBay Store--getting your eBay Store Custom Designed** as well as **selling, link building, marketing, and advertising** are the next 5 steps that you need to accomplish in order to be successful on eBay!

**Of course, you can sell on eBay without having any Custom eBay Store Designs,** but having a custom designed eBay Store is highly recommended for all eBay sellers and will provide you with the following exceptional benefits:

- You will be making your eBay Store look more professional
- You will be able to build more credibility as an eBay seller
- You will be able to stand out more from your competition
- You will be able to brand your business for the specific items that you sell

If you have not already let me custom design your eBay Store, **please check out my custom [eBay Store Designs](#) to see all that I can do for you!**

**I am still in the process of adding more website pages and items to buy,** so even if the business solution is not listed in this eBook or on my website, please feel free to [contact me](#) about your idea and I will do my very best to help you or guide you in the right direction.

I am also in the process of adding [INSTANT DOWNLOADABLE Pre-made Designs](#) that will cost at a very reasonable price due to the economy and for those who are on a budget because I want to help people to design their eBay Store in a very low cost and effective way.

**Monthly and weekly payment plans are available. Simply, [contact me](#) for more details.**

**It is optional to do, but if you let me know what your budget is on how much money that that you want to spend to get your eBay Store custom designed--this will be even more helpful for me because I will be able to offer you exactly what you need and at the exact price that you can afford.**



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**\*\*\*How to Find the PERFECT items to sell on eBay to get the most profits!\*\*\***

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**The very next thing that you should do, if you have not already done so, is fully stock up your eBay Store with similar and like items to sell.**

For example, if you sell ELECTRONICS--then you should also sell any and all accessories that are related to ELECTRONICS. (i.e., big screen TVs, video game systems, video games, stereo systems, speakers, game consoles, etc.)

**I highly recommend that you do *not* sell items in your eBay Store that are unrelated to each other.** For example, if you sell ELECTRONICS and want to also start selling WOMEN'S CLOTHING---I highly recommend that you start a 2nd eBay Store that is used for selling *only* WOMEN'S CLOTHING and sell your ELECTRONICS in your 1st eBay Store which will allow you to "target your primary customers" more precisely and effectively which can ultimately help you to make more sales!

**This "targeted customer technique" is a widely used search engine best practice that is used by many successful online businesses including myself** and the reason why is because search engines like to see online sites that are *specific* in what they sell and *specific* with the information that they provide which will also help your eBay Store to rank HIGHER on search engines which is a win-win situation for you and your online business.

**If you are looking for items to drop ship items on eBay, I highly recommend [WorldWideBrands.com](http://WorldWideBrands.com).** If you do not want to drop ship items, the next best thing to do is to get items to get items to resell from places such as:

- your own closet
- your basement
- your attic
- yard sales
- garage sales
- thrift stores
- Big Lots
- Wal Mart
- Target
- Kohl's
- The Dollar Tree
- The Dollar General Store, etc

## Some of the HOTTEST selling items on eBay are the following items:

- brand name makeup (i.e., Maybelline, MAX Factor, Almay, L'Oreal, etc)
- health and beauty items (i.e., soap, lotion, perfume, cologne etc)
- brand name handbags (i.e., Maxx New York, Dooney & Bourke, Coach, etc)
- electronics (new and used)
- video games (new and used)
- video game systems (new and used)
- cell phones (new and used)
- iPods (new and used)
- GPS (new and used)
- pool game accessories (new and used)
- nic nacs of all kinds (i.e., Christian, animals, kids, people, etc)
- custom made items (i.e., cards, hand sewn items, crochet items, etc)
- genuine diamond, gold, and silver jewelry (new and used)
- charm bracelets and charms (new and used)
- rare items such as vintage Cabbage Patch Dolls and other dolls
- CDs (new and used)
- DVDs (new and used)
- old record albums
- vintage posters
- antiques
- old photographs and post cards
- stamps from all over the world
- coins from all over the world
- unique items from other countries
- baby toys (new and used)
- baby clothes (new and used)
- cars (new and used)
- auto parts (new and used)
- furniture (new and used)
- business equipment (new and used)
- original art work (i.e., oil paintings, acrylic paintings, pencil drawings, etc)
- coupons that you can clip from your local newspaper and magazines
- brand name clothing for women in all sizes from petite to plus sizes
- brand name clothing for men in all sizes all the way up to BIG and TALL sizes

**The list goes on and on.** I highly recommend that you do an eBay search for some of the items listed above and research them for yourself by checking out the seller's feedback and you will soon learn exactly how hot selling these items really are!

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**\*\*\*My TOP 10 Personal eBay Selling Tips to help you to make the most DIRECT EBAY SALES is for you to do the following on a regular basis\*\*\***

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**1. I highly recommend that you run 10% to 30% of your items or more in the AUCTION FORMAT per store category in your eBay Store** (i.e., List 1 to 10 auctions or more per store category in your eBay Store every single week)

**Be sure to price your AUCTION ITEMS to be as LOW as you can** (i.e., 1 penny, 99 cents, \$1.95, \$4.95, etc) which will help you to get more visitors into your eBay store, thus increasing your overall eBay sales!

**\*\*\*PLEASE NOTE\*\*\***

If you do not want to sell your very expensive items for pennies on the dollar, you can always put a “reserve” on your item that way if the bids on your item are too low, you can refuse to sell the item to the highest bidder.

**7 day Auctions DRIVE the MOST TRAFFIC to eBay Stores!**  
**Think of your 7 Day Auctions as your EBAY STORE’S SIDEWALK SALE!**

**Every time that someone clicks onto your 7 Day Auctions--they will IMMEDIATELY BE IN YOUR EBAY STORE** which will allow them to be able to see ALL of your ITEMS--thus, you will have the chance to make more sales!

**I am sure that you have seen many SIDEWALK SALES at the mall before** for clothing and shoe departments, etc. Having an **EBAY AUCTION SIDEWALK SALE** in your eBay Store every single week for each of your store categories really does bring in more buyers!

**Please remember that running a lot of 7 DAY AUCTIONS every single week is one of the main keys** when selling on eBay that will get you the MOST DIRECT TRAFFIC and EBAY SALES!

**Pricing your 7 DAY AUCTION ITEMS very low** will also place your 7 DAY AUCTION ITEMS HIGHER in eBay’s search engines! So it is a win-win situation for you and your eBay business to make more money!

**2. I highly recommend that you run 70% to 90% of your items in the FIXED FORMAT** and price these items as high as you can in order to make your biggest profits while still giving your customers a very good deal that they cannot refuse.

**3. Be sure to list some of your ENDED AUCTIONS** into the FIXED PRICE FORMAT every single week or a few times per month because if your AUCTIONS are not selling, then perhaps they will sell better in the FIXED FORMAT. Just try different ways and see which way works the best for you!

**4. Consider placing a few of your FIXED PRICE items with the BEST OFFER OPTION** which will allow your potential buyers to send you a BEST OFFER PRICE for your item--thus, encouraging more sales when you offer more buying options in your store!

**Once, you receive a potential buyer's BEST OFFER via email,** you will be able to accept or decline their BEST OFFER.

**As you are selling on eBay and making your sales,** be sure to monitor which items are selling the most and in which selling format. Then, simply continue to use that same selling format for your future items to make more sales.

**You may need to tweak your eBay selling and marketing techniques from time to time** depending on the economy and the demand of the item that you are selling. **To learn exactly how to use the different eBay Selling Formats,** as well as more FREE eBay Selling Tips and Video Tutorials, please check out my [FREE eBay Selling, Marketing, & Advertising Tips at the top of my website.](#)

**5. I also highly recommend that you list your items for sale** on different days of the week and at different times to see which days and times are getting the most sales for you.

**A lot of people are home from work after 5pm EST Time,** so try listing your items at **6pm EST, 7pm EST, 8pm EST, 9pm EST, 10pm EST, 11pm EST,** and at **12 midnight EST,** that way your eBay Listings will have the chance to be seen by people who live in different time zones. A lot of people are also home on the weekends, so try listing your items on **Friday, Saturday, and Sunday** and see if you get any good selling results.

**I would also recommend that you try selling on ALL days of week** during the **morning, lunch time, and evening hours** just to see if there are any buyers for your items during these times. Monitor your sales and take note of which days and times that you are selling the most on and list your future items on those days and times.

**Another important tip is to always monitor your eBay Traffic** by going to **MANAGE MY STORE** and clicking on **TRAFFIC REPORTS** on the **LEFT HAND SIDE**. You will learn the following from your “eBay Traffic Report”:

- how visitors found your eBay Store
- which of your store pages are the most popular
- which of your eBay listings are the most popular
- which search engines are sending you the most traffic and so much more!  
(I personally check my traffic report a few times each month and you should too.)

**6. Always be very descriptive in your item title and also in your item description.**

It is best to always mention the following specific details in order to describe your item correctly and accurately:

- List the color of your item
- List the brand name of your item if has a brand name
- List any and all flaws if there are any on your item such as scratches, tears, misprints, etc and include pictures to show your potential buyers exactly what the flaws are that you are talking about
- List your return and refund policy clearly
- List briefly why you are selling the item
- List the history of the item if it has one such as where it came from, etc
- List in your item description that you have “described this item to the very best of your ability”
- List the size of your item in inches (in) and also in centimeters (cm)
- Put a link towards the bottom of your item description that says:  
[View My Other Items!](#)

\*You can make links at <http://www.isdntek.com/tagbot/qlink.htm> which will encourage your visitors to view your other items for sale.

**7. Always be sure to check your listings for any design errors and misspellings.**

What I do is I always look at my listings on my desktop computer and also on my lap top computer to make sure that my listings look good on both computer screens and is centered very well.

**If you do not have 2 computers to test your listings on, that is ok. Simply, do your best by making sure that you do all of the following:**

- Make sure that all of your titles are filled in with good keywords and no misspellings
- Make sure that all of your links in your listings work correctly when clicked on
- Make sure that all of your images on your listing does not exceed 650 pixels in width

**If you do have any design errors or problems,** you can usually fix the problem very easily by using smaller images on your eBay listing template by making your images to be no bigger than 650 pixels in the width.

**You can check the pixels of any image** by first uploading your picture to any image editing program such as MS Paint which is FREE and located under your START BUTTON on your computer.

**8. Do your very best to always display multiple pictures of the item that you are selling.** You can upload multiple images of your item into your eBay Listings for FREE by first uploading your images to [Photo Bucket](#) and then by simply copying and pasting your image(s) from Photo Bucket onto your eBay Listing Template.

**9. Try to offer FREE SHIPPING in all of your eBay listings** if you can because this will encourage your potential buyers to buy from you and will also make your listings appear HIGHER in eBay's search engines!

**10. Continue to offer PayPal like you are now and also consider offering more than 1 type of payment on eBay** because not every eBay buyer has a PayPal account. By offering more than 1 type of payment, you will also be able to increase your sales!

**Additional Payment options to consider offering on eBay are:**

[Pro Pay](#)

[Pay Mate](#)

[Money Bookers](#)

and an Internet Merchant Account with [GoDaddy](#) for example

**(All 4 payment methods listed above are approved by eBay.)**

[eBay Allows All of These Types of Payment Options](#)

**Also, keeping track of all of your payments and sales** will be very easy with the help of **Quick Books** that is integrated with eBay and PayPal.

**\*To learn more about using Quick Books with your eBay Store,** please go to the links below:

[eBay Accounting Assistant](#)

[Quick Books.com](#)

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**\*\*\*BONUS EBAY TIP!\*\*\***

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You can save a lot of time listing on eBay by using [eBay Turbo Lister](#) which is **FREE to download** and allows you to list your eBay items right from your desktop! I also teach eBay sellers how to use eBay Turbo Lister. So, if you need help in learning how to use **eBay Turbo Lister**, take one of my **LIVE online classes**.

**After you have your eBay Store fully stocked of items--the fun part of selling, link building, marketing, and advertising your eBay Store is ready to begin!** Most of the websites listed below will let you to join them for **FREE** and some of the websites listed below will let you join them for a small fee.

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**\*\*\*WHY SHOULD YOU START LINK BUILDING, MARKETING, and ADVERTISING YOUR EBAY STORE ONLINE? \*\*\***

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**The answer is simple! It's all about CAUSE and EFFECT.**

Do something positive and you will get positive results!

**Active Link Building = More Popularity = More Search Engine Visibility!  
Effective Marketing and Advertising = More Traffic = More Sales!**

**I can make your eBay Store look very professional**, but you have to also PROMOTE, MARKET, and ADVERTISE your eBay Store in order to BE SEEN on the Internet or your eBay Store will *not* be seen and will *not* be as successful as it can be with the proper [search engine optimization techniques](#) that I will be explaining in this eBook.

**To get your eBay Store seen on search engines more and more**, you have to prove to ALL of the search engines such as Yahoo, Google, and Bing; etc that your eBay Store is POPULAR enough for them to place your eBay Store HIGH in their search engines and an exceptional way to do this is by a lot of [link building](#).

**As you are link building--you will also be promoting, marketing, and advertising your eBay Store to EVERYONE on the WORLDWIDE WEB!**

**Simply, copy your eBay Store's URL link and paste your URL link on as many relevant and high ranking websites as you possibly can!** Now, that is what viral link building is all about and that is by using the Internet to tell the WHOLE WORLD about your eBay Store and its benefits!

**Then, the WHOLE WORLD will come to you through the POWER OF [SEARCH ENGINES](#)!** Check out these awesome eBay tips below and be sure to take lots of notes for future references.

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### **\*\*\*HOW TO GET A LOT OF LINKS POINTING TO YOUR EBAY STORE\*\*\***

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- **Get others to share your eBay Store link with others by submitting your URL Link for FREE to Delicious, Reddit, Digg, Stumble Upon, Facebook, Blogs, Twitter, etc!** (there are too many of these sites to name them all)

**To submit your eBay Store URL Link for FREE to all of these FREE Sharing Websites, all you have to do is create your own [Add To Any Buttons](#) and then paste the HTML code for your Add To Any Buttons onto your eBay Store About ME Page and you will be ready to start sharing your eBay Store link with others for FREE!**

**This is what [my Add To Any Button](#) looks like.**





**After you have added the Add To Any Buttons onto your eBay Store,** I highly recommend that you join ALL of the FREE Sharing Websites that are listed on the Add To Any Buttons and actively promote your eBay Store with your Add To Any Buttons as much as you can in order to get your eBay Store link posted on the WORLDWIDE WEB and seen all over the entire world!

**There are many more FREE Sharing Websites that you can join** in order to promote your eBay Store for FREE and they are listed on the [Add To Any Button](#) website. Start sharing your eBay Store link TODAY!

- **Start [submitting articles](#) to FREE Article Submission Websites** and get lots of FREE Advertising! Some of the most popular article submission websites are: [Hub Pages](#)  
[Article Base](#)  
[Ezine Articles](#)  
[Submit Free Articles](#)  
(I will be very happy to write articles about your business and submit them to these article submission websites. Simply, [contact me](#) for pricing information.)
- **Another tip is to start writing blogs on FREE Blog Websites such as [Blogger](#) and also on [Word Press](#) about the items that you sell.**

\*Blogger is owned by Google and the blogs are hosted online for free.

\*You can also order [Word Press Blog Hosting](#) from GoDaddy. I highly recommend GoDaddy for all of your web hosting needs.

**Be sure to always include a direct link back to your eBay Store in every blog that you write.**

**Make sure that at least 1 of your Blogs is called the same name as your eBay Store name** which will help you to brand your eBay Store and get people more familiar with your eBay Store name.

**Create additional blogs on [Blogger](#) and on [Word Press](#)** and name your extra blogs the name of your MAIN KEYWORDS of items that you sell.

**A FREE Blog Tool from Microsoft called “Windows Live writer”** will help you to type and upload your blogs very fast! I highly recommend that you download this FREE and very important blog tool by going to <http://www.microsoft.com/downloads/details.aspx?FamilyID=0d26b431-b29c-47e1-8895-563aa7512aac&displaylang=en>

**Every time that you write a new blog, be sure to [ping your blogs](#)** which will alert search engines that you have written a new blog by going to the links below:

[Ping-O-Matic](#)

[Auto Pinger](#)

[Ping My Blog](#)

[Google Blog Search](#)

(I will be very happy to custom design your Blog Page and market your business on your blog. Simply, [contact me](#) for pricing information.)

- **Start commenting on other people’s blogs on [Blogger](#)** and also on [Word Press](#) about the items that you sell and always include a direct link back to your eBay Store in each post that you write.

**Make sure that the blogs that you comment on** are also related to the items that you sell. Posting your eBay Store link on other people’s blogs will also help you to get a lot of 1 way links to your eBay Store!

**Remember that search engines LOVE 1 way links** and this type of link building will cause search engines to think that your eBay Store is very popular, thus placing your eBay Store HIGHER on search engines!

- **Start joining forums, [groups](#), and associations that deal with items that you sell** and be sure to post on these sites on a daily and/or weekly basis with a direct link back to your eBay Store for others to find your store.
- **Start your own [FREE eBay My World Page](#) and put lots** of keywords on your page about the items that you sell. This page will help you to get lots of FREE Traffic to your eBay store.
- **Start writing [eBay Guides](#) about your items a few times a week** and always include a link to your eBay Store or to your eBay items in every guide you write.  
(I will be very happy to write your eBay Guides for you if you do not have the time, please [contact me](#) for pricing information.)
- **Start writing [eBay Reviews](#) about your items a few times a week.**
- **Start your FREE [Twitter](#) page to tell everyone about your eBay Store** and always put a link to your eBay Store or your item for sale in each Tweet that you post.

**Twitter will help you to drive more FREE traffic to your eBay Store** because all of the major search engines are including Twitter Tweets in their search engine results! So start tweeting TODAY & get more FREE direct traffic!

**Check out the articles below and see for yourself!**

[Twitter made a partnership with Google](#)

[Twitter has a partnership with Bing](#)

[Yahoo Adds Twitter to Search Results](#)

**To learn more about this topic, please watch these 2 short videos below:**

<http://www.webpronews.com/topnews/2009/10/21/facebook-and-twitter-now-more-important-to-search-rankings>

**and also watch** <http://videos.webpronews.com/2009/10/21/using-facebook-and-twitter-to-stand-out/>

**When you sign up for Twitter, I HIGHLY recommend that you make your Twitter User Name** to be your most important KEYWORDS of the items that you sell.

**You should also consider starting a 2nd Twitter Account** and name that account the same as your eBay Store name if you can. My eBay Store Name was too long, so I had to use my keywords to name my Twitter accounts.

**Feel free to start as many Twitter accounts as you like.** Please note that you must use a new email address for every Twitter Account that you open and I highly recommend that you keep your Twitter passwords for all of your Twitter Accounts the same, that way you can easily post to each of your accounts faster and easier!

**You have to also follow people and send out Tweets at least every 6 months** or your Twitter account will be permanently deleted by Twitter and you do not want that to happen.

**Please follow me on ALL of my 6 Twitter accounts at the links below and let's network with each other:**

<http://www.twitter.com/eBayHomeBizHelp>

<http://www.twitter.com/eBayStoreDesign>

<http://www.twitter.com/1WebsiteDesigns>

<http://www.twitter.com/MarketingHelp4U>

<http://www.twitter.com/StartOnlineBiz>

<http://www.twitter.com/BusinessEbook>

**After you have signed up for Twitter, be sure to get your Twitter Account listed for FREE at [Twellow](#) and at [We Follow](#) to get more exposure!** I also recommend that you sign up for [Tweet Beep](#) which will help you to stay up-to-date on what others are saying about your products, you, & more!  
(I will be very happy to custom design your Twitter Page and market your businesses on Twitter. Simply, [contact me](#) for pricing information.)

- **Start a FREE [Facebook page](#) about your eBay Store and start a Facebook Fan Page about the items that you sell.** Be sure to add Facebook friends who you feel would be interested in buying your items such as other eBay Sellers, etc. Also be sure to post comments about your eBay Store with a direct link to your eBay Store for others to be able to see your store.  
(I will be very happy to custom design your Facebook Profile Image and market your businesses on Facebook. Simply, [contact me](#) for pricing information.)

- **Download this really cool and FREE [Social Media Marketing Desktop Application](#) called **Yoono** that will help you to easily post to Twitter, Facebook, Google, etc. right from your desktop! **Yoono** also offers [FREE Social Media Website Browser Add Ons and Plug Ins!](#)**
- **Start a FREE [LinkedIn Profile](#) which will help you to make more business connections and increase your business credibility.**
- **Start a FREE [YouTube Channel](#) and upload videos to promote your eBay Store items and be sure to [promote your YouTube Videos](#) to get more traffic.**
- **Consider signing up for the websites below which will allow you to buy Pay-Per-Click Advertising to promote your eBay Store on Google, Yahoo, Bing, eBay, and on MySpace! You will only be charged when people click on your AD and you will be able to set your budget for every Pay-Per-Click Ad Campaign that you start. This is also another great way to increase your link building!**  
[eBay AdCommerce](#)  
[Microsoft adCenter](#)  
[Google AdWords](#)  
[Google Business Solutions](#)  
[Yahoo Search Engine Marketing](#)  
[Facebook Advertising](#)
- **Get your eBay Store listed on FREE and Paid Business Directories such as the ones mentioned below.**  
 \*Do your very best to get listed on as many business directories as you possibly can--the more links that you have on the Internet, the more that all of the major search engines will take notice!  
 (A few of the most popular business directories are listed below.)  
[Yelp](#)  
[DMOZ](#)  
[Local](#)  
[Localeze](#)  
[City Search](#)  
[Super Pages](#)

[Yellow Pages Merchant](#)  
[Circle Chamber of](#)  
[Commerce](#)  
[Yahoo Directory Listings](#)

(I will be very happy to also submit your eBay Store to lots of more business directories on the WORLDWIDE Web in order to save you lots of time. Simply, [contact me](#) for pricing information.)

- **Get your eBay Store listed on FREE Local Business Maps such as the ones mentioned below:**  
[Yahoo Local Business Maps](#)  
[Google Local Business Maps](#)  
[Bing Local Listing Center](#)
- **Consider signing up for Classified Ads such as the ones below:**  
[Kijiji](#)  
[Craig's List](#)
- **Consider Creating a [Press Release](#) about Your eBay Store.**  
(I will be very happy to write a professional press release for your business. Simply [contact me](#) for pricing information.)
- **Consider getting your eBay Store Listed with the [Better Business Bureau](#).**
- **Consider getting your eBay Store Listed with [Consumer Reports](#).**
- **Consider contacting other eBay Stores that sell similar items as you do by email, phone, or by mail and ask them if they would be interested in doing a FREE link or banner exchange with your eBay Store.**

**Link Exchanges also known as [reciprocal links](#) are also another way to try to convince search engines that your eBay Store is POPULAR.**

However, having an eBay store pointing only to your eBay Store without any 2 way links is more favorable among search engines, but sometimes it can be hard for one to get 1 way links from other eBay Stores, so in this case, it would be a good idea to do your very best in getting a lot of 2 way links with other eBay Stores that are selling the same things that your eBay Store is selling.

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**\*\*\*EMAIL EXAMPLE FOR YOU TO EMAIL TO OTHER EBAY STORES\*\*\***

You have my complete permission to use this example...so please feel free to copy and paste the email example below to send to different eBay Stores that are selling the same or similar things that you are selling.

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Dear eBay Store Owner (enter the eBay user id name here of the person you are contacting)

I am the owner of (enter your eBay Store Name here)

I would like to know if you would be interested in exchanging links for FREE with our eBay Store because your eBay Store and our eBay Store are both about similar things and exchanging links with one another can help our eBay Stores to be indexed higher in search engines naturally from Google, Yahoo, and Bing.

“High Natural Organic Search Engine Ranking” is never a guarantee for any eBay Store, but by exchanging links and/or banners with each other, we can both help to increase our search engine ranking opportunities.

If you would like to participate with us, simply place our eBay Store Link on your eBay Store About Us Page or Favorite Links Page, then email us to let us know that you have placed our link on your page, and after we have verified that our link has been placed on your eBay Store, we will return the favor to you by placing your eBay Store Link on our eBay Store Page.

We can both make our links to “open in a new window”, so that neither one of us will lose any visitors to each of our eBay Stores by using the FREE Link Tool at <http://www.isdntek.com/tagbot/qlink.htm> We also have banners if you would prefer to exchange banners with us instead of text links. Simply, contact us and we will be very happy to help you.

Thank you for your time and for your consideration  
and may you have a wonderful day,

(enter your full name, your eBay user id name, and a link to your eBay store)

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**\*\*\*A FEW EXTRA QUICK and EASY EBAY STORE MARKETING TIPS\*\*\***

- **Be sure to place your Business Card in all of your orders** along with a special thank you note, your business pen, and a coupon for your customer to use on their next purchase. These small gestures will make your customers feel that you really do appreciate their business and will also encourage your customers to make repeat purchases.  
(I will be very happy to custom design your business card for you. Simply, [contact me](#) for pricing information.)
- **Always include a Custom Email Signature Banner in all of your emails** that your buyers can click on to go straight to your eBay Store.  
(I will be very happy to custom design your email signature banner for you. Simply, [contact me](#) for pricing information.)
- **Start Email Marketing Campaigns with Mail Chimp** which is who I use and I highly recommend them to everyone.  
(I will be very happy to custom design your email marketing template for you. Simply, [contact me](#) for pricing information.)
- **Start Your Own [E Commerce Website](#) and Pay No eBay Fees by simply directing your eBay Buyers to Your Website!**  
If you do not already have a website, you should definitely get one!  
Having a website will allow you to pay no more eBay Selling Fees!

Simply, give your eBay Buyers a direct link to your website when you ship out their item in order to encourage your eBay buyers to visit your website to make their future purchases which will also help you to avoid paying eBay fees if your buyers make their future purchases on your website!

Please [contact me](#) to custom design your website and I will be very happy to help you. You can also view all of my [website design packages](#) right now on my website and place your order. I will be very happy to help you to make your website look FABULOUS! =)



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## \*\*\*MORE WAYS TO GET YOUR EBAY STORE SEEN ON SEARCH ENGINES\*\*\*

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If you are not ready to start your own website, consider buying the domain name of your eBay Store Name and also a few extra domain names that are the same names of your MAJOR KEYWORDS of the items that you sell that you feel people will be typing into a search engine in order to find your items.

A DOMAIN NAME looks like the example below:

<http://www.TonyasDynamicDesigns.com>

For example, if your eBay Store Name is called "WomensClothingStore"

In this example, I would highly recommend that you buy the domain name for [WomensClothingStore.com](http://WomensClothingStore.com) and also for the items of clothing that you sell.

Let's say that you sell jeans, t-shirts, and skirts.

In this case, I would highly recommend that you try your best to buy extra DOMAIN NAMES like the examples below before someone else does:

**WomensJeans.com**

**WomensTshirts.com**

**WomensSkirts.com**

**WomensClothing.com**

**WomensClothes.com**

\*Please note that if the DOMAIN NAMES that you want to buy are already taken, simply add a very descriptive adjective (i.e., cool, pretty, beautiful, trendy, unique, modern, old, new, retail, cheap, discounted, etc) in front of the DOMAIN NAME which may help you to buy the DOMAIN NAME that you want with your keywords in it.

Then, AFTER you have purchased ALL of your DOMAIN NAMES, simply forward ALL of your DOMAIN NAMES with masking to your eBay Store.

Please DO NOT forward *only* your DOMAIN NAMES. I *highly recommend* that you FORWARD your DOMAIN NAMES with MASKING. There is a big difference!

Forwarding your DOMAIN NAMES with masking will allow you to type in extra keywords to get people to your eBay Store through Google, Yahoo, Bing, and all of the other major search engines. Please make sure that you type in all of your keywords, title tags, and descriptions to get the most traffic from your forwarded DOMAIN NAMES.

**\*\*\*PLEASE NOTE\*\*\***

**You must properly enter your KEYWORDS, TITLE, and DESCRIPTION TAGS** for each of your DOMAIN NAMES in order to have the most search engine visibility.

**How to Enter Your Keyword Tags Properly**

Your keywords meta tag should contain between 5-10 keywords or keyword phrases that are also found in your page content. Many people like to stuff lots of keywords thinking that it will help them, but it will actually hurt one's page ranking if the keywords are added too much. To add your major keywords correctly, simply, think about what people will type into a search engine to find your items and select those words to be your keywords.

**How to Enter Your Title Tags Properly**

Well constructed title tags will contain the main keyword for the page, followed by a brief description of the page content. It will be less than 65 characters and avoid using stop words such as: a, an, and, to, if, the, then, etc which can hurt your page ranking. Your title tag should also be limited to the use of commas, hyphens, and alphanumeric characters.

**How to Enter Your Description Tags Properly**

Good description tags will contain information about the page's content and persuade search engine users to visit your eBay Store. Description tags should be between 25 and 35 words in length.

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**After you have forwarded all of your DOMAIN NAMES to your eBay Store with masking, please be sure to SUBMIT YOUR MAIN EBAY STORE LINK and ALL OF YOUR DOMAIN NAMES to search engines for FREE** at least every 1 to 3 months to make sure that search engines are indexing your eBay Store and all of your domain names by going to the links below:

[Yahoo Link Submission](#)

[Google Link Submission](#)

[Bing Link Submission](#)

**It is also a very good idea to copy all of your links to your DOMAIN NAMES and paste them onto your “eBay About ME Page”** as well as on your Website, Blog, Twitter, Facebook, Google+, Groups, Forums, etc. which will also help search engines to find all of your links that are pointing to your eBay Store.

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**\*\*\*EXTRA MONEY MAKING TIPS FOR YOU TO TRY\*\*\***

- **Consider becoming an [affiliate](#) to make extra money by posting 3rd party links** on your website or blog from other companies who sell similar or the same items as you do.

**You can even start an Affiliate Website and sell only items from 3rd party websites** by posting 3rd party banners and text links on your **Affiliate Website** and let the money start pouring in!

**You do not need a physical product to sell** on your Affiliate website, unless you want to. That is totally up to you.

**Companies will pay you a commission if someone clicks on the 3rd party ad** that you have placed on your website or blog and buys something!

**With your own Affiliate Website**, you can sell from a very large selection of items from clothing to books, from computer software to movies, from jewelry to furniture, and so much more! The products that you get to sell on your Affiliate Website will all depend on the products that the website that you sign up for to become their Affiliate is selling on their website.

**For example, Amazon is very popular for selling BOOKS, right?** Well, why not become an [Amazon Affiliate](#) and then you can start a BOOK WEBSITE and simply copy and paste Amazon affiliate banners and links on your website.

**Then, all you will have to do is drive traffic to your Affiliate Website** and if someone clicks on 1 of your affiliate banners or links that you have posted on your website and orders something from Amazon--guess what? You will get paid a commission for every Amazon sale!

**Starting an Affiliate Website is a great way for one to make money** without having to invest in any products to sell because the products will come from the website that you have signed up for to become their Affiliate! Pretty cool huh? =)

**Please check out the Affiliates below and get signed up TODAY!**

[Amazon Associates](#)

[eBay Partner Network](#)

[Commission Junction](#)

[Google Adsence](#)

[Google Affiliate Network](#)

[Yahoo Publisher Network](#)

[Yahoo Affiliate Program](#)

- **Another great tip is to consider starting the following stores to help increase your sales on all of these other major shopping sites!**

Selling on eBay sends you eBay buyers. All of these other shopping sites will send their buyers to you too!

(Some of the sites below will also allow you to import your eBay items to their shopping site. Simply, ask them for your information about importing your eBay items.)

[Bonanzle](#)

[Amazon Store](#)

[Yahoo Store](#)

[Go Daddy Marketplace Store](#)

(I will be very happy to custom design your stores for you.)

- **Submit Your Product Data for FREE to the [Google Merchant Center](#).**
- **Sign Up for FREE with [Google Checkout](#) to make more sales.**
- **More [FREE eBay Selling and Marketing Tips](#) can be found on my website.**

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**\*\*\*THE END\*\*\***

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**Thank you for taking the time to read and review this very informative eBook.**

Please contact me TODAY and I will be very happy to start promoting and marketing your eBay Store for you right away!

Sincerely yours,

Tonya with [TonyasDynamicDesigns.com](http://TonyasDynamicDesigns.com)

*John 3:16*

**\*By the way, if you have not already done so,**

you can easily [incorporate your business](#) at My Corporation.

**\*For more FREE Business** information about starting an online business, marketing, and advertising...please check out the websites below and be sure to bookmark these websites for future references: [SBA.gov](http://SBA.gov)  
[Score.org](http://Score.org) [Business.gov](http://Business.gov)  
[SmallBusinessNewz.com](http://SmallBusinessNewz.com) [Small Business Marketing Help](#)  
[Home-Based Business - Market Your Product](#)

**\*For more FREE Tips and Tools About Search Engines and so much more--**

I highly recommend that you check out the websites below and be sure to bookmark these websites for future references:

[SEOMoz.com](http://SEOMoz.com)

[SEOChat.com](http://SEOChat.com)

[WebProNews.com](http://WebProNews.com)

[SearchEngineLand.com](http://SearchEngineLand.com) [Bing](#)

[Webmaster Central](#) [Yahoo](#)

[Webmaster Tools](#) [Google](#)

[Webmaster Central](#)

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