

Creating Your Store Intro

In this short video, I'm going to go over how to best fill out your store intro. You'll want to do this because your potential customers will read it. And it's displayed prominently on your store's homepage here.

Okay, so here's how you fill out your store intro.

Once you log into your store manage page, look to the left navigation column, and under Store Design, click the "Edit Store" button.

Here you can change the name of your store, add a Billboard, add a logo which you can see I've done. For the logo I just used an image from a free website. Nothing fancy.

And here on this page you can also select some featured listings, change how listings are displayed in your store, change the category type, and then finally, create a description.

In this intro, you want to introduce your store, not yourself. You are able to use up to 1,000 characters so you can make it as robust as you'd like.

Also, it's important to note, that what you write in your intro here is added to the meta description.

So that means, you'll want to employ some of the SEO tricks we talked about in the last video.

That means insert some keywords, long tail keywords, and LSI phrases while you write.

Now, if you sell all kinds of different things like I do, then using SEO won't make a lot of sense. However, if you specialize on one particular item, you'll definitely want to focus on including relevant words and phrases commonly used in your market.

Okay, so when creating your intro, you'll want to talk about your store, what you sell, why you sell it, and then thank the person for visiting.

You'll also want to ask them to add you to their list of favorite sellers too. If the customer adds you to their list of favorite, then they'll see your store every time they log into their eBay account.

Here's what I wrote for my intro as an example:

Welcome to Will's Potpurri eBay shop! While you're here, please add me to your list of favorite sellers and visit as often as you can. I called my store "Potpurri" because I sell a wide variety of items ranging from Women's Clothing to Home & Garden Accessories. You'll never know what treasures await you here! I update my store often with highly desirable items at shockingly low prices, so check back regularly to see what awesome deals you can steal for yourself. I really appreciate your visit today and hope to see you again soon.

That's it. Took me about 5 minutes to write. You can use my intro as inspiration for your intro. Just please, don't copy it word-for-word or eBay may have a problem with you.

And, also, as I mentioned before, if you sell something more specific, you'll want to include some SEO phrases as well.

Okay, well, that's it for this video. AS always, if you ahve any questions, please let me know and I'll get back to you as quickly as I can.

Thanks for watching and we'll talk soon.