

eBay SEO To Get More Visibility And More Sales

To make sure that you're posts are more visible and that you get the maximum amount of traffic, you'll want to begin applying the following SEO tricks to each of your product listings.

Now, like Google SEO, keywords do play a small role in getting your product listings noticed.

However, keywords are only a small part of the overall picture.

The eBay search engine actually looks at 4 different features of your listings.

1. The title of your product
2. The specifics of your item
3. The category it's in.
4. The catalogue listing.

Also, high ranking will be rewarded to sellers who:

1. Provide as much value as possible to their buyers
2. Are trustworthy
3. Provide a fast and easy buying experience
4. Have satisfied customers.

A lot of this is stuff we've already talked about before. Things like providing as much information about your products as you can in the listing description. Making sure you show all imperfections, scratches, dents, cuts, cracks, etc. in your posted pictures. Having the maximum amount of pictures allowed per listing. Making sure your pictures are clear and show every angle of the item. Spelling out in clear terms your return policy and just making sure the listing is as complete as possible.

If you do these things then you're going to be head and shoulders above many of the other sellers already.

However, there are some additional tricks you can do that will boost your visibility in the listings.

And these are SEO based tricks.

The first trick is using keyword research.

The keywords you'll use for the eBay search engine are usually not just a single word, but phrases that are closely related to your product.

This is very similar to how Google's search engine works.

So you'll be using keywords, keyword phrases, and long tail keywords.

If you're unfamiliar with the differences between these, let me clarify...

A keyword would be Guess Jeans. The keyword phrase, would be Guess Jeans For Women, and a long tail phrase could be Guess Jeans For Women Size 4.

Now, something else you're going to want to consider are the use of LSI or Latent Semantic Indexing.

This is where search engines, such as Google and eBay, look for not just keywords and phrases, but relevant common words and synonyms, too.

LSI keywords for a keyword phrase Guess Jeans would be "women's jeans", "women's pants", "Guess", "clothing for women", and "women's clothing",

They're not exact keyphrases, but they're highly relevant and let the search engine's know exactly what your content is all about.

So, in order to appear higher in eBay's search results, you'll need to use a combination of...

Keywords

Keyword phrases

Long Tail Keywords

LSI phrases

So, how do you find these keyphrases?

Well, there are hundreds of keyword tools, but one of the best is free to use, so let's go with that one.

It's the Google Keyword Planner.

Let's look at that now.

To use the Google Keyword Planner you'll need to have a Google Ads account. It's free and easy to sign up. So if you don't have an account, go ahead and sign up for one.

And once you have your account ready, log in.

Then click on Tools and Settings and under Planning, click Keyword Planner.

Then under Discover new keywords, enter your main keyphrase. Let's stick with the example before, so we'll go with Guess Jeans.

Then click Get Started.

By searching for the term "Guess Jeans" you can see other keyphrases and LSI keywords that are relevant to your main keyword.

These are the phrases that you'll want to insert into your ad.

Now, you'll have to use your better judgement to determine which of these phrases you should include.

For example, if you're selling Guess Skinny Jeans, then you'd want to include that. Guess clothing, what color are they? Are they Guess white jeans? Guess black jeans? Guess denim jeans, guess jeans for ladies... that's a long tail keyword, guess premium jeans, etc.

These are the keywords you'll want to use in your eBay listing.

Okay? Now, let's talk about the right way to include these phrases in your eBay listing...

First we'll talk about including keyphrases in your eBay title.

Your eBay title can include up to 80 characters and it's important you make the most of the space you're given.

One thing you don't want to do, however, is keyword stuffing. This means you don't want to throw as many keywords as you can in your title and product description. If you do, this can have the reverse effect of having your listing ranked even lower.

You want a natural flow to your eBay content so insert keywords and phrases naturally.

Let me show you what I mean.

For your title, if you're selling Guess Jeans, you obviously want something more descriptive than...

Guess Jeans For Women.

Remember, you're given 80 characters, so you want to make sure to use the space as best you can.

So, thinking of the keyphrases we found with the Google Keyword Planner, along with maybe some words that we think women may be searching for, we could create a title like this:

Vintage Skinny Black Guess Jeans For Women, Size 4 Guess Pants For Ladies

So we have 73 characters used and several main and LSI keywords and phrases.

Another example...

Guess Jeans For Women, Size 4 Vintage Skinny Black Guess Jeans For Ladies

Or...

Vintage Guess Blue Jeans Womens Georges Marciano Pleated Front 28" Waist Cotton

That last one is more specific, and if you can add more specifics, do it.

Okay, now, let's talk about how to integrate your keyphrases into your product description.

Basically, you'll want to follow the examples and the instruction I've provided before. Just make sure to include several keyphrases, including long tail and LSI. Just make sure you don't keyword stuff by putting in too many keywords. Rule of thumb is to not use any keyword more than once.

Let's take a look at one of my current live products as an example...

This listing is for a pair of True Religion Jeans For Women.

The title for this listing is... True Religion Women's Jeans, Ladies's True Religion Pants Size 27 Light Wash

So I've included keyword phrases with some additional information, the size 27, that I think people looking for this type of product would be interested in.

Then scroll down and see that I've used all available spots for images. You want and try to include as many pictures as you can for each listing because eBay will take that into consideration when ranking.

Then, in the product description you can see that I've used several keyphrases and relevant LSI phrases like True religion womens jeans, ladies true religion pants, light wash true religion pants, true religion jeans for women, True religion womens pants, denim jeans as an additional LSI.

Then I have my promise, shipping policies, return policy, feedback, and payment policy. I post that in all of my listings. You should do the same.

And then, I have a section about the manufacturer. The title here True Religion Clothing, is an LSI keyphrase. And the content, I just copied and pasted from the True Religion website. Just go to the main site, then scroll to the bottom, click About Us, and then the first few paragraphs here, under The True StoryL The Stich That Started It All. I just copied that and pasted it to my listing.

This provides some more relevant content both for the customer and for the eBay search engine.

And that's it, that's basically all you need to do to incorporate relevant keyphrases in your listings to improve your rankings and get more sales.

Just remember to use the keyphrases sparingly. Don't stick too many in or you may be penalized by the Google Search engine.

Okay, well that's it for this video. If you have any questions, please don't hesitate to ask. Just click the contact me link and submit your question and I'll get back to you as quickly as I can. Alright. Thanks for watching and Ill talk to you soon.