



START HERE

Search Engine Optimization

Lesson # 1

What Is Search Engine Optimization (SEO)?

By

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Enjoy your FREE lesson: Start Here SEO for eBay Training Program!

Remember... the full course is only available to 100 students at a time. Once we reach capacity – we will close the doors... so, if you are interested in the full course, you'll want to reserve your spot quickly.

Also – as a part of the PRE-LAUNCH sale, if you reserve your spot for the course before March 6th, it's just \$20! That saves you \$7... *but you have to be one of the first 100.*

You can reserve your place for the Start Here SEO for eBay Course using this special link... if the link works – you made the first 100 students!

[---> CLICK HERE TO RESERVE YOUR SPOT: SEO COURSE FOR JUST \\$20!](#)

Interested in other Start Here Program Courses we have available?

You can learn more here:

Learn to blog for traffic: www.starthereprogram.com/blogging

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Enjoy the lesson on search engine optimization for eBay... and let me know if you have any questions!

Best to you,
Jenni

Foreword

Welcome!

Are you asking why in the world search engine optimization is important to you as an eBay seller? And besides... what in the world IS search engine optimization or SEO?

I'm excited to have teamed up with Jenn Cangelosi with Boutique Bargains to answer these very important questions...

Here is what you can expect in the Start Here Program: Search Engine Optimization for Auctions Training Course:

What's In Store For The Next Few Weeks.

I want to give you a quick look at what we'll be covering during the next 11 lessons in your training... These 11 lessons will be sent to you over the next month – you can expect a lesson every 2-3 days to be delivered to your inbox.

Lesson #01: SEO For eBay – What's The Point?
Lesson #02: SEO For eBay – Using eBay's Tools For SEO
Lesson #03: SEO For eBay – Maximizing SEO With Your Descriptions
Lesson #04: SEO For eBay – Maximizing SEO With Your Images
Lesson #05: SEO For eBay – One Last eBay Tool
Lesson #06: SEO For eBay – Outside Traffic Sources: Craigslist
Lesson #07: SEO For eBay – Outside Traffic Sources: RSS
Lesson #08: SEO For eBay – Outside Traffic Sources: Your Lens
Lesson #09: SEO For eBay – Outside Traffic Sources: HTML Builder on eBay
Lesson #10: SEO For eBay – Outside Traffic Sources: Facebook
Lesson #11: SEO For eBay – Outside Traffic Sources: Twitter

URGENT: Your Email Address... Potential Delivery Problems

Just in case your internet server provider filters the emails from this course, here are a few tips to make sure these emails are delivered in the future.

Oftentimes, putting jenni@huntedtreasure.com on your 'whitelist' will take care of this; however, in some cases it is necessary to use a different email address.

Please check your email and if you do not receive the welcome email within 24 hours then I recommend you get a free Gmail email account to use for these lessons. Yahoo, Hotmail and aol tend to be quick to mark emails as spam.

You can get a free Gmail email address in just a few short steps here: <http://mail.google.com/mail/signup>. Once you have done so, please email me back and I'll manually set up the new email address to your account so you'll be able to receive all of the lessons.

Now that we have taken care of some of the housekeeping... let's get onto the lesson!

Introduction

What is **S**earch **E**ngine **O**ptimization anyway?... And how does it all work?

There are Robots... and Crawlers... it's all a mystery, right?

Well, the good news is that you don't need to take a course or have a complex understanding of how all this works. As long as you have a basic understanding (which we will give you in this course) and apply the right tools to your business, the knowledge and understanding will come.

Search Engine Optimization (SEO) is an extremely important way of bringing buyers to your listings from outside of eBay. It empowers you to take control from eBay... and increases your chances of showing up in the various search engines (like Google) when people (CUSTOMERS) are looking to buy items that you just happen to be selling!

The best part of SEO is that it can be applied to any type of internet business! This course will focus on how to use SEO with your eBay auctions – but, you can take these same tools we give you and apply them to other areas you might grow your online business! How cool is that?!

Okay... we all know eBay is huge! The purpose of this course is to introduce you to the tools already on eBay that you can utilize... and make sure they are implemented within your eBay auctions and store.

Once you have mastered these first tools that we are showing you, we will invite you to move on to part 2... to take a look outside of eBay and see what else you can incorporate into your business to drive more traffic to your eBay Store.

Why open an eBay store?

This is probably one of the top ten questions I am asked regularly! I can see if you are solely into running auctions why you would ask this question.

Personally, when I first started selling on eBay I was an auction GURU! I ran 30 auctions a week, more than 100 auctions a month and loved it! I used an Auction Calendar (<http://www.auctionbytes.com/cab/pages/calendar>), had my own strategies for what time to end an auction or what day to end an auction, what day to list, etc...

Then, as my life started getting busier and my priorities changed, I started looking into an eBay store. I found that I didn't want to sit on my seasonal merchandise until just the 'right time' came and possibly miss out. "YOU CAN'T SELL IT IF THEY DON'T SEE IT!"

eBay recommends a combination of Auction and Fixed Price listings to maximize your item exposure (and if you haven't gone through Jenni's Magic Window of Opportunity on eBay – you are going to want to read it to help build strategies for increased auction exposure... you can sign up here: <http://www.huntedtreasure.com/secretstoprofitableauctions/> scroll down to the bottom of the page for the free ecourse). *Attracting buyers with more unique or hard to find items by running auctions and fixed price listings will ultimately drive demand to any valuable items in your store.*

Now, always remember what may work for you – may not work for someone else, this is just what is recommended.

I do believe you need to run some auctions to attract extra traffic to your store, but as you get established and build your inventory you will find that you may not need to run as many auctions or you may be just comfortable with selling entirely from your store. Whether you solely sell out of your store inventory... or solely run auctions and that is working for you – then by all means, continue with what works!

Continually listing and keeping your inventory stocked is key. I have found the more I list, the more I sell. Why is this? If you leave your store untouched, the less likely the search engines will pick it up. **No movement in your store, may translate into a dead link to a googlebot... see search engines – they LOVE websites that are being updated regularly!** And, if your store isn't moving inventory (buy adding more or selling what is there) – then, it could be considered a stagnant website... this will only push your page rankings down further. *We want to keep the rankings UP!*

Let's take a step back... what are page rankings?

Simply put – when you are searching on Google for something... you start by entering in your search criteria (what you are searching for) – or your keywords – so Google knows what you are looking for.

You hit the search button and bunch of websites come up as your search results. The web pages that are listed first, second, third... they have a higher 'page rank' than the fifth, sixth, or one hundredth web page listed. You want your eBay store to come up when potential customers are searching Google – and you want it to have a 'high' page rank.

In this course, we are going to outline HOW to make sure you get your eBay listings up to optimum speed and that you are using all the built in tools eBay provides... **We want to make sure you can cover all your bases for getting traffic to your store.**

Ebay already has it's own built in traffic search engine optimization that you are getting. A majority of your traffic comes from eBay of course! People search by eBay everyday. In fact, eBay gets traffic from major search engines such as Google, Yahoo, and MSN. These are search engines you may not be seeing huge amounts of traffic from right now in your traffic reports though.

Here is how you can check out your Traffic Reports on eBay:

Step 1: Goto 'Manage My Store'

Step 2: Select 'Traffic Reports'

Step 3: Once in Onmiture, select 'Finding Methods'

Step 4: Select 'Search Engines'

NOTE: Your reports may have to be built first before you can view them. It could take 24 hours before you can view this information if you are just starting out.

If you are already viewing your reports, take notes of where your traffic is coming from today so you can compare the results later.

We are going to end this lesson here... and continue tomorrow by looking at maximizing the tools eBay gives you for better search engine optimization.

Today's Assignment

It's time to get comfortable with how to check your traffic reports on eBay. Before tomorrow's lesson, follow the steps above to check out your traffic reports... At this point, just browse around and get a feel of the information that is provided there. Familiarize yourself with this tool – we'll dig deeper tomorrow.

Enjoy,

Jenni Hunt
Publisher, ***Start Here Program: SEO for Ebay***

Coming Up Next ...

In Lesson #2 we are going to look more closely at the tools eBay provides you for better search engine optimization with keywords... and we will be going over how to maximize these tools that are already available to you.

**Ready to continue with the course?
Reserve your spot before they are all gone!**

--->PRELAUNCH SALE \$20 BEFORE March 6, 2011<---