



SKYHIGH AUCTIONS

How to Boost your
Online Auction Profits
by 200% or more

Part 3



SKY HIGH AUCTIONS PRESENTS...

HOW TO BOOST YOUR ONLINE AUCTION PROFITS BY 200% OR MORE!

PART 3

Hi!

Welcome back to this very special 5-part Sky High Auction mini series on how to boost your online auction profits by 200% or more!

You've reached Part 3 of the course.

In our last video we looked at different ways of increasing the number of leads that you get.

Today, we're going to find out how to increase your conversion rates.

That means you'll discover how to get people from simply viewing your listings to take action and place a bid or click 'Buy Now'.

HOW TO TURN VISITORS INTO BUYERS

There are a number of different methods you can use to boost your conversion rates, these include:

- Including **detailed information** about the product that you are selling.
- Making sure that you include **professional quality, well lit, photos**.
- **Answering questions** from watchers promptly and adding any frequently asked questions to your FAQ page on future listings.
- **Not over-saturating the market.**

If you own more than one of a particular item, do not list more than one of these items at the same time. Instead, use simple software to automatically relist an item when one sells. This way, you can continue the perception that the item is in scarce supply, while also making as many sales as you possibly can. Remember that if an item looks scarce, then people will feel more compelled to make a decision to buy straight away.

- **Choose a busy time to close your auctions.**

I've seen items sell for at least twice as much when the closing time is in the evening as opposed to the morning. You'll also want to check where in the world your buyers are coming from. If the majority of your buyers are from the United Kingdom, you should take this into account and set an appropriate closing time according to when most UK users will be online.



- **Keep your feedback ratio high.**

This means shipping your items quickly, responding quickly to customer enquiries and refunding unsatisfied customers. If you keep your feedback above 99%, potential customers will trust you more.

- **Embedding video of the item you are selling.**

This can be time-consuming, so I only recommend this for high priced products, and ones that produce consistent sales.

According to eBay, the video must deliver the content in flash animation format and be hosted by a site that takes strong measures to provide safe content. In an attempt to safeguard eBay members, based on current technologies and current eBay marketplace requirements, sellers may only embed video from:

- [AOL](#)
- [AuctionMerical](#)
- [AuctionPlayer](#)
- [AuctionVideo](#)
- [CarTHINK](#)
- [CreativeVideosOnline](#)
- [Dailymotion](#)
- [Google](#)
- [i2iAuction](#)
- [Microsoft](#)
- [MySpace](#)
- [Silverdock](#)
- [Vzaar](#)
- [YouTube](#)

- **Use BuySafe.**

BuySAFE increases buyer confidence by giving a third-party endorsement and a bonded guarantee for all the items that you sell. This helps customers feel safer making a purchase from you.

Your customer's increased confidence translates into more conversions and more profits for online estore owners who join the program.



SKYHIGH AUCTIONS

BuySafe says that its ongoing testing of eBay customers has revealed that Sellers increase their conversion rate by 2.1% with BuySafe bonded items, and using BuySafe increases sellers' revenues by a hefty 6.8% overall!

Find out more at BuySafe.com.

- **Price your product competitively** and get your margins through shipping or sourcing the product at lower prices.

Unless you are selling collectibles, or one-of-a kind products, you'll likely be competing with many other sellers.

In online auctions, price competition is probably the most important element that will determine whether or not your listings actually sell. I strongly recommend that before you sell any item, you make sure that it has the potential to sell by looking through eBay at the selling prices of "closed" items. This will give you a good indication of whether or not you can compete in terms of price. Just remember that you'll need to register with eBay first to do this as only registered users can view closed auctions.

We hope you've enjoyed this video and I strongly encourage you to start putting some of the techniques we've talked about today into practice as soon as you can.

Remember: the full Sky High Auctions course contains all of these techniques in step-by-step detail...plus a lot more besides!

See you again very soon!