



PORTALFEEDER v2.0

Building a Profitable Web Business
Just Got a Whole Lot Easier!



Market Research the **ebay** Way!

Discover the Powerful Benefits of Using EBay as a Resource, for Determining What the People of the World are Searching for to Buy.

Learn How Using the Information that EBay has Already Gathered Can Save You Time and Energy in Your Market Research, and Potentially Lead to a Huge Online Business for You!

Written By: Steve Brown (PortalFeeder Training Mentor)



<http://www.PortalFeeder.com>

Building a Profitable Web Business Just Got a Whole Lot Easier!



PORTALFEEDER v2.0

Building a Profitable Web Business
Just Got a Whole Lot Easier!



Market Research: Give Your Business the eBay Boost

- Are you exhausted by your market research?
- Are you having a hard time coming up with topics and products for your Portal Feeder sites?
- Would you like a little help from your friends?
- How about letting the experts do some of the work for you?
- Best of all, how about getting it done for free?

eBay, It's A Lot More Than Just A Monstrous Garage Sale



Why not leverage the hard work already done by a web giant like eBay
www.ebay.com?

No, you're not going to have to start an eBay business out of your garage, unless you want to, of course.

Too many people see eBay as just one giant online flea market that beginners take advantage of to get their feet wet making money online. This is definitely a powerful strategy, but it's definitely not for everybody.

What people don't understand about eBay is that it can also be a resource that potentially leads to huge profits for their "regular" online businesses.

eBay's Meta Tags Say It All

These guys mean business and lots of it:

```
<meta name="description" content="Buy and sell electronics, cars, clothing, apparel, collectibles, sporting goods, digital cameras, and everything else on eBay, the world's online marketplace. Sign up and begin to buy and sell - auction or buy it now - almost anything on eBay.com.">
```

```
<meta name="keywords" content="ebay, electronics, cars, clothing, apparel, collectibles, sporting goods, ebay, digital cameras, antiques, tickets, jewelry, online shopping, auction, online auction">
```

```
<title>eBay - New & used electronics, cars, apparel, collectibles, sporting goods & more at low prices</title>
```

Regardless of your business model, whether you create lots of Portal Feeder sites, sell your own info products or physical products, promote affiliate programs, sell web-based services or consulting services...you are sure to discover at least a few tips from eBay that could potentially send your profits skyrocketing.



Exploit eBay's Product Categories

eBay has spent unfathomable amounts of money and innumerable man hours of work to create a massive list of categories based on the interests of people who have used eBay site to buy and sell goods and services. They have scores of people who are trained to research different markets and drill down as deep as possible to find all the related segments of those markets.

Because they have spent millions of dollars to research the buying habits of people all around the world, and have created their business to cater to the interests of these people, eBay is an excellent source for Portal Feeder site ideas, especially Business to Consumer ideas.

Here you can find one category within a few seconds that could potentially lead to a huge online business for you.

Let's just say that you click on the "Sporting Goods" link that appears first in the categories list along the left side of the page on eBay.

You will notice an entire category tree of subcategories that represent various types of sporting goods that eBay has discovered are the most popular in the world. Wow, is that an amazing list!

Without having to spend one second of time to try and discover for yourself the types of sporting goods that people are searching for all over the world, you can simply look at this list and pick which sporting goods you would like to build Portal Feeder sites for.

Categories
Antiques
Art
Baby
Books
Business & Industrial
Cameras & Photo
Cars, Boats, Vehicles & Parts
Cell Phones & PDAs
Clothing, Shoes & Accessories
Coins & Paper Money
Collectibles
Computers & Networking
Consumer Electronics
Crafts
Dolls & Bears
DVDs & Movies
Entertainment Memorabilia
Gift Certificates
Health & Beauty
Home & Garden
Jewelry & Watches
Music
Musical Instruments
Pottery & Glass
Real Estate
Specialty Services
Sporting Goods
Sports Mem., Cards & Fan Shop
Stamps
Tickets
Toys & Hobbies
Travel
Video Games
Everything Else
All Categories

By simply creating separate silos for each of the sporting goods subcategories that you see within this list, and then strategically linking these sites to one another, you have created a potential Portal Feeder goldmine!

For example, seeing the "Exercise & Fitness" subcategory within the Sporting Goods category, you might decide to build an entire hub of Portal Feeder of sites.

All the guesswork about what sites you'll create within your portal is eliminated by simply deciding to build individual sites for

each of the types of exercise equipment that are listed on this page, such as Cardiovascular Equipment, Conditioning & Low Impact, Exercise Monitors & Computers, Fitness Accessories, Workout Instructional DVD & Video, Supplements and Diet.

Why try and figure out for yourself what silos to create when eBay is telling you exactly what people are interested in the most, based on all the research they have already done for you?

Pretty powerful information, right!





PORTALFEEDER v2.0

Building a Profitable Web Business
Just Got a Whole Lot Easier!



As internet marketers, we all suffer from information overload, always dealing with the abundance of ideas that flood our minds each day, even while we're dreaming.

It's often difficult to decide which opportunity to take advantage of because there are always so many choices to make.

With eBay, building your own Portal Feeder sites can be as easy as making the decision to build an entire group of sites around one specific category before you even think of attacking another subject.

In the case of sporting goods, for example, you would simply decide, "I am going to build as many Portal Feeder sites as possible around all of the Exercise Equipment categories listed on eBay, and make them as powerful as possible before I even consider starting a new group of silos!"

If you'll simply click on "[Show all "Sporting Goods" categories](#)" that appears at the bottom of the Sporting Goods subcategories list, you'll have enough ideas to keep you building Portal Feeder sites for months or years down the road.

Of course, the "Categories" section on the left side of the page is also an excellent place to start if you are looking for related, "backend" or "backdoor" markets for some of your products, and so on. *What's related to exercise equipment?* What about cycling, athletic apparel, skateboarding, etc. Brainstorm a bit and you'll find there's so much to work with.



By joining eBay's affiliate program <http://affiliates.ebay.com> through Commission Junction, eBay provides an RSS feed that allows you to pull related auction listings onto your web site by adding a piece of code to your site. By using their RSS feed to place eBay listings on your site, your site benefits from improved search engine rankings.

Place your AdSense or affiliate products in the visually "hot area" at the upper left corner of your pages, taking advantage of the "best page real estate above the fold". However, offer eBay listings lower in your site so that you provide your visitors with something that the search engines love... excellent free content.



The eBay Affiliate Program: Earn cash by promoting eBay's unmatched value and selection. You will be compensated for traffic you send to ebay.com in two distinct ways: earn between 50% and 75% of eBay's Revenue (not item sale price) on ALL Winning Bids or Buy It Nows (BINs) within 7 days of an affiliate action AND up to \$35.00 for each active registered user!

How to Find the Hottest Items in Any Market

You want to determine which items are successfully being sold online, so the first thing you can do with eBay is to pay attention to the most popular items being sold through their site.

What items are the hottest? What items are people actively searching for? By paying close attention to these products, you may find a product that you want to add to your product catalog or a new topic that you want to create a Portal Feeder site for.

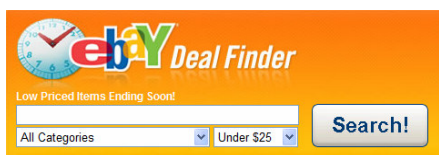
POPULAR SEARCHES

1. [wii](#)
2. [xbox 360](#)
3. [webkinz](#)
4. [apple ipod](#)
5. [ipod](#)
6. [ps3](#)
7. [psp](#)
8. [coach](#)
9. [nintendo wii](#)
10. [playstation 3](#)



Use eBay to discover which items are most in demand by their web site visitors. By tapping into this valuable information, you can create Portal Feeder sites and/or create information products geared towards these hungry markets.

Go back to the “Sporting Goods” example from above. Once you click on the Sporting Goods link under “categories”, find the section on the web page entitled, “Popular Searches”. Then click on “eBay Pulse”: <http://pulse.ebay.com>. This is a great area to find keywords for the most searched for eBay product categories. It’s worth its weight in gold. This is a great place to find keywords to determine the subject areas for your site silos.



In addition, you can brainstorm niche product sites using eBay’s Deal Finder Research Tool:

<http://dealfinder.ebay.com/dlf/home>

Find New Marketing Methods

Many eBay marketers are very savvy, and you can learn a lot by paying attention to how they are marketing their items.

You may find that they use specific copy techniques that you might want to test in your business. Maybe they’ve found a great way to incorporate audio or video into their sales process. In fact, eBay marketers were among the first online entrepreneurs to capitalize from video ads. They are often at the cutting edge.

There are many techniques that eBay marketers have used that would be great strategies to test outside of eBay, on your online business’ web site, within your auto responder sequences, on your blogs, forums and membership sites.

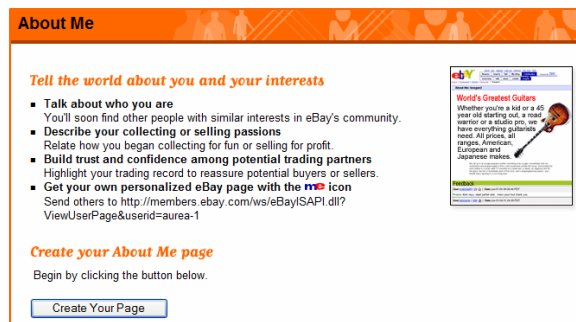
Use eBay for driving traffic to your sites

Most people don’t know that there are a number of great ways to generate traffic from eBay. One of the ways that people have used to drive traffic to their sites was by setting up their “About Me” pages to point to their sites:

<http://pages.ebay.com/help/account/about-me.html>

The “About Me” page is a page you can set up within your eBay account that you can use to share various bits of information with people who visit your listings, including personal information about yourself, links to favorite web sites, and so on.

Another benefit of setting up your “About Me” page with a link to your web sites is to generate traffic as a result of link popularity with the search engines.





PORTALFEEDER v2.0

Building a Profitable Web Business
Just Got a Whole Lot Easier!



The best part is that eBay traffic is more qualified, a lot of the time, because there are more buyers prevalent on eBay than on Google, or any other search engine where people search primarily for free information.

EBay's Own "Marketplace Research" System

EBay's Marketplace Research Tool:

http://pages.ebay.ca/marketplace_research is a subscription based service that enables buyers and sellers to gather critical intelligence on buying and selling trends in the eBay marketplace. You can view and analyze top searches, average start prices, average sold prices and much more.



You can access up to 90 days of eBay historical completed items data. Understand the demand for items you're planning to sell with charts trending average bids per item, number of completed items and more. View top searches within a category or the entire site to see what buyers are searching for.

This is a great tool when you're targeting a product market in Portal Feeder sites. You really want to have a product that historical data says will sell. You can subscribe on a daily or monthly basis. The in-depth product data that it provides is a real bargain. Professional data mining companies charge big bucks for the same or less info.

EBay University

<http://pages.ebay.com/education> has in-depth training that's not just for eBay sellers and buyers.

The University training on marketing and selling is free and some of the best available anywhere. Here you will learn to separate what's profitable from what's not. It features tutorials for beginners as well as experienced marketers. It's a great place to learn time tested sales techniques that you can integrate into your site building. It will steer you toward creating websites that are real money makers.

Marketing Tips

- 1** [Developing a Marketing Strategy](#)
Learn how to use eBay's promotional tools to market your listings and how to study sales trends to increase your market and analyze the competition. [Start the tutorial](#)
- 2** [Great Customer Service](#)
Learn tips for providing great customer service before and after the sale to help you increase your selling success on eBay. [Start the tutorial](#)
- 3** [Your Personality on eBay](#)
Create a more professional presence and establish a personal connection with buyers by creating an About Me and My World page. [Start the tutorial](#)
- 4** [Organic Search: Fundamentals and Optimization](#)
This video presentation covers essential elements of your item listing that can increase your ranking in internet search results. [Start video](#)

Conclusion

Whether you're setting up Portal Feeder sites to make commissions from AdSense or affiliate products, or even if you're just setting up sites to generate leads for your other web sites, eBay is a goldmine for finding profitable markets and niches. You couldn't find a more fun place to do your research.



Disclaimer:

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

Copyright © 2007 - 08 All Rights Reserved. PortalFeeder.com

Written By: Steve Brown (PortalFeeder Training Mentor)



<http://www.PortalFeeder.com>