

# How To Research The eBay Marketplace

Brought to you by [www.Jennyhow.com](http://www.Jennyhow.com)

## Legal Notice

### **Very Important Information**

**Bonus Complimentary Copy - For Personal Use Only!**

**You cannot resell or giveaway this copy under any circumstances**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

The Publisher will not be responsible for any losses or damages of any kind incurred by the reader whether directly or indirectly arising from the use of the information found in this report.

This report is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

No guarantees of income are made. Reader assumes responsibility for use of information contained herein. The author reserves the right to make changes without notice. The Publisher assumes no responsibility or liability whatsoever on the behalf of the reader of this report.

## **How To Research The eBay Marketplace**

This article is dedicated to the tools you can find in eBay itself and free to use to identify a good niche.

Before I start, most dropshipping services database out there does provide you with the market research tool.

That makes your job really easy. You may use the eBay search results as an additional information to identify your profitable niche market.

We'll look at 3 major facilities in eBay itself:

## [1. Shop.ebay.com](http://shop.ebay.com)

This is a free tool which is quite under utilized as far as market research is concerned. You can view main searches by keywords, and these are organized in A-Z.

Below them is the matching categories for that word and all related searches.

The screenshot shows a browser window with the URL <http://shop.ebay.com/allcategories/all-categories>. The eBay logo is visible at the top, along with a search bar and navigation links. The 'Categories' dropdown menu is open, showing a list of categories. A red arrow points to the 'Categories' dropdown, and a red text box says "Click on Categories to see all keywords sorted alphabetically".

**Categories** Motors Stores Daily Deal

Home > Buy

**All Categories** Click on Categories to see all keywords sorted alphabetically

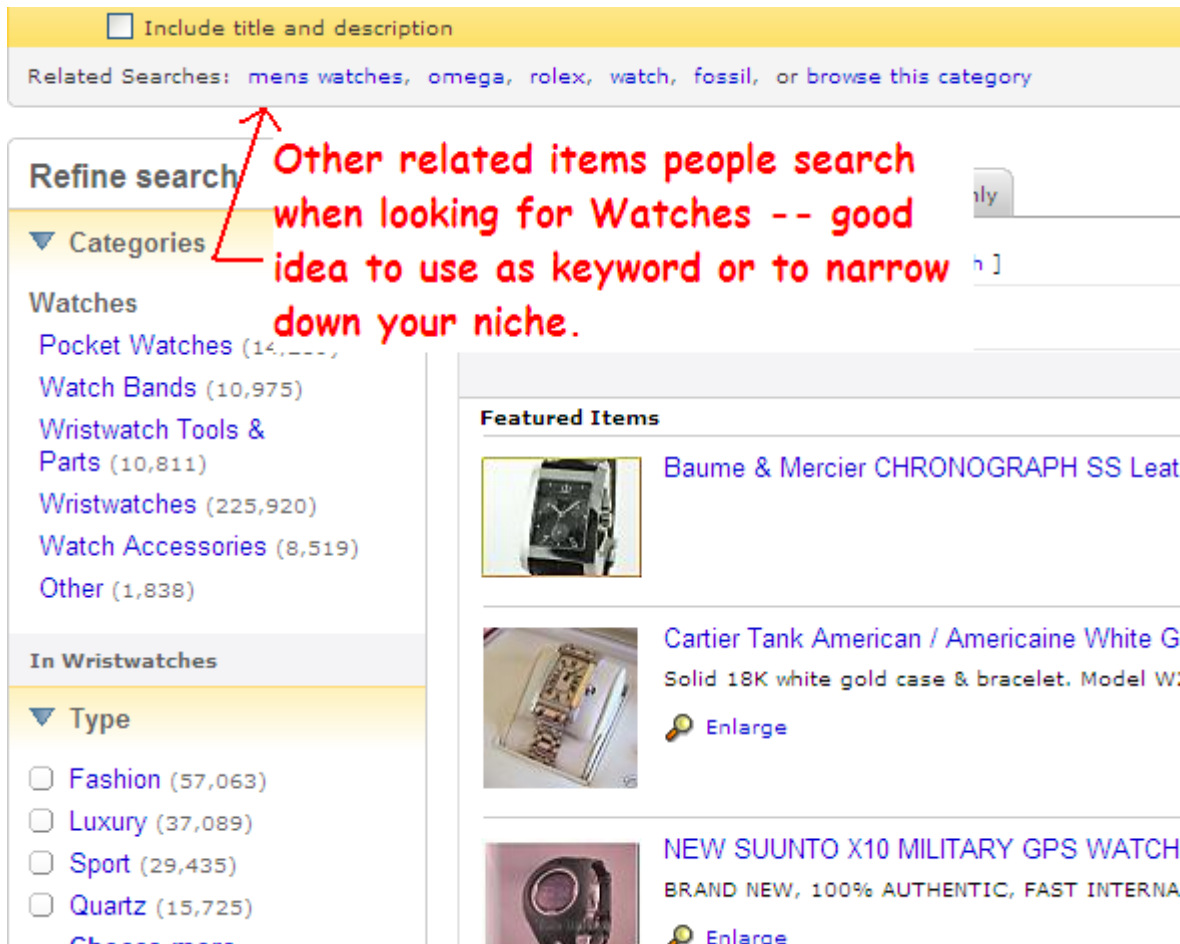
- Antiques
  - Antiquities
  - Architectural & Garden
  - Asian Antiques
  - Books & Manuscripts
  - More ▼
- Art
  - Direct from the Artist
  - Art from Dealers & Resellers
  - [Wholesale Lots](#)
- Business & Industrial
  - Agriculture & Forestry
  - Businesses & Websites for Sale
  - Construction
  - Electrical & Test Equipment
  - More ▼
- Cameras & Photo
  - Binoculars & Telescopes
  - Camcorders
  - Camcorder Accessories
  - Camera Accessories
  - More ▼

I click on Watches under Jewelry and it brings me to a page where I can see the main categories related to Watches and also the auctions on Watches.

Seems like the Watches niche is quite hot and big, as shown by the numbers in the brackets.

The screenshot shows the eBay search results page for 'Watches'. The breadcrumb trail is 'Home > Buy > Jewelry & Watches > Watches > Search results'. A search bar is at the top with a 'Find' button and an option to 'Include title and description'. Below the search bar, there are 'Related Searches' for 'mens watches', 'omega', 'rolex', 'watch', 'fossil', and 'or bro'. The 'Refine search' section is on the left, with a 'Categories' dropdown menu. Under 'Categories', the following items are listed with their respective counts in brackets: 'Watches' (14,289), 'Pocket Watches' (14,289), 'Watch Bands' (10,975), 'Wristwatch Tools & Parts' (10,811), 'Wristwatches' (225,920), 'Watch Accessories' (8,519), and 'Other' (1,838). Below this is the 'In Wristwatches' section with a 'Type' dropdown menu, showing 'Fashion' (57,063) and 'Luxury' (37,089). A red annotation with the text 'The larger the number, the hotter and more popular' and a red arrow pointing to the 'Watches' category is overlaid on the image. To the right of the 'Refine search' section, there are options for 'View as' (List) and 'Featured Items' which includes a 'Baume & Merc' watch and a 'Cartier Tank Ar' watch with 'Solid 18K white' and an 'Enlarge' button.

At the top, you can also see “Related Searches”.



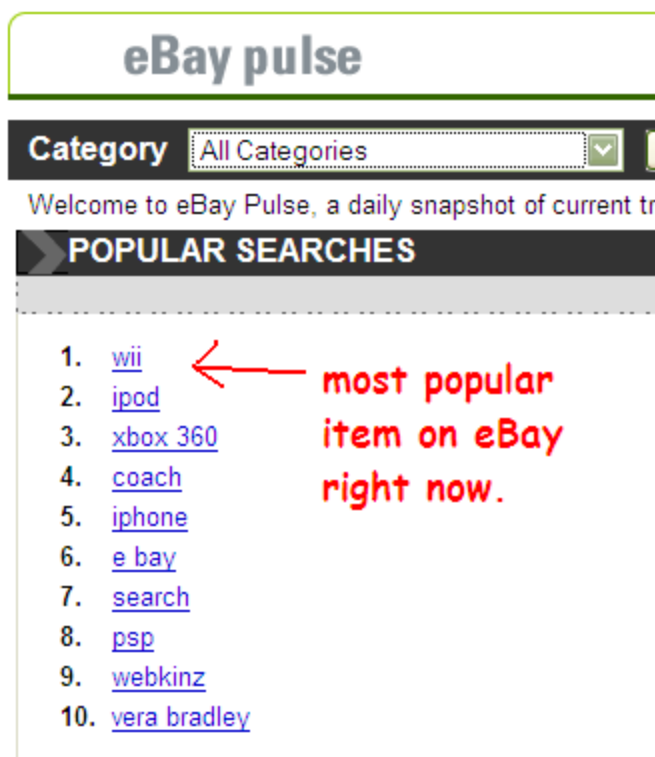
As the 'Watches' category is quite hot, you can further narrow down to a particular niche when you first start.

Then slowly expand to add one more product at a time by referring to these keywords.

Let's go to the next tool.

## [2. The eBay Pulse](#)

This is the best and most common place to brainstorm ideas on what's hot right now.



The screenshot shows the eBay Pulse interface. At the top, there is a header 'eBay pulse' in a green-bordered box. Below it is a 'Category' dropdown menu set to 'All Categories'. A welcome message reads: 'Welcome to eBay Pulse, a daily snapshot of current tr'. A dark grey bar with a right-pointing arrow contains the text 'POPULAR SEARCHES'. Below this is a list of 10 items, each with a number and a blue underlined link. A red arrow points from the text 'most popular item on eBay right now.' to the first item, 'wii'.

Rank	Item
1.	<a href="#">wii</a>
2.	<a href="#">ipod</a>
3.	<a href="#">xbox 360</a>
4.	<a href="#">coach</a>
5.	<a href="#">iphone</a>
6.	<a href="#">e bay</a>
7.	<a href="#">search</a>
8.	<a href="#">psp</a>
9.	<a href="#">webkinz</a>
10.	<a href="#">vera bradley</a>

On the left is the top 10 list of the most popular items on eBay. On the right, you can see the top 10 largest store on eBay. Check them out and see how they do their business.

You should be able to learn a thing or two here. But do not try to be like them, they have a large inventories, and they don't grow over night.

[Learn more.](#)

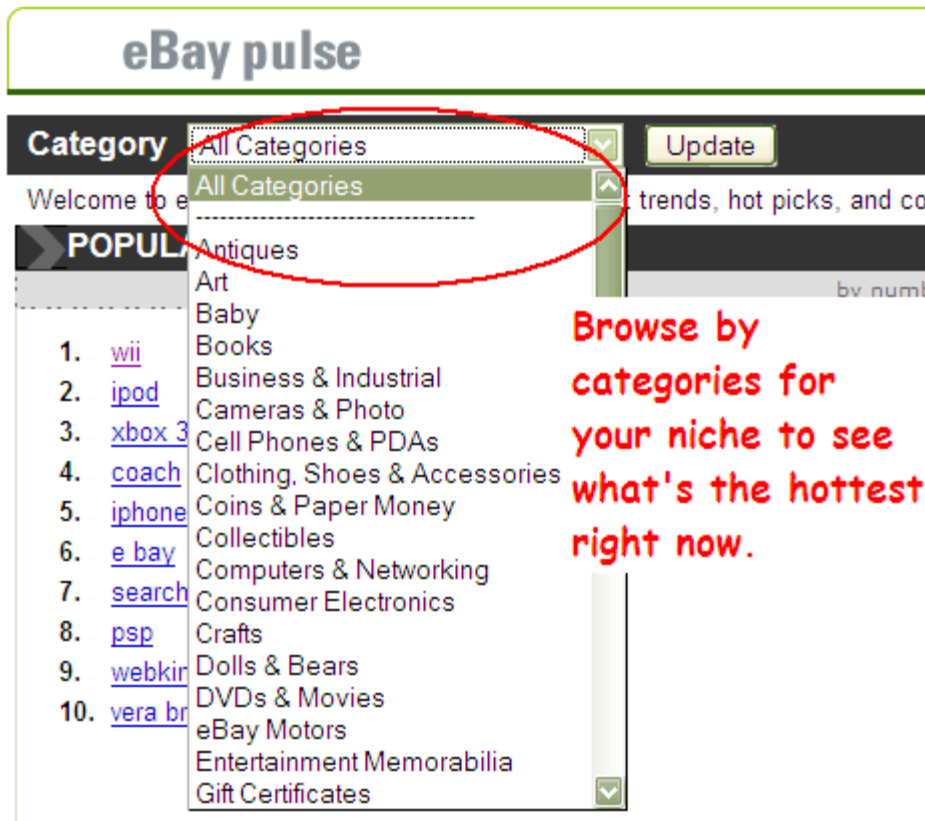
### LARGEST STORES

1. [Buy's Internet Superstore](#)  
[buy](#) ( [96431](#) ★ )
2. [NorthKeyMovies](#)  
[crispmovies](#) ( [285985](#) ★ )
3. [Car Parts Wholesale](#)  
[carpartswholesale](#) ( [350405](#) ★ )
4. [Player's Quest](#)  
[playersquest](#) ( [61680](#) ★ )
5. [Red Tag Market](#)  
[redtagmarket](#) ( [326170](#) ★ )

the most popular store for Wii.

Check it out to see why the store is doing so well.

Going back to the left hand side, above the top 10 list, there's a category drop down menu. For example, I am not interested to look at Wii because I'm researching on earrings.



So, I'll click on the Jewellery and Watches category.



Over here I can identify that rolex is the most popular items under Category and Watches. But I need to drill down again as I want to look for woman's accessories, and that is earrings.

Click on the subcategory to further narrow down your search.

Let's go to the next tool.

### 3. Completed Listings

The main purpose of this is to check out what price the items normally end with buyers. So that you can go back to your dropshipper directory to see if the price they are offering you is a good deal and that you can make a good margin.

In eBay's home page, click on [Advanced Search](#).

Enter keyword or item number  In this category

See [general search tips](#) and [advanced search commands](#).





**enter keyword,** on  **Completed listings only**   
**eg. earrings**

Best Match  View results  Res

Enter the keywords, say earrings, then check the box for Completed listings only. Click Search.

You will have to log in to see the search results. Make sure you've registered on eBay beforehand.

## 12 How To Research The eBay Marketplace

	Esposito Diamonique Sterling Vintage Style Earrings \$90	1	\$9.99	\$19.99
	brass Dragonfly earrings with labradorite stone New	0	\$9.99	\$5.95
	EARRINGS Elephants 4 GRAMS 14KT Gold	<i>Buy It Now</i>	\$99.00	\$5.00
	Lot Of 5 Pairs Gold Plated&Pearl Glass Beads Earrings	2	\$0.99	\$8.97

Items prices which are in green are sold. Red means unsold. There are a few pages more at the bottom. Make sure you see as many as you can to get a feel of

- what's the highest price people are willing to pay for your item
- what's the lowest price ever sold
- what's the month or season
- how is the item sold, in bulk lots or individual
- click in the links and take note of the price and sellers

Go back to your wholesaler or dropshipper and check how much you can profit, if your items sold at the price listed on eBay. So that you can get a rough estimate of your profit margin.

## Recommended Resources

**Free HTML Editor** – [NVU](#) allow you to create your own web pages the simple and easy way without any HTML or PHP programming knowledge.

**Domain Names** – [Namecheap](#) domain Names for your new website are a bargain here. Search in Google “Namecheap coupons” to see if there's any code you can apply to get some discounts.

**Web Hosting** – [Bluehost](#) offers unlimited domain hosted in one account with reasonable monthly hosting fee of less than \$10 per month.

**Merchant Account** – [Paypal](#) offers you to accept credit card payment from your customers all around the world with various currency options.

**Autoresponders** - [Getresponse](#) offers the most reliable autoresponders on the net! Great for sending store news to your customers!

### **Dropshipper Directories**

- [WorldWide Brands](#) allows you to get access to database of 7,000+ wholesalers and millions of products for your e-commerce and other product sourcing needs. [Read Review](#)
- [Salehoo](#) is one of the cheapest and most reliable wholesale sources. [Read Review](#)
- [Shopster](#) is a complete e-Commerce and product source solution provider. [Read Review](#)