

eBay Listing优化

目录

Listing优化包括哪些内容

如何设计优化Listing

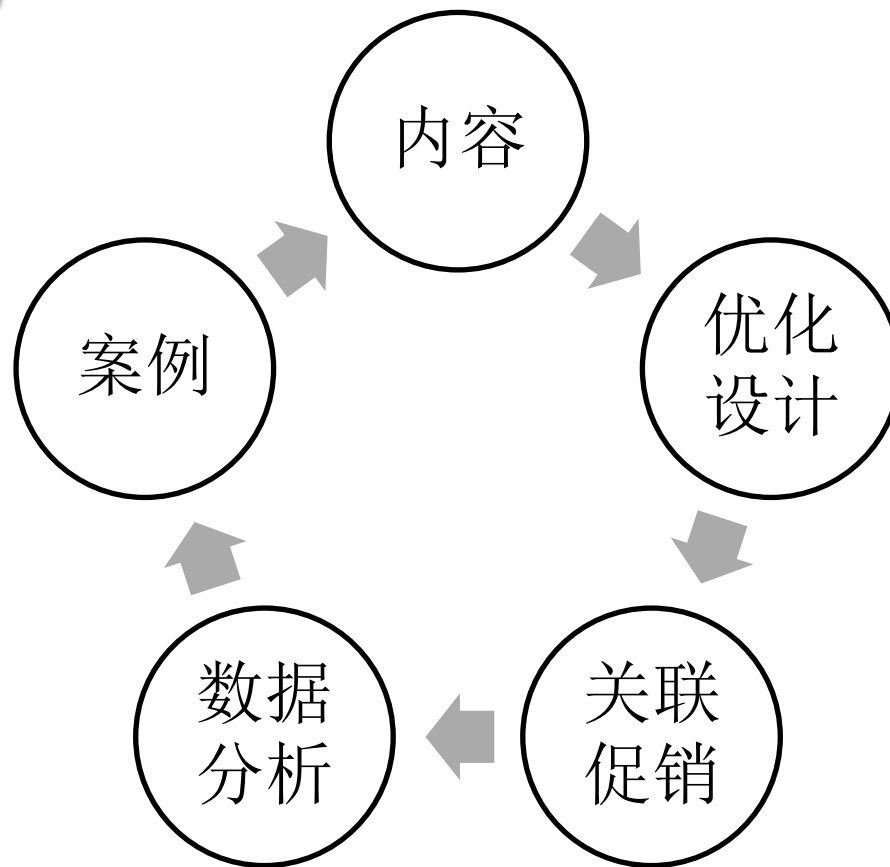
如何做关联促销

如何做好数据分析

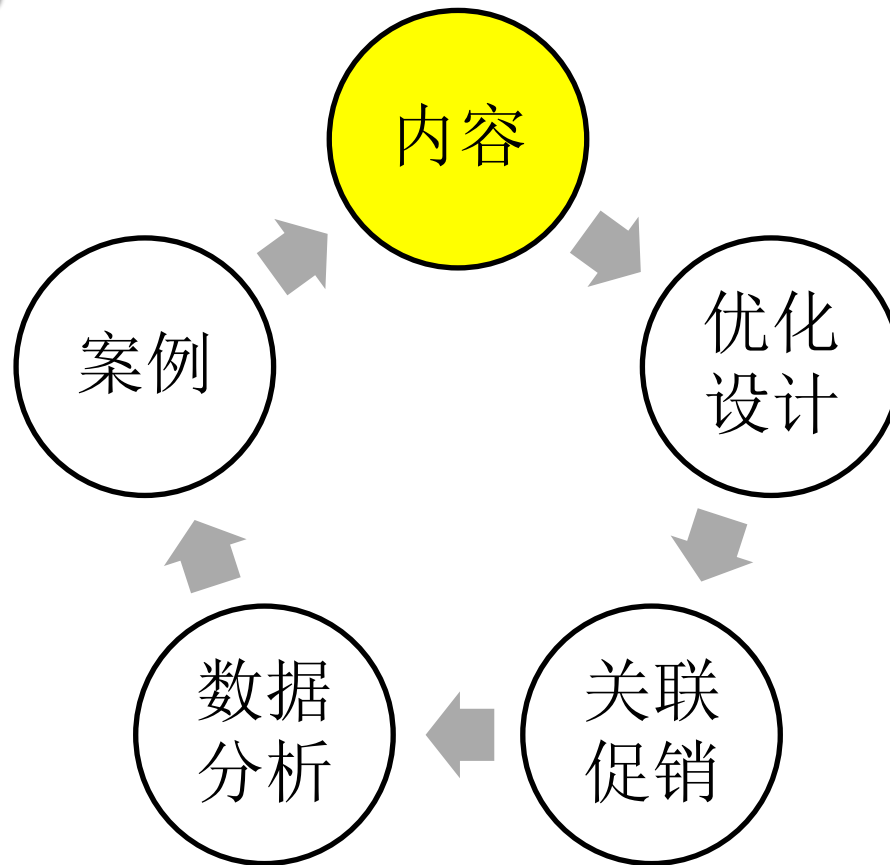


“平台政策熟知”是优化的基础

Listing



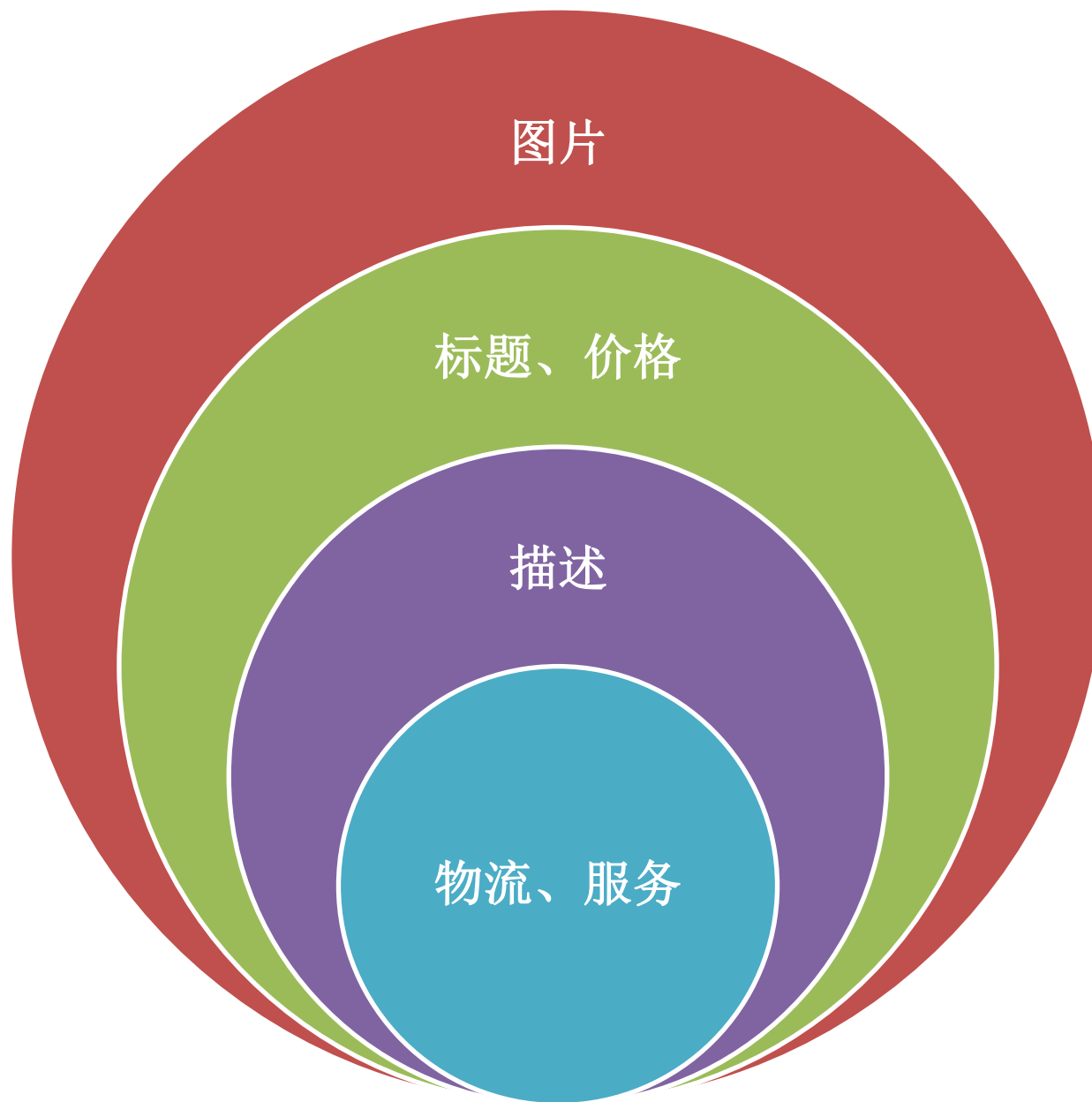
Listing



响

Listing的组成及影





买卖需求：Keywords、Bestmatch

buyer筛选所需：图片、标题、价格

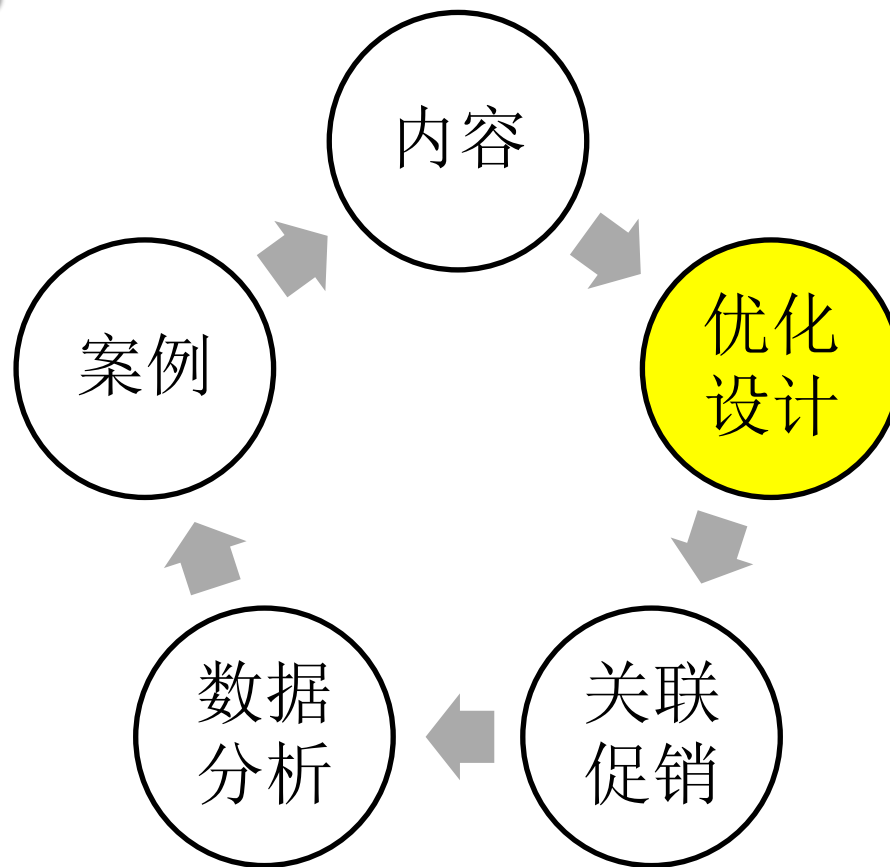
buyer确认需求：图片、价格、描述

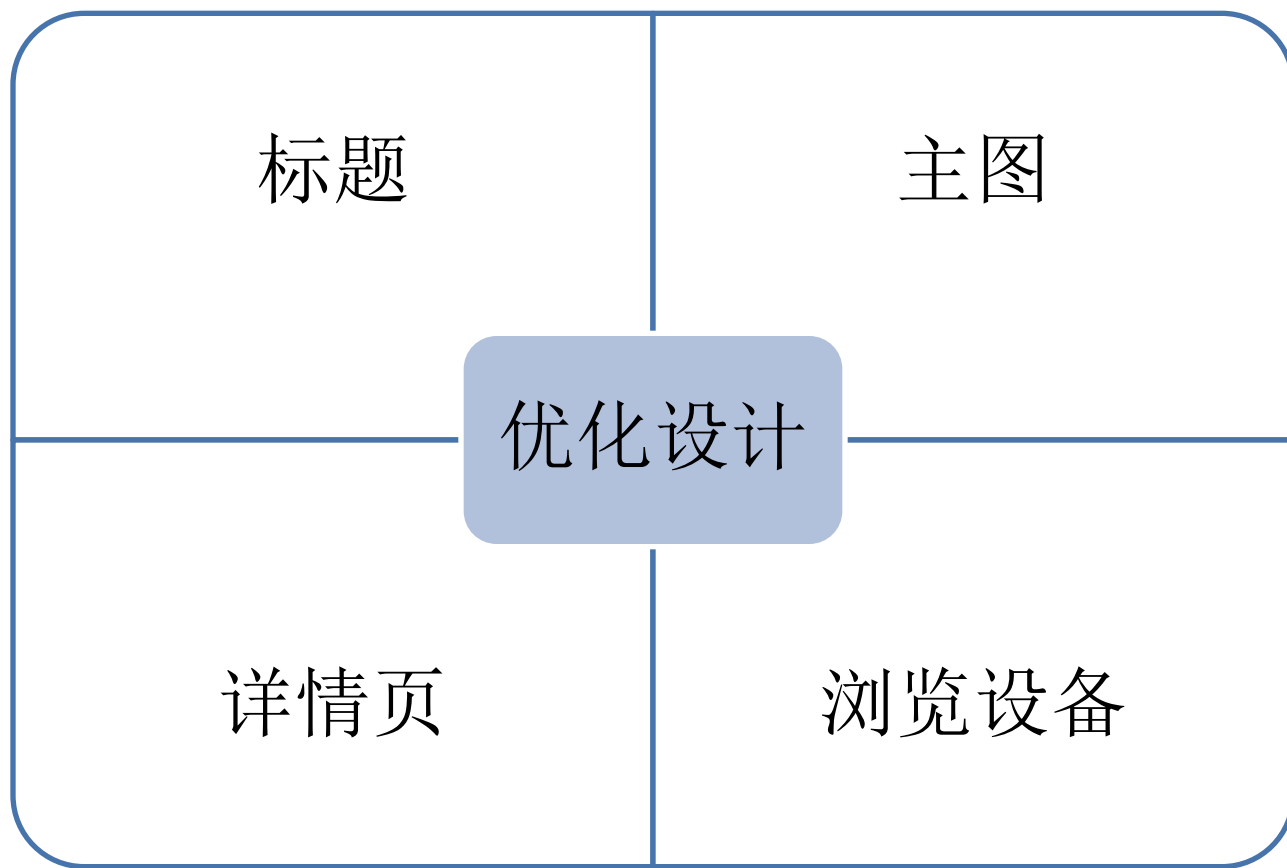
买卖成交：图片、标题、价格、活动促销、描述、物流、服务

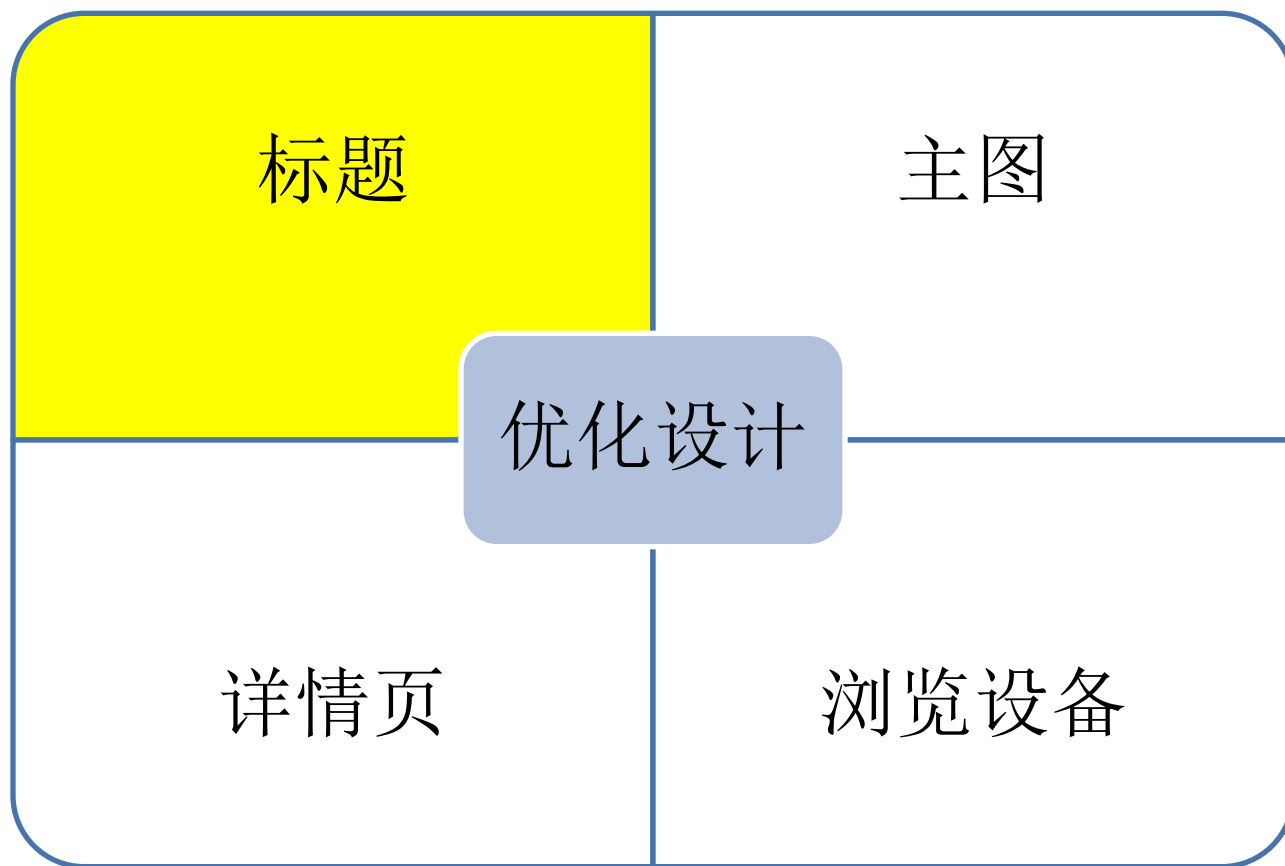
流量利用：促销工具、banner活动促销、关联促销

回头率：货到体验度、店铺收藏、活动促销、图片、标题、价格、描述、物流

Listing







优化标题



分析 > 选词 > 组词 > 评估

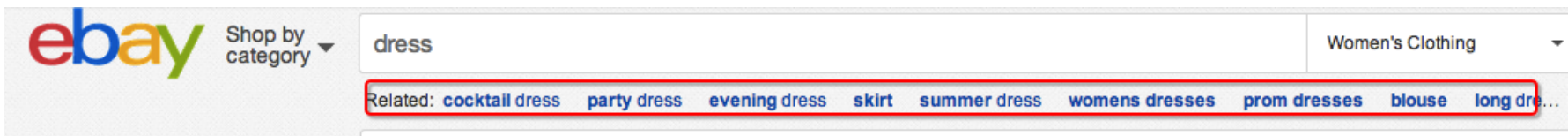
选词分析

市场视角中的产品

Buyer视角中的产品

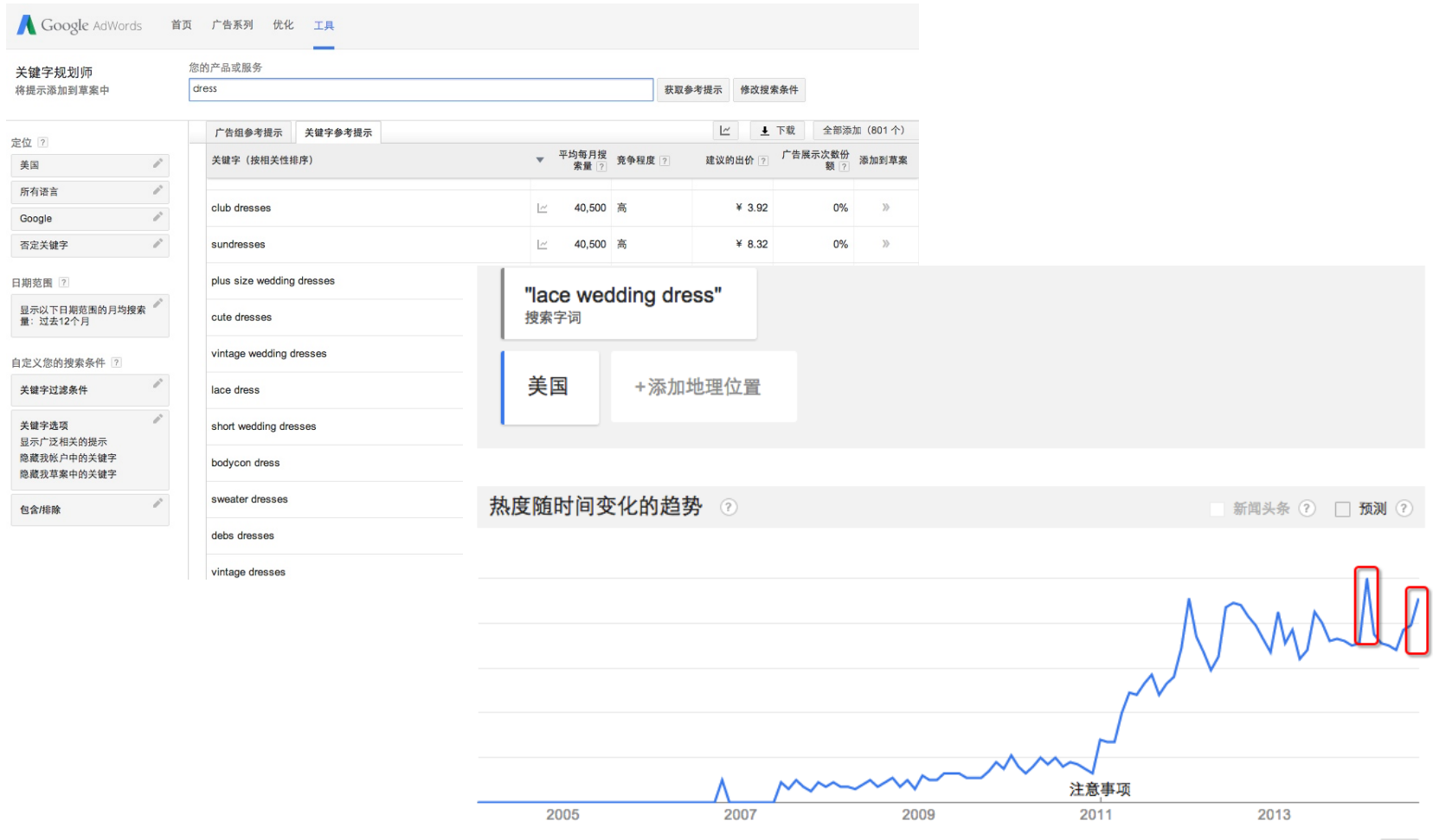
常见的选词方法

常见的选词工具：eBay 关键词提示



常见的选词方法

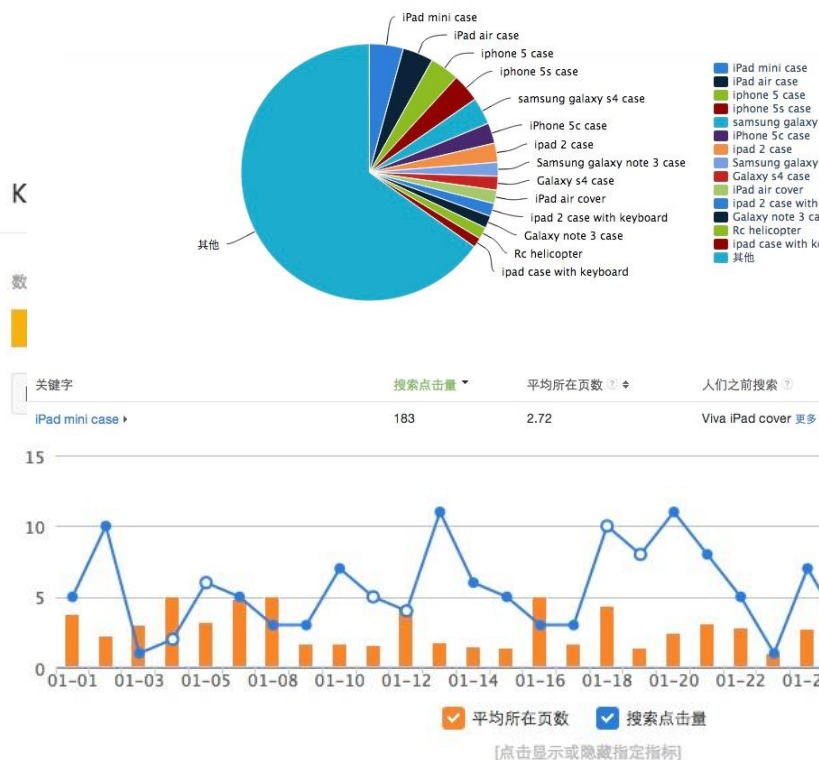
常见的选词工具：Google Adwords、google trend



常见的选词方法

常见的选词工具：数字酋长搜索关键字

数据说明：以下搜索关键字是买家搜索的真实采样数据，是买家搜索数据的一部分。（其他报表的数据都是真实完整的）



Listing分布

人们之前搜索

82 listings.

封面

标题

搜索点击量

平均所在页数



BLACK BLUE LATTICE BASE COVER CASE FOR APPLE IPAD MINI 2
RETINA WARD STYLUS - 3907244581806

53

2.42

	A	B	C	D
1	关键字	搜索点击量	平均所在页数	人们之前搜索
2	iphone 5s case	238	1.86	nail polish protectors
3	iphone 5 case	196	1.52	womens iphone 5 case
4	iphone 5c case	99	1.12	nature soy wax
5	iPhone 5 cases	51	1.59	Marc Jacobs iPhone 5 cases
6	ipad mini case	49	2.18	size 3 wedding ring
7	iphone 5s cases	45	1.69	otterbox iphone 5s
8	iphone 5c cases	31	1.06	victorias secret PINK iphone 5 c cases
9	dog bed	25	1.36	dog sheep skin bedding
10	wall stickers	24	3.04	little wall stickers
11	gaming mouse	23	1	gaming mouse pad
12	samsung galaxy	20	1.95	samsung galaxy s4
13	mouse	20	1	wireless mouse
14	galaxy s4 case	16	1.69	uag case for galaxy s4
15	ipad 2 case with	16	1.31	iphone 5s otterbox belt clip
16	iphone 5 cover	15	1.2	iphone 5 screen protector
17	baby clothes	14	1.79	baby dresses size 0000
18	ipad mini case w	14	1	ipad mini cases

举例： 2x 4inch 18W CREE LED LIGHT BAR WORK SPOT LAMP OFFROAD BOAT UTE CAR TRUCK

[Back to search results](#) | Listed in category: [eBay Motors > Parts & Accessories > Car & Truck Parts > Lighting & Lamps > Fog/Driving Lights](#)
[eBay Motors > Parts & Accessories > Car & Truck Parts > Lighting & Lamps > Light Bulbs > LED Lights](#)

SAVE ON MARKDOWNS [See all eligible items](#)



2x 4inch 18W CREE LED LIGHT BAR WORK SPOT LAMP OFFROAD BOAT UTE CAR TRUCK
77 viewed per day

Item condition: **New**

Quantity: More than 10 available / 2,465 sold

Was: ~~US \$45.00~~
You save: \$22.95 (51% off)
Price: **US \$22.05**
Approximately RMB 140.17

Buy It Now

Add to cart

Best Offer: 1662 watching

Make Offer

[Add to watch list](#)
[Add to collection](#)

2,465 Sold More than 98% Sold Free Shipping

Shipping: **FREE** Standard Shipping | [See details](#)
Item location: California, United States
Ships to: United States

[Add to watch list](#)

Consistently receives highest buyers' ratings
Ships items quickly
Has earned a track record of excellent service

[Follow this seller](#)

Visit store: [sclights LED](#)
[See other items](#)

海淘在ebay
— 万千商品 从此挑选 —



4inch LED LIGHT BAR



网页

图片

购物

视频

新闻

更多 ▾

搜索工具

找到约 866,000 条结果 (用时 0.51 秒)

您是不是要找: 4 inch LED LIGHT BAR

18W LED Light Bar 4 inch IP68 Cree LED - YouTube



www.youtube.com/watch?v=AatDQfrHOYw

2014年4月6日 - 上传者: winpower2012

<http://www.wphidled.com/> Product Description: . LED Power: 18W
. Operating Voltage: 10-30V DC . Waterproof ...

18W 4 INCH LED LIGHT BAR FLOOD BEAM - YouTube



www.youtube.com/watch?v=YO6i7WTUSwQ

2015年1月15日 - 上传者: Mgl Light

18W 4 INCH LED LIGHT BAR FLOOD BEAM. ... 50" Cree light
bar and 4 18W Spot CREE LED Lights [01 Jeep ...

4 LED Light Bar | eBay

www.ebay.com/bhp/4-led-light-bar

Find great deals on eBay for 4 LED Light Bar in Fog/Driving Lights. ... 2x 4inch 18W
CREE LED LIGHT BAR WORK SPOT LAMP OFFROAD BOAT UTE CAR ...

4inch LED LIGHT BAR的图片搜索结果

举报图片



Shop by category

Search...

All Categories

Search

Advanced

Share:

[View all LED Light Bar](#)

4 LED Light Bars

[Refine Results](#)

[Off Road LED Light Bars](#)

[Amber LED Light Bars](#)

[CREE LED Light Bars](#)

[Rigid LED Light Bars](#)

[Mini LED Light Bars](#)

[50 LED Light Bars](#)

[30 LED Light Bars](#)

Browse Related

[6" LED Light Bar](#)

[20 LED Light Bar](#)

[10" LED Light Bar](#)

[40 LED Light Bar](#)

[12 LED Light Bar](#)

[LED Off Road Lights](#)

[LED Fog Lights](#)

[42" LED Light Bar](#)



2x 4inch 18W CREE LED LIGHT BAR WORK SPOT LAMP OFFROAD BOAT UTE CAR TRUCK

\$22.05

Buy It Now

Free Shipping

1662 watching | 2465 sold

[View Details](#)

Condition: New

Time left: 16d 19h 15m

Sold by: [sclights \(3162★\)](#)

18w led work light spot lamp 4wd driving offroad lights. 18w led work light spot lamp 4wd driving offroad lights. LED Power: 18W. Package:2X 18W Led work light. 3.Construction Lighting Garden, Backyar...

18W CREE LED WORK LIGHT



2x 18W 4" Cree LED Work Light Bar Spot Beam Offroad 4WD UTE SUV Fog Driving Lamp

High quality& Waterproof,Money Back in 60 Days

\$20.98

Buy It Now or Best Offer

Free Shipping

2726 watching | 2824 sold

Applications Apply to ATV, UTV, Project Vehicles, 4x4, Jeep, SUV, Pick-up, UTE, Van, Excavators, Wheel Loaders, Truck, Tractor, Boat, Yacht, Motorcycle or heavy equipments, etc.



Shop by category ▾

4inch LED LIGHT

All Categories ▾

Related: [4 inch round led light](#) [4 inch recessed led light](#) [4 inch led ceiling light](#) [4 inch led tail light](#) [4 inch offroad led light](#) [4 inch led](#) [4" round led](#)

Categories

eBay Motors

- [Car & Truck Fog & Driving Lights](#)
- [Car & Truck LED Light Bulbs](#)
- [Car & Truck Lighting & Lamps](#)
- [More ▾](#)

[See all categories](#)

Placement on Vehicle

[see all](#)

- ☐ Front (188)
- ☐ Left (341)
- ☐ Right (2)
- ☐ Not Specified (688)

Warranty

[see all](#)

Condition

[see all](#)

- ☐ New (3,607)
- ☐ Used (7)
- ☐ Not Specified (3)

Price

RMB to RMB >>

Format

[see all](#)

- ☐ All Listings (3,734)

[All Listings](#) [Auction](#) [Buy It Now](#)

Sort: [Best Match](#) ▾

View: [Grid](#) ▾

4inch LED LIGHT 3,617 listings [+ Follow this search](#)

Find parts for your automobile

[Go to My Vehicles](#)

Select a vehicle:

[Select Make](#) ▾

[Any Model](#) ▾

[Any Year](#) ▾

[Any Trim](#) ▾

[Any Engine](#) ▾

[Update results](#)



2x 4inch 18W CREE LED LIGHT BAR W...
\$22.05 ~~\$45.00~~



2x 4inch 18W CREE LED LIGHT BAR W...
\$20.82 ~~\$38.55~~



2x 4 inch 18W CREE LED LIGHT BAR W...
\$46.29 ~~\$66.13~~

eBayMotors.com > Parts & Accessories (284) > 所有类型

6028

确定

视图

📄

☰

📈

👤

🌐

主要统计

☰

📈

%

操作

🗑️

📄

✎

产品概述

平均价格

👁️

\$29.16

平均运费

🚚

\$20.47

起始价

💰

\$12.66

刊登数

☰

284

成交率

🔄

49.65%

📊 概况

星期	周二
起始价	\$12.66
刊登形式	拍卖
关键字	work
刊登天数	11+ 天
分类	Car & Truck Parts
时间	8-9 PM

📊 一般统计

销售总额	\$21,719.54
刊登总数	284
成交的刊登数	141
总出价次数	1,138
物品登录	15,603
销售物品	745
每件物品出价次数	4.01

📊 关键字

刊登数

关键字	刊登数
work	250
bar	220
cree	210
offroad	200
18w	190
spot	170
lamp	160
truck	140
flood	130
driving	110

📊 星期

🔧

📊 刊登天数

🔧

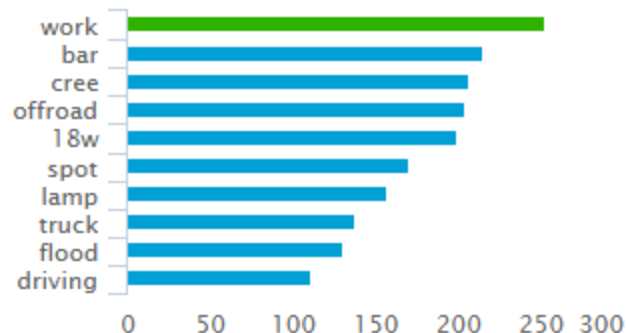
📊 时间

🔧

关键字



刊登数



关键字



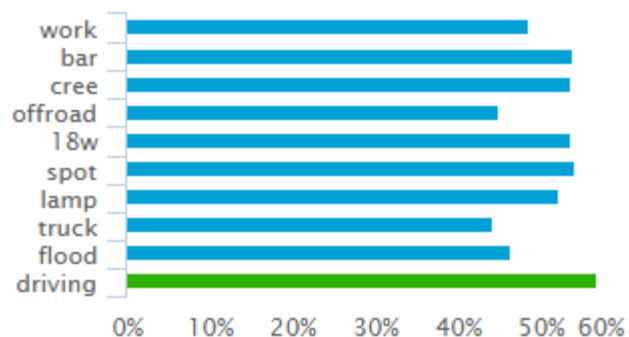
平均价格



关键字



成交率



关键字



关键字	刊登总数	平均成交价	成交率
work	253	\$28.59	48.62 %
bar	215	\$31.52	53.96 %
cree	207	\$28.35	53.63 %
offroad	205	\$26.89	44.88 %
18w	199	\$27.07	53.77 %
spot	170	\$29.37	54.12 %
lamp	167	\$26.71	52.22 %

Categories

eBay Motors

Car & Truck Fog & Driving Lights
Car & Truck LED Light Bulbs
Car & Truck Lighting & Lamps
More ▾

[See all categories](#)

Placement on Vehicle

[see all](#)

- ☐ Front (188)
- ☐ Left (341)
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- ☐ Not Specified (688)

Warranty

[see all](#)

Condition

[see all](#)

- ☐ New (3,607)
- ☐ Used (7)
- ☐ Not Specified (3)

Price

RMB to RMB >>

Format

[see all](#)

All Listings Auction Buy It Now

Sort: Best Match ▾

View:  ▾

4inch LED LIGHT 3,617 listings [+ Follow this search](#)

Find parts for your automobile

[Go to My Vehicles](#)

Select a vehicle: ▾ ▾ ▾ ▾ ▾

[Update results](#)



2x 4inch 18W CREE LED LIGHT BAR W...
\$22.05 ~~\$45.00~~



2x 4inch 18W CREE LED LIGHT BAR W...
\$20.82 ~~\$38.55~~



2x 4 inch 18W CREE LED LIGHT BAR W...
\$46.29 ~~\$66.13~~

标题编写套路

尽量写满80个字符，重点前55个

(品牌)+用户硬性需求 + 产品核心词

+ 产品特性词 + 用户软性需求

交流互动：觉得下面这个产品如何写标题



产品名：Cree LED Light Bar

品牌：BEAMAX

应用场景：Work Lamp Flood Spot
Ellip Beam

规格：126W

照射角度：

15° - far and narrow spot light
30° - wide spot light
45° - wide flood light

寿命：Up to 50,000 hours

BEAMAX 126W Cree LED Light Bar Work Lamp Flood Spot Ellip Beam
4WD 120W/144W 12V

一字不差使用了80个字符

品牌 +规格 +产品名

BEAMAX +126W+Cree LED Light Bar

+适用（长尾）

Work Lamp Flood Spot Ellip Beam

+产品特征

4WD 120W/144W 12V

eBay标题展现

我们的关键词要尽量展现在左边，以兼容更多设备中的展现。

产品名就是标题的主关键字，有品牌，优先放品牌的关键词。

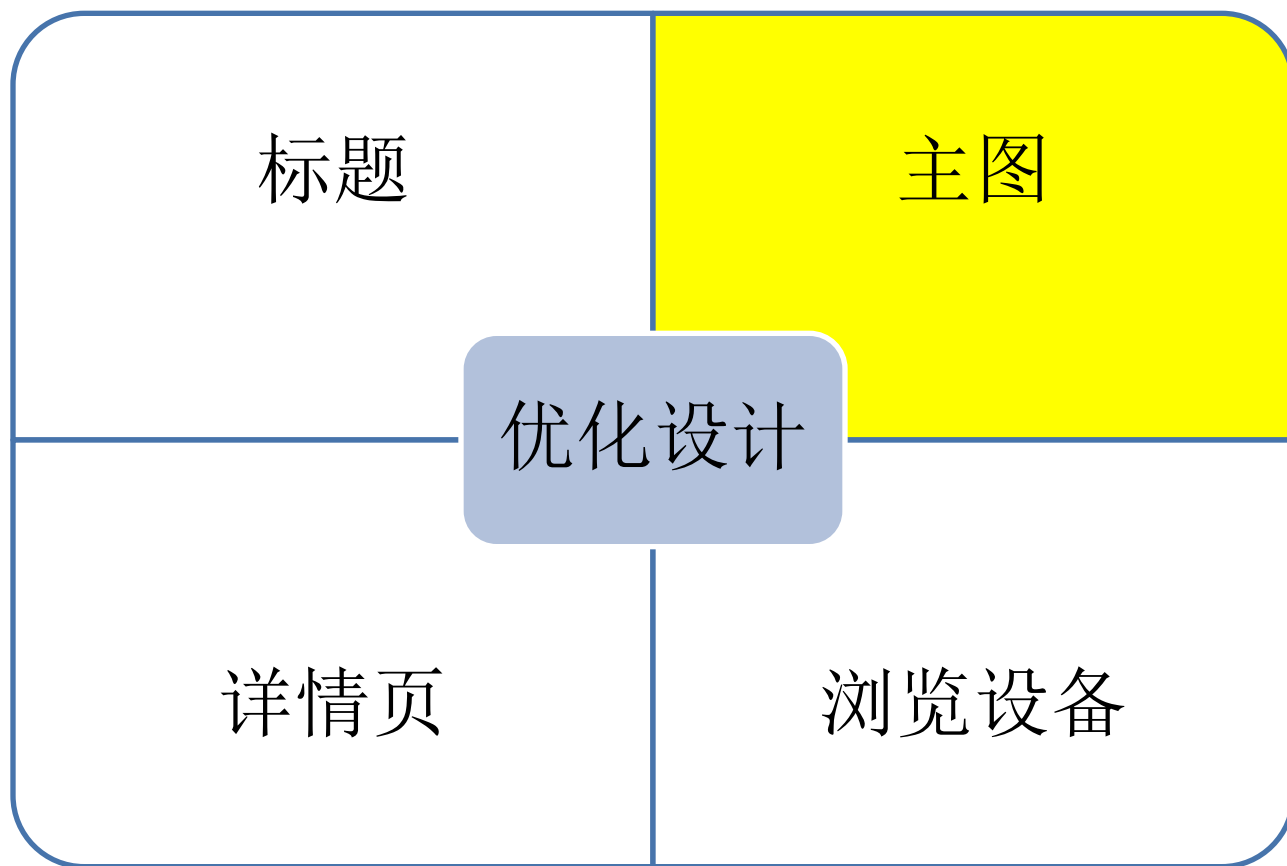
The screenshot shows an eBay search results page for the query "ipad mini case". The search bar at the top contains the text "ipad mini case". Below the search bar, there are related search suggestions: "ipad mini smart cover", "ipad mini case with keyboard", "ipad mini screen protector", "ipad mini leather case", "ipad mini cover", and "ipad ...".

On the left sidebar, under the "Categories" section, there are several categories listed: "Computers/Tablets & Networking (220,763)", "iPad/Tablet/eBook Accessories (206,827)", "Other (12,964)", "Laptop & Desktop Accessories (993)", "iPads, Tablets & eBook Readers (77)", and "Keyboards, Mice & Pointing (8)". There is also a "See all categories" link.

The main content area shows 232,878 results for "ipad mini case". The results are sorted by "Price + Shipping: lowest first". The first three listings are:

- Ultra Slim Magnetic PU Leather S...** (11 Photos) for \$0.01 (1 bid). This listing is highlighted with a red box.
- For Apple iPad MINI NEW Folio M...** (12 Photos) for \$0.01 (1 bid).
- For New iPad Mini Magnetic PU L...** (11 Photos) for \$0.01 (1 bid).

A red box highlights the "View" button in the top right corner of the listing area.





Craftsman Evolv 101 pc Mechanics Tool Set New Tools Sockets Wrench Screwdrivers

\$53.69 Buy It Now

Trending at \$55.47 ?

Free shipping

443 sold



Craftsman Evolv 101 pc. Mechanics Tool Set

\$62.40 Buy It Now

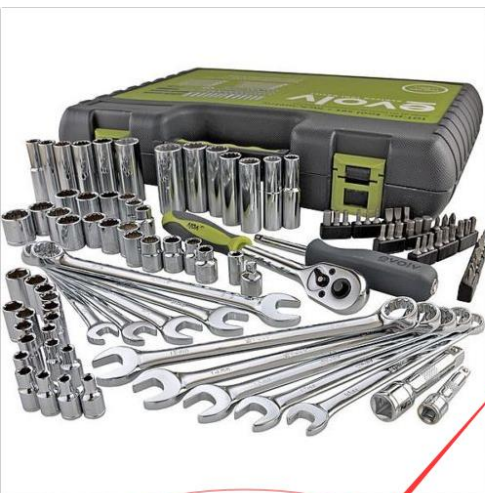
Free shipping

主图的优化



VS





Craftsman Evolv 101 pc Mechanics Tool Set New 1
 \$15 cheaper than Amazon!

🔥 5 viewed per hour ★★★★★ Be the first to write a review

Item condition: **New**

Quantity: 3 available / 443 sold

Trending at: RMB 353.04

Price: **US \$53.69**
 Approximately RMB 341.31

[Buy It Now](#)

[Add to cart](#)

1081 watching

[Add to watch list](#)

[Add to collection](#)

443 Sold Free Shipping More than Sold

Shipping: **FREE** Standard Shipping | [See details](#)
 Item location: Cedar Falls, Iowa, United States
 Ships to: United States | [See exclusions](#)

Delivery: Estimated between Thu. Oct. 8 and Thu. Oct. 15

Payments: [PayPal](#) | [MasterCard](#) | [VISA](#) | [Discover](#) | [American Express](#)
 Processed by PayPal

Returns: 14 days money back, buyer pays return shipping | [See details](#)

Guarantee: **ebay** MONEY BACK GUARANTEE | [See details](#)
 Get the item you ordered or get your money back.
 Covers your purchase price and original shipping.



附图的优化

VS



Craftsman Evolv 101 pc. Mechanics Tool Set

Item condition: **New**

Quantity: 5 available

Price: **US \$62.40**
 Approximately RMB 396.68

[Buy It Now](#)

[Add to cart](#)

1 watching

[Add to watch list](#)

[Add to collection](#)

Free Shipping Located in United States

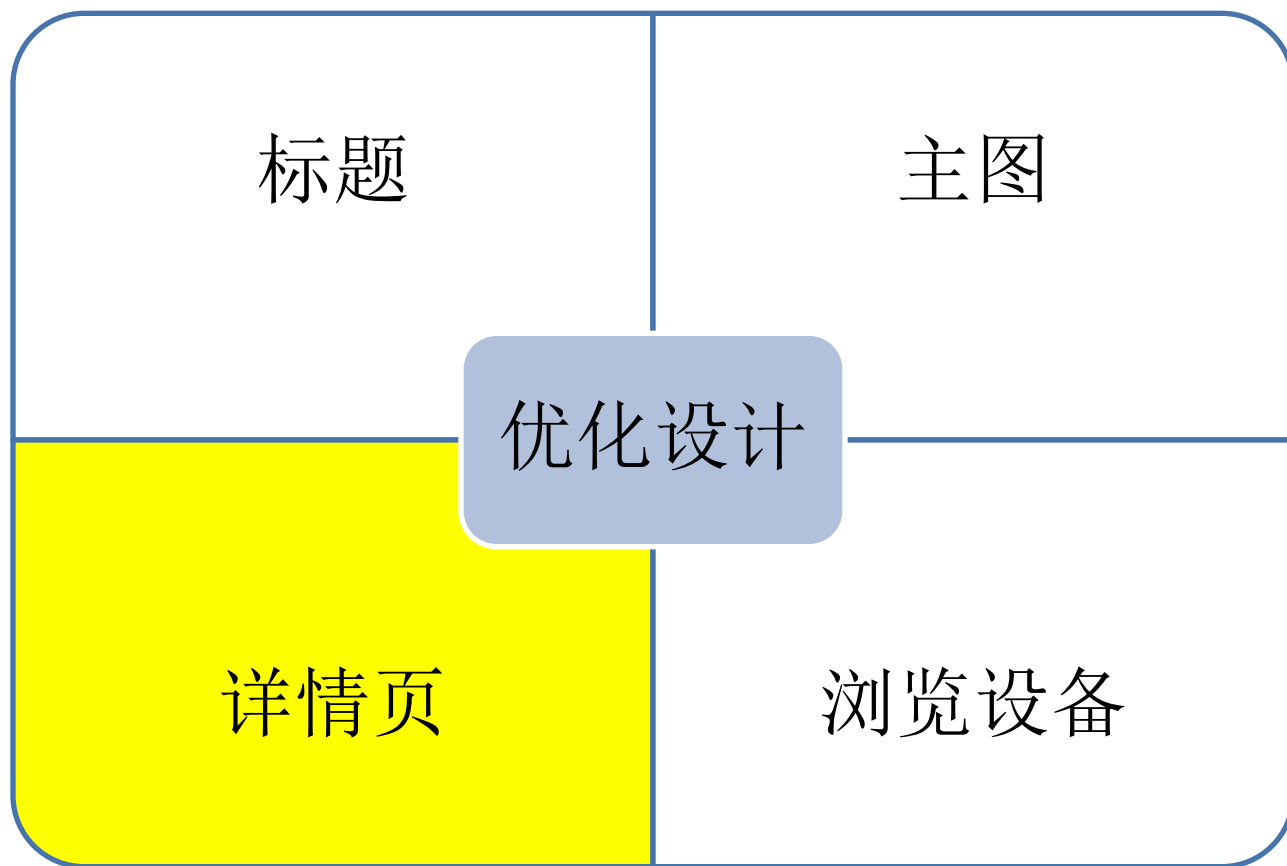
Shipping: **FREE** Standard Shipping | [See details](#)
 Item location: New York, New York, United States
 Ships to: United States

Delivery: Estimated between Thu. Oct. 8 and Thu. Oct. 15

Payments: [PayPal](#) | [MasterCard](#) | [VISA](#) | [Discover](#) | [American Express](#)
 Processed by PayPal

Returns: 14 days money back or replacement, buyer pays return shipping | [See details](#)

Guarantee: **ebay** MONEY BACK GUARANTEE | [See details](#)
 Get the item you ordered or get your money back.
 Covers your purchase price and original shipping.



[illegible]

常见的模板元素

活动Banner、产品Banner

关联促销

分类

订阅店铺

产品展示图片

文字描述

Feedback

物流、退换货政策

编写描述前思考

我们卖什么？

产品能给买家带来的卖点在哪里？（描述）

举例：航拍遥控飞机 - 良好的操控性、清晰航拍效果

想把产品卖给谁

了解产品目标人群消费群特征 （了解喜好）

举例：航拍遥控飞机 - 航拍爱好者，遥控飞机爱好者

描述的优化

A large orange circle with a slight drop shadow.

卖点挖掘

A large green circle with a slight drop shadow.

买家关注点

卖点挖掘-航拍遥控飞机卖点



可操控性

视频拍摄的效果

抗摔性

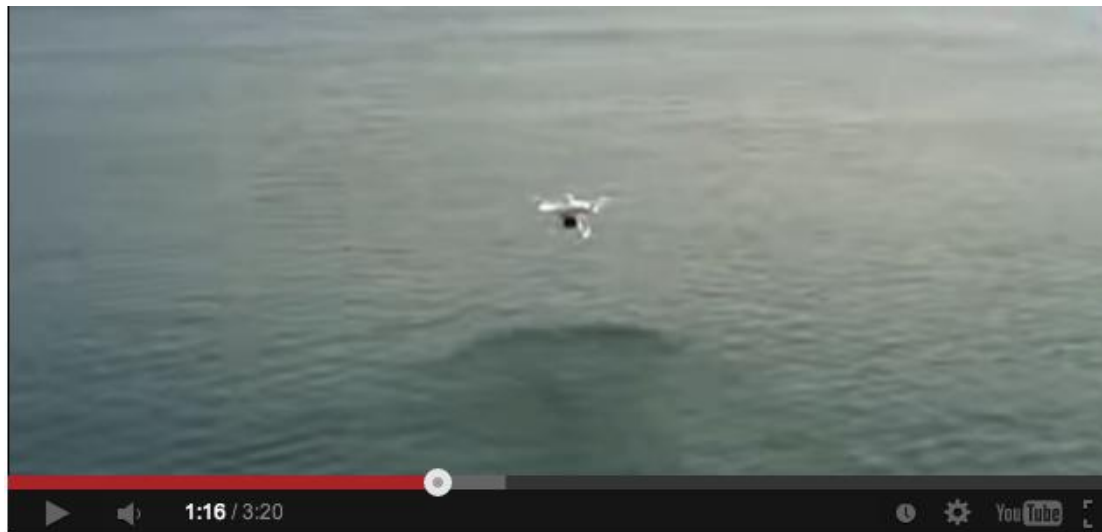
续航能力

.....

Banggood
.com

体现形式：航拍视频、飞行控制视频、飞行的照片

卖点挖掘-航拍遥控飞机卖点



买家关注点



产品如何安装

监控的效果

应用的场景

.....

体现形式：开箱安装视频、实际监控效果、监控效果对比

模板显示优化

毛坯 VS 精装修

25 INCH 162W CREE LED SUPER BRIGHT OFFROAD SPOT&FLOOD COMBO LED LIGHT BAR
2 YEAR WARRANTY 30Degree SPOT & 60Degree FLOOD COMBO 9-32V

FREE WIRING KIT

COMES WITH TWO FULLY ADJUSTABLE MOUNTING BRACKETS

Product Description:
• LED Power: 162W (13600LM) 30degree spot beam+60degree flood beam
• Operating Voltage: 9-32V DC
• Waterproof rate: IP 68
• 54pcs 3w CREE high intensity LEDs
• Body Color: Black
• Color Temperature: 6000K
• Material: Diecast aluminum housing
• Lens material: Polycarbonate
• Mounting Bracket: 150 Degree Adjustable Trunnion Bracket Mount
• 50000 hours above life time

Packing Description:

1. 1pc/white box
2. Carton size 92*14*11cm
3. N.W/G.W: 3.5/3.7Kg

Application:

offroad vehicle,ATVs,SUV,truck,engineering vehicles(excavator,treedozer,road roller,bulldozer,crane and mining truck etc.) special vehicle(fire engine,police cars,rescue vehicle,communication vehicle,military command vehicle,forklift,trains,boat,bus



INDUSTRIAL
COMMERCIAL PRODUCTS

PRODUCT DETAILS | PRODUCT PHOTO GALLERY | HOW TO BUY | SHIPPING | WARRANTY | TERMS & CONDITIONS

NEW 126W COMBO ELLIP-BEAM

BEAMAX

NEW 15° SPOT (ULTRA SPOT BEAM) | NEW 45° FLOOD (IMPROVED BRIGHTNESS)

30° SPOT

3 combo ellip-beam spot & flood (15°/30°/45°/60°/75°/90°) for wider coverage & clearer vision
126W, 8,820LM (real lumens)
50,000 hours life
100% waterproof into corrosion resistant aluminum housing
Durable 5053 aluminum steel mounting
50,000 hours life time

2 YEAR WARRANTY CREE

POSTAGE AND DELIVERY

Enter postcode to find out postage and/or whether the item can be delivered to your area. Please be sure to check this before making a purchase.

Postage Cost:

POST

NEXT DAY DISPATCH

PRODUCT DETAILS

DESCRIPTION

Beamax 126W Combo Ellip Beam Light Bar

Suitable for various applications, such as roadwork, landscape lighting and general outdoor usage, this **Beamax Combo Ellip beam** light bar was designed to provide you with exceptional lighting under all conditions.

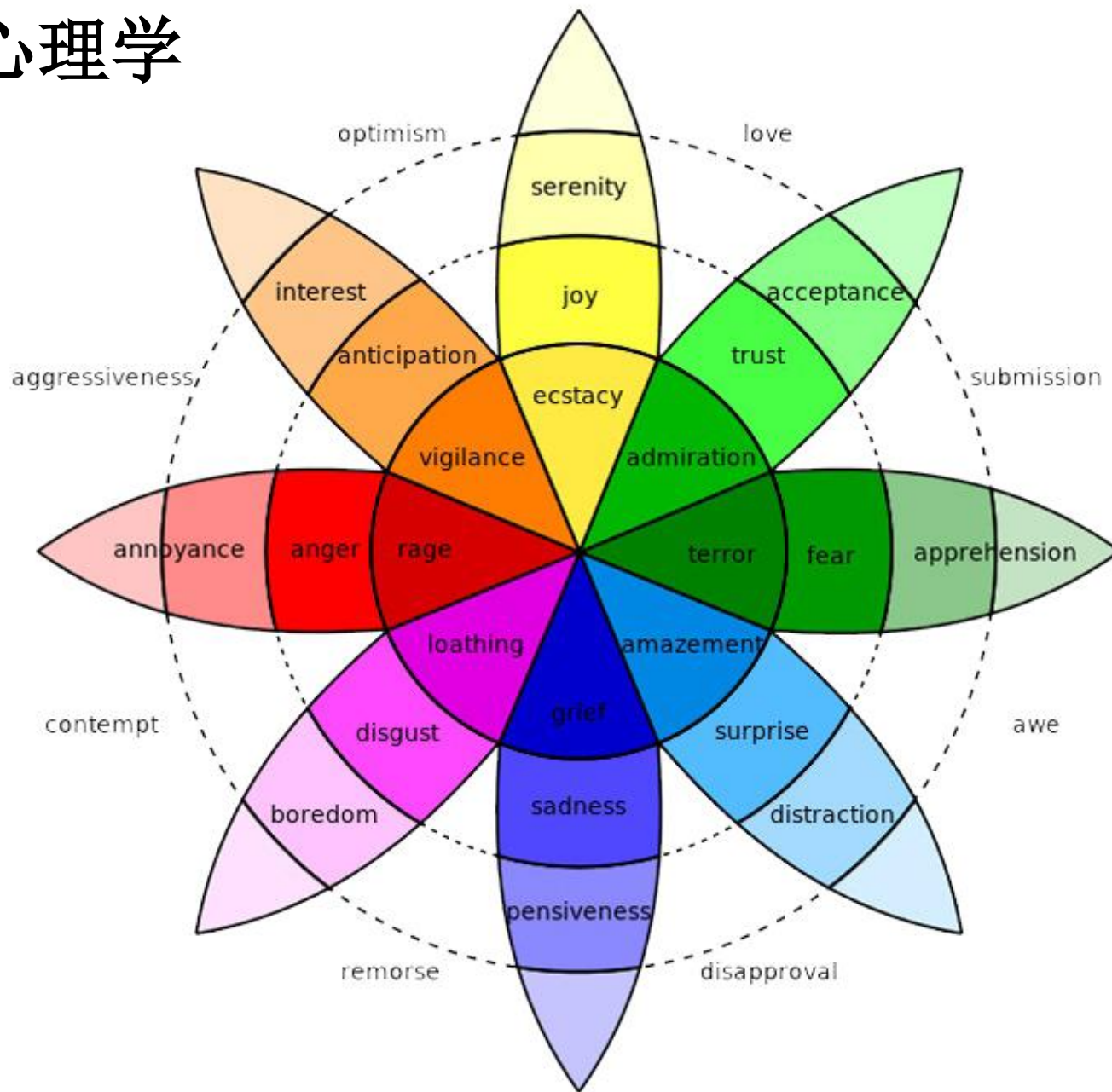
Composed of 3 different beams, it provides a **wider and further visual area coverage** safer for you and others on the road.

- 15° - far and narrow spot light
- 30° - wide spot light
- 45° - wide flood light

It's impossibly constructed featuring an exclusive Beamax reinforced frame built with a US-made OE unbreakable toughened PMMA lens and quality parts. Moreover, it's exceptional CREE LEDs provide an incredible **8820 lumens brightness** and can be expected to last **50,000 hours** with high light transmission rate and low energy consumption.

We are experienced seller with good reputation. Please feel free to contact our technicians if you have any concern. We provide 2 years warranty for this product as you don't need to

色彩心理学



色彩心理学

性别

年龄

体型



国家

用途

色彩喜好



性别：女

年龄：18~30

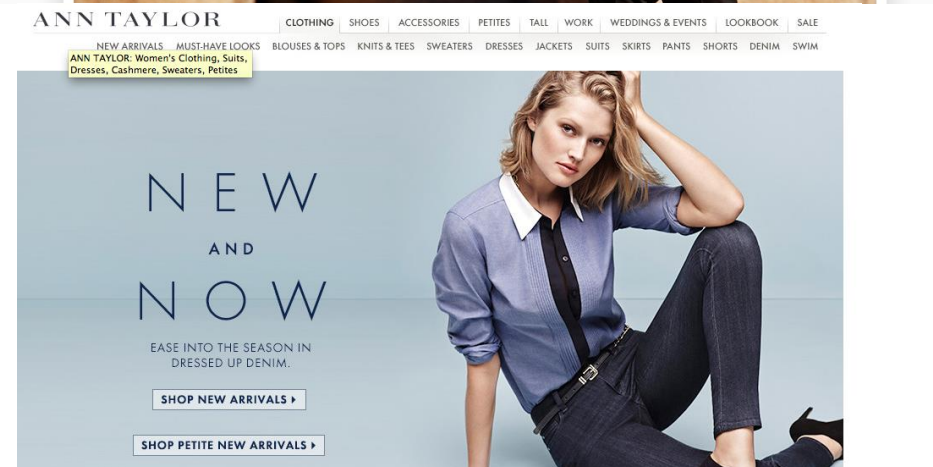
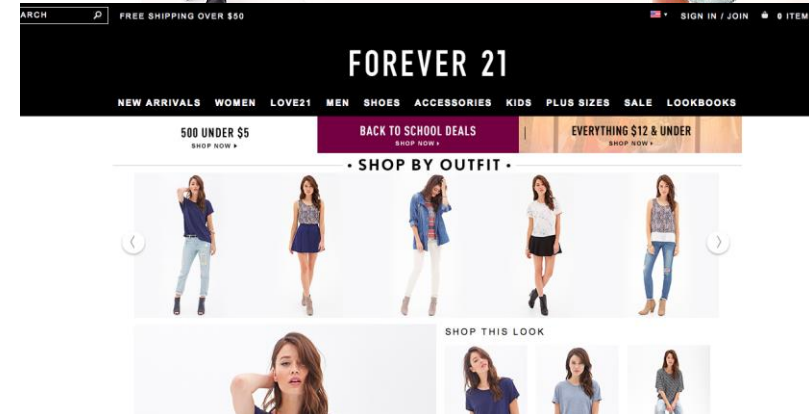
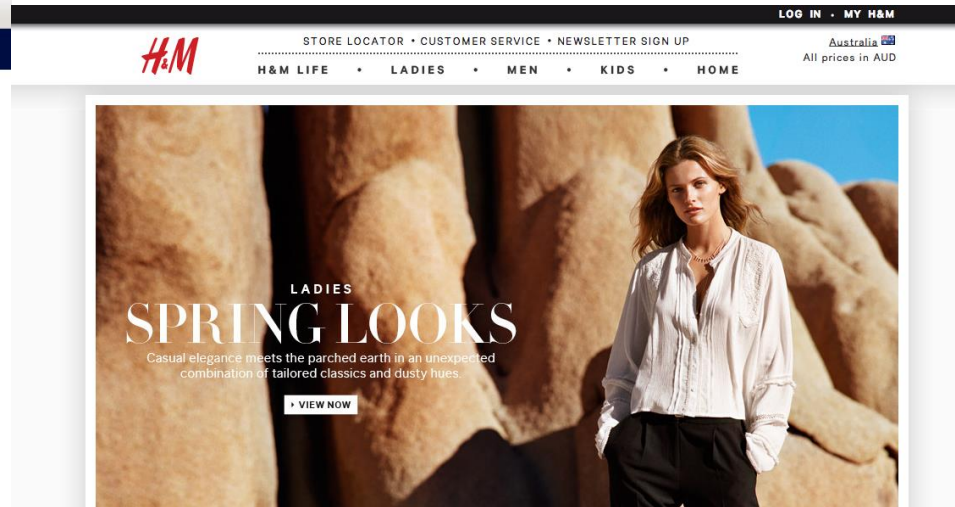
体型：性感苗条

色彩：时尚、成熟稳重
黑色、黄色、粉色、蓝色

用途：Party、正式场合

了解目标客户对色彩风格的喜好

了解自己产品所在类目的常用颜色最快办法就是寻找行业内专业的B2C网站，以美国的服装类为例



了解目标客户对色彩风格的喜好

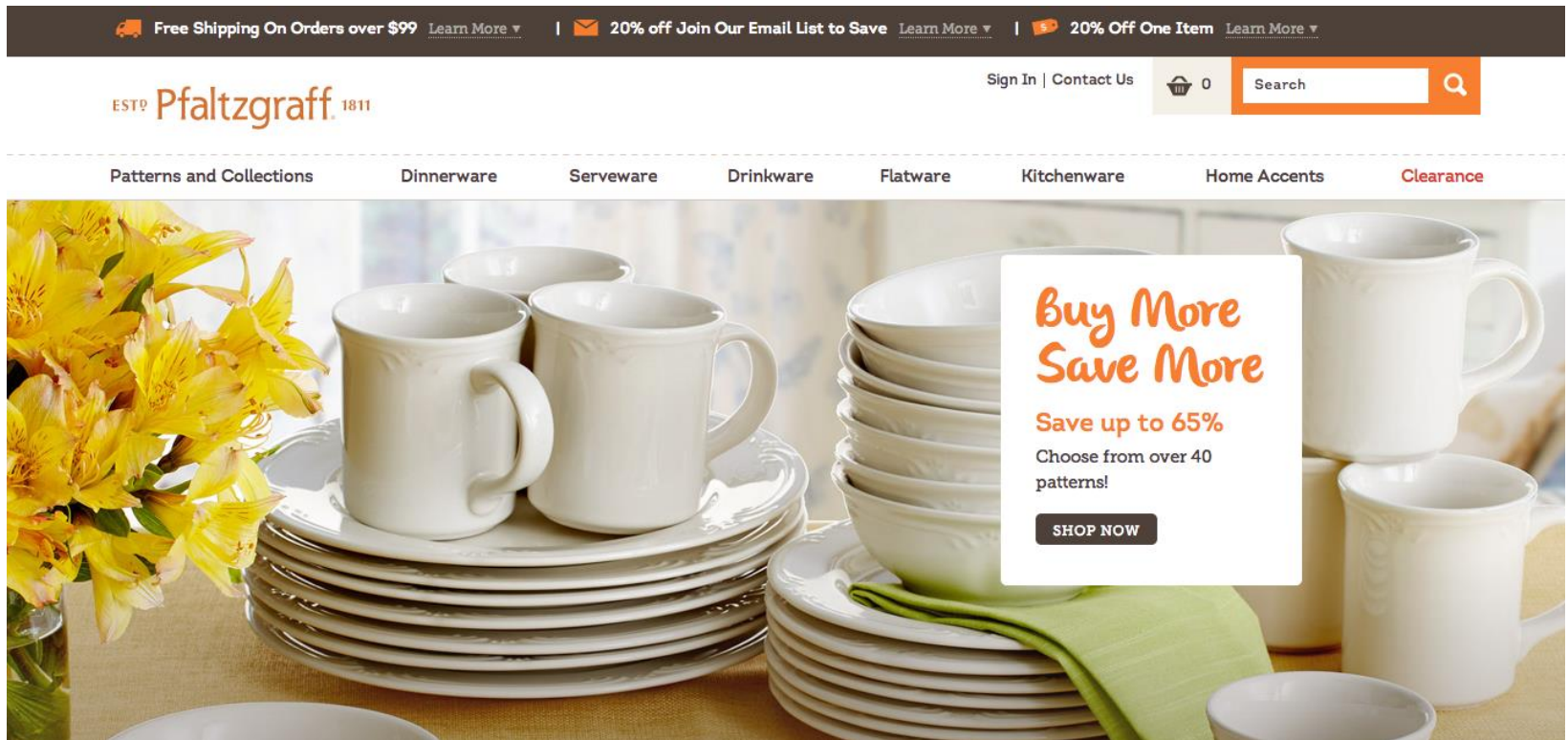
从美国的一些主流的服装品牌网站，就能看到美国年轻的女性偏向黑色多一些，黑色服装能使人看上去更显瘦，黑色能让其跟它搭配的颜色显得更明亮

黑色正面联想：权利、威信、高雅、仪式、高贵、神秘、时髦、严肃、刚健、坚实

风格：简介、黑色或深色，，表现男女成熟、干练魅力

了解目标客户对色彩风格的喜好

家居类的色彩：温暖、温馨



服装-粉色少女

服装类的：服装款式，穿在身上的整体感觉，以及尺码、价格

YourLogo

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Bright Colors
Most Fashion Trend
FULL OF BRIGHTNESS EVERYDAY
SHOP NOW >

Hot Sales

Fashion Zigzag Bodycon Dress

Cutout Bodycon Dress
\$19.89

Trim Plank Kilt Dress
\$16.80

Crossback Floral Dress
\$10.89

Double V Slip Dress
\$14.80



DESCRIPTION

Style Deals - This knit bodycon dress features an abstract zigzag print and scoop back.

Unlined
Lightweight
95% cotton, 5% spandex
32" full length, 32" chest, 24" waist, 7.5" sleeve length
Measured from Small
Machine wash cold
Imported

SIZE CHARTS

Sizes Table For Women

US	US[1]	UK	Europe	Italy	Australia
2	X-Small	4	32	36	6
4	Small	6	34	38	8
6	Small	8	36	40	10
8	Medium	10	38	42	12
10	Medium	12	40	44	14

类目不同，常用属性色也不同

Jewelry Store

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Make your style
LADY'S EARRINGS
—Enjoy the season's finest—



Hot Sales



Rhinestone Spider Ear Wrap
Cuff Earrings Gold
\$6.95



Swarovski Crystal Ball 3.5mm
Headphone Jack Dual Plug
\$4.95



Hollow Out Cube Crystal 18K
Rose Gold Plated Pendant
Necklace
\$5.95



Stainless Steel Bangles, 5 Rows
White Crystal Bracelet
\$11.95



Crystal Beaded Multi
Wrap Around Bracelet
Handmade

price:
15 €

BUY IT NOW



Details

Wrap Around Bracelet

This handmade wrap bracelet features its faceted crystal beads design on waxed ropes with a silver button clasp. The Crystal Beaded Wrap Around Bracelet can be wrapped several times around the wrist for its adjustable length.

Bracelet Information	
Material	Waxed Cord, Crystal
Weight	16 g
Full Length	29.53"
Width	0.24"
Color	Purple, Red, Multicolor, Black, Silver gray, White, Green, Warm red



JEWELRY

Home Store About us Payment Shipping Return Feedback



Make your style
LADY'S EARRINGS
—Enjoy the season's finest—



Hot Sales



Rhinestone Spider Ear Wrap
Cuff Earrings Gold
\$6.95



Swarovski Crystal Ball 3.5mm
Headphone Jack Dual Plug
\$4.95



Hollow Out Cube Crystal 18K
Rose Gold Plated Pendant
Necklace
\$5.95



Stainless Steel Bangles, 5 Rows
White Crystal Bracelet
\$11.95



Crystal Beaded Multi
Wrap Around Bracelet
Handmade

price:
15 €

BUY IT NOW



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Width	0.24"
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Shipping Policy Payment Method Returns Policy About Feedback Contact Us

1. We are not responsible for undeliverable address. We reserve the right to charge the shipping fee again for returned items due to wrong address.

5th Anniversary

4/10-4/20

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75%
off

win \$50 free gift
(5buyers a month),
buy 3+items & valued
USD\$99+,4/15 - 4/30

Hot Store Categories

- > Bluetooth Keyboard
- > iPhone 5 Case
- > iPad Cover
- > Cell Phone
- > Samsung Case

Save More



Enatic 7" Pro Series 2 Google
Android 4.0 Capacitive 8GB
Tablet w/ Dual Camera's...

\$128.99



Protective PU Leather Case
for Samsung Galaxy Tab 2
P5100 - Black

\$10.99

Save
60% **\$83.99** ~~\$140.99~~

Related Items



USB OTG Adapter Cable for Samsung
Galaxy Note 10.1 / GT-N8000 / Galaxy
Tab 2

\$2.30 ~~\$6.99~~



Protective PU Leather Keyboard
Carrying Case with Stand & Stylus
for 7"

\$11.70 ~~\$13.99~~

AMPE A85 Dual Core 8" Android 4.1.1 RK3066 1.6GHz Tablet PC with External 3G,



General Specs

Brand AMPE
Model A85 Dual Core
Product Type Tablet PC
Screen Size 8"
Operating System Android 4.1.1
Processor Type/CPU Type Cortex-A9
CPU Manufacturer Rockchip
CPU Model RK3066
CPU Speed/Processor Clock Speed 1.6GHz
GPU Mali-400
RAM Technology DDR3
RAM Memory 1GB
Hard Drive Capacity 8GB
Extend Card Up to 32GB TF card
Keyboard Touch virtual keyboard
Touchpad Technology 5-point capacitive touch screen
Max Resolution 800x480

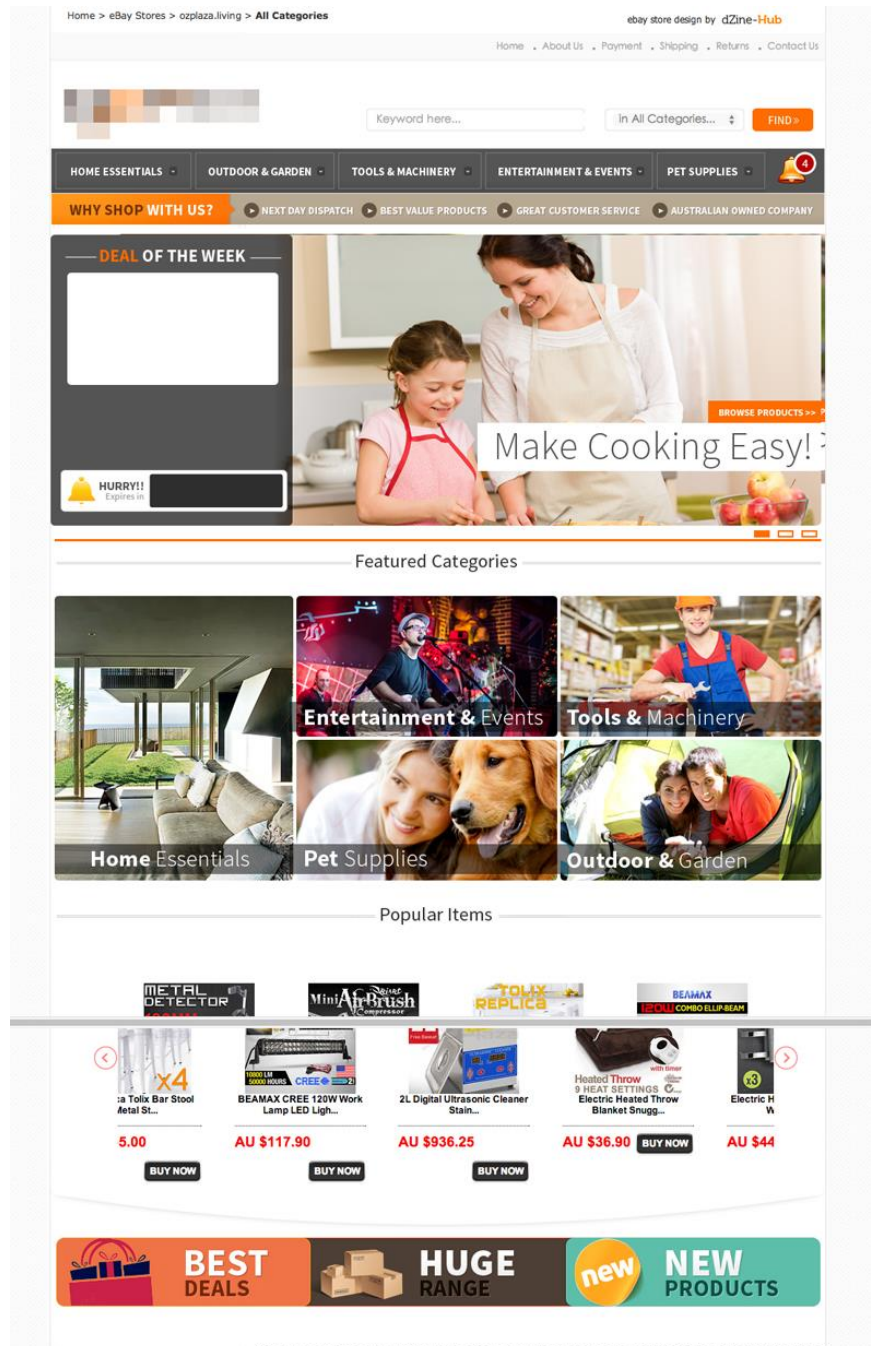
Additional Features/Functions

Bluetooth N/A
HDMI 2160P video playback, 1080P output
GPS N/A
Camera Front: 0.3 mega pixels; Rear: 2.0 mega pixels
G-Sensor Yes
Audio 3.5 mm
Games 3D games
Software Youtube, Facebook, Twitter, MSN, Android market, Skype, Calculator, Google mail, Google maps, iReader Quick office

例子：家居

设计非常专业的店铺自定义页面

每个分类使用不同风格的模板



例子：家居

设计非常专业的店铺自定义页面

每个分类使用不同风格的模板



Welcome to 

Our customers are our priority and our lifeline, and this is reflected in the way we ensure you are satisfied with your purchase.



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PRODUCT DETAILS PRODUCT PHOTO GALLERY PAYMENT SHIPPING WARRANTY TERMS & CONDITIONS

Everfit DUMBBELL SET

BUILD STRENGTH, GET FIT

- Commercial grade ideal for professional body workout
- High Quality Steel for lifetime use
- Adjustable weight plates perfect for multiple workout options
- Non-slip handle for secure and comfortable training
- Ideal for fat loss, building muscle strength



15KG



20KG 25KG 30KG 35KG

PRODUCT DETAILS

DESCRIPTION

Everfit Dumbbell set

Whether you're a gym junky, or just want to get some personal training in, this set of dumbbells will be a great and practical addition to the equipment at home. Not only are they robust and made aesthetically pleasing to the eye, they can be used by anyone.

Choose one or more dumbbell set from 15kg, 20kg, 25kg, 30kg or even 35kg according to your ability and goal. Now you can strengthen and tone your muscles and lose fat, have a full workout even when you're at home. Easily add and remove plates to ensure an appropriate workout for the muscles you are working. You can choose from our Fitness range, which makes sense in today's economic environment as it is easy on the pocket. So stop paying the gym's high prices, and start working out at home!



15KG



20KG 25KG



30KG 35KG

SPECIFICATIONS

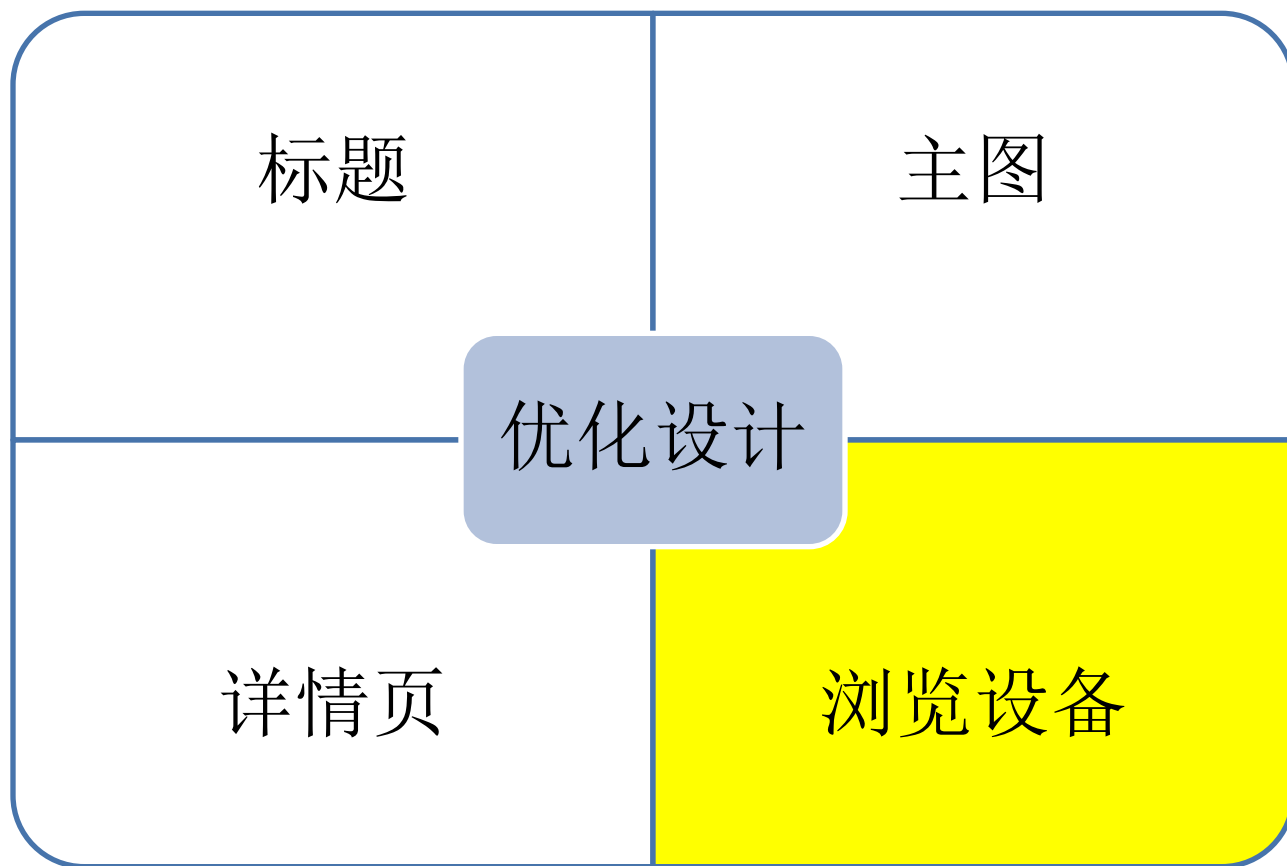
Features

- Commercial grade ideal for professional body workout
- High quality steel for lifetime use
- Adjustable weight plates perfect for multiple workout options
- Non-slip handle for secure & comfortable training
- Ideal for fat-loss, building muscle strength

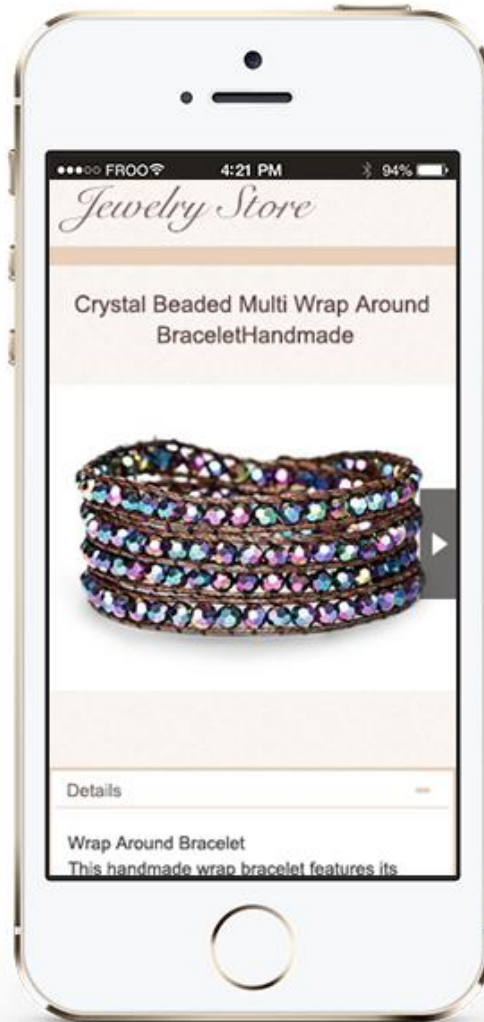
Choose from:

Item Description:	Quantity:
(1) Dumbbell set	x1

Contents



不同设备显示优化





iPhone 6s case



Spigen® [Clear Back Panel Cover] Ultra Hybrid® Case For iPhone 6 s Plus

\$ 11.99

~~\$ 20.99~~

Free

More Options



For Apple iPhone 6 6S Plus Shockproof Leather Ultra Thin Hard Back Stand Case

\$ 9.99

Free

More Options



Protective Hybrid Shockproof Hard Case Cover For Apple iPhone 6 6S 4.7/5.5" Plus

\$ 5.49

~~\$ 6.46~~

Free

More Options



Shockproof Rugged Hybrid Rubber Hard Cover Case for Apple iPhone 6 6s Plus

\$ 7.49

~~\$ 14.99~~

Free

More Options



Shockproof Rugged Hybrid Rubber Hard Cover Case for iPhone 6 4.7" / 6



Search eBay



1 of 42



Spigen® [Clear Back Panel Cover] Ultra Hybrid® Case For iPhone 6 s Plus

[In-Stock] Air Cushion® | Compatible w/ iPhone 6 Plus

US \$ 11.99–\$ 15.99

Free
Shipping

10月08 – 13日
Est. Delivery

Color

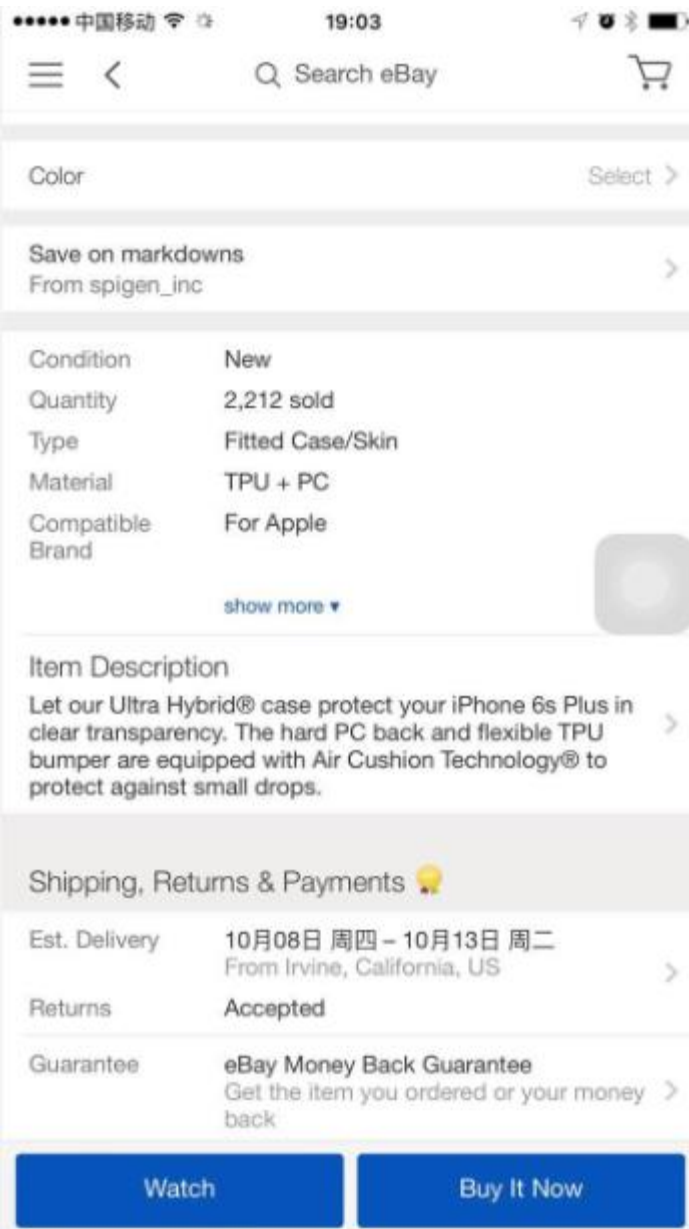
Select >

Save on markdowns
From spigen_inc



Watch

Buy It Now



中国移动 19:04

Search eBay

spigen | Designed to protect. Calmness. Made to last.

GO TO OFFICIAL STORE

Let our ultra hybrid case protect your iPhone 6s Plus in clear transparency. The hard PC back and flexible TPU bumper are equipped with Air Cushion Technology® to protect against small drops. Its precision buttons are reconfigurable at the touch and easy to press for the perfect day-to-day take.

- Clear hard PC case and TPU bumper offer grip and a slim profile.
- Interior transparency reveals original phone design.
- Recessed facets lift screen and camera off flat surfaces.
- Precision buttons are easy to find and press, while large cutouts fit most cables.
- Compatible with Apple iPhone 6s Plus (2015) & iPhone 6 Plus (2014).

ULTRA HYBRID
for iPhone 6s Plus

METAL-COATED BUTTONS
STAY EASY TO FEEL
AND PRESS
MINT & BLACK ONLY

**CLEAR CASE MADE OF
HARD PC FUSED WITH A
FLEXIBLE TPU BUMPER**

**TPU FEATURES AIR
CUSHION TECHNOLOGY
FOR DROP PROTECTION**

VS

中国移动 19:06

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Featured Products

Heavy Duty Impact Rugged Case for Samsung Galaxy S3

Heavy Duty Impact Rugged Case for Samsung Galaxy S4

Heavy Duty Impact Rugged Case for Samsung Galaxy Note 3

Heavy Duty Impact Rugged Case for Samsung Galaxy Note 4

Hybrid Metal Brushed Aluminum Case for Samsung Galaxy S3

Luxury Ultra Thin Metal Aluminum PC Case for Samsung Galaxy S4

Heavy Duty Impact Rugged Case for Samsung Galaxy S1000 D100

5X HD Clear Screen Protector for Samsung Galaxy S3

Shockproof Rugged Hybrid Rubber Hard Cover Case for iPhone 6 & 7 / 6 Plus & 7 Plus

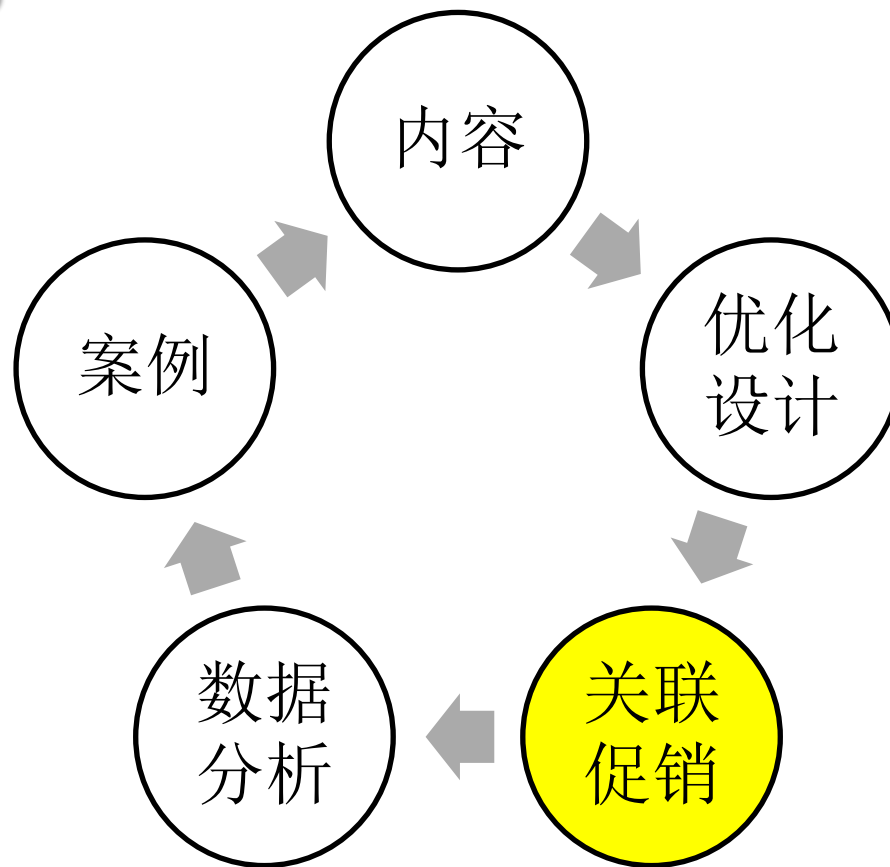
Additional Images
Click images below to enlarge

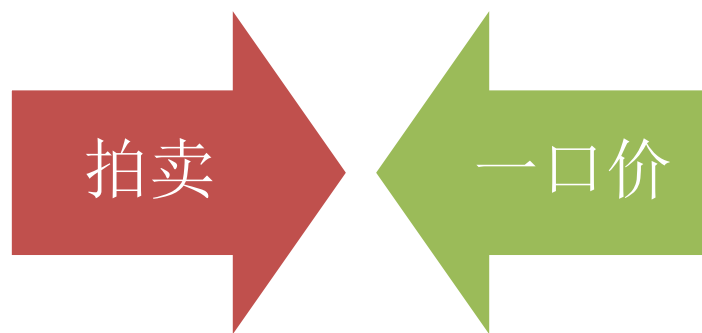
Condition: 100% Brand New

移动端你准备好了吗？

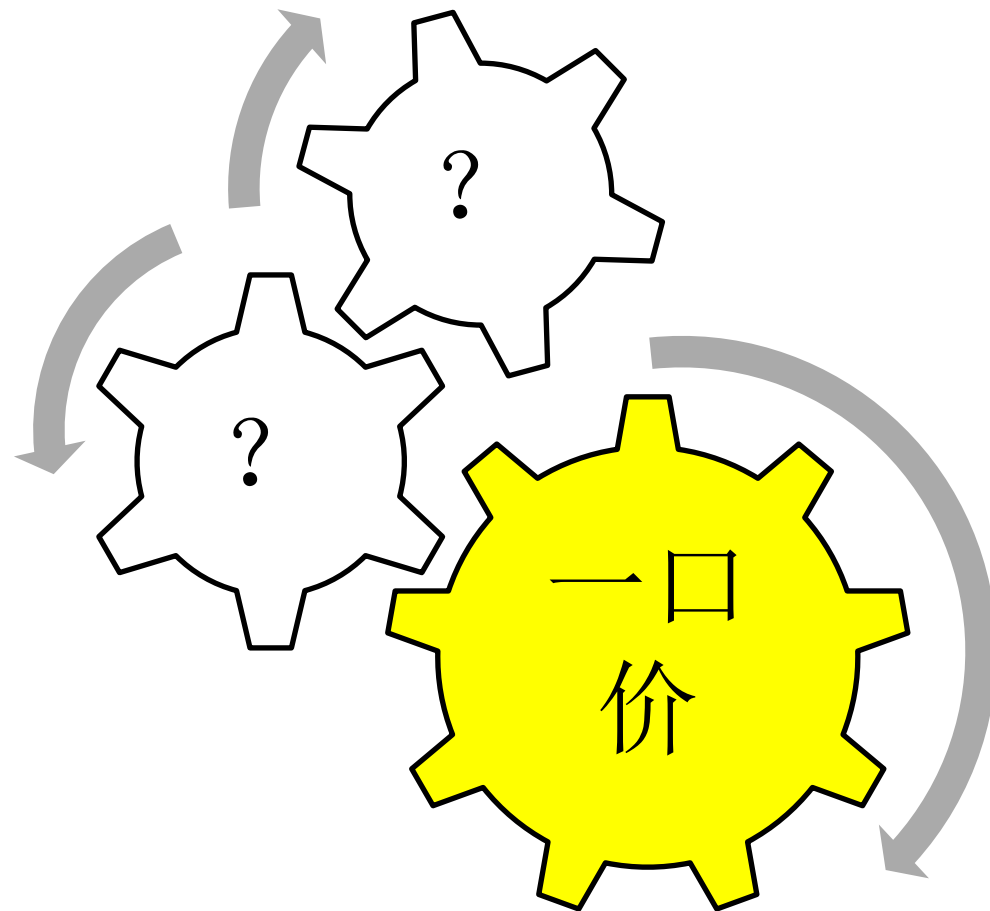


Listing





关联促销的意义







Trending at: RMB 157.08

Price: **US \$24.41**
Approximately
RMB 155.18

Buy It Now

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9 watching

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[Add to collection](#)

Limited quantity remaining

More than 83% Sold

Free Shipping

Shipping: **FREE** Standard Shipping | [See details](#)

Item location: **US, United States**

Ships to: **United States** and many other countries | [See details](#)

Delivery: **Estimated between Fri. Oct. 9 and Fri. Oct. 16**
Use **One day Shipping** to get it by Oct. 9

Payments: **PayPal** |
Processed by PayPal

Returns: **14 days money back** or item exchange, buyer pays return shipping | [See details](#)

Guarantee: **ebay MONEY BACK GUARANTEE** | [See details](#)
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40PC 3/8" SOCKET
SET STMT71648
RMB 144.31



New Stanley 40 pc.
Socket Set with Ca...
RMB 95.29

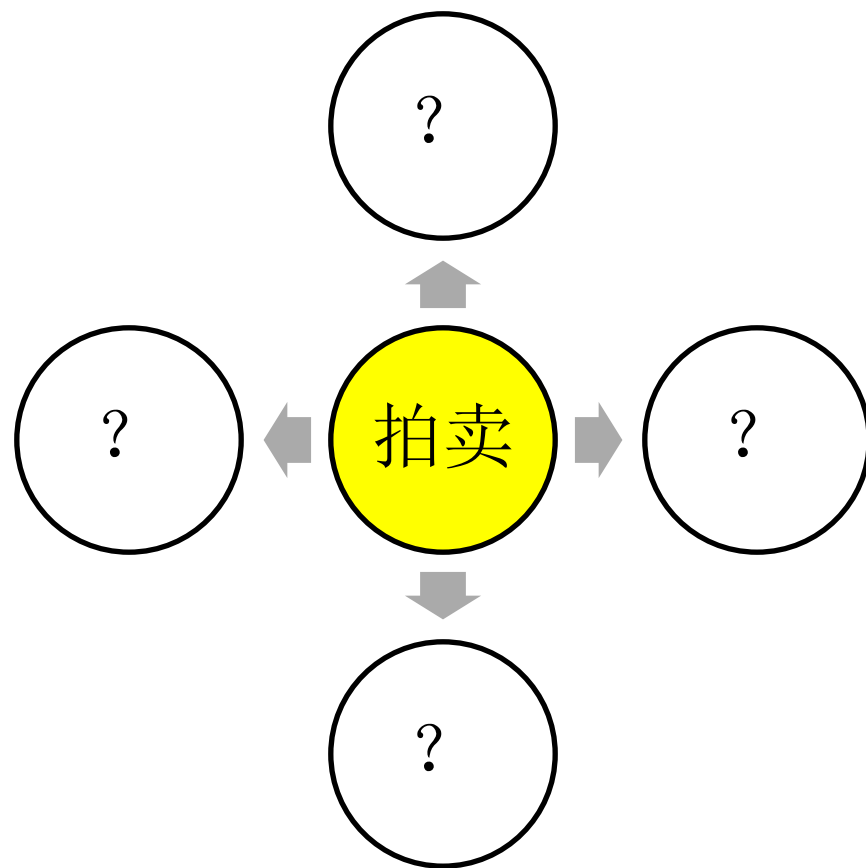
Feedback on our suggestion

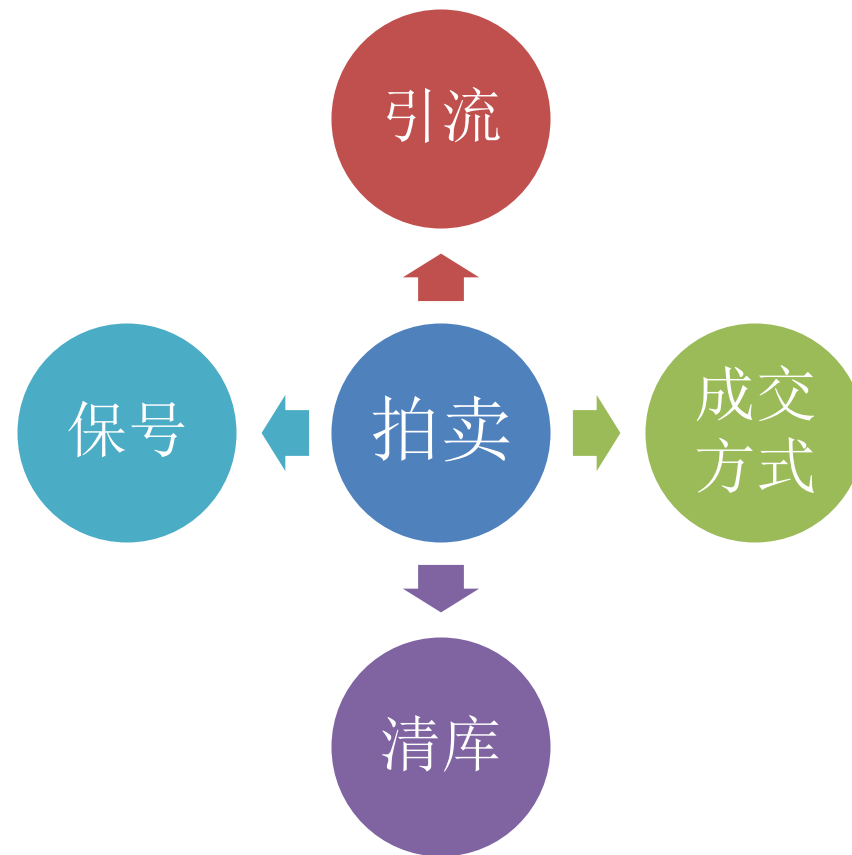
<http://www.ebay.com/itm/40-Pieces-Mechanics-Socket-Sleeve-Wrench-Combination-Set-1-4-3-8-Tool-Kit-NEW-/131280914569?hash=item1e90f3c889>

<http://www.ebay.com/itm/Stanley-STMT71648-40-Piece-Socket-Set-New-/311338883839?hash=item487d3e5aff>

<http://www.ebay.com/itm/40pc-SAE-Metric-Sockets-Set-1-4-3-8-w-Ratchet-Case-6pt-New-Hand-Tools-/361001694893?hash=item540d60b6ad>

<http://www.ebay.com/itm/40pcs-Socket-Tool-set-3-8-Drive-Auto-Boat-Vehicle-Car-Repair-Tool-Kit-Wrench-Set-/321430477461?hash=item4ad6bfda95>





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Sort:

[Best Match](#) ▾

View:

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52m

[Women Men Mirror lens Round Glasses ...](#)**\$0.99** 0 bids

39m

[Women Mens Aviator Sunglasses Mirror..](#)**\$0.60** 4 bids

56



<http://www.ebay.com/itm/New-Crystal-Perfume-Clear-Hard-Cover-Case-Skin-For-Apple-iPhone-6S-Plus-/221904887623?hash=item33aa8fdf47>

<http://www.ebay.com/itm/Womens-Sexy-Lace-Long-Sleeve-Bodycon-Evening-Party-Ball-Cocktail-Mini-Dress-XS-/141791345977?hash=item21036c3d39>

<http://www.ebay.com/itm/Sport-U8-Bluetooth-Smart-Wrist-Watch-Phone-Mate-For-Android-IOS-Smartphone-Black-/131620128911?hash=item1ea52bc88f>

<http://www.ebay.com/itm/Unisex-Women-Men-Mirror-lens-Round-Glasses-Steampunk-Sunglasses-Vintage-Retro-FS-/191705402315?hash=item2ca2884bcb>

如何做好关联促销

1. 提供量化关联促销效果的相关指标:

2. 自动化的实现关联促销

3. 任意定制关联促销中的内容

● 关联促销

如何快速提高?

浏览量

5397

vs前一段 69.4% ↓

DC排名: -

浏览量占比 ②

12.72%

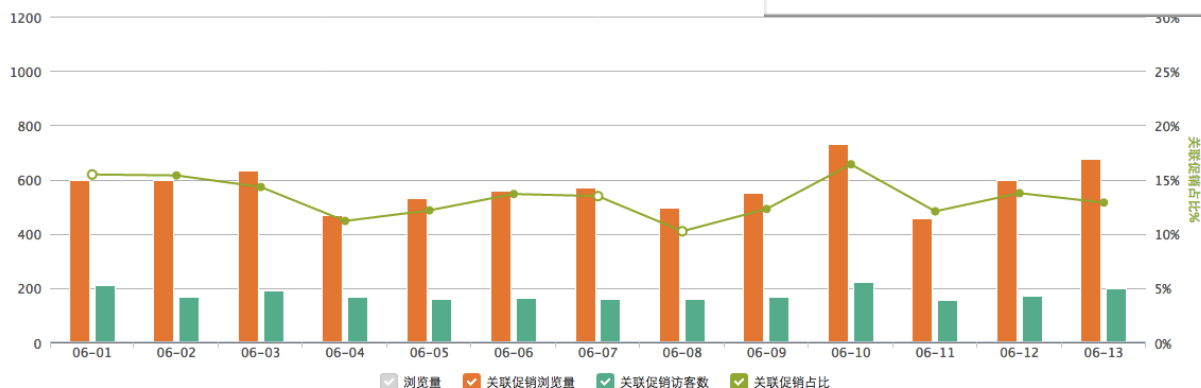
vs前一段 3.6% ↓

DC排名: -

关联促销趋势分析

浏览量

田明细数据 ▾



Promotions Manager



账号概览

概览

行业增长

流量分析

关联促销

搜索关键字

外部流量来源

店铺自定义页面

访客属性

地域分布

系统环境

销售分析

SKU分析

Best Listing

在线listing

下线listing

对比

站点分析

刊登方式分析

拍卖分析

客户购买分析

应用中心

关联促销

评价插件

关联促销 V3.0

Datacapiques 卖家精心设计了关联促销模块，主要特点如下：

- 1.效果追踪。智能识别listing所有关联促销链接，全方位追踪点击效果；
- 2.促销商品自动生成。算法会为listing智能生成一组关联促销listing，不需要人工干预，节省大量人工、时间成本；
- 3.灵活的自由度。你可以随时选择出现的listing。

[在线演示 »](#)

演示视频：

☐ 关闭关联促销

☒ 开启关联促销

开启范围设置

你可以选择多个关联促销作用的范围，它可以是类目或者任意的listing。每一个范围你都可以单独的进行设置。如果范围重合，后面的范围会生效。如：

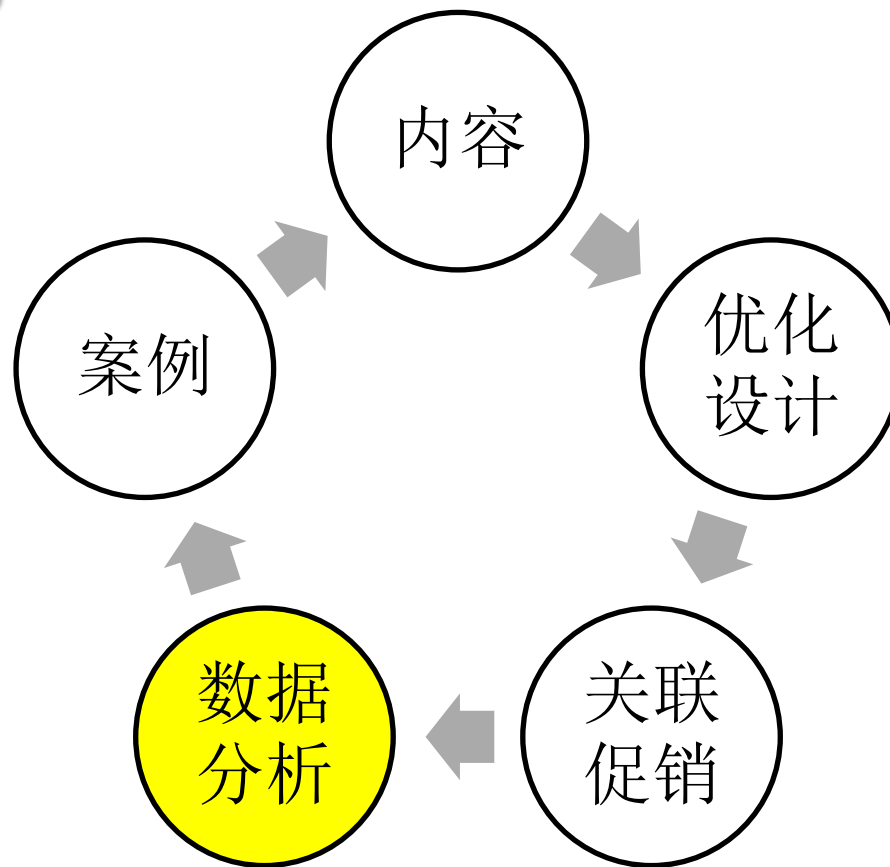
1. 新建范围A指定其作用于类目[平板电脑]，选品算法指定类目[平板配件]。那么[平板电脑]下的所有listing均会关联销售[平板配件]
2. 新建范围B指定其作用于listing o.p.q，选品算法指定listing x.y.z。那么o.p.q均会关联销售x.y.z

由于需要准备数据，新添加的eBay帐号要4-10小时后会显示关联促销。

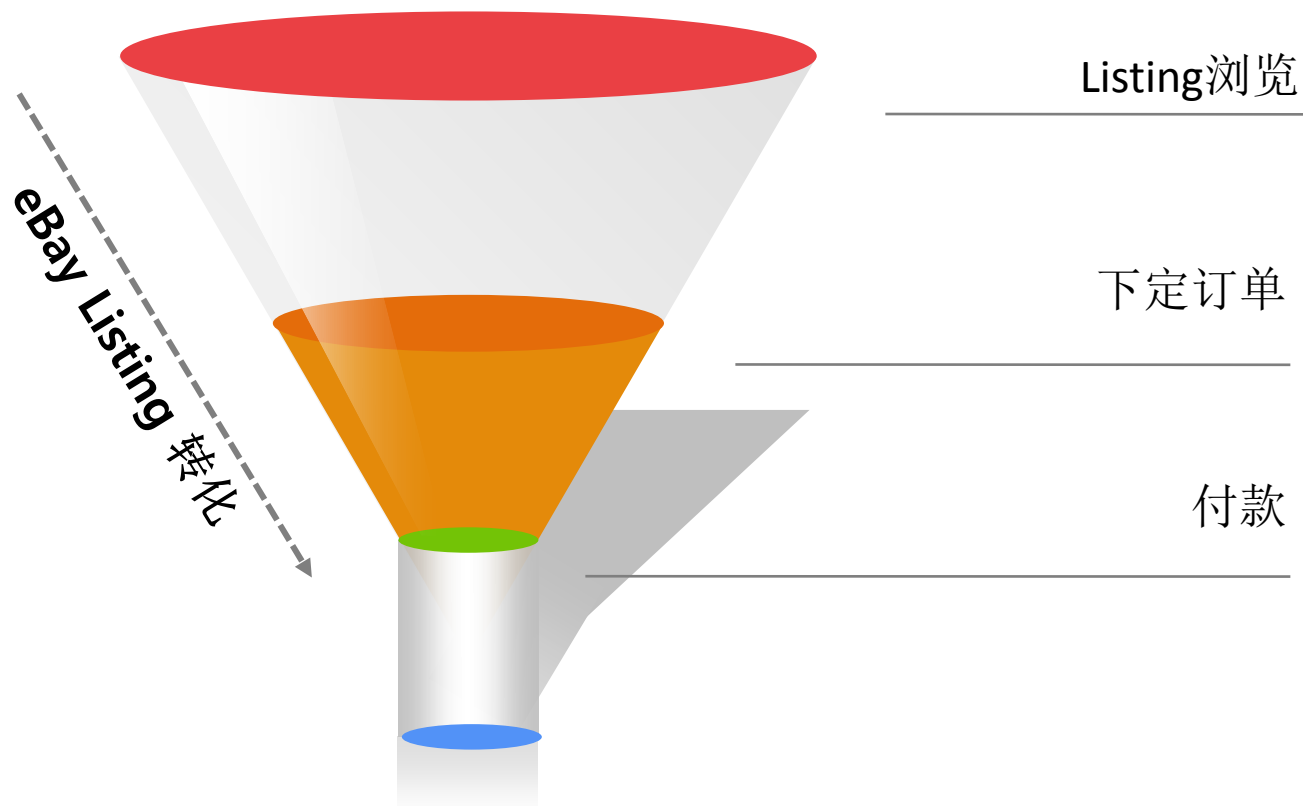
[关联促销有问题？请先自动诊断](#)

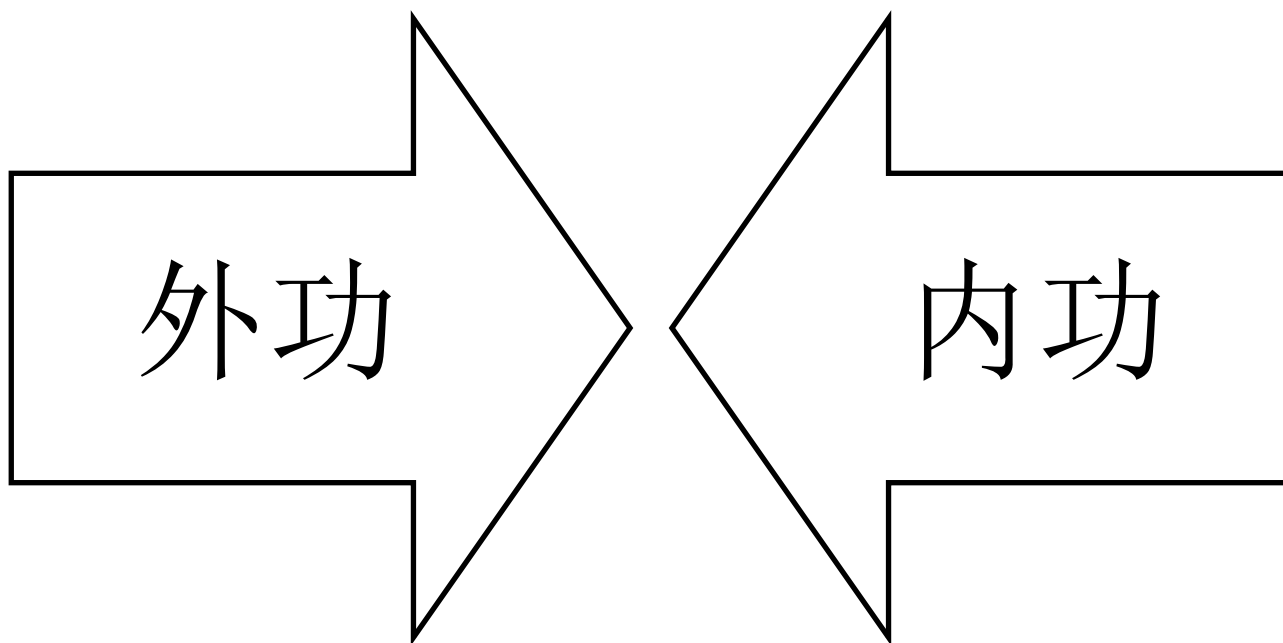
+ 新建一个范围

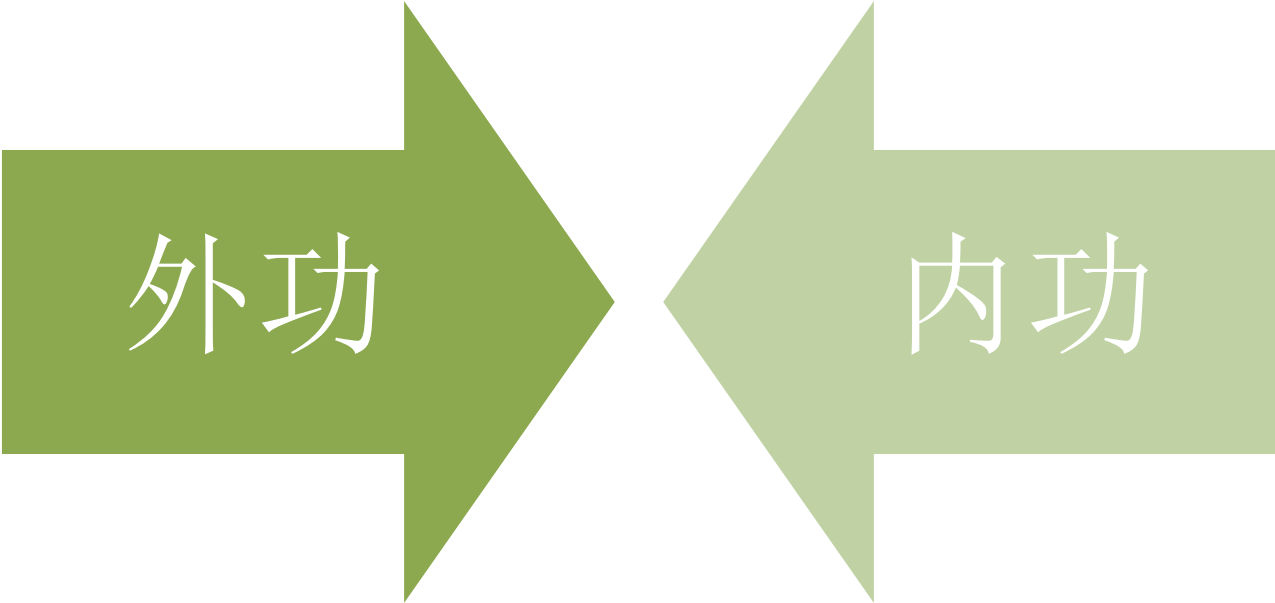
Listing



日常的流量、订单数、销售额监控







外功

The diagram consists of two large, stylized arrows pointing towards each other. The left arrow is a dark olive green and points to the right. The right arrow is a lighter, sage green and points to the left. They meet at a central point, creating a symmetrical, hourglass-like shape. The Chinese characters '外功' (Waijia) and '内功' (Neijia) are written in white inside their respective arrows.

内功



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ebay 调研

热门
调研

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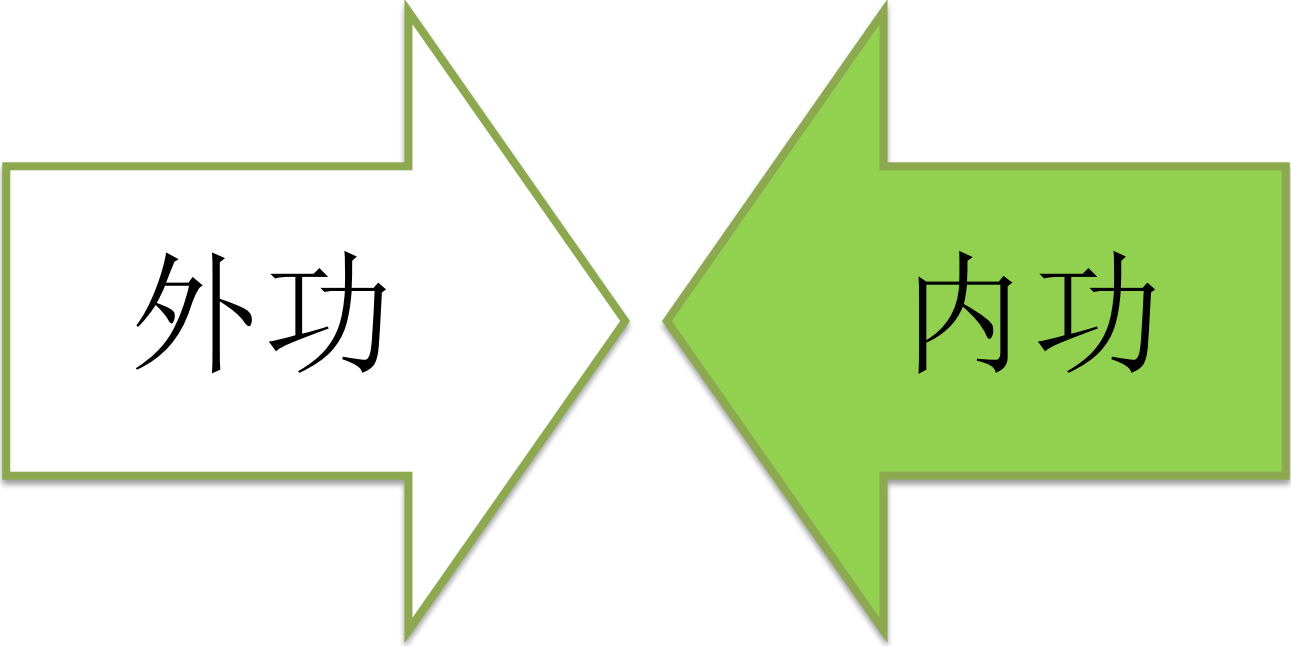
分类
调研

竞争对手
调研

标题建立工具

好的标题将带来更多销量

批量
调研



外功

The diagram consists of two large, stylized arrows pointing towards each other. The left arrow is white with a green outline and contains the text '外功' (Wàigōng). The right arrow is solid green with a green outline and contains the text '内功' (Nèigōng). The arrows are positioned such that their points are close to each other, creating a sense of interaction or balance.

内功

数字酋长

汇总多账号数据

汇总

🕒 站点时间

📅 2014-07-03 / 2014-07-09 ▾

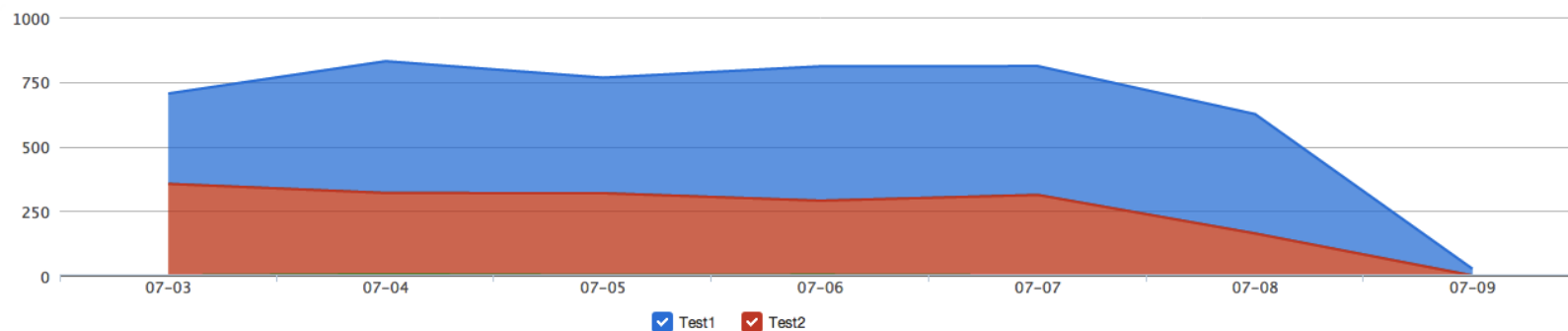
9日 8日 一周内 一个月内

销售额计算方式: 订单创建为准,统计未付款的订单,更改

销售额	售出	浏览量	访客数
\$32401	370	34263	22057

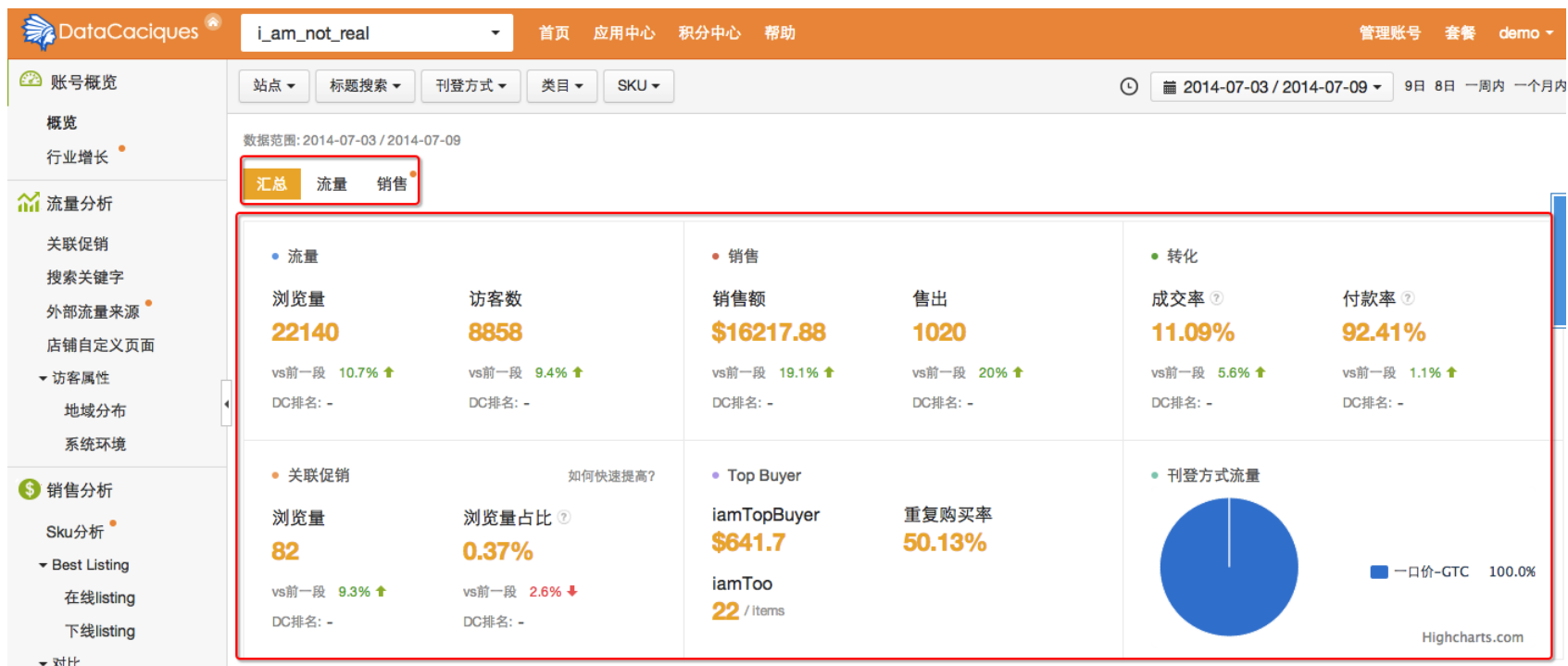
浏览量 销售额 售出

☒ 数据叠加视图



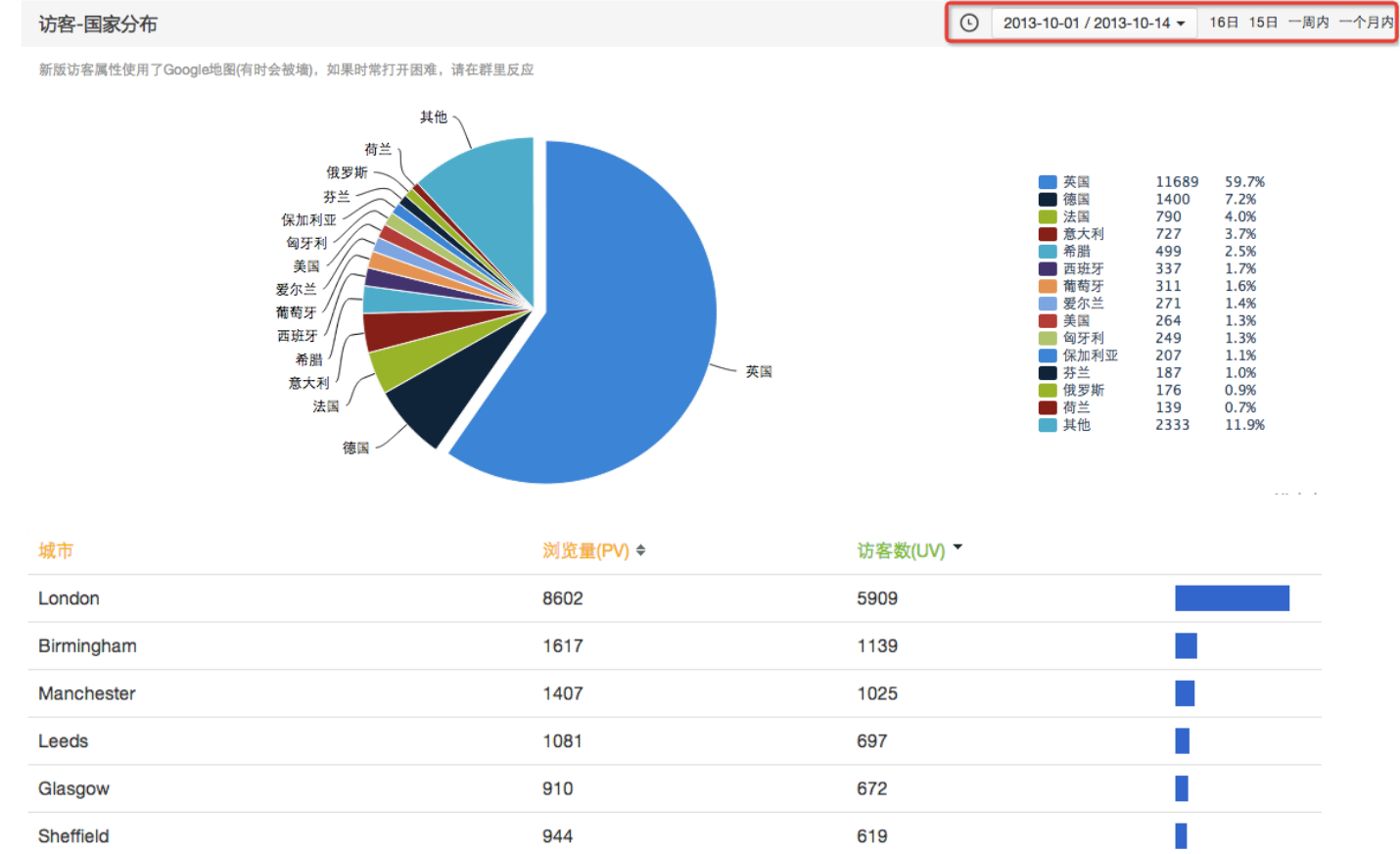
单账号运营数据诊断

概览给出账号整体的运营指标数据、浏览量、销售额、售出、成交率



分析访客国家区域，了解购物习惯

分析访客的国际区域，可以详细到具体的城市，了解访客购物习惯



了解流量变化趋势

了解一段时间内销售策略变化后的流量、销售额趋势，如量化促销活动效果



分析最佳的刊登时间

结合店铺的实际情况，分析24小时的流量、销售额高峰点，调整刊登时间



分析转化率低、无流量的Listing进行调整

分析热卖的listing发现自己的热卖产品，调整无流量，低转化率的产品

流量|销量

订单情况

切换流量和订单情况

选择要排序的维度

封面

标题

点击标题进入单个 Listing 详细分析

浏览

访客数

销售额

售出

成交率

平均浏览量



New Sony XPERIA Z1 C6903 Quad 20.7MP 4G LTE (FACTORY UNLOCKED) 16GB Black Phone - 251347659065

16187 62.38%

13062

\$13700.7

186

1.22%

1.24

上架时间: 2014-02-12 10:00
US-一口价-GTC
SKU:Sony01
月走势

Listing 的上架时间、刊登方式、SKU，以及点击查看月走势



New Samsung Galaxy Note 3 SM-N900 Quad-Core 5.7" 13MP - 281201286556

1292 4.98%

934

\$860.51

351

29.02%

1.38

上架时间: 2014-02-07 07:07
US-一口价-GTC
SKU:samsung-1003
月走势



New Sony XPERIA ZR C5502 Quad-Core 13MP 3G HSDPA GPS 8GB Black Phone - 251301372219

260 1%

194

\$144.42

58

26.29%

1.34

上架时间: 2014-02-14 08:20
US-一口价-GTC
SKU:Sony017
月走势

哪个SKU卖的最火

分析不同SKU的表现，区分利润款和销量款

站点 ▾

标题搜索 ▾

刊登方式 ▾

类目 ▾

SKU ▾

🕒

📅 2014-01-18 / 2014-02-17 ▾

17日 16日 一周内 一个月内

数据范围: 2014-01-18 / 2014-02-17

可添加筛选条件: 如某个SKU

日期选择器

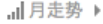
Best SKU

流量|销量

订单情况

切换选项卡

选择排序方式

封面	SKU	浏览量 ▾	访客数 ▾	销售额 ▾	售出 ▾	成交率 ▾	Listing数量 ▾
	XIAOMI01	23142 55.52%	18271	\$34604.42	341	1.42%	119 查看详情
		SKU 月走势					
	XIAOMI02	2137 5.13%	1530	\$3655.66	275	6.93%	113 查看详情
							

查看SKU详细数据

SKU管理

站点 ▾

标题搜索 ▾

刊登方式 ▾

类目 ▾

SKU ▾

🕒

📅 2014-01-18 / 2014-02-17 ▾

17日 16日 一周内 一个月内

数据范围: 2014-01-18 / 2014-02-17

可添加筛选条件: 如某个SKU

日期选择器

Best SKU

流量|销量

订单情况

切换选项卡

选择排序方式

封面	SKU	浏览量 ▾	访客数 ▾	销售额 ▾	售出 ▾	成交率 ▾	Listing数量 ▾
	XIAOMI01	23142 55.52%	18271	\$34604.42	341	1.42%	119
							
	XIAOMI02	2137 5.13%	1530	\$3655.66	275	6.93%	113
							

SKU号

SKU 月走势

查看SKU详细数据

查看详情

查看详情

意见反馈

查看SKU详细数据

对SKU进行分类

S: 重中之重

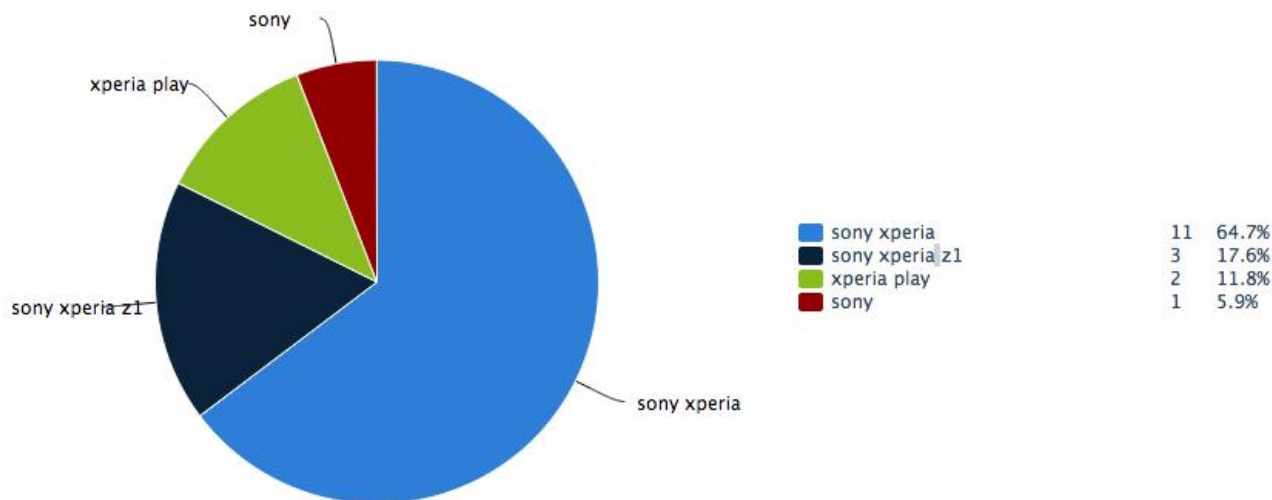
A: 重要

B: 以前热卖, 现在卖不动,

C: 准备淘汰产品

什么关键字最有效

结合店铺的实际情况，分析24小时的流量、销售额高峰点，调整刊登时间



平均所在搜索结果页数 平均所在搜索结果页数

关键字	搜索点击量	平均所在页数	人们之前搜索	
sony xperia ▶	798	1.32	sony xperia z 16G更多	查看详情
sony xperia z1 ▶	379	1.39	sony xperia z1更多	查看详情
sony xperia z play ▶	222	1.13	sony xperia tablet 32gb更多	查看详情

关键字趋势

Keyword: sony xperia

搜索趋势

田 明细数据 ▾



[点击显示或隐藏指定指标]

Highcharts.com

Listing分布

人们之前搜索

可切换到人们之前搜索

47 listings.

封面

标题

搜索点击量 ▾

平均所在页数 ? ↕



New Sony XPERIA Z1 C6903 Quad 20.7MP 4G - 600587809668

629

1

店铺页面和活动促销页面转化如何

监控自定义店铺页面和活动促销页面的点击和转化情况

页面标题 ◆	浏览量 ▼	访客数 ◆	listing点击量 ? ◆	点击率 ? ◆	
HomePage	2359	2017	1257	40.41%	View in eBay
AboutUs	54	46	0	0%	View in eBay
ContactUs	44	28	0	0%	View in eBay
Hot	27	25	0	0%	View in eBay

分析站外流量，了解引流效果

监控自定义店铺页面和活动促销页面的点击和转化情况

外部流量来源

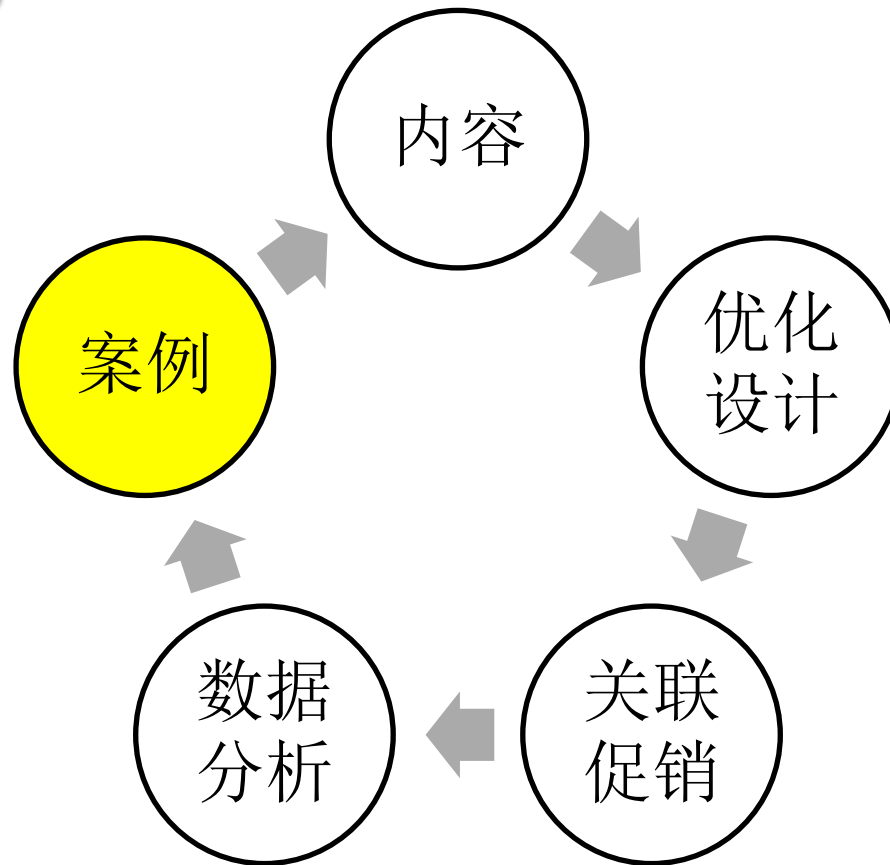
数据说明：以下外部流量是所有外部流量的真实采样数据，是所有外部流量的一部分。(其他报表的数据都是真实完整的)

来源

着陆页

来源	PV	UV	
总计	348	335	
www.facebook.org	194	183	查看详情
www.google.co.uk	29	29	查看详情
www.twitter.co.uk	17	16	查看详情

Listing



ACTION

谢谢