

When you are selling through eBay Australia, you are actually advertising to thousands of buyers across the world. eBay's biggest strength is really their worldwide customer base. So when you are considering selling on eBay Australia, you should also consider getting a separate website from which you can sell your products on. Don't limit yourself to eBay sales, [click to continue](#)...

a bidder may first find out about you through your eBay website, but then become a regular buyer to your other webpage. eBay's final value fees are getting higher all the time, so having your own webpage in which you do not have to pay these extra fees can really raise your profit margins!

Once you have your separate website set up, you can link to it from your eBay website. eBay no longer allows you to include the link in your auctions. What you have to do is create a link in the auction to your "About Me" page. On the "About Me" page, you can link to your other website. This is a great way to use eBay's huge customer base as an advertising vehicle for your website. Now anyone who finds your business on eBay can place an order with you directly without having to buy your items on eBay.

So you have to consider every bidder as a potential shopper on your other webpage. You should take the web design of both your eBay website and your other product website very seriously. How professionally your ecommerce web design is done reflects heavily on how buyers will perceive you. Will they see you as an amateur trying to make an extra buck on eBay Australia, or as a professional business? Your customer service is also important. How quickly do you answer questions? Do customers deal with a friendly person, or receive canned answers that don't address their question? Your goal is to constantly build your customer base.

Every eBay Australia bidder is a potential future customer. And once a customer purchases something from your other website, you then have their email address, which you can use to email buyers and website visitors with special offers and sales.

You may think that running your own website will be really expensive. But you can sign up for online webbuilding software that will provide everything you need to do your own web design for as little as \$10 a month. So while it does cost a little bit to set up and run your website, it is still much cheaper than paying eBay's listing fees, feature fees, and final value fees.

You can set up your website so that customers can pay through credit card or through Paypal, making it more profitable to sell your items directly from your website once you have a customer base built up. Finally, you can also use your website to generate additional revenue. Sell advertising space on your webpage to Google AdWords and earn as much as an extra couple hundred dollars every month!

