

Add Video to your EBAY Listings. **...and what's more it's FREE!**

By Chris Owen ©2006.

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Many years ago, in the early days of eBay, listings comprised of simple text adverts. As time and technology progressed, photographs and hyperlinks were also added. In today's listings you will find an array of different techniques to grab your attention. Flash banners, that annoying pop-up wizard and even sound are becoming the norm.

Today more and more people own some sort of video camera, even if it is only on their mobile (cell) phone, so why not enhance your listings with video? If people knew how easy it was then I'm sure more would do it. I'm going to show you step-by-step how to add video to your eBay listings. They might charge you if you want to put more than one photo in your listing but adding video won't cost you another penny!

Imagine the advantages this could have. If you are selling a car, instead of showing some photos taken from various angles, why not take your prospective buyer on a guided tour of your car? They could even go on a virtual test drive – hopefully with somebody else filming whilst you drive!

If you were selling a musical instrument, instead of just a photo, you could actually play a few bars of music to demonstrate how it sounds.

I'm sure you'll agree that with a bit of thought the possibilities are endless. Now I'll tell you about the technique.

There are 5 simple steps to this technique. They are:

1. Capture
2. Transfer
3. Edit
4. Upload
5. Embed

Don't worry if they sound complicated, I'll go through each step fully, explaining everything as I go along.

So what are we waiting for? Let's get started!

Step 1 – Capture

This is straightforward enough. First of all you must actually film or “capture” the item on video. You don't need an expensive video camera. I've seen very good results with a mobile phone.

If you want the best results then a digital camcorder is your best bet. These not only have a better quality resolution but it's easier to transfer the captured video to your computer. Old analogue camcorders will also give good results. You can, depending on it's quality, use a webcam although the results may be poor.

When filming your item, there are a few things you must prepare. First of all, make sure the room is well lit. A dark and shadowy video isn't going to impress anyone. If you are filming outside, try to choose a bright and hopefully sunny day. If the sky is overcast then try to adjust the settings on your camcorder to brighten it up. When filming indoors, try to keep the background plain. A plain sheet over the bed or a plain tablecloth will make the item easier to see.

If you are going to narrate when you are filming, make sure you know in advance what you are going to say.

You could even write yourself a script if you wish or a piece of paper with a few “prompt” words written down. When narrating, try to describe as honestly as you can what you are showing. This is a great opportunity to point out any scratches, cracks, faults etc.

When filming, don't go on for too long. Try to keep it to a maximum of around 2 minutes. Anything longer will just bore potential buyers.

Once you are happy with your video then you are ready for the next step.

Step 2 – Transfer

The next step is to transfer the “raw” unedited video to your computer. The easiest way to do this is if you have a digital camcorder. This will connect to your computer via the USB port or firewire. You should have the instructions on how to do this.

If you have an analogue camcorder, then you will need a video capture card for your PC. If you're using a laptop or you don't fancy opening your computer then you can get an external USB capture device such as [this](#)

Then it's just a matter of connecting the wires and using the software to transfer the video.

If you have filmed your item on your mobile phone, there are a few ways you could transfer the video. Firstly, some phones come with a data transfer cable with which you can easily connect to your computer. Another way is via bluetooth. This is a way for various devices to transfer files between each other. You may have to purchase a bluetooth “dongle” for your PC such as [this](#). If your PC has infra red this is another possibility. You can also send the video file from your phone to your computer via email.

Once the video has been transferred to your PC, then you are ready for step 3.

Step 3 – Edit

The video which has been transferred to your computer will no doubt be a bit rough. You may have “snow” before and after the actual bit you want. You may have filmed the video in 2 or more parts and this has resulted in sudden jumps from one scene to another. You will need to edit it to trim the ends and maybe insert transitions in between scenes. You may also want to add titles. If you have an eBay shop you could add the URL at the end of the video or even just a “Check out my other items” instead. You should have software to do this bundled in with your capture device. You can also use Windows Movie Maker to edit your video if you have XP or iMovie if you are using a MAC.

If you would like to try some free video editing software, you can download them from the following sites.

<http://www.jahshaka.org/> - click on the download link on the right hand side of the screen.

<http://www.debugmode.com/wax> – and click on the download link near the top of the page.

<http://www.virtualdub.org/> - the download link is on the left hand side of the screen.

Once you have polished up your video and you are happy with the result, the you are ready for the next step.

Step 4 – Upload

The next step is to upload your finished video to the internet. You will not upload it to eBay itself, but to a third party website. There are a few sites that allow you to upload videos for free. The easiest one to use in my opinion is YouTube.com. This site will host your videos for free. Before you can upload your videos you must sign up for a free account. This is fairly straightforward, just enter your email address, username, password, country etc. You will receive a confirmation email from them. Just click on the link in the email to confirm your email address and away you go.

To upload your video to YouTube, you will need to sign in to your account. Next, click on the Upload tab which will take you to the video upload page. This is a two step process.

The first step is to give your video a title, write a brief description and select a category to place it in. This step is to make it easier for other YouTube members to find your video whilst browsing the site. You will actually be placing your video on your eBay auction page, so don't worry too much about what you enter here. You can even enter complete gibberish, the main thing is you must fill in all the fields. Then click on the continue button.

The second step is to select the video from your hard drive. Click on the Browse button and choose the video you wish to upload. You have a couple of options next. You can choose to make your video public or private. To put the video on your eBay auction you *must* choose public, otherwise the video will not play. All you have to do now is click on the Upload Video button. This will start the upload process. As it says on the website, please be patient – it can take quite a few minutes for uploading. I placed a 1 minute video on one of my auctions and it took about 10 minutes to upload to YouTube. Even if it looks like nothing is happening, just wait for the confirmation message.

Once the upload is confirmed, you can view it in “My Videos”. Now it is time for the fifth and last step.

Step 5 – Embed

The final step you have to do is to embed the video into your eBay auction. What this means is you can insert your video, which is on YouTube into your auction which is on eBay. This sounds very complicated but believe me, this is probably the easiest step – 95% of the work is done for you! All you have to know is how to select, copy and paste text. If you don't know how to do this don't worry, I will go through it step by step. You should also be familiar with creating an eBay auction. If you are a complete beginner to eBay it might be wise to start off with a few simple auctions before you attempt something more complicated. This will get you accustomed to the procedure of creating your own auctions.

The first thing you have to do is get the embed HTML code for your video. This code is the text you copy and paste into your auction.

Log onto your YouTube account. Next click on “My Videos” and you will see your video listed. Underneath the video thumbnail you will see an “Edit Video” button. When you click on this, you will be taken to another page. Scroll down to the bottom of this page and you will see the embed HTML code in the text box. Right click on this text and choose “Select All”. This will highlight the text. Next, right click on the highlighted text and choose “Copy”. Instructions on how to put this code into your auction can be found on YouTube's help page by clicking on the Embedding and Sharing link. For more detailed instructions, carry on reading below.

You need to log in to your eBay account and click on the “Sell” link. Now go through the selling procedure until you get to the “Describe Your Item” part. Once you have entered the Item Title and, if you want, a Subtitle, you will come to the Item Description part. You will notice there are two tabs at the top of the description box. One is labelled “Standard” and the other “Enter your own HTML”.

Type in your description as normal until you get to the point where you want to insert your video. You could maybe describe the item and write something like;

“To see exactly what you are bidding on, have a look at my video below.”

I'm sure you could think up something similar. Now click on the “Enter your own HTML” tab. You will see the raw HTML code for your auction. If you have learned any HTML then you may recognise some of the “tags” but it doesn't matter if you haven't. Just imagine this HTML code is a text file. On the next line down, right click and choose “Paste” This will insert the embed HTML for your video into your auction. Now click back on to the “Standard” tab and you should see your video inserted into the page. Finish off your description as normal and complete your auction as normal. Once you have completed and reviewed your auction, you can upload it for all the world to see!

If you use Turbo Lister you can do exactly the same thing by creating your auction as normal using the design view and then embedding your video by switching to HTML view. It's that easy!

CONGRATULATIONS!!! You have successfully added video to your eBay auction. Now, when anybody views your auction they will see your video on the page and click on the play button. You can get the video to play automatically as your auction page loads but you must remember that not everybody has a broadband connection. Those people on dial-up may have to wait for your video to load. If this takes more than about 30 seconds then they will probably click off and look at someone else's.

Please remember that the video should be an *addition* to your auction description and not *instead* of it! Some people may not even choose to view your video or have other problems viewing it so you must still include your usual description to cover all possibilities. Now

all you have to do is wait for the bids to come in! If you are in competition with another seller, your video should give you the edge.

So that's it. Those are the 5 easy steps to put a video on your auction. What happens next is up to you. You can either read this ebook, leave it on your hard drive and do nothing with it or you can take action and enhance your auctions. The choice is yours.....

Further Reading

If you have enjoyed this ebook and would like to read more ebooks about selling on eBay then [CLICK HERE](#) and purchase my eBay sellers package. You may have seen the ebooks sold separately on eBay but you can download them as a full package for only £4.97

The package has the following ebooks

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- Auction Tidbits
- Auction Explosion
- Auction Hints 2
- Using NLP on Ebay
- How to Increase Auction Profits
- The Auction Prophet
- Auction Sources Exposed
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Chris.