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Philippians 12:2 *"and the peace of God, which transcends all understanding, will guard your hearts and your minds."*

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## How to optimize and enhance your online auction website

With the recent advancements in the online E-Commerce industry, the auction industry has evolved by eliminating the barriers of physical auctions. Now, anybody can bid for a product anywhere - without any limitation of geography, time, or even physical presence. Meaning? Your online auction website **MUST** be user friendly, fast, and accessible to capitalize on these recent advancements.

More than ever, people are staying in and purchasing from the comfort of their own home. Not only is the E-Commerce competition high but also the auction industry is seeing high competition. One thing that can drastically set you apart is your website. There are many design techniques to incorporate and ensure simple and easy navigation and a great user experience.

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### Website Functionality Tips

#### Simple and Easy Navigation

Your users must be able to easily navigate to any page and have a seamless experience while getting from point A to point B. Products should be separated into categories with advanced search functionality. This helps users to search

listed products by category, keyword, or product name. You can also add other advanced filters to sort the products for more define searches.

### Photo Gallery

Adding quality images and descriptions is a major selling point for your online auction website. Ensure the quality and image sizes are being reflected for best user experience.

### Hassle Free Payment

Users want and need to feel protected while navigating through your site let alone making purchases through it. Make sure to secure your site and enable hassle-free payment methods.



## Online Auction Website Dos and Don'ts

### DO

Incorporate Easy-to-Use Navigation  
Optimize For Speed  
Provide A Clear Call to Action  
Keep It Simple, Safe, and Straightforward

### DON'T

Don't Use Flash  
Skip the Splash Page  
Don't Use Self Playing Audio or Video  
Don't Bury Your Most Important Content  
Don't Forget About Mobile

While there are many great ways to optimize and enhance your online auction website, it is important to have a good base to start from, and that starts with good auction software.

[Learn more about our auction software and services!](#)

## Photography Tips for Online Auctions

What is the most important part of a lot listing in an online auction? Sure, the information section is important, and the contact information is too, but one of the most important things to have in your online listing is a good picture.

- Make sure your pictures are clear and focused
- Take your pictures in a spot with good lighting
- Be sure your images are the correct size for auction software. If Auctioneer Software is your software provider, then



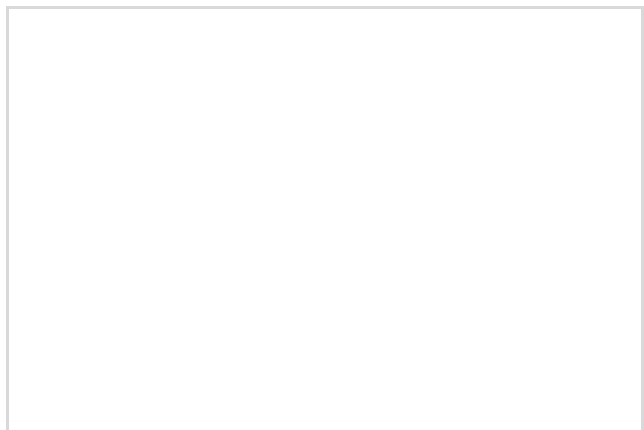
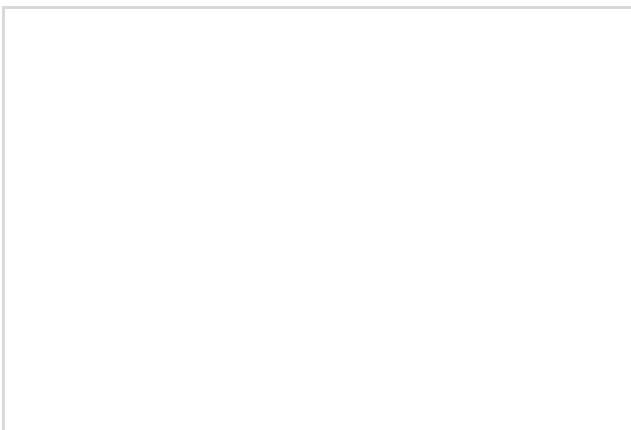
the ideal photo size is 1024 by 768 pixels!



Optimize and enhance your online  
auction website

LEARN MORE

**JUST IN CASE YOU MISSED IT!**





## How to Find New SEO Keywords

The process of keyword research & finding new SEO keywords that represent your business is a fundamental part for various search marketing strategies. Whether you are primarily running pay-per-click (PPC) or paid search campaigns, or your goal is to improve your organic search optimization results- you will be using keyword research. Keyword research is the process of identifying and optimizing your site for specific words that people are typing into search engines. Since what people are searching for, and when they are searching directly relates to your product or service- keyword research is a crucial element of a successful search marketing campaigns.

[Read More...](#)



## How to Improve Google Rankings

Having a strong presence on the internet is important for ensuring current and potential customers alike find your website and auctions. If you don't have a strong website that is properly optimized, it will not appear in Google's Search Results. One of the most likely reasons that your website is not appearing in search results is that it is not crawlable, and therefore cannot be indexed. To fix this issue, it is important to understand how Google crawls and indexes your website to determine rankings on search engine results pages. Read on to learn the process of how Google crawls and indexes websites and what you can do to improve your google rankings.

[Read more...](#)



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