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## 5 Benefits of Using Online Search Tools for Prospective Sellers

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Using search tools effectively is an essential part of the online market evaluation. This particularly applies to sellers who need to complete product research and understand the site on which they are selling to achieve success.

Online sites such as Amazon and eBay particularly require an in-depth evaluation of their products and sales. Sellers should be aware of the products already on the market, the competition, demand, pricing, seasonality and ranking to make a success of their own sales.

Although Amazon users can use Jungle Scout as their primary search tool. This one works for them but there are [Jungle Scout alternatives](#) available too. These can be used for Amazon, but sellers on other sites will be able to find search tools for that specific platform. Whichever service new or well-seasoned sellers choose, it's essential to understand the benefits of each tool and the process as a whole.

Below are listed five benefits of using product search tools:

### 1. Competition

Using Jungle Scout or other search alternatives is essential when trying to understand competition. If you are a seller looking to upload products, then searching for similar items is critical.

Sellers need to look out for what similar items are on the market. You will find items that are identical or remarkably similar to your own. As a seller, you need to know how many of each product there already online. Search tools are an easy way to complete market evaluation and identify any competition.

### 2. Product demand

If competition is too high, then knowing how to place products above those already online is key. Understanding product demand is part of this process. If an item is in high demand but doesn't appear in great numbers, then it is more likely to sell. If there are hundreds of things which all look the same, but little demand, then they are less likely to sell.

Once again, search tools can identify this demand and so finding the right appliance, by looking at reviews and testing some out, is essential.

### 3. Pricing

Knowing competition and demand can help sellers come up with successful product pricing. If an item has a high price but little demand, then it isn't going to sell. If the pricing is too low, then items may appear to be of low quality and again, won't sell.

Using search tools to gauge product pricing can help to identify a middle ground. Midway pricing often catches the attention of buyers more successfully than the extra cheap or overly pricey.

### 4. Seasonality

Another benefit of using search tools is their ability to help identify seasonality. For example, shorts and picnic rugs are more likely to appear in higher numbers online during the warm summer months. Thick jumpers and thermos flasks are more likely to look online during the winter.

Consumers tend to, although not always, buy products according to seasonality and so matching these trends is essential. Sellers can utilise search tools to identify these trends quickly.

### 5. Ranking

The ranking of a product shows its success on the market and shows how likely similar items could sell. If an item is ranked highly or has several good reviews, then it should be possible to sell an item of the same ilk. However, to improve their sales, sellers need to promote the benefits of their product to make it rise above the competition.

Through using search tools, sellers can identify which products are at the top and bottom of the rankings and also identify why. From there, they can work on making their product stand out.

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