



## **USER GUIDE**

Your FREE Automated Solution

**Promote Your Website**

OR

**Promote Your eBay Items on Twitter**

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## **Introduction**

Tweet Eye has been developed as a FREE software application for the benefit of all **Website Owners** and **eBay Sellers**. By downloading Tweet Eye you gain access to an extremely effective way of increasing visitor traffic - **FOR FREE!** Whether you need to increase traffic to your Website or eBay pages, this 'User Guide' will help YOU gain maximize results simply and easily.

This guide is divided into [TWO SECTIONS](#) for ease of use.

1. Using Tweet Eye Seller to **PROMOTE YOUR eBAY.** (Pages 5 to 22)
2. Using Tweet Eye to **PROMOTE YOUR WEBSITE.** (Pages 23 to 26)

Please note, there is lots of useful information contained within the eBay section of this guide that can also be utilised to great effect within 'Tweet My Website'.

## **Why Use Tweet Eye For eBay?**

Whether you're an occasional or frequent seller on eBay, Tweet Eye combines three powerful concepts to help you become a more successful seller.

- 1. The power of automated promotions** – working continuously while you work, rest and sleep, Tweet Eye never stops working on your behalf ensuring that your listed items are regularly promoted on Twitter until they are either sold or your eBay listing ends.
- 2. The power of visual imagery** – helping you promote what you sell in picture form.
- 3. The power of hashtags** – putting what you sell in front of the right potential buyers who search keywords from your eBay item descriptions.

## **Getting Started**

**Installing Tweet Eye** – (Your gateway to increased visitor traffic)

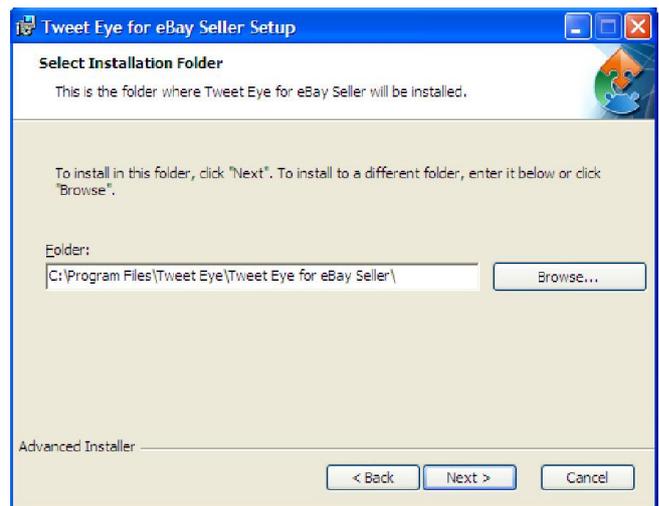
Click on the link to download Tweet Eye (this installs [Tweet My Website](#) and [Tweet Eye for eBay](#) as a single application. Simply follow the setup options. You can save the file to any location on your computer (most people usually put software into C:\Program Files)

Installation is a simple process.

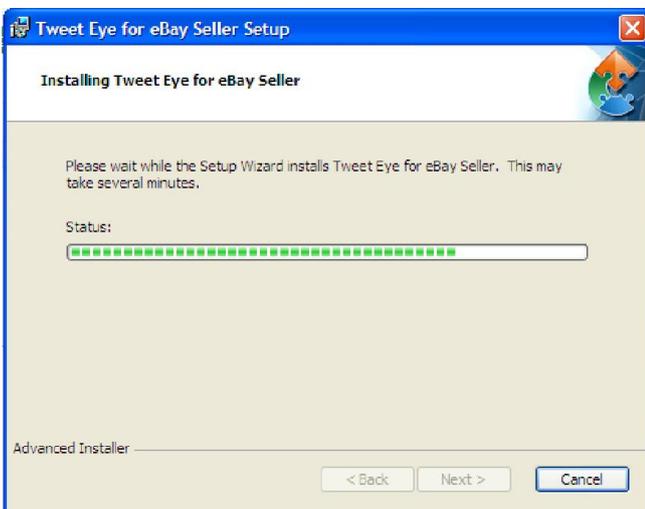
1.



2.



3.

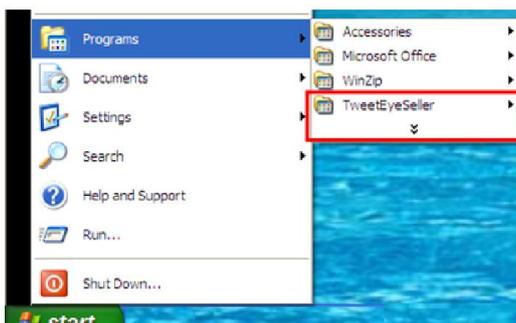


4.



Once Tweet Eye has installed it places the 'Tweet Eye Seller' shortcut icon on your desktop.

The program can also be launched by going to the start menu and selecting 'Programs'. Navigate to 'TweetEyeSeller' and click to launch.



Tweet Eye has been developed to be FREE and accessible to as many Website Owners and eBay Sellers as possible. Tweet Eye is programmed with JAVA, a safe and trusted open source programming language that has been in existence since 1991 and is supported on the majority of operating systems worldwide. Java is developed by the Oracle Corporation, the second largest software maker by revenue after Microsoft.

**IMPORTANT NOTE:** *If you open Tweet Eye and receive the message, 'JRE Not Found' you will need to install JAVA on your operating system to enable Tweet Eye to work.*

You may receive a message similar to the following.



You can download and install the latest Java from <https://java.com/getjava> Simply follow the prompts for installation.

# START USING TWEET EYE



In just a matter of minutes with a few simple steps, the power of Tweet Eye will link your eBay items to your Twitter account, automatically add hashtags and pictures that will promote your items more effectively and significantly increase your eBay visitor traffic.

1. Your eBay Seller Name: argos

2. Your eBay Platform: UK

3. Find your items / description keywords: laptops

4. Your Twitter Account: Argos\_Gifts

5. Send to Twitter: RSS Tweet Schedule, Instant Tweet

This is your eBay RSS URL: <http://rest.ebay.com/epn/v1/find/item.rss?keyword=laptops&sortOrder=BestMatch&progra>

Select	Image	Title
<input checked="" type="checkbox"/>		DELL INSPIRON 15.6 INCH 1TB 6GB LAPTOP
<input type="checkbox"/>		ASUS X551CA LAPTOP.

Use of this software is subject to Tweet Eye [Terms & Conditions](#). For help check [User Guide](#).

[Do you feel confident using new software?](#) The **5 Simple Steps** below should be sufficient to quickly get you up and running.

[Do you consider yourself a novice with new software and need step by step guidance?](#) See below "Getting Started - Detailed Information".

### **STEP 1**

Enter your eBay seller name

*(If you own an eBay store do not confuse your store name with your seller name)*

### **STEP 2**

Choose your eBay Platform / Country from the drop-down box.

*(This is the eBay code of the country where you live)*

### **STEP 3**

Enter keywords from your eBay item description.

*(See 'more detailed information' below. Learn how to get the best out of your promotions)*

### **STEP 4**

Link your Twitter account

*(Mostly automated – Select 'Authorise app' and enter PIN once generated)*

*(Don't have a Twitter Account? See below to get one set one)*

### **STEP 5**

Set the frequency of your Tweets and hashtag your keywords

### **ACTIVATE!**

Activate your schedule and watch your eBay traffic grow!

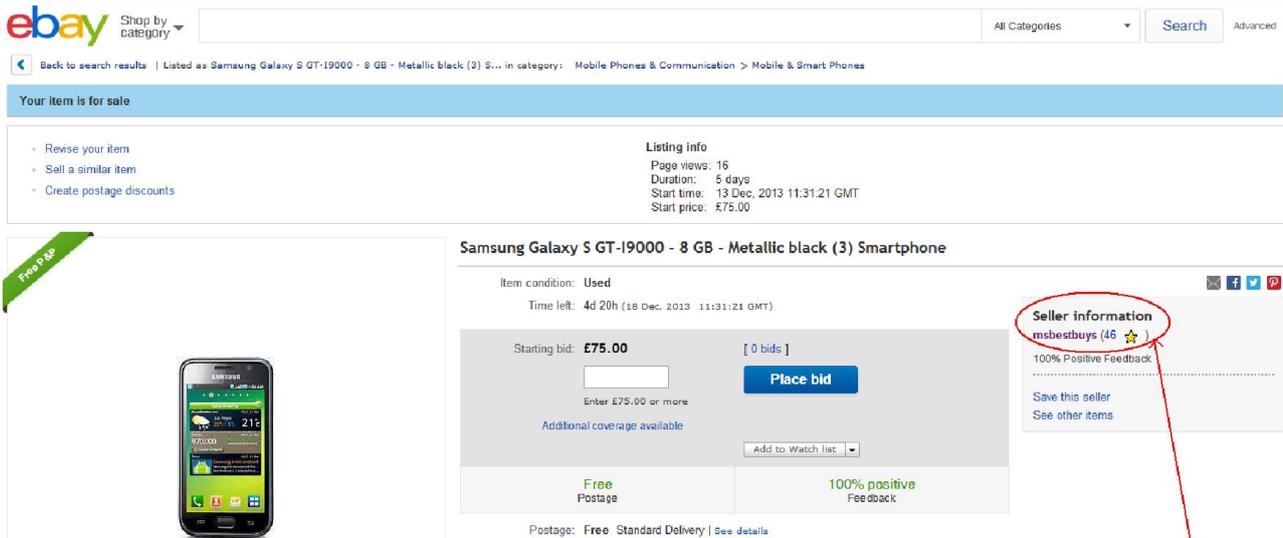
# GETTING STARTED - DETAILED INFORMATION

## STEP 1

Enter your eBay seller name

*(If you own an eBay store do not confuse your store name with your seller name)*

Your seller name is the name you use to log onto your eBay account. (Displayed under 'Seller information') It also appears by things you sell on eBay. (Not to be confused with an eBay store name which sellers can name differently)



Your eBay Seller Name links your eBay account to Tweet Eye. Other secure details such as your eBay password and logins are not required or accessed by us and therefore remain totally confidential.

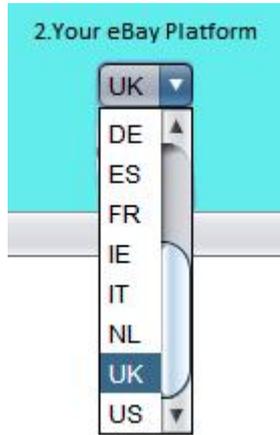
**Note** If the seller name you enter is incorrect or you do not have any products listed on eBay then you will receive the following error messages.



## STEP 2

Choose your eBay Platform / Country from the drop-down box.

(This is the eBay code of the country where you live)



There are currently 13 international locations available.

Program	Country
US	United States
AU	Australia
AT	Austria
BE	Belgium
CA	Canada
CH	Switzerland
DE	Germany

Program	Country
FR	France
IE	Ireland
IT	Italy
UK	United Kingdom
NL	Netherlands
ES	Spain

## STEP 3

Enter keywords from your eBay item description.

This is the **KEY ELEMENT to setting up effective schedules** that will monitor your eBay items and create regular tweets based on an RSS feed of your items titles and descriptions, driving visitor traffic to your eBay listing.

The search field works on the principle of filtering and reducing the quantity of items displayed and is vital to setting up schedules that will produce the best results. Leaving the search field blank will show all items. The 'search' button must be clicked for the search function to operate.

**For example**, if you were selling a range of CHAIRS and you entered the single search term 'Chair', descriptions show, e.g.

1. Gaming Chair; Blue and Black
2. Floral Tub Chair – Cranberry
3. Raede Mesh Office Chair – Black
4. Kids Scandinavia Table and 2 Chairs – Natural Pine
5. Sage Chair – Chocolate
6. Kids Scandinavia Table and 2 Chairs – White Effect
7. Pink Hearts Gas Lift Chair
8. X-Rocker Trojan Gaming Chair
9. Gas Lift Swivel Office Chair – Black
10. Jodie Leather Effect Tub Chair – Cream
11. X-Rocker Atom 2.1 Gaming Chair
12. Jodie Leather Effect Tub Chair – Red

If you setup your 'RSS Tweet Schedule' to send out the maximum of 10 tweets every nine hours it will tweet out items 1 to 10 but will not tweet items 11 & 12.

If you set up your 'RSS Tweet Schedule' to send out 5 tweets every nine hours it will tweet out items 1 to 5 but will not tweet items 6 to 12.

Therefore it is necessary to **filter and narrow your selection by choosing the appropriate keywords**. The more keywords you use the more refined the results will be.

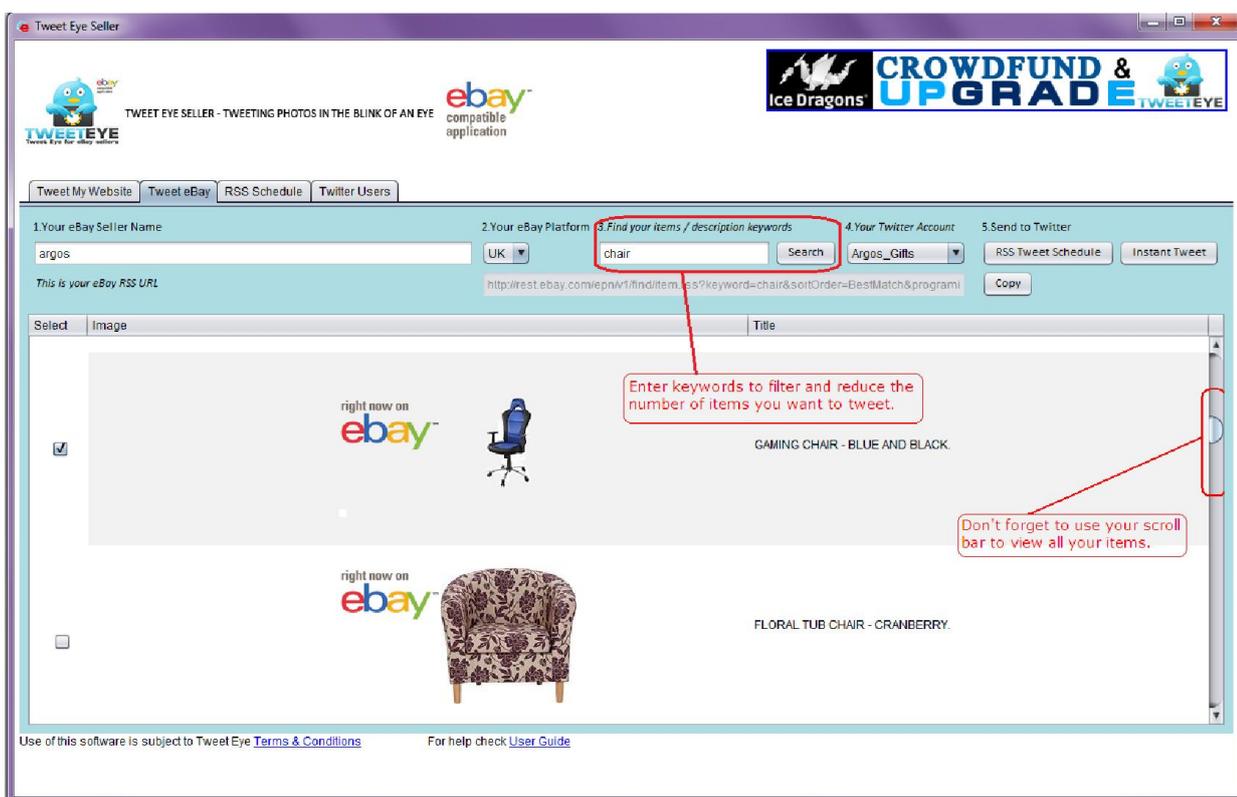
Let's say you just want to tweet 'Gaming Chairs'. By entering 'Chairs' 'Gaming' in the search field it will only display 3 items, numbers 1, 8, 11. The schedule can then be setup to tweet all 3 items. The search could be further narrowed, for example 'Chairs' 'Gaming' 'Atom'. This will subsequently only display item 11.

Similarly, if 'Chairs' 'Black' was the selection it would tweet out item numbers 1, 3, 9 when you set up your schedule to post 3 tweets. It is simply a matter of selecting the right combination of key words to obtain your objective.

Please note, if you enter or misspell a keyword that is not within the eBay item header or description it will produce an error warning.



This error warning will also show if you try to 'filter & reduce' for differing products, e.g. if you entered key words 'Chair' 'Gaming' 'Floral' (see image below); the programming logic effectively says, 'you can have 'Gaming' and you can have 'Floral' but you cannot have both!'



**Important Note: Keyword hashtags** – Please note, when selecting a product image and description (See  on above image) it is **ONLY FOR THE PURPOSE of choosing appropriate keywords for hashtags** which are set up in your RSS Tweet Schedule. Items will always be tweeted from the top of the list in the order they are listed.

If you select a specific item from your list with the 'purpose of it being tweeted' the item you choose may not necessarily be included for tweeting. For example, if you selected the 7<sup>th</sup> item from the list and set a 'Post number' of 5 within the schedule, only the first 5 items would tweet. Tweets are dependent on the schedule selections you make, (refer to 'Set Frequency') However, in this example, item 7 may be the best choice for making your keyword selection.

In the above image, 'Gaming' 'Chair' 'Blue' 'Black' could be used as hashtags. If you chose 'Gaming' & 'Chair' for hashtags then ONLY the word 'Chair' in the 2<sup>nd</sup> item description of 'Floral Tub Chair – Cranberry' would be hashtagged when tweeted. This is why, the principle of filtering and reducing items to similar types is necessary as it gives your hashtags more exposure within your tweets.

Tweet Eye for eBay as an RSS feed, becomes powerfully dynamic when adding new items to your eBay listings. If new item descriptions **contain the same keywords** that are within the existing schedules, they will automatically be added to the schedule and will be tweeted as per the timings set.

**Top Tip?** If you enter the user name of another eBay seller, you will see their items. Why not help a friend and promote their eBay items on your Twitter? Make this your 'good deed for the day!'

## STEP 4

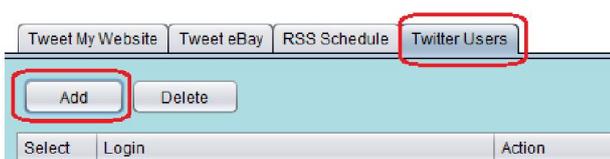
### Link your Twitter account

Don't have a Twitter Account? See the FAQ "How do I set up a Twitter Account".

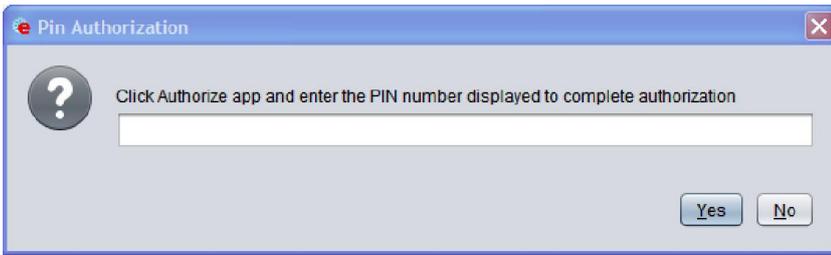
**Important Note:** Prior to linking your Twitter account please ensure you are logged out of any open Twitter account(s). Do not just close the browser. If you attempt to link a Twitter account that is already open, it will cause duplication.

The security information requested is only used by Twitter for the authorization linking process. It is a 'one off' use and is not saved or stored by Tweet Eye.

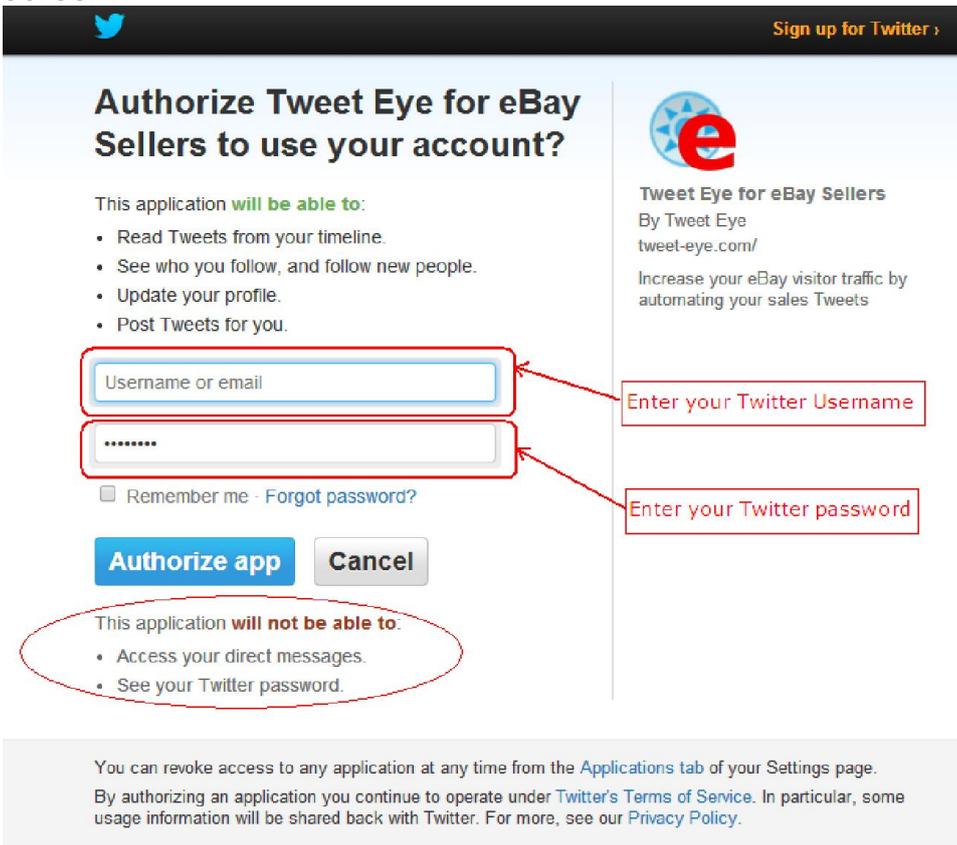
Click on the 'Twitter Users' tab and select 'Add'



As soon as you select 'Add' the Twitter PIN authorization screen opens.



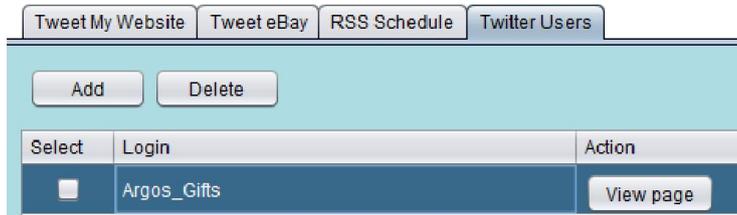
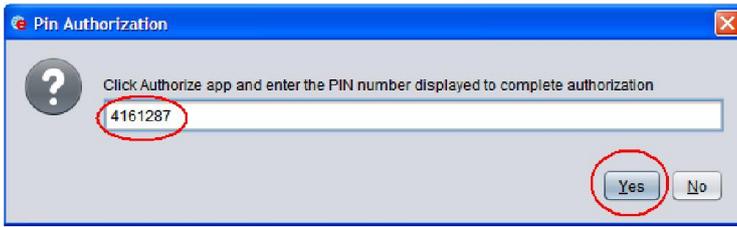
Followed by, "The Authorize Tweet Eye for eBay Sellers to use your account?" screen.



Enter your Twitter username and password and click **Authorize app**

Once the PIN is generated, enter it into the 'Pin Authorization' box and click 'Yes'





The account is now activated and displayed.

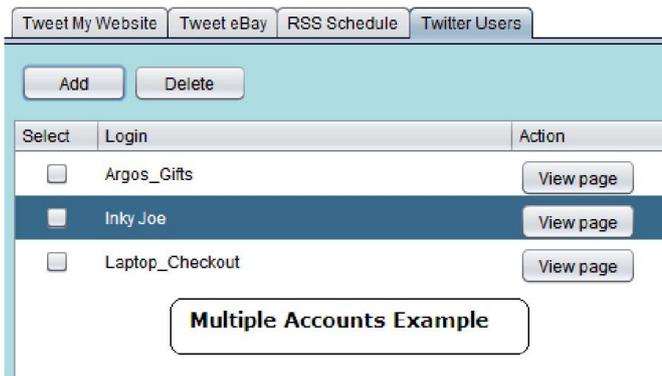
To unlink your Twitter account, tick the select



box and click 'Delete'.

**Top Tip?** If you are a Power Seller or a regular seller of several product types, why not consider creating a unique Twitter account for each of your sales channels?

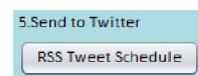
For example, if you frequently sell 'Laptops' and 'Printer Cartridges'. Create a bespoke Twitter account for 'Laptops' and another for 'Printer Cartridges'. This will allow you to target your advertising more effectively. For multiple Twitter accounts that you have linked to Tweet Eye, choose the relevant Twitter account at Step 4, before setting up your RSS tweet Schedule.



## STEP 5

Set the frequency of your Tweets and Hashtag your keywords.

When you click on the 'RSS Tweet Schedule' button



and have not selected an item from the available list, the tweet schedule will display but the box will remain empty if you have not selected an image. Cancel the schedule screen and simply select a relevant item for the purpose of setting up your hashtags from the descriptions.

### 1. Set your hashtags

PUT # BEFORE KEYWORDS IN THE BOX BELOW

Tweet My Website | Tweet eBay | RSS Schedule | Twitter Users

1. Your eBay Seller Name: argos    2. Your eBay Platform: UK    3. Find your items / description keywords: chair delux managers    4. Your Twitter Account: Argos\_Gifts    5. Send to Twitter: RSS Tweet Schedule | Instant Tweet

This is your eBay RSS URL: <http://res1.ebay.com/epn/v1/find/item.rss?keyword=chair+delux+managers&sortOrder=Be>    Copy

Select	Image	Title
<input checked="" type="checkbox"/>		Deluxe Midback Managers Office Chair.

Don't forget to choose an Item!

right now on **ebay**

This description will show in the schedule

Setting up your schedule is as easy as 1, 2, 3, 4. Simply follow each step.

### 1. Set your hashtags

The item you choose will display the description

Add schedule

1. Set your hashtags    With over 500 million Twitter users clicking on hashtags, make sure you are noticed!

PUT # BEFORE KEYWORDS IN THE BOX BELOW

Deluxe Midback Managers Office Chair.

No hashtags? Tweets with hastaged keywords will make a difference.

Add #tags to your description to make Tweet Eye happy!

Add schedule

1. Set your hashtags    With over 500 million Twitter users clicking on hashtags, make sure you are noticed!

PUT # BEFORE KEYWORDS IN THE BOX BELOW

Deluxe Midback #Managers Office #Chair

Well done for including hashtags

## Adding too many #tags makes Tweet Eye annoyed!



Whenever **your #tagged word** appears in **ANY** of your item descriptions, that word will be set as a hashtag. For example, by hashtagging keywords 'Chair' 'Office', the following descriptions when tweeted would read as;

Deluxe Midback Managers #Office #Chair

Raede Mesh #Office #Chair – Black

Gas Lift Swivel #Office #Chair – Black

Any words can be hashtagged (maximum of 3). Of course, the keywords you select would need to be relevant and searchable for the items you are listing.

Deluxe #Midback Managers #Office #Chair

Raede #Mesh Office #Chair – Black

#Gas Lift #Swivel Office #Chair – Black

Alternatively, you can remove the description (used as an aid to hashtagging) and simply list 1 or more hashtagged keywords, e.g. #Office #Chair #Swivel.

To use hashtags in an effective way, we recommend reading our FAQs

[What is a hashtag?](#)

[What does a hashtag do?](#)

[How do I use hashtags?](#)

To get you started, here is some basic hashtag advice;

1. Only use the hashtag symbol "#" before a relevant keyword or phrase.
2. Do not put any spaces in the phrase that you want to turn into a hashtag. Hashtags begins with the "#" and ends with the first space.
3. Avoid using punctuation marks or any other special characters after a hashtagged keyword. Remember, hashtag ends at the space.
4. #Don't #spam #with #hashtags. Use sparingly and respectfully. Twitter best practice recommends no more than 2 or 3 hashtags per tweet.

## 2. Set frequency

Decide how many tweets and how often you want them tweeted. This can be set in varying combinations, from as little as 1 tweet every 24 hours to as often as 10 tweets every 30 minutes. As you change the variables of 'hours' and 'post number' you are advised of the total number of tweets to be sent.

If you only have 3 items in your list, you would of course set your post number to 3. If you have 7 items, set it to 7.

**Remember**, as previously noted, (filter and reduce). **If you have 6 items in your list and you set the post number to 4, it will only post the first 4 items in your list in the order they appear.** (RSS feed technology)

Set the date range you want your tweets to be posted. The default is one week. Select the drop down boxes for 'start' and 'end' date to open up the calendars.

2. Set frequency

How often should eBay RSS be sent as recurring tweets? 30 min Start date Mon 07/07/2014

Post Number 1 End date Mon 14/07/2014

Note:

- 1) Tweet Eye will always send the newest items added to your schedule first.
- 2) When your items are sold they are no longer tweeted.
- 3) New items added to your schedule with the same description will auto

3. Include picture?

Include Picture  Please note : Picture tweets are usually limited to approximately 30 per day per account

4. Check Details

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Today is 07 July 2014

*Please read the advisory notes provided as they will assist in your tweet success.*

## 3. Include picture?

Pictures when used in conjunction with hashtagged keywords give a powerful advantage to your tweets and get you noticed! However, caution is advised as picture tweets are limited by Twitter to approximately 30 per day per account, so there is an advantage to having multiple Twitter accounts under certain circumstances.

3. Include picture?

Include picture  Please note : Picture tweets are usually limited to approximately 30 per day per account

If you only have 3 items to promote and want to include pictures, then ideally you should select '3 hours' and a 'post number' of 3. This will send 24 picture tweets per day and stay within the recommended limit.

## 4. Check Details

Before clicking the 'OK' button, review the details you have entered. For example, if you are using several Twitter accounts, confirm your tweets are being sent from the correct 'Twitter account'?

4. Check Details

Twitter Account: Argos\_Gifts      Search Term: chair delux managers

eBay Platform: UK      Hashtags: #Midback #Managers #Chair

CANCEL      OK

When you click on the OK button it will display a pop-up box to remind you about adding a picture to your tweet, just in case you wanted to, but have forgotten!



Selecting 'Yes' will allow you to 'include picture' before proceeding further. If 'No' is selected or you have already ticked 'include picture', clicking on 'OK' will launch you directly to the RSS activation screen as displayed below.

## Activating Your Schedule

Tweet Eye Seller

TWEET EYE - TWEETING PHOTOS IN THE BLINK OF AN EYE

ebay compatible application

Ice Dragons CROWDFUND & UPGRADE TWEET EYE

Tweet My Website    Tweet eBay    RSS Schedule    Twitter Users

Active	Search ter...	Hashtags	Type	Seller	User	Period	Posts	Image	Daily Posts	Last post	Countdown	Start date	Finish date	Select
<input checked="" type="checkbox"/>	office desk	#Office #Desk	Ebay(UK)	argos	Argos_Gifts	3 hour	4	<input checked="" type="checkbox"/>	32	2014-07-07 18:27	2h 55m 45s	2014-07-...	2014-07-14 00:07	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	furniture d...	#Malibu #Wardrobe #Beech	Ebay(UK)	argos	Argos_Gifts	30 min	10	<input type="checkbox"/>	480	2014-07-07 18:27	0h 27m 25s	2014-07-...	2014-07-14 00:07	<input type="checkbox"/>
<input checked="" type="checkbox"/>	chair office	#Midback #Office	Ebay(UK)	argos	Argos_Gifts	9 hour	4	<input checked="" type="checkbox"/>	10	2014-07-07 18:28	8h 58m 48s	2014-07-...	2014-07-14 00:07	<input type="checkbox"/>

Simply tick the box to activate the schedule and launch your tweets. The activation will immediately display in 'Last Post'

'Left Click & Hold' a header to drag and locate it to another position

'Left Click' on any header to sort data

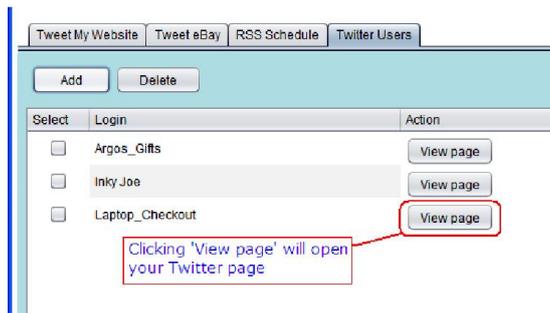
To remove a Schedule, select and 'Delete'

Please read the comments in the above image.

Once you tick the 'Active' box it will initiate the schedule and display under the header 'Last post'. The countdown feature indicates when your next tweet will be tweeted.

If you have multiple schedules listed they can be sorted by clicking on the appropriate header. Click and hold to move a header to a new location.

Now sit back and let Tweet Eye do its job. Check your eBay account for increased visitor traffic. You won't have to wait long!



To quickly view your Twitter page to see how your tweets are displayed, click on 'View page'

Search on a keyword that you've hashtagged to see if Twitter has listed your tweet in 'Top Tweets'. Even on popular & frequently hashtagged keywords you'll soon have success!



## Editing Your Tweet and Making Changes to Your Schedules

If you need to make a change to your tweet or schedule settings you can do this simply & easily.

1. Go to your schedules
2. Ensure the tweet you want to edit is deactivated
3. Select the tweet to be edited and click on the edit button.
4. Within the schedule set up screen make your changes.
5. 'OK' the changes and reactivate your schedule.



## USING 'INSTANT TWEET'

Instant Tweet is a really quick and easy method of sending an item to Twitter with personalised text.

Instant Tweet is a great way to share a one off personalised message that includes hashtags of your choice. This allows you greater advertising flexibility where perhaps your automated RSS tweets could be less effective. For example, you could use 'Instant Tweet' to give a more detailed description to an expensive product item.

**IMPORTANT NOTE:** Twitter has a Tweet limit of 140 characters. Twitter automatically deduct;

23 characters for a short URL – e.g. ([bit.ly/1kFNleq](http://bit.ly/1kFNleq))

23 characters are when you include a picture.

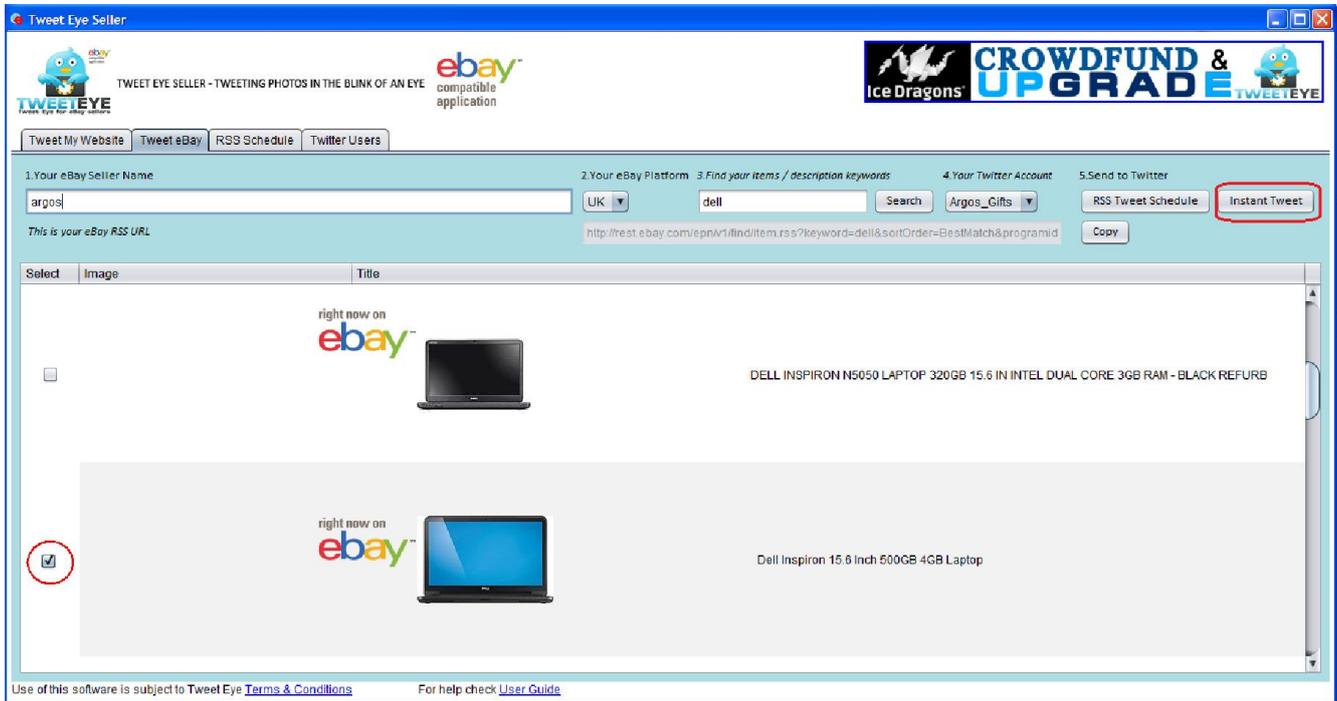
2 to 3 characters are used by our special symbols

Therefore - if you include a short URL **OR** an image, the message you enter will be limited to 114 characters.

If you include a short URL **AND** an image, the message you enter will be limited to 91 characters.

If your tweet exceeds 140 characters in total when tweeted you will receive an exceeded tweet length error warning from Twitter.

Select the image you want to tweet.



An Automated Tweet looks like this;



A Personalised Tweet looks like this;

*Personalised with; A brand new #Dell #Laptop with 1.8GHz processor speed, #Intel Core i3. Buy Now!*



79 characters including spaces were used for the sentence. An additional 46 characters were also used (23 for the bit.ly & 23 for the picture) TOTAL characters = 125



## **Introduction**

Whatever product or service you currently promote on your website, you can be confident that **Tweet My Website** will help to further promote you in a positive way. Our simple to use automated Tweet service makes promoting your products or services on Twitter as easy as child's play!

**Please note:** There is lots of useful and practical information contained within the eBay section of this User Guide which can also be utilised within 'Tweet My Website'. We highly recommend that you familiarise yourself with the information provided so as to get the most out of the 'Tweet My Website' service.

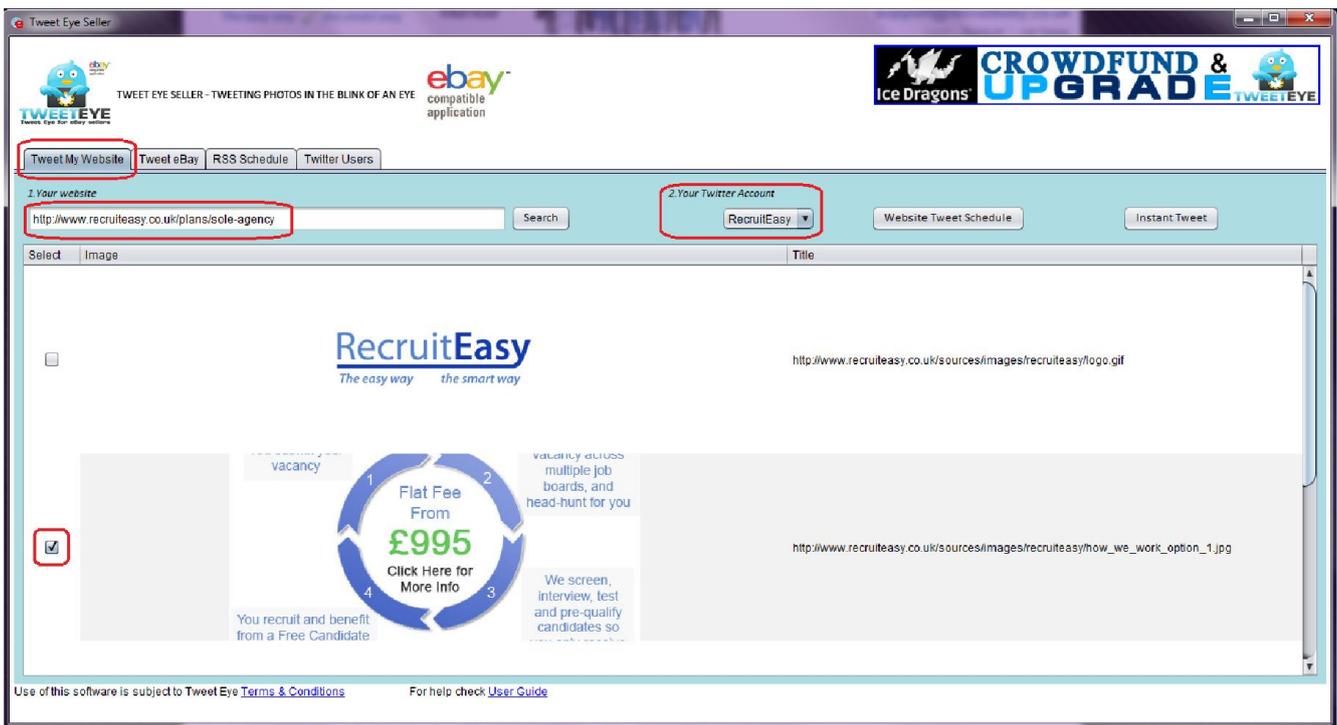
## **Why Use 'Tweet My Website?'**

Tweet My Website combines three powerful concepts to help you get your website products and services promoted effectively.

- 1. The power of automated promotions** – working continuously while you work, rest and sleep, Tweet Eye never stops working on your behalf ensuring that whatever you choose to promote from your website is regularly promoted on Twitter.
- 2. The power of visual imagery** – helping you promote your website images quickly and easily.
- 3. The power of hashtags** – Whatever you promote to Twitter, you can be sure that using hashtags with your keywords will give your business more prominence and reach.

## **START USING 'Tweet My Website'**

On first use only of 'Tweet My Website' you will be requested to accept the terms of use.



### **STEP 1**

Having clicked on the Tweet My Website tab, enter your website URL. It is best to copy and paste the URL address directly into the Tweet Eye search field as it will show and correctly display any address extensions.

Copies as <http://www.recruiteasy.co.uk/>

Choose **any page** from your website.

Copies as <http://www.recruiteasy.co.uk/plans/sole-agency>

### **STEP 2**

Select the image you want to use

### **STEP 3**

Link your Twitter account – (See Pages 13 to 15)

## STEP 4

Set the frequency of your Tweets – (click on the tab 'Website Tweet Schedule')

The screenshot shows a 'Add schedule' dialog box with the following sections:

- 1. Set your hashtags**: Includes a text box with the message "Employ the best #telemarketing #staff in your business today. Enquire now!" and a character limit of 46. A blue bird icon says "Well done for including hashtags".
- 2. Set frequency**: Features a dropdown menu set to "4 hour", a "Start date" field set to "Tue 08/07/2014", and an "End date" field set to "Tue 15/07/2014". A note states "This will send 6 tweets a day".
- 3. Include settings**: Contains three radio buttons: "Send Picture" (selected), "Merge picture with upload e.g. Logo or QR code", and "NO PICTURE - ARE YOU SURE?". Below the buttons is a preview of a tweet image with a QR code and a "Browse" button.
- 4. Check Details**: Shows a "Twitter Account" field with "RecruitEasy" and a "Hashtags" field with "#telemarketing #staff".

Buttons for "Cancel" and "Ok" are located at the bottom right.

1. Set your hashtags - In the box provided, enter your Tweet message and hashtag selected keywords. A character counter is also provided as a guide. Refer to **page 21** "USING INSTANT TWEET" for additional & relevant information regarding Tweet length. You can also **Cut/Copy/Paste** within this box by right clicking on the mouse.
2. Set frequency - Use the drop down boxes to select the intervals of frequency and date range that your tweets should be sent.
3. Include picture? – Select the appropriate radio button to include a picture with your tweet or not. Use the 'Browse' button to search your PC should you wish to merge a logo or other picture with your tweet.
4. Check Details - Before clicking the 'OK' button, review your details. For example, if you're using several Twitter accounts, confirm your tweets are

being sent to the correct 'Twitter account'? Are you happy with your hashtag selection?

## **ACTIVATE!**

Once you've clicked the OK button on your schedule, you will automatically be directed to the RSS schedule tab. From here you simply need activate the schedule by clicking the relevant box.

Now you're active you will experience your website visitor traffic increase!

## **How Does Tweet Eye Work?**

### **eBay Api and Java**

Tweet Eye is built with Java programming language including eBay Java SDK, a safe open source programming language. Java application can be installed on many operating systems and is considered safe, secure and reliable.

Tweet Eye follows a number of guidelines that makes it fully **compliant with eBay** rules. *The application does not access or store your eBay password.* The use of the eBay logo included within picture tweets that Tweet Eye automatically sends out shows potential buyers that they can buy from you in confidence. eBay is one of the safest and trusted marketplaces in the world.

### **Twitter Api**

Tweet Eye provides a safe way to link your eBay account from Twitter to eBay because it uses Twitter API (**A**pplication **P**rogramming **I**nterface) to connect the Tweet Eye application to Twitter. This is the only acceptable way for third party applications to access Twitter.

*Tweet Eye does not access or store your Twitter password* and Twitter policy is very clear in this regard. Because the Tweet Eye application connects to Twitter via Twitter API it means you can at any time revoke the permissions for our software to function on your Twitter account. This is accessible within your Twitter Accounts Apps settings. Also, you can simply turn off the software or schedules if you wish to cease tweeting.

### **RSS Feed**

Tweet Eye content is powered by RSS feeds (**R**ich **S**ite **S**ummary). By typing your eBay seller name and key words from your eBay content Tweet Eye finds your eBay titles, descriptions and pictures, linking them all together into an RSS feed that you can use in an RSS feed service.

Tweet Eye uses RSS to automatically publish updated information from eBay to Twitter. Therefore, when you add another item to your eBay account that contains the same item keywords it automatically posts and promotes this to your Twitter account.

Tweet Eye also gives you the ability to copy your eBay RSS code and add it into other RSS feed services that can link into other social media sites such as Facebook, LinkedIn and Tumblr. Doing this massively increases the potential reach of your eBay promotions.

### **Make RSS Tweet Promotions Work for You**

Follow Twitter's recommended limits and guidelines;

1. Always be guided by Twitter Best Practice.
2. Limit your promotional tweets on Twitter to about 500 per day (this will leave plenty of room for your social tweets)
3. Don't send the same tweets across multiple Twitter accounts.
4. Twitter does restrict and limit photo tweets to approximately 30 photos per account per day, so use them wisely!
5. Use the power of visual imagery. Try and position photo tweets to be seen at peak times for your buying audience / country. A picture presented in front of the right buyer market at the busiest buying times can make a huge difference to your website or eBay traffic, with subsequent sales.
6. Hashtagging keywords in your eBay descriptions will significantly improve the chances of people finding you when they search those keywords on Twitter, guaranteed!

# Frequently Asked Questions

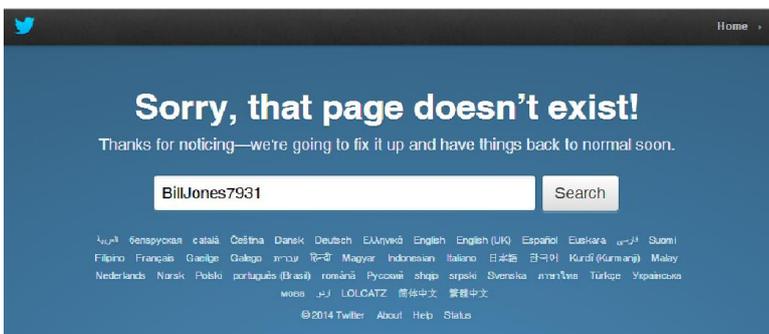
## How do I set up a Twitter account?

Setting up a Twitter account is extremely simple. Follow the guidelines at <https://support.twitter.com/articles/100990-signing-up-with-twitter#>

Step 4 of the Twitter guide states. "On the next page, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. We'll tell you if the username you want is available." The chances are the user name you're looking to use has already been selected. A quick way to find this out is to enter your chosen user name after the **.com/** (as in Laptop\_Checkout) [https://twitter.com/Laptop\\_Checkout](https://twitter.com/Laptop_Checkout) (entered in the URL address bar)

If the username already exists you'll see the user's Twitter page.

**The username is available** when you receive the following negative message



Please note that you will also receive this message if you use unacceptable characters or symbols such as '&', (e.g. Bill&Jones) or if your username is longer than 15 characters.

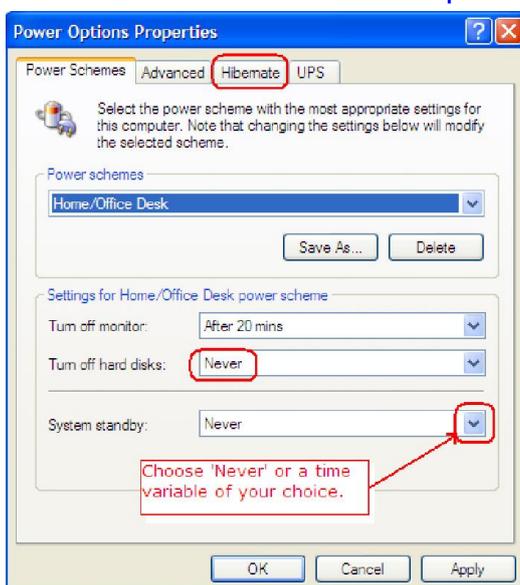
Once you have selected a username you're happy with, continue with the setup of your Twitter account.

## 'Powersave mode' is set to put my PC into 'System standby' after 'X' minutes. Will this affect my tweets being posted?

As Tweet Eye resides independently on your PC it will be affected if your operating system goes to 'Standby'. If Powersave initiates and your PC goes into 'sleep mode', tweets will not be posted until your PC 'wakes up'.

To view or change the parameters of your power plan (options of when your PC 'goes to sleep') carry out the following:

Go to Start / Settings / Control Panel /Power options.



1. Choose your 'Power scheme'. Choices are for desktop, laptop & other settings.
2. At the 'System standby' drop box, choose 'Never' or select a suitable time variable that will fit in with your Tweet Eye schedules if you still wish to maintain this function.
3. Select the Hibernate tab and untick the 'Enable Hibernation' box.
4. Apply.

### Is my eBay seller name secure?

Tweet Eye resides independently on your PC and is only accessible by you. Your eBay seller name is only entered into Tweet Eye for the purpose of linking your account. Your eBay password or access to other secure areas of your eBay account is not required. Your confidential details and logins are quite safe and NEVER accessed by Tweet Eye.

### What should I do if people respond to my website or eBay promotions through my Twitter account?

Most people will deal directly with you through normal communication channels, however, at times people may leave you a direct message on Twitter, perhaps requesting further information prior to making a bid or purchase. Simply monitor your Twitter account and respond accordingly. As Drew Goodman comments "If you're going to create a social media account (on ANY platform) and not respond when customers contact you, it's like publishing your company phone number and then never answering the phone".

### Why does my listing show eBay items that are not in my keyword selection?

Tweet Eye searches both item titles and descriptions within your eBay listing. For example, you list an 'X-Box Gaming Chair', and use the single keyword 'Chair'. You are also selling a 'popcorn machine' and in your description you say, 'makes perfect popcorn everytime, sit back in your favourite chair and enjoy!' Because the word chair appears in both descriptions, both items show. Resolve this by simply narrowing the search field; change keywords or add another keyword. e.g. use 'Gaming' or 'Chair Gaming'

### Why do different types of eBay items appear in my tweets even though they are not in any schedule I have set up?

If you are a regular seller or a 'Power Seller' on eBay and list many different types of items, you may identify an issue where a different type of item you've listed unexpectedly appears in your tweets. For example, you sell 'X-Box Gaming Chairs and have used the single search keyword 'Gaming' to set up the schedule.

You also sell 'Wii Gaming Console' and list this. Because the keyword 'Gaming' is programmed into your existing Gaming Chair schedule the software automatically

assigns and tweets your new item. If you want to resolve this issue and any future issues you could implement the following strategies. E.g.

1. For the Chair, Delete the existing schedule and create a new schedule with the keywords 'Gaming' & 'Chair'.
2. For the Wii, Create a new schedule with the keywords 'Wii' 'Console'.

[I've listed the same or similar products with identical header and description multiple times on my eBay account. What's the best way to schedule this?](#)

If you list the same product multiple times on your eBay listing they will display as duplicates when you carry out your keyword search. To avoid or minimise duplication you should try to use additional keywords within the search field to filter and reduce the item list (See page 12) to produce a list that does not contain duplicates.

[Does Tweet Eye prevent duplication of identical items being posted within the same schedule?](#)

The software has been designed to protect and minimise duplication because sending out multiple duplicate tweets is considered as 'spammy' and could also have a detrimental effect on a user's Twitter account. Tweet Eye 'skips' identical description titles. For example, if items 3,4,5 are duplicates and your post number is set to 5, it will tweet items 1,2,3,6,7 (item 4,5 will skip)

[I have a well-established Twitter account with solid popularity, will this be affected if I frequently tweet my promotions?](#)

If you have a solid base of existing followers who regularly follow and reply to your Tweets, we recommend keeping your promotional tweets balanced. Limit the frequency of your tweets to what YOU consider an appropriate level for YOUR audience. Tweeting at a higher frequency of half hour intervals would most likely overpower your audience, however, tweeting at intervals of 3 or 6 hours may be acceptable. Of course, it's your audience, your decision! If you do want to take advantage of maximising your visitor traffic by frequent tweeting, setting up multiple Twitter accounts solely for this purpose may be the best option.

[I'm hashtagging my keywords but not achieving significant increased traffic?](#)

Increased visitor traffic that Tweet Eye can generate is dependent on certain factors. For example, the popularity of the hashtags you use and the relevance of those hashtags for catching the attention of people on Twitter will determine in part the amount of visitor traffic generated.

To improve your hashtag knowledge, why not consider these various free resources which will give you ideas and suggestions about which words are hashtagged most frequently and what is 'Trending'.

[www.hashtagify.me](http://www.hashtagify.me)

[www.hashtags.org](http://www.hashtags.org)

[www.whatthetrend.com](http://www.whatthetrend.com)

[www.trendsmap.com](http://www.trendsmap.com)

### How can I successfully use hashtags to increase my website or eBay visitor traffic?

Consider how the effective promotion of an item such as a wedding dress and by using various hashtagged keywords will produce wide-ranging results.

#### **Example 1**

[#Melody](#) [#Bridal](#) White Wedding [#Gown](#) - See Measurements

[#Melody](#) could relate to music, hashtagging the keyword 'Melody' could show your wedding gown in a stream of melody hashtags relating to music with the result that much of the Twitter audience could potentially be disinterested.

However if [#Melody](#) is searched and visited far more frequently than [#Gown](#), would you rather have your item exposed to 10,000 music lovers daily checking out the hashtag for [#melody](#), rather than just 6 people who click on [#Gown](#)? Your tweet could be retweeted (RT) to those who are looking for a wedding dress!

Similarly [#Bridal](#) could be used as frequently by horse lovers, as by people referring to weddings.

#### **Example 2**

Melody Bridal White [#Wedding](#) [#Gown](#) - See [#Measurements](#)

#### **Example 3**

Stunning [#WeddingDress](#) perfect for [#BigDay](#), even available in Petite & [#PlusSize](#)

Rewording the description based on analysis of hashtag traffic could in theory get people specifically looking for wedding dresses for their big day and also be seen by plus size audience who are researching what fits them.

### What's the best way to use my picture allowance across several items?

Let's say for example that you have 3 different Samsung mobile phones to sell. You have one Twitter account on which to promote your eBay photos and want to stay within the 30 picture tweet limit per 24 hour period. Maximise your picture allowance by using a mix of Text Tweets and Picture Tweets in the following way.

Create a schedule **without** 'include picture'. Set your schedule to '1 hour' and a 'Post number' of 3. This will send 72 text tweets in a 24 hour period. ALSO create a similar schedule **with** include picture. Set this schedule to '6 hour' and a 'Post number' of 3. This will send 12 picture tweets in a 24 hour period.

The total number of tweets sent for the 3 mobile phones is 84 (72+12) of which 12 include pictures. This allows another 18 pictures that you can use for different schedules using that one Twitter account.

### My 'Last post' is showing 'null.' What does this indicate?

A 'null' response under 'Last post' could indicate a possible update of Twitter API. For example, Twitter may update their security protocols. In such cases our software will require an update which will be carried out as soon as reasonably possible. If you submitted your e-mail address to us, we will advise you when such events occur. Our software is regularly enhanced and improved, therefore we do recommend you visit our website [www.tweet-eye.com](http://www.tweet-eye.com) to check for and download the latest update available.

The screenshot shows the 'Tweet Eye Seller' application window. At the top, there are logos for 'TWEET EYE' and 'ebay compatible application'. Below the logos are tabs for 'Tweet eBay', 'RSS Schedule', and 'Twitter Users'. A 'Delete' button is located in the top right corner of the main content area. The main content area contains a table with the following columns: Active, Search term, Hashtags, Type, Seller, User, Period, Posts, Image, Descri..., Last post, and Select. The table contains three rows of data. The third row, which is selected, has the following values:  in the 'Active' column, 'mobile' in the 'Search term' column, 'Mobile Smartphone' in the 'Hashtags' column, 'EBAY(UK)' in the 'Type' column, '2011gooddealer' in the 'Seller' column, 'MobilePhonePro' in the 'User' column, '30 min' in the 'Period' column, '10' in the 'Posts' column, an unchecked checkbox in the 'Image' column, an unchecked checkbox in the 'Descri...' column, 'null' in the 'Last post' column, and an unchecked checkbox in the 'Select' column. A red circle highlights the 'null' value in the 'Last post' column. A red callout box points to this circle and contains the following text: 'A 'null' response could indicate a possible update of Twitter API. This will require an update of our software. Please visit [www.tweet-eye.com](http://www.tweet-eye.com) for the latest update.' At the bottom of the window, there is a footer that reads 'Use of this software is subject to Tweet Eye Terms & Conditions' on the left and 'Developed By Rack Team' on the right.

The screenshot shows the 'Tweet Eye Seller' application window. At the top, there are logos for 'TWEET EYE' and 'ebay compatible application'. Below the logos are tabs for 'Tweet eBay', 'RSS Schedule', and 'Twitter Users'. Below the tabs are 'Add' and 'Delete' buttons. The 'Add' button is highlighted with a red box. Below the buttons is a table with the following columns: Select, Login, and Action. The table contains four rows of data. The first three rows have a blank entry in the 'Login' column and a 'View page' button in the 'Action' column. The fourth row has 'Argos\_Gifts' in the 'Login' column and a 'View page' button in the 'Action' column. The fifth row has 'MobilePhonePro' in the 'Login' column and a 'View page' button in the 'Action' column. A red callout box points to the first row and contains the following text: 'If you select 'Add' and it responds with a blank entry under the 'Login', you will require an update of this software. Please visit [www.tweet-eye.com](http://www.tweet-eye.com)' At the bottom of the window, there is a footer that reads 'Use of this software is subject to Tweet Eye Terms & Conditions' on the left and 'Developed By Rack Team' on the right.

## What are Hashtags and how do I use them? The Basics.

### What is a hashtag?

You've likely seen #hashtags everywhere! It is a globally growing trend. A hashtag is simply a single keyword or keyword phrase, spelled out without spaces. Selected words start with the hashtag symbol (<#>). Hashtags are created and managed by Twitter users, not Twitter itself.

### What does a hashtag do?

A hashtag ties the conversations of different users into one conversation stream. If Twitter users who are not otherwise connected talk about the same topic using a specific hashtag, their tweets will appear in the same stream. When other users search hashtags to find a particular word, they will see all tweets containing that hashtagged word.

### How do I use hashtags?

1. Only use the hashtag symbol "#" before a relevant keyword or phrase.
2. Do not put any spaces in the phrase that you want to turn into a hashtag. Hashtags begins with the "#" and ends with the first space.
3. If your hashtag includes more than one word, like 'World Cup', remember to close the space between the words (e.g. #worldcup #mobilephone) otherwise your hashtag could take on another meaning, e.g. #world cup with 'world' being the predominant keyword.
4. Hashtags can occur anywhere in the Tweet; at the beginning, middle, or end. E.g. Stunning #WeddingDress perfect for your #BigDay
5. If you want to differentiate between words, use capitals to make it easy to read. This will not alter your search results E.g. #WeddingDress is clearer than #weddingdress.
6. Numbers are supported when used with words, but not without. #007 won't work but #007JamesBond will.
7. Avoid using punctuation marks such as commas, exclamation marks, question marks, apostrophes, astericks or any other special characters after a hashtagged keyword. E.g. Who is being cast for the next #JamesBond? Could read #JamesBond ? or just #JamesBond (hashtag ends at the space)
8. Hashtags are NOT case sensitive, so #WeDdiNgDreSS will still produce search results.
9. #Don't #spam #with #hashtags. Use sparingly and respectfully. Twitter best practice recommends no more than 2 or 3 hashtags per tweet.
10. Visit <https://twitter.com/search-home> and enter your preferred hashtag in the search box to see how popular it is and what results it gives.
11. For further information on how to get the best out of Twitter visit their help centre at <https://support.twitter.com/>

### Why have my scheduled tweets stopped posting?

If your scheduled tweets stop posting this could be for a variety of reasons such as over picture allowance, excessive tweets, your eBay listing may have ended, your eBay items have been sold or your computer may be on Powersave mode etc. Twitter themselves may also be carrying out essential maintenance on their servers, or could be 'Over Capacity' (also known as 'Fail Whale'). If you are unable to establish the cause, review your schedules, close Tweet Eye and restart it.

Tweet Eye is a valuable tool designed with many effective features and fail safes that work harmoniously as possible within Twitter rules to get your website promotions or eBay items noticed. However, any intentional or improper misuse of the software may cause conflicts with a third party's rules, terms or conditions, and as such could result in Tweet Eye failing in its intended purpose.

### Why has Tweet Eye stopped tweeting out bit.ly hyperlinks with my product descriptions and photos?

This is a usually a rare occurrence and could possibly be due to maintenance on the <https://bitly.com/> URL shortening service. The down-time is usually temporary and limited and would be reinstated in due course.

Tweet Eye was designed and built as a robust software application but is dependent on 3 external factors working together in harmony. The uninterrupted service of eBay, Twitter and Bit.ly determine the overall quality and performance of Tweet Eye. When any of the aforementioned services experience disruption, Tweet Eye can be temporarily affected, however this will only occur occasionally.

### Why do I see symbols displayed in my tweets?

Twitter rightly manages, controls and restricts the number of tweets that can be sent in a day, especially tweets that duplicate the same content during a given period of time. Tweet Eye as an RSS feed tool is designed to work harmoniously within Twitter rules to get your website or eBay items noticed in the Twitter community. As such, Tweet Eye keeps your Twitter content fresh and interesting by constantly updating your latest listings, removing old listings, applying best practice hashtag rules, using eye-catching symbols or other methods to maintain unique content.

### Can I promote another seller's eBay items with Tweet Eye?

Yes. By entering their eBay seller name you'll display their items with the description titles they have used. If the person does not have a Twitter account or only sells items occasionally on eBay, you can significantly increase visitor traffic to their eBay account by promoting their items on your Twitter account using Tweet Eye on their behalf. This could be your 'good deed for the day'!

### Can I promote another users website with Tweet Eye.

Yes. You can enter the website address of another user to display their images. Use of another person's website is subject to the terms and conditions you agree and accept when you first start using our service.



### I have questions not listed in FAQs. Who do I contact for help?

Please feel free to contact support us at [support@tweet-eye.com](mailto:support@tweet-eye.com) We'd love to hear from you and are always willing to help. Thank you for using Tweet Eye.