

Getting your title right is key to connecting with prospective buyers or sellers of your listing. Take a moment to think about what they would type in the search box if they were looking for your listing, and make a point of including those words.

If you are selling wood, mention both the species AND the product (for example, standing timber, dimensional lumber, logs). If you are selling another product, a service, equipment or transportation, be sure to mention what the product, service, equipment or transportation is.

Be careful to avoid spelling errors in your title, as this can result in the search feature missing your listing.