

## The Three Types of Online Marketplaces

It is amazing to think that people have only been buying products online for 10 years. What was once looked at with suspicion and fear is now a trusted part of everyday shopping life. In fact, the popularity of online shopping has made Cyber Monday every bit as big as Black Friday during the holiday shopping season. From the comfort of your home, on the go by phone, or even (gasp!) at work, you can quickly purchase anything under the sun to be shipped directly to your door. The popularity can be attributed to how widespread the experience has become, with various methods of online buying transforming the online buying experience into one of the most quick and convenient ways to get whatever you might need. Here are the three main formats:

### Online auction

Without the obnoxious auction caller, but with the amazing rush of potentially placing the winning bid, online auction sites offer a way for individuals to purchase new and used products from across the country. The addictive auction-style format has become a popular way for individuals to unload new and used products to a wide audience. Online auctions were popularized by ebay, which has become a marketplace that includes individual seller "stores", which allow your average Joe start an online business, complete with customer ratings with relative ease. Today, the popularity of online auction sites has exploded to include Atomic Mall, Blujay, Ebid.net, Onlineauction.com, and iOffer.

### Online Classifieds

Online classifieds popularized the e-garage sale and rendered the classified sections of many newspapers extinct. Now, buyers and sellers have a one-stop place to sell merchandise, homes, rent apartments, offer services, search for jobs on a local level. Differing from auction sites in that individuals set prices, classified sites also offer a unique community for people to interact. Online classifieds sites include Craigslist, Cavegoat, Ruby Lane and TIAS.com, which specializes in antiques. With online classified sites, you never need to hold a garage sale again!

### E-Commerce

E-Commerce embodies the wide variety of web sites which offer products online and ship direct to the consumer. E-commerce was popularized by Amazon, which additionally allows affiliates and third party sellers to list and sell products on the web site. Other popular sites include more niche sites like Etsy, which specializes in handmade and vintage items, and eCRATER, which also allows individuals to develop their own E-store.

Cavegoat.com is an online classifieds community where users can post jobs or classified ads. Ads include housing, autos, services, pets, adult interests, and items for sale or items wanted. Additionally, Cavegoat.com offers an active online community, an events listing and personal ads.

### About the Author

Brian Reed. [online classifieds](#) Cavegoat.com is an online classifieds community where users can post jobs or classified ads for resumes, housing, autos, services, pets, community, events, personals, adult, and items for sale or items wanted.

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