

Etsy Shop Self-Checklist

Basic shop structure:

- Banner or no banner (personal preference but know why you want or don't want one.)
- Shop title under the shop name should be google SEO-friendly with keywords included.
- Should announcement should be as short as possible, fit it in the two lines that are visible if possible. People don't click on "more" so get your most important info on the first two lines.
- Section names should be organized for customers, not necessarily for SEO. But it doesn't hurt if keywords are used!
- Hide your sold items (in your shop manager---settings---options, scroll down and click hide sold items)

There's no reason to let people see what you've sold unless you have a specific reason that you want people to see them.

About section:

- Make your "about" section about you but more about what you do for your customers. This is a copywriting section and you should make it about the customer and why they should buy from you. Instead of saying "I've loved sewing since I was little," say "I've loved sewing and making things for other people to enjoy since I was little." The first part should be about your business, not about you.
- Add photos to your about page, fill all the spaces they give you. Product photos are fine, process photos are great, people like those.
- Add all of your social media here and test the links to make sure they work!

Shop Policies section:

- Use the Etsy policies template to get a slight boost in search placement. Add a FAQ page to elaborate on specifics about your policies if you can do that.
- Set your returns and cancellations as liberally as you can. Saying that you don't accept cancellations or returns will scare people away, but you can say that you accept cancellations within a very short time frame after purchasing. Even putting an hour will make people more likely to buy, and they generally won't cancel.

On-Etsy Interaction:

-Do regular Etsy Explore posts (if you have them on the app) to get your items shown on the home pages of everyone who has favorited your shop. You have to do this from a mobile device from the Sell On Etsy app, tap the “more” button at the bottom.

Etsy SEO Check:

-Make sure that you research your keywords before using them in your titles and tags. The most important keyword should be at the front of your title for the customer, then repeated in your tags, according to Etsy’s best practices (even though it’s not 100% required to repeat things between title and tags.) This is more important if you’re selling in a highly competitive category. Use an Etsy SEO tool like Marmalead.

-Fill the rest of your title and tags with a variety of related keywords that describe your item using synonyms, related terms, and descriptions of how it can be used. It’s not necessary to repeat keywords in both title and tags, and you should try to avoid repeating words in your title and tags. Repeating a word more than once will NOT make Etsy rank you higher for that term, but if you have to use a word more than once that’s not going to hurt you.

-Make sure to fill out all attributes, use a variety of categories for your listings if possible, and remember that those are used as keyword information for your listing to be found. Be as specific and accurate as possible.

-Track your keyword stats by checking at least once a week to see what terms people are using to find your listings. If you’re getting found for a very limited number of terms, try to add different keywords to your tags to increase that variety of longtail keywords you’re being found for. You want to be found for multiple-word (longtail) searches since that’s what people tend to search for when they’re closer to buying. The more variety of terms in your titles and tags, the more longtail keywords your listings will be found for.

Photo check:

-Make sure your photos are clear and it’s easy to see exactly what you’re selling in the first listing photo. If people can’t see what the photo is, they won’t click through on the listing even if it comes up first in search. Crop them so that your item is centered and make sure you can see what the item for sale is without a lot of background clutter.

-Use as many photos as you can. Etsy gives you ten photo slots, so use as many as you can. You can also use some to show color samples or put coupon codes or other shop information in if you want to do that.

-Use your listing video to give customers information about the listing AND your shop. Think of this as a short commercial for your shop. You can use the same video in multiple listings.

