

Keywords - Titles & Tags - Brainstorming Worksheet

Find Keyword Phrases in ALL 6 of these Categories. It gets easier and more fun with a bit of practice. Save the good sets of keywords for other similar items

The more different but still relevant keyword phrases you have, the more search results you will be in.

You Don't have to fill all the boxes - these are just prompts to help you find good words

Reminder Prompts	What	What Else	Who	When	Where	Made from
Obvious Phrases						
General Phrases						
Specific Phrases						
Thesaurus Phrases (words like)						
Competitors Phrases						
eRank						
Marmalead						

Then Choose the Best Keyword Phrases from here and list the on the next page to review them

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Now Choose the best ones from the previous page & list them here to review.

Ideally you should have at least one from each category in your Title - repeat the important ones first in your tags, then add as many others from each category as you can, in the rest of the tags.

	What	What Else	Who	When	Where	Made from
Reminder questions						
Would they use these phrases to search for						
Do these Autofill in Etsy						
Autofill in Google						
Are they Niche Long Tail?						

Draft out your suggested Title here - try a few times to get it to make sense to your customer as well as to the Etsy search.

Congratulations, you've done it! - Now add these to your Listing Titles and Tags.