

How to 'Hundred Times' Sales in your Etsy Shop!



Yes - it's the dreaded SEO -
Search Engine Optimisation!
- But it's not really that hard!

Yes! if your current SEO is poor, you can have a hundred times as many sales as you do now, if you follow these suggestions.

IMPORTANT - Do not update or 'improve' any listings which are already selling - if it's not broken don't fix it.

Work on new or 'not selling' items first.

If you have a listing that IS selling, but you want it to sell more, then make another listing for the same item, put your improvements into the new listing and see how that performs at the same time as the already 'selling' listing.

Can you list the same item twice on Etsy?

Yes - as long as you have the stock - or can make it - to cover orders you might get on both listings, then that is fine.

SEO is How You Tell Etsy which of their customers, you want your listings shown to.

If you tell Etsy you just want one single type of customer - say . . just the ones who want a "pink t-shirt" then you will join the set of listings that want to be shown to customers who have asked to see a "pink t-shirt".

If you tell Etsy you want to be shown to customers who want a "pink t-shirt" and also those who want a "t-shirt for mom", and who want a "Mother's Day Gift" and want a "pastel t-shirt" and a "summer t-shirt" and a "lovely soft t-shirt" and a "ladies t-shirt" and a "hot pink t-shirt" and a "women's soft tee" and a "t-shirt for the weekend", then suddenly you are now in ten lists instead of just one, so you are ten times as likely to sell that "pink t-shirt".

SEO on Etsy is (almost) as simple as that!

And even better - Etsy gives you lots of places to tell them who you want this listing shown to.

You get Item Title - 140 characters - use them all.

You get Attributes - these vary with the category of the item, but they are used in search results, so add as many details as you can.

You get 13 more TAGS at the bottom of the listing page - each up to 20 characters long - copy the main phrases from the title here then add as many other keyword/tags as you can - use them all.

Each of the words in the quotes here are "keywords"

The whole phrase is a "tag"

When Etsy's search engine looks at those keywords & tags and includes that information in their algorithm, is it called "Indexing"

The whole title is shown to the customer when they hover over the item in laptops /desktops so they will see all the words in the titles - so if you want to add some details like dimensions or other colors, you can add them to the end of the title if you want,

- but that doesn't work on some smaller screen devices yet.

Titles & Tags

Your Title is the most important section to help your customers to find you - but not the only part - They all go together.

The more important "keyword phrases" should go at the beginning - but all keywords are indexed.

Use phrases that a customer would use to find that item. not just some general descriptive words.

How do I know what keywords to use for the Title?

You need to tell Etsy the words - and preferably phrases - your customers will probably use to find an item like yours

- in ALL of these 6 Categories.

1 - What the item IS. - Ok - say it's a "t-shirt", - a very broad description - 5 million results - chances are you won't be seen for this keyword alone.

It's a "Mom T-shirt" (because it has "Mom" Text on it)- a better keyword - 500,000 results.

It's a "Pink Mom T-shirt" - even better 52,000 results.

It's a "Gold Text Pink Mom T-Shirt" - that's nice and specific and only has 13 results.

If that is what the customer is looking for she will find yours.

Your item will also be in all the other results for the phrase searches that we used in this example - but probably a long way down in those results.

2 - What ELSE it might be called -Some customers might call it a Top (instead of a T-shirt), or a Tee, or a Shirt - your product might have a few alternative names - you can use those as well.

eg. A "bag" can be called a tote, carryall, holdall, shopping bag, weekender, beach bag, handbag and many more - What other words can you find for your item?

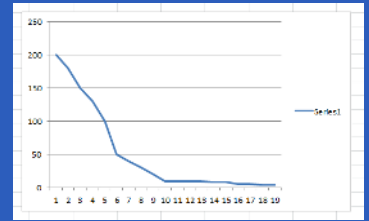
If it also has a blue flower on it you can add 'blue flower t-shirt', or be specific about the flower " blue Delphinium flower t-shirt". Or you could be even more specific with the t-shirt color and **also** use "dusky pink t-shirt".

With both pink and blue in the title, this t-shirt will be in results for both pink and blue t-shirts (even though the blue refers to the flower and not the t-shirt) - this is why Etsy also like the complete phrase match tags, not just single words.

Long Tail Keywords

Everyone talks about them but no-one explains.

It's a statistics/graphs term



This is a sample graph of how often a selection of keywords are used.

The ones at the left are used a lot - like "t-shirt" or "Mothers Day Gift Idea".

They are in a LOT of listings and lots of searches. Your item will be in the results for this keyword, but will be one of many many thousands & probably won't be seen.

The ones to the right hand end - in the "Long Tail at the bottom of the results " are the more specific keywords that are in fewer listings, and are also not searched for as much. eg "Gold Text Pink Mom" t-shirt.

But when you do match a search with a listing you will be one of the far fewer results, so are MUCH more likley to be seen & bought.

So if this Long Tail Keyword is a good description of your item, and it matches with the customer search, you will find each other!

The customer will love it, and you will get the sale!



Note

'Mother's Day Gift Idea' and 'Gold Text Pink Mom' both have 4 words but 'Gold Text Pink Mom' is the Long Tail Keyword because it is very specific and not used as many times in listings and searches.

3 - **Who is it for** - Is it for a Mom or a Mama, or is it a "Ladies t-shirt" or "Woman's Top". Is it (or could it be) a "New Mom" T-shirt?

Think about the possible different types of customers & wearers or users for your product.

Is your immediate customer (the one searching for the product) the final user? Or is this going to be a gift?

Your 'Who' may need to include (or at least imply) both people.

eg 'Gift for Mom from Daughter' if that is right for your product. this could be "mother daughter gift" in the tags.

4- **When is it for** - Is it for Mothers Day, a Birthday or a Christmas Gift - there are lots of other occasions for many items.

Is it for someone with a Birthday in a specific month or season?

Or for another event such as a Christening Gift, or Anniversary or could it be used as a House Warming Gift or a Graduation Gift?

You can include some of these events in the Title and others in the Tags.

5- **Where is it for** - Is it for a Holiday, a Honeymoon, Camping Trip, some things are for Outdoor, Beach or a Party.

What about the garden, or near the BBQ, or for a formal dining room, or baby nursery room, etc, etc, etc. . .

So, if "where" is something your item may be described as, **AND searched for**, then use that as well, either in the title or tags.

6 - **What is it made from** - Materials/Ingredients -

For some categories, the material is important - such as for jewelry.

For some is it self obvious, such as standard business cards.

For others, it may be interesting rather than important.

If it's not that important - but you do need to tell them, then add it in the description.

When it IS important, it will be a useful keyword.

(continued...)

Where to find keyword ideas.

Look at titles and tags of other Etsy Listings

Listings in other marketplaces such as eBay, Amazon & RedBubble and more.

Etsy suggests commonly used keywords when you start to put a search in - play with the search bar for some ideas - some are useful - others not so good.

Here is the link to Etsy's official page on Keywords and Tags

[Click Here](#)

Other useful keyword ideas can be found at -

<https://relatedwords.org>

<https://reversedictionary.org>

www.wordhippo.com

<https://answerthepublic.com>

and to add some color to your descriptions see -

<https://describingwords.io>

Only use the materials in the Title if it is very likely to be searched for - Silver ring, Leather jacket, Beeswax candles where customers may expect soy,

- or Eco-friendly, Recycled or Vegan if they are Very Important to your customers.

If they are a "Bit Important" then add them in the 13 tags lower down.

Most categories have Materials in their Attributes.

Always add all important features or properties in the Attributes sections if there is a place for them there.

If the correct word is added in the Attributes, then you may not need to include it in the tags, and that leaves you space for more different keywords in the tags.

Of course, your Item Description should always have full details of all the materials and ingredients in your product.

Many possible search terms/keywords would be covered in 2 or more of these categories, eg Mother's Day probably covers Who (mother) and When (mother's day) at the same time.

Some of these 6 types will not always be relevant for every type of product.

- but ask yourself EACH of the 6 types when researching your keywords every time - especially for new products.

Any new (but still relevant) words you can find both expands and narrows your search results;

- You will be included in more searches that have some of your keywords,

- and it will also reduce the competition if someone does a search with more than one of those tags in their query.

Doing this may also inspire you for another product in your range - you might find a keyword that does not have very many results, but you think there may be a good market for more items in that niche.

Finding keyword ideas.

Sometimes there are many words for one person

How should you tag a gift for a Grandmother?

Do you use Grandmother, Grandma, Granny, Gramma, Gammy, and what about other languages which may have a high usage in your area such as Abuela?

Same for Mother, Father, Grandfather etc.

There is no "best" answer for this one - try a few and see how they go for your products.

Use a different set on a few similar items to see if any seem more effective.

Look at other listings for similar items - (bearing in mind that lots of shop holders don't put a lot of effort into titles and tags) - but some words may be useful.

What phrases are they using in their titles? - Don't just believe that it is good - ask which of these 6 groups are they in? Would your customer actually search for that phrase?

If it is a single word is it right for that item? How many other items could it also apply to - search with it and see how many results come up, - do you want to be in that list, or can you find a short phrase which would be better than the one word.

If you scroll to the bottom of the page on most listings you will see an area called "Explore related categories".

See BOTH "Explore related searches" - which has small round pictures with keywords under them -

AND "Explore related categories & searches" - which have keywords with a pale gray background.

The phrases and word in these sections are the keywords & tags that the store has added - Etsy also adds the item's full category section words here too.

Some items only have a few tags - some have the full 13 - So it's worth having a look around,

The first ones with the pictures are often the "usual" keywords,

The ones below with the gray background (after the category tree words) are often the "long tail keywords" - the less usual and often more specific keywords.

Even unrelated items can give you ideas for what a useful keyword/tag might be.

Sometimes a Thesaurus will give other similar words (sometimes not)

Look at blogs about your type of product, "the making of" articles or hobby interest pages can yield other keywords.

Are Dimensions are regular search item - if your item is often described in specific sizes or scales, that the customers may actually search for, then use those sizes in either title or tags - if there are no standard sizes then just include that information in the descriptions.

Titles are also searched and indexed by Google, and they can send you customers directly.

If you use a dash or hyphen and miss a space between the dash and the next word, then it instructs google searches to 'minus this keyword' which means "do not show results with this keyword".

That can backfire really quickly.

So it's best to use commas.

Also a dash or slash or hyphen take 3 spaces (space dash space) but a comma only uses 2 (comma space)

So you might be able to fit an extra detail into the title.

Commas make the title more readable for the customers too, and Etsy want their customers to be comfortable.

Use other tools such as

eRank

and

Marmelead

to find out more info about possible keywords and tags and other suggestions

Overall you need as many keyword/phrases as you can, that are relevant to your product.

- You need some broad phrases like "Ladies T-Shirt" and "Mother's Day Gift",
- AND some very specific ones - "Gold Text Pink Mom T-Shirt"
- AND some in-between - "Dusky Pink Top"

Etsy search will still find each word - you will still be found for 'pink mom gift', but will be much higher in the results for 'dusky pink ladies t-shirt'

Testing Your Keywords - Auto-Fill / Auto-Complete

It's also a good idea to "test" keywords.

Start to enter the word or phrase in the Etsy Search Bar - but don't finish it to the last few letters or the last letter.

If Etsy auto-fills the rest of the word then it is something that gets many searches, so lots of customers are asking for it, so it is probably worth using.

If it doesn't get auto-filled, then there are not many searches for that keyword, so it may not be useful.

- But if it is an accurate and relevant description of your item then you should use it. It is then a "long tail" keyword which, when a customer does search for, then your item will be one of the few matches.

- But don't rely on that alone.

What about small niches?

If it does not auto-complete, but this is a well-defined niche item or term that you know that your customers in a small interest or hobby niche are likely to search for, then add it - but also use other broader keywords too.

So - What is the difference between "not much used" and "long-tail" - again no definitive answer, and it will be different for different items.

Try some in your listings and see - but use a mixture of well used and less used keywords & phrases.

When testing keywords, remember that Etsy search is also a Learning Engine, so it will recognise that you search this term often, so it may auto-fill for you, even though it does not for other users.

So try it again when you are logged out, or on an incognito browser, and on a different device.



Also do the auto-fill test in Google to see if it will auto-complete there.

Google does index the Etsy listings and will send you customers,

so it's good to know if that is likely to be a Google recognised search term as well as an Etsy recognized term.

Finding More Ideas for Title & Tag Words

Sometimes you are just too close to an item to see the full picture of other terms or wording for it.

You know what you call it, but what would other people call it?

What similar item are they likely to be looking for, when this item would please them too?

You can think about it, or ask other people - a good start

I have had a lot of success with these websites;

They are similar to a Thesaurus, but have a wider range of words.

<https://relatedwords.org>

<https://reversedictionary.org>

www.wordhippo.com

So Let's Test These Sites Out -

This test is for the starting example word Beanie.

Lots of listings just use Beanie, then they will add the color and yarn and size, and not much else, so they don't have a wide range of keywords.

For the Beanie Search, these sites yielded -

beanie hat, knit cap, knit hat, ski cap, skull cap, skullie, snow cap, snow hat, sock cap, woolly hat, tossle cap, winter hat, beret, bobble hat, cold weather hat, snood, pompom hat, winter headgear, santa hat,

and lots more that are more specific, but could be useful for a specific listing.

Answer the Public (- see blue side box -->) offered 'beanies for big heads' & 'beanies for under helmets' - 2 more great keyword phrase ideas if they apply to your item.

I am not saying you should use ALL of these in your listings but some may be extremely useful for those long-tail keywords (as long as they are correct for your item) and they may remind you of other words or phrases that might be useful.

(See the explanation of Long Tail Keywords in the blue panel on Page 2)

Some of the words might inspire other products which might be a good addition to your range of similar items.

Please note that you cannot use any copyright or trademarked words in Titles, Tags or Products.

Another good place for Keywords is

Google Adwords
Keyword Planner tools

You have to sign up and start to do a Google Ad, but you can then immediately cancel the ad and just use the Keyword Planner

It's a bit of a process, but once it's done it is very useful.

For more keywords and phrases try

<https://answerthepublic.com>

This one is different.

It returns questions people have recently asked about the topic, and related topics, on Google & Bing.

You can do 3 free searches a day - so be thoughtful about what subjects you try this out with.

It's also a great source of info about what people love or hate about a subject, what some concerns might be,

so it can be a good start for names & phrases and also for other interesting details or topics for your product description page.

You might increase sales if you address a common query that you hadn't thought about.

Highly recommended.

After all that, you should end up with too many good keywords to fit into your Title.

So choose the Best Ones that cover the 6 types of Keywords, (What, What Else, Who, When, Where, Materials) - and remembering that Titles should also be easily readable by customers as well as the search engine, then write your Title.

Always duplicate the main keyword phrases from your Title into the 13 Tags section first.

Then add the others. They will still be found in the search and contribute to your result listings.

When a keyword is repeated Etsy understands that it is more important, but you also need as many different keyword/tags as possible.

Multiples, Mixing Around & Mis-Spellings

Etsy say you DON'T need to do multiple tags for plurals - they use the example Diary and Diaries - just use Diary and they will show items called diaries as well.

But it might be good to check this for any unusual items you have where the plural is a different word (rather than just an "s" on the end) - just do your own search with both variations and see if the number of results is about the same - or not.

Etsy say that you DON'T need to use the same keywords mixed around - they will find the same results for "pink t-shirt" as for "t-shirt pink".

Etsy say that you DON'T need to allow for common mis-spellings or international spelling differences - the same results will be shown for the query "jewelry box" as for "jewellery box".

But again, you should check this out for your own items - I have found some times where that is correct, and others where it does not seem to be the case.

Just do the searches and compare the result numbers for both, if you are concerned.

That does not mean you can be careless with your own spelling.

Etsy might match a customer search error (say bracelet with bracelet) but it doesn't mean that if your tag is spelled incorrectly it will find you.

It just means that you don't need to allow for common customer errors.

So check your own spelling - especially if you are unsure.

Why do you need to use both broad keywords and specific keywords?

If your keyword is just "mother's day gifts" then it will be one of very many results.

If you use "pink t-shirt" you will be one of far fewer, but still a large number of results.

The real magic is when you have a customer looking for "pink t-shirt for mothers day gift" then there are a lot fewer results, and you have a much higher chance of being found by a customer who is actually looking for a product like yours.

So choose YOUR relevant keywords for your products and do a similar exercise with a few combinations of popular and specific keywords - **you do need both** and may also make sales from both the popular and the specific ones, if your listing quality score is high.

If the keywords in your Title concentrated on the item description and major uses, then use the rest of the tags to expand your net,

- such as, for a wooden nursery ornament where you have used the title to describe the type of ornament, size, color, style of decoration & type of wood etc, then in the tags after you have repeated the main Title Keywords, add - christening gift, baby shower gift girl, newborn present, nursery accessories, gift from grandmother, etc. - as many different (but relevant) search terms as you can.

As long as all 6 types of keywords (What, What Else, Who, When, Where, Materials) are covered overall that is good.

It's generally best to have all 6 types covered in both places, but it depends on your specific product - not all 'rules' apply to all products.

Summary -

Use as many of the most important keywords in the Title as you can fit in easily readable phrases.

Separate with commas.

Only use keywords that will be searched, - let the picture tell the other details at this stage.

Repeat the important title keyword phrases in the tags, then add as many of the other keyword phrases as you can fit in the rest of the tags

Use a mix of types (What, What Else, Who, When, Where, Materials) and in wide and narrow search range phrases.

Keyword Brainstorming Worksheet?



The good news is that you don't have to do this for every item!

Do a good job here the first time, keep a record of all the good keywords you find and use some or others over again for each listing of a similar type or theme - just changing some to suit each new listing. Most of the good keywords for a pink t-shirt will still work if it is a red t-shirt, just change for the different color.

But do work this whole exercise again for new types of items or new themes

Open Module 9 and print it out, or use the Excel File worksheet,

Write down lots of answers with many variations.

Then choose the best ones from there to keep and use.

The Very Best go into the Title and the other good ones go into the tags

Answer these questions as if you were searching for this item -

What is it ...

What Else can we call it

Who is it for ...

When Is it For ...

Where is it for

What is it made from ...

Use your own knowledge of your product and customers,

Think about the words as if you were the customer,

Use a thesaurus and the 'similar words links' shown on previous pages, and find as many as you can.

Too many ideas is still not enough.

Then just choose 20 that you think are good.

Keywords and Tags

Not every question here will be relevant to all types of products

Some answers can be combined in the one phrase.

If the 'Who is it for?' answer is for 'anyone' then try an open keyword like "gift for" without specifying.

OR

rather than stuffing your listing trying to cover everyone consider making a few listings, each concentrating on a different 'who' -

eg one listing as if it was just for Mom, another as if it was just for Aunt, another as if it is just for a work college or friend, etc.

You will end up with 3 listings very specifically targetted, and probably get 9 times the sales overall.

Continue to next page --->

Keyword Brainstorming Worksheet Part 2

Find out what other keywords and tags are being used for similar products from other stores.

Search Etsy for your product and find some likely candidates.

Check the seller's sales figures (are they likely to know what they are doing?)

Find any "best seller" badge - at least you know this one is selling.

Note down their main and their unusual keywords.

Check their tags ('Explore related categories' at the bottom) and note anything you may not already have.

Research at least 5 or more of them and note down important and new keywords in the 6 keyword categories.

Some you will already have - this will confirm that they are useful, and other new ones are always good.



What ...

What Else ...

Who ...

When ...

Where ...

Materials ...

We are not trying to copy here - just researching for ideas.

Do NOT COPY someone else's title, but definitely grab inspiration.

Add anything useful from here to your lists.

Also, have a look at their images and item descriptions for other inspiration while you are here.

- What have they done in their images?
- How is the product displayed?
- What is included in their descriptions?
- What other great ideas do they have?
- How can you improve on their listing, in your listing?

There is more to ranking in the results than just the keywords.

We will get to that in the Listing Quality Section

But that is why you will find some high ranking listings with terrible keywords.

Keyword Brainstorming Worksheet Part 3

Take the best of each of the 6 groups - What, What Else, Who, When, Where & Materials (if relevant) and test them out your draft Etsy Listing

Put an image or two in, and see what the Title and images look like together on the screen.

Do they make sense together?

Would they make your sister, or best friend, or mom, (or your husband!) click on that listing to open it?

Think about these different people separately - all your potential customers are different and different things will appeal to them.

Can you fit all the words? - Can you re-word any, can you combine any, are they all necessary in the title - you can add 13 tags - so less important ones go there.

Are you using all the space? - Can you add another keyword or phrase from any of those 6 groups?

NOW - Save as Draft - (you might need to add some other details to enable the save, then take a break - (get a coffee,) and come back with a clear mind.

Then ask yourself -

Does this read well from a customer point of view? - if it's hard to read or does not make sense, many customers will leave.

Does it answer all 6 questions groups (What, What Else, Who, When, Where, Materials - (if relevant)?

Once you are happy with your title, then use those main keyword phrases specific to your product, as the first ones of your 13 Tags,

Then add other good keywords that were not used in your title, as the rest of the Tags (covering the 6 groups) - Use ALL 13 Tags.

Keep notes of your used and possible keywords & phrases.

You can use the good ones again for items of a similar type or with a similar theme.



If there is a long phrase you want as a keyword but it won't fit in the 20 character tags,

some people suggest to add it in two sections with the middle word repeated

– such as “rose gold and rubies diamond ring” would be “rose gold and rubies”, “rubies diamond ring”,

and they should be entered together in the correct readable order as shown.

Attributes

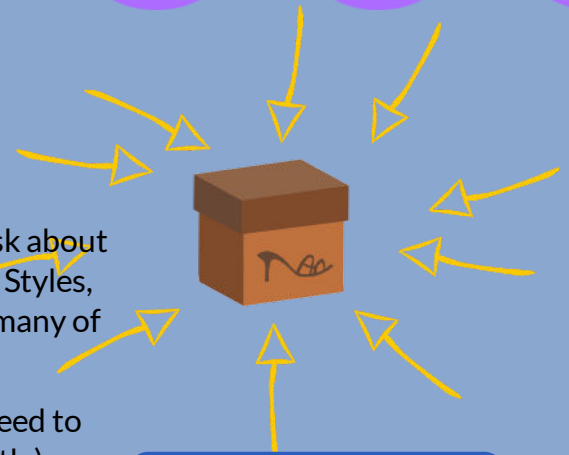
Attributes - These are the other "listing details" that Etsy ask about beneath the Title Line - The Category, Colors, Sizes, Graphic Styles, various optional choices to add details about your product, many of which you may not have thought about.

The list of these attributes varies between categories - (no need to specify if it is dishwasher proof when the item is a door wreath.)

Most of these are self-obvious but it's a good idea to put in as much info as you can - most are not "required" but any option that you can add, will add more info to Etsy's knowledge of your item, will expand your keyword lists and will help them send you more customers.

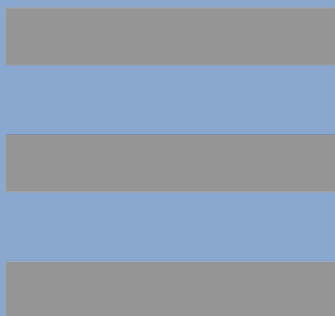
So don't miss out on a customer just because you didn't tick a box!

Be honest when filling out these options, but use every single one you can - you don't know if your potential customer will be searching for this option, but Etsy probably would not include it if there weren't any searches - so help them send customers to you.



Make sure you get your Category right! - This is a major attribute and your product is much less likely to be found if it is in an incorrect category.

Etsy also don't like incorrect categories because their customers may be shown lots of items they did not ask for, which they see as poor customer experience.



The information you give to Etsy in the attributes is used in the search results so you may find that you can add different /extra words in your tags.

eg if your item is a "Pink T-shirt" then use Pink T-Shirt in your Title as a main keyword, but if you tick "pink" in the color attributes then you can use rose or salmon in your tags. You then have 'pink' at least twice and the other colors as well - don't use too many color variations but do use any which are correct AND definitely any "in fashion" at the moment if your color matches that fashion tone.

If you use a material which is of medium importance to your customers, ie some customers may search for that, then add that info in the Attributes and you don't need it in your tags - use the extra tag for something else.

Read any notes with the attributes carefully to make sure you are not being added to results lists where no-one will look at your item - it will not help your "listing quality score".

But do add to anything that is a close fit - your product might have a design you consider is "foliage" (leaves) but there are a few small flowers there too - if an attribute option is floral but there are no other "plant" ones, then tick the floral. It might be just what a customer wants.

The Occasion & Celebration Attributes

These are for items that are Themed Specifically for that Occasion or Celebration.

So for the Christmas Celebration Attribute, you would include Christmas Decorations, Christmas Tree Ornaments, Christmas Cards, Christmas Table Settings, Christmas Door Wreath.

But not a "Tree of Life Pendant, Gift for Lady" which could be used as a gift for Christmas, even if "Christmas Gift for Mom" is one of your keywords.

The necklace will still be found in the query for Christmas Gift for Mom, but if it also shows in a 'Christmas Tree Decorations' query it most likely will be ignored by customers and that will lower your item listing quality score.

The same for Occasions -

The Graduation Occasion attribute is for graduation party decorations, graduation banners & graduation caps, etc.

A personalizable bracelet which "could" be engraved with a graduation message is NOT right for that Occasion Attribute.

A mug with a "Congrats on your Graduation" type of message could be included in that attribution. - - see more info on side panel here. ---->

If you really do want that personalizable bracelet to be in the Graduation Attribute results, then consider listing a specific "Personalizable Graduation Bracelet" with a few suggested graduation phrases with it to go with the name.

Show a graduation message on it in your main image.

Make another different listing for each other Occasion Bracelet you want to do as well.

Can you do this sort of thing with your own Products?

Some people use the dimensions attribute to show the general size of an item and then refine that size information in their description.

The question is - what sizes will be searched for?

If a common search for a pillow is 20" x 20" then you could put that into the attributes and it will be found in that search, but if your pillow is actually 19.75" x 19.75" then point that out in the description - very few searches would be made for 19.75" pillow.

But don't misuse this technique, if you put completely wrong dimensions then, even though your item is found and visited, but no one from that search result buys your item, then it will lower your listing quality score.

Some attributes are shown on the listing's public description details page.

Others are not shown on the public pages, but they are still included in the Etsy internal tag index info.

Many (but not all) of the attributes are used in the FILTERS which can be used in a search.

See the "all filters" tab at the top left hand side of any results page - next to 'estimated arrival time' tab.

Test this out.

Do a normal search for 'graduation mugs' and note how many results.

Then, select the 'Graduation' tab in the Filters, press apply, then search again - many less results.

So if/when a customer uses filters in their search they may be more likely to find your item.

So if your item is genuinely right for that occasion you should use the attribution, if it's not really correct then don't use it.

Etsy reports your search details to you.

Etsy tell you how they sent customers to you - and where from.
This report is on the Stats Page - Yes, it's a bit confusing,
it's not at all obvious what it all means.

Start with Etsy Search - 2nd line on Left Side

This is where customers have used a search term when looking at the Etsy Website.
- your basic normal search results gained from your own SEO - your titles, tags & attributes.


- could be on a desktop or laptop or a mobile

- but not on the Etsy APP, which is reported separately.

- and does not include results from paid ads.
(Where your SEO is still important)

How shoppers found you

Etsy brought 73% of visits

 Etsy app & other Etsy pages 5,299

 Etsy search 3,671

 Etsy marketing & SEO 1,818

You brought 27% of visits

 Direct & other traffic 2,769

 Social media 219

 Etsy Ads 969

Then the top one - Etsy App & other Etsy Pages,

This is searches made on the Etsy APP (your SEO used here)

- and includes clicks from ads on the App (your SEO used here)

AND other results from Etsy Pages such as Etsy Home Page, Editors Picks, Favorites etc (ie not directly searched). (Your SEO is not used as much for this "Etsy Pages" result here)

Etsy Marketing and SEO - the 3rd on the Left-hand side.

Some of this is Etsy's own external marketing - their Offsite Ad's on Google/Bing. Etsy decides what stores and items are used in their Offsite Ads. You have no control over this other than to opt In or Out of the Offsite Ads (- if your turnover is under \$10,000.)

Google also Index Your Titles (first 60 characters) & the first 160 characters on your description are taken into account here - and they do send some customers, so take this into account but it won't be your dominant customer source.

See the " Preview listing as a Google search result Show preview " just below the item description section of the listing page.

The SEO you do will have an effect on this number eventually but you have to be 'big enough or lucky enough' for Etsy to choose you for their Google Ads.

So treat it as an interesting number but nothing you can influence very much.

Direct & other Traffic - customer you brought/sent from your own (or others's) blog, email list, links on other sites or anyone who has a direct URL link to your store or product

Social Media - visits from links from your (or other's) social media, Facebook, Instagram, Pinterest etc

Etsy Ad's - Visits from the Etsy Ads that you pay for - in the Marketing Section of Store Manager - even though Etsy manage the ads placement, your SEO still has to be good to get results from your Ads.

How To Find What Keywords Your Customers Are Using To Find Your Items.

Go to the Stats section of Shop Manager,

- select a time frame for the stats you want to use
- today, yesterday, week, month, etc.

Scroll down to the 'Shoppers Viewed Your Listing XX Times' section.

Click on the Orders column and it will show a little triangle arrow under the word Order.

Click that arrow once or twice until your items with orders are shown at the top of the list.



Pick an item and click on it – you will be taken to that item's Listing Stats Page

Have a look around – it's an interesting page.

Just below the Traffic Sources (circle graph) Info, is the Search Terms List.

This tells you the various search terms that have been used when they found this listing, and how many times that keyword has brought a visitor.

It's always interesting!

Some search terms you will think – yes that's one of my keywords,

Others you will think – I can see how that search would come to this listing.

- You can find some good ideas for keywords in this section – obviously even if it is not an exact match it still does find you, but if it looks like it could be a good one, especially if it has been used many times, then consider adding it to your tags for that item – you will probably end up with even more results from that search term because exact matches get even better results.

You can see if any of your search terms do not seem to be getting any results - so consider replacing the bad ones with a better one - (but don't change anything on your best selling items.)

Some other Search Terms you will think – how did **that search find this** listing?

Side Story for this point - I had a new listing for a leopard print beach towel recently and it had sold very quickly on it's first view, so I looked up the search terms here to see which keyword had worked so well.

The only search term that was reported, was for "spanish lavender soap" and I thought "really????"

So I searched 'spanish lavender soap' and found some lovely soaps and also a 'Spanish made lavender color beach bag'. I clicked on that one and down the page in that listing, in the "You may also like" section, below the bag listing, were some beach bags & some beach towels from other sellers – So I have to assume that my Leopard Print Towel was found in that section, as that was the only search that had showed that towel at that time. (-Thank you Etsy!)

I am NOT suggesting that you should use 'way out of left field' search terms, but it can be amazing how some listings are actually found – and sales made.

Your Titles & Tags should be correct for your listing, - and sometimes you get a bonus.

You should have a look at this section regularly – check the results for both well-selling listings and for non-performing listings.

Generally, leave the "selling well" listings alone – not broken so don't fix it – but look at the keywords you have for the ones not working as well as the others – they are probably good candidates to work on the titles and tags next.

If you keep some notes about the performance of the individual items over the next few months you can see how all the work you are doing is improving each item.

If it's not really improving, then check & change them again, when you are more familiar with the process and have had more experience with titles & tags.

If you have not already found and opened the Keyword Brainstorming Worksheet
do that now - and have a play with it

Open the links to the other Keyword suggestion sources and play there too.

Module 3

Writing a Great Item Description is next.