

Module 4

Your Listing Quality Score

The Listing Quality Score - It's all about the "Statistics"

Getting your pictures clear, and item description right will help to sell your products once they are seen.

Getting your SEO - Your Titles and Tags - right will get your items into the right lists to be shown to the customers.

Then how do you get shown at the top of the List?

When an item is listed, Etsy's search engines look at the keywords - your Titles, Tags & Attributes and "index" them. This process can take a short time - a few hours - or a longer time - depending on how busy the site is and how many new items are being uploaded.

When a customer puts a request into the Etsy search bar, then Etsy matches as many keywords as it can from the search query to their indexed lists of keywords and when a match between the query and the keywords are made then that product is included in the list to show the customer.

If a full keyword phrase has an exact match, it rises in the list.

If your item has more matches with similar keywords, then it rises more in the list.

If your item has LOTS of different keyword matches, then it rises even more.

When an item is newly listed it is also given another temporary boost in the listing order - so a new item will be shown somewhere near the top of the listings for a "short" while. The length of its stay at the top of the lists seems to depend on many things - including how many other NEW items are in that results list, and how soon more New Items are added in front of it.

So if your item is a common type of item, then the stay at the top of the list might be quite short - If you have a less common item then it may stay longer at the top and 'fall down' the list slower.

You can tell how many new items in your category are being added to the list by searching for your item a few minutes after you list it and "Sort By Most Recent" - see the options in the up/down arrows near the number of Search Results.

You should see your item somewhere near the top of the "most recent" items list. (after the Advertised items)

Then come back after a short time - half an hour and also in a few hours and the next day and see how many newer items are there each time.

If your item is still at the top of the Most Recent list for a long time then your initial new item listing boost will be longer - if there are already lots of "more recent" items above your listing, then your item will fall down the results sooner.

But that doesn't mean your item won't get seen - Etsy had figures of approx 82 Million Active Buyers in 2020 - some may have only made one or two purchases - others may have made lots of purchases - for a total of \$1.7 Billion in sales.

That 82 Million Buyers is an average of approx 225,000 buyers every day (- close to 10,000 buyers every hour.)

They probably do more than one search each, so while Etsy doesn't share all their statistics you could reasonably expect that there would be over 500,000 searches every day - probably more.

So even if your product is only at the top for a short while, there is a good chance that it has been shown to many people.

A more common item will have more competition but will probably have more active searchers.

A less common item will have fewer searches but also less competition.

- Your store's reported 'views and visits' are never in real-time, so don't worry about the reported stat's for "today". But do look at the numbers for yesterday and the weekly and monthly reports.

People come to Etsy with the intent to buy.

They are usually looking for something for a specific purpose - either for themselves or as a gift.

They will generally look at quite a few items before a sale is made, but they are very likely to make a purchase.

Your Listing's Performance

Once the listing is in the search results then Etsy keeps track of it's performance.

How many times someone views that listing.

Did they click on the listing to see the pictures and details?

How long did they stay on the listing looking and reading?

Did they love (heart) it?

Did they go to the store?

Did they look at other items in the store?

Did they favorite the store?

Did they come back later for a 2nd look?

and the most important statistic - Did they BUY it?



So each listing has its own set of statistic and score.

Your Store also has a Quality Score!

Remember back in Chapter One we advised you to finish the set-up of your store?

Your store quality score starts with how well your store is 'finished' and how often your store is maintained.

How often are new listing posted - How often are old listings renewed ?

How quickly do customer messages get a response?

What is the Review Rating Score?

How many 'store likes' and 'item likes' does the store have?

What is the conversion rate - Sales Vs Visits?

Is the store bringing customers to Etsy from outside promotion - Instagram, Facebook, Pinterest, others?

- and probably lots more that we don't know about.

So when a customer asks to see something - issues a search -

Then Etsy take the search terms and does it's SEO matches to find all the suitable listings,

Then each listings own Quality Score is taken into account.

Then other factors may also be applied - who knows?

Then the results are shown to the customer.

So a page of results will include a combination of -

Some Best Selling items and other high 'listing quality' items,

Some New items on their "new item boost" (- if sales are made from these initial viewings then that boosts the listing quality score of course.)

Some older less well performing items being given another showing,

Some listings with paid Etsy Ad's .

Etsy know that customers want to see popular items, and also new items and fashions, and a range of items within their search terms.

Etsy know they need to keep their existing shops happy with views and sales - and also encourage new shops - because with the new shops they get more new ideas and products to sell.

They also take into account any **Customer** info/stats they have.

What items has this customer bought before? What themes or styles might they like?

What stores have they bought from? What have they liked or favorited?

Summary

So - armed with all that info - Help What Do I Do?

Do what you can with what you can control, and let Etsy look after the rest. Know that they have their methods but don't worry about it.

Look after your end by doing what you can do in your store.

Keep it 'finished' and up to date.

Be an active Store Holder.

Be good at customer service.

Make new listings - with the best quality images descriptions and SEO that you can.

Improve old listings (but don't touch your listings that are already "selling", don't mess up a good 'quality listing score' even though you don't understand **why** it is selling.)

Do some outside promotion if you can do it well, and want to.

If you do it well you can bring in new customers and sales.

Outside promo is only one of a large number of factors and it's better not to do it than to waste time and money doing it badly.

It might be better to concentrate on great new products.

But now you know WHY sometimes it can take a while for your new items to start selling, and why some things that don't seem to follow the images and SEO guidelines are at the top of the results.

Module 5 - Coupons and Sales - is next