

# **Module 6**

**How To Get  
A  
Professional  
Looking  
Store Header  
For FREE!**

# How To Get A Professional-Looking Store Header For Free!

Have a look around at some other Etsy stores, and look at the headers.

Sometimes they have a pretty header.

Sometimes they have a "little bit" of a header,

Sometimes they don't have any header.

Etsy now have a little pink ribbon effect along the top here

if there is no cover, so it's not just blank.



And sometimes it is just beautiful.

It -

- conveys the feeling of the store
- highlights some products, or tells you about the store
- tells the story of the owner, and the background of why the store exists
- or just a lovely image - often but not always associated with the products
- and it makes you feel good about 'walking in' to the store.

Have another look around at lots of stores – some with your type of product, some other types of product which may appeal to your customers, and some other categories as well.

See what they are doing.

- how have they done the store name? - text font style, color, centered or to one side, header with text underneath?
- Is there any extra text? Is it just a slogan? - or store details (open date year, location city, etc), details about the owner, or other information?
- what sort of images do they have? – products, processes, just pretty feel good images, or the owner's happy smiling face?
- is the background just a color or texture background? Is everything on a white (or black) background, or another color, or it is just text on a "green grass" background? Does it have a border? Or something else?

What do you like the look of?

Would that suit your product and your customers?

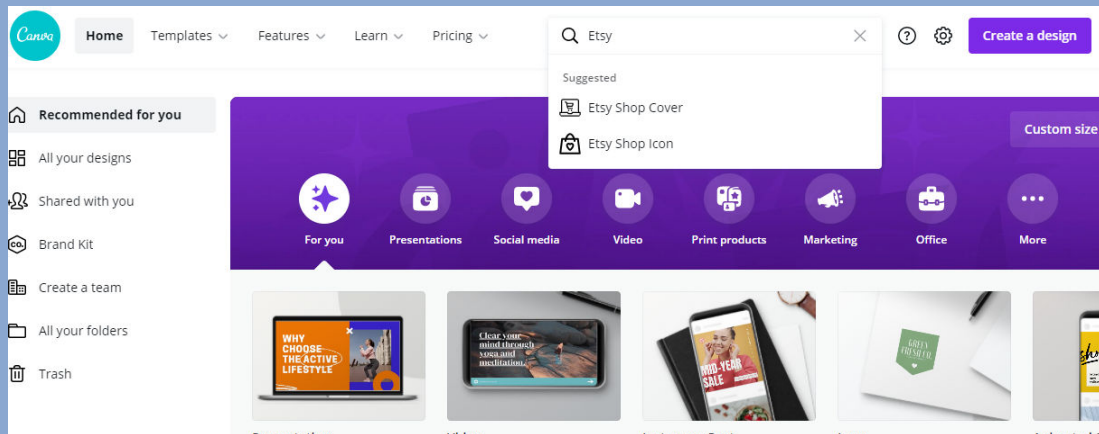
What sort of text font do you like?

What info would you like to add – or do you just want the store name and nothing else?

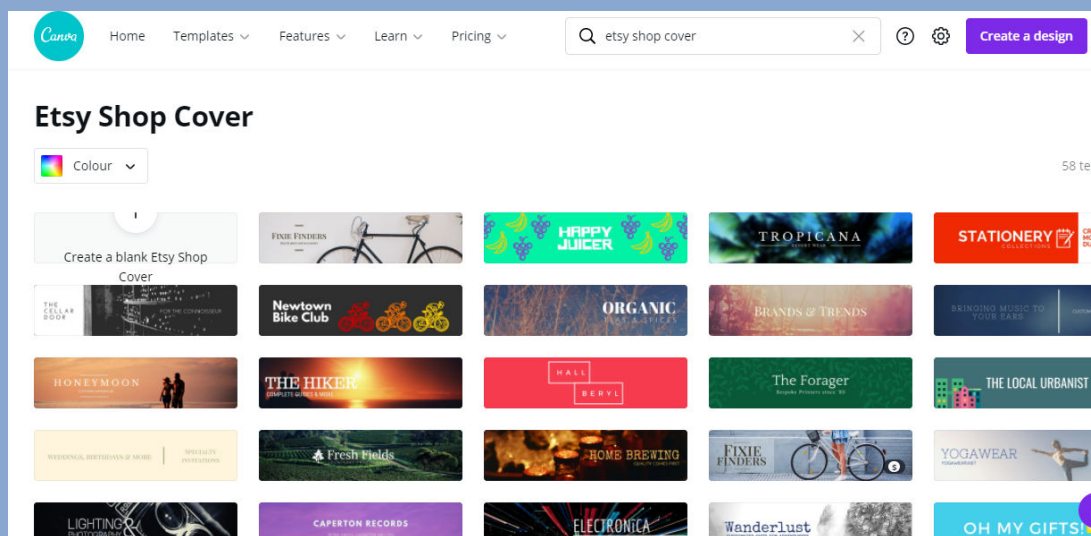
Take a few minutes to write down what you like (and don't like) and make a general plan about what you want in your store header – perhaps even a rough sketch to clarify it in your mind.

Then go to Canva at [www.canva.com](http://www.canva.com) - You don't need to join or sign up for anything if you don't want to, but it's best if you join the free account to start – then you can save your work - but you can still download your work even if you have not signed up.

There is a search bar above the big “design anything” and enter ‘Etsy’ then wait for the suggestion to populate – choose Etsy Shop Cover.



Lots of templates will be shown - – you can choose and edit any of these to whatever you want



Click on any you like - for whatever reason

- perhaps you like the picture, or the font, or the layout - any one to just start and play!

It will open in the Editor.

Here you can change the text to your store name, move that text around, change the font, change the images - add your own images, delete anything you don't like.

And make it your own.

A single click over a section will show the outline of the box - you can move it or make it

smaller or larger.

A double click over text will highlight the text and you can change the word and the font.

Copy the text box to make a duplicate that will copy the text, font and colors, then change the text and the size to make a 2<sup>nd</sup> line in the exact same style.

You can use some of the background images from their “pictures” section,

They have lots of shapes and lines and useful cliparts etc in the “elements” section.

You can even upload your own background images and product images – go to “uploads” to use your own images.

Most of the templates and images are free

– some are marked “paid” – so you have to join the pro version for these – but there are lots and lots of free ones.

Remember that what you end up with may look completely different from what you start with – but it will still look good.

So have a play around – start with something simple, it’s fun!

At the moment if you are still just ‘finalizing’ your storefront then (almost) anything that looks reasonable will be fine – You can always come back later and make a new one.

So do something that you are happy with, that doesn't take very long to do – most of the value to the Etsy Store Quality Score is having something rather than nothing there – but remember every customer who visits your store will see it – so make it simple but nice at this stage – every time you see it later you will think – “I really should add this or do that” to the header and you will remember to go back later and change it.

Download it to your computer and then click the section on your Etsy store to upload it.

While you are there in Canva you can also make the Etsy Shop Icon to match or contrast with your header. (-start a search for Etsy and Etsy Shop Icon should drop down in the top search bar.

Bookmark the Canva store – it’s useful for making product images, and social media images and more.

You can set up templates where you just change images and some text to keep your “Store brand / image style” consistent for products or social media.

Next -

Module 7 - Setting Your Store Policies