



# Etsy SEO: The Ultimate Guide

See your listings show up on  
the first page of Etsy search



# Etsy SEO: The Ultimate Guide

This ebook will shed light on how Etsy works and tell you what you need to do to boost your ranking and sales on Etsy. In these pages, I give you an in-depth explanation of what you need to focus on to get your shop ranked in searches and how to convert this traffic to sales. Put simply, I want to give you the foundation you need so that you can make speedy progress building your profitable Etsy shop.

When I think back, SEO was for a long time something I was terrified of - I avoided it like the plague. But I knew it was essential for my shop's success, so I learnt everything I could and put some strategies in place. And guess what? My sales soared.

So now, I want to help you reap the same rewards by using SEO's mighty power for good. I'm going to break SEO down into friendly bite-size pieces and walk you through some simple SEO strategies that will bring your Etsy shop more traffic, conversions and sales.

*Miri xx*



# What Is SEO?

So, to get started - SEO stands for Search Engine Optimization which simply means making what you share in your corner of the web compatible with search engines so your people can find you.

This guide will break Etsy SEO down into 5 key steps for you:

## Step 1

Make Your Shop Shine

## Step 2

How To Get Found On Etsy

## Step 3

What Keywords Should You Use?

## Step 4

How To Find Keywords

## Step 5

Where To Place Keywords

## Step 1: Make Your Shop Shine

Your very first step:

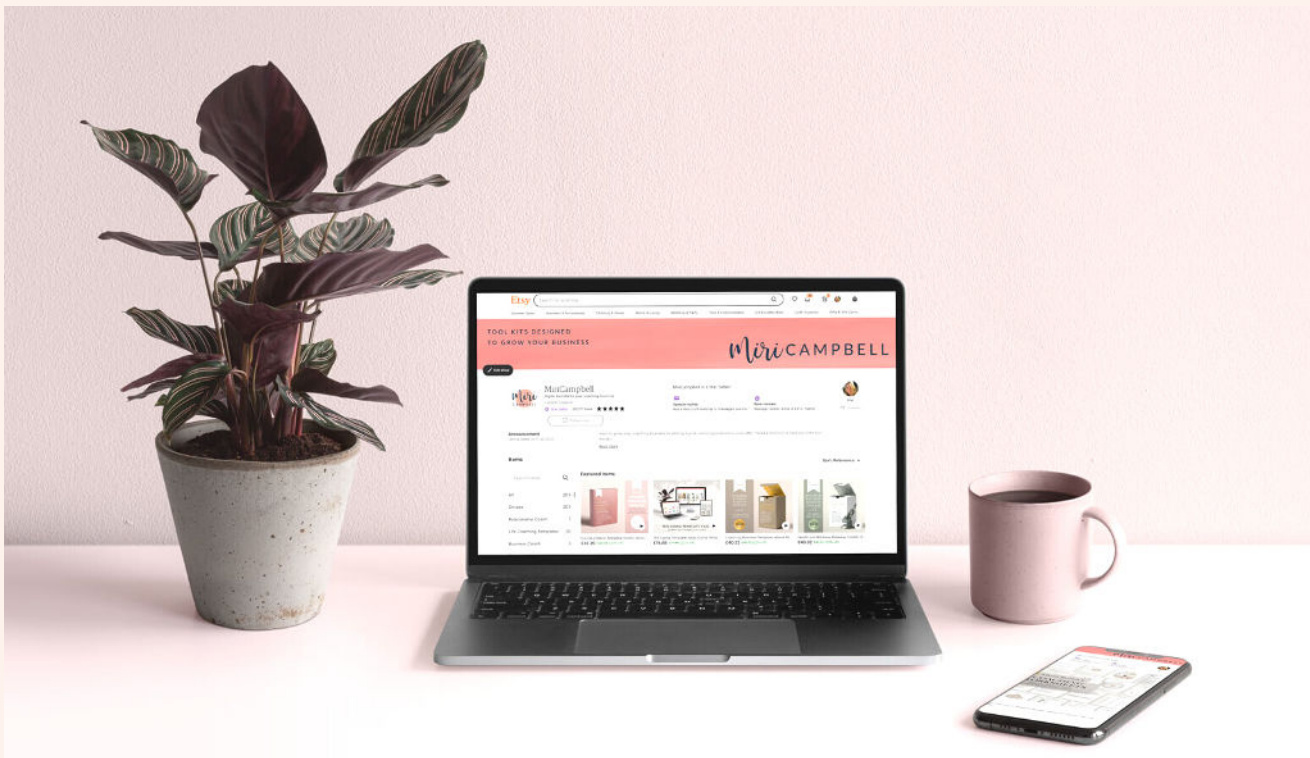
### **Make sure your Etsy shop is tip top**

Now before you even start to think about addressing SEO, you need to have a good hard look at your Etsy shop and check it over to make sure that when your customers find you, they get excited by what they see and want to stick around.

Awesome product photos, clear titles and well-written product descriptions, complete shop policies and About section all help to achieve the look of a well-cared-for, beautiful shop.

You also want to make sure that your shop appears full of desirable items. (Eventually you want to aim to have more than 50 items as this makes your shop appear more established and increases the chance that a customer will find you in a search.)

So, now you have a gorgeous store for your customers to visit, let's get started with SEO.



## Step 2: How To Get Found On Etsy

A customer will search for the exact items they want to buy so you need to make sure that your products show up in this search. Where you appear in the search is known as your search ranking. Your goal is to appear on the first page of search results so that your customers can find you easily. So how can you appear on the first page? The Etsy search looks for the following factors:

- ★ How you use relevant keywords in your title, tags and descriptions
- ★ Item attribute relevancy
- ★ That you've produced high quality listings
- ★ Customers have a 5-star experience interacting with your shop
- ★ How recent your items are

### 1. Tag and title relevancy

Whatever a customer types into Etsy search needs to match the titles and tags for your product. Long-tail keywords work better in search than individual words. So, for example "pink printable coaching planner" would be found higher in a search than products listed with "printable", "coaching" and "planner" as separate words. Also, if a phrase or word appears in the title and the tags for a listing, then it will appear higher in a search. Words at the beginning of a product's title are treated as more important than words at the end.

### 2. Item attribute relevancy

Etsy enable you to add attributes to the product listing which give information about things like the colours or uses of your products. The information from these attributes is considered in Etsy search too. So, select as many attributes that are relevant to your product to increase your product's search ranking.

## Step 2: How To Get Found On Etsy continued

### 3. Listing quality

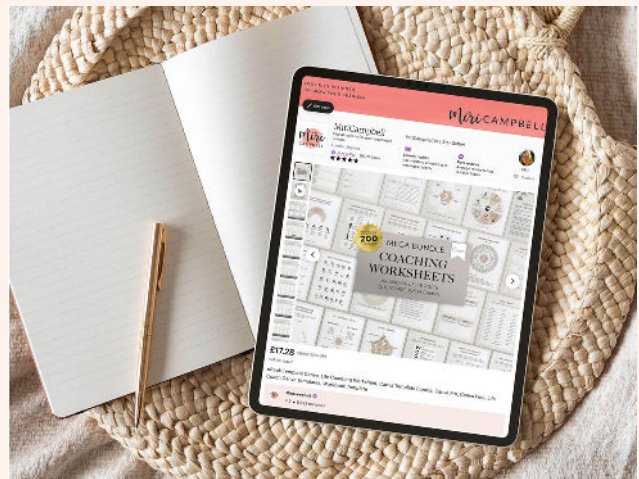
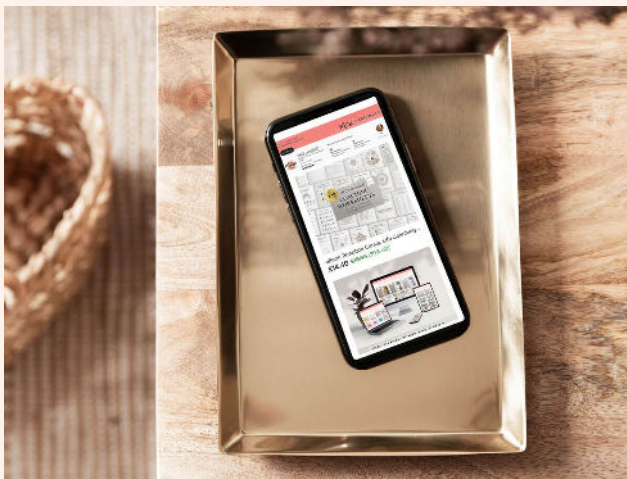
Your listing quality is about how well your products do in a search. If a customer clicks, favourites, or buys your product after they've found it in a search, then this boosts your listing's quality score.

### 4. Customer experience

Etsy want people to have an amazing experience when they buy something so that they keep coming back for more. To measure a customer's experience, they take into account your customer reviews and the way your shop is set up. If you have consistent 5-star reviews, a completed About section, and completed shop policies, your placement in a search will be higher.

### 5. Recency

How recently an item was listed or re-listed affects where it will appear in a search with newer items appearing higher than older. So when an item in your shop auto-renews, for example after a sale, it will appear at a higher ranking in a further search. And when you add new items to your shop, these will also experience this recency boost. Etsy wants shops to continue adding new items and so rewards you for doing so. Some people use the tactic of manually renewing listings to take advantage of the recency effect. This will cost you for each listing that you renew, however, so might be a strategy you only choose to use occasionally.



## Step 3: What Keywords Should You Use?

So, now you know how the Etsy search works, we need to choose what keywords you are going to use. Keywords are simply the words a customer would use if they were searching for your item.

It is very important that you use a strategy for identifying your keywords and don't just guess or pick them randomly. If you haven't given careful thought to why you are using a particular keyword, then you shouldn't be using it. You need to know that the keywords you have chosen will be effective.

With that in mind, let's consider how you should go about choosing your keywords.

### **Each keyword must describe your product exactly.**

Avoid using any complex tags or correct jargon. When customers search, they use broad, generic terms and simple language. You need to ask yourself, what would my customer search for if looking for a product like mine? Use the same words your customer would.

### **Use different focus keywords for similar products.**

If you repeat the same keywords for similar products, your items are competing with each other. Different customers search in different ways. You want to make sure as many people see your items as possible. Changing the words you use helps to attract this larger audience. Plus, with a wider range of keywords, your products are more diverse. If one keyword suddenly stopped trending or being searched for, you still have the other keywords to drive traffic to your shop.

### **Use a focus keyword strategy.**

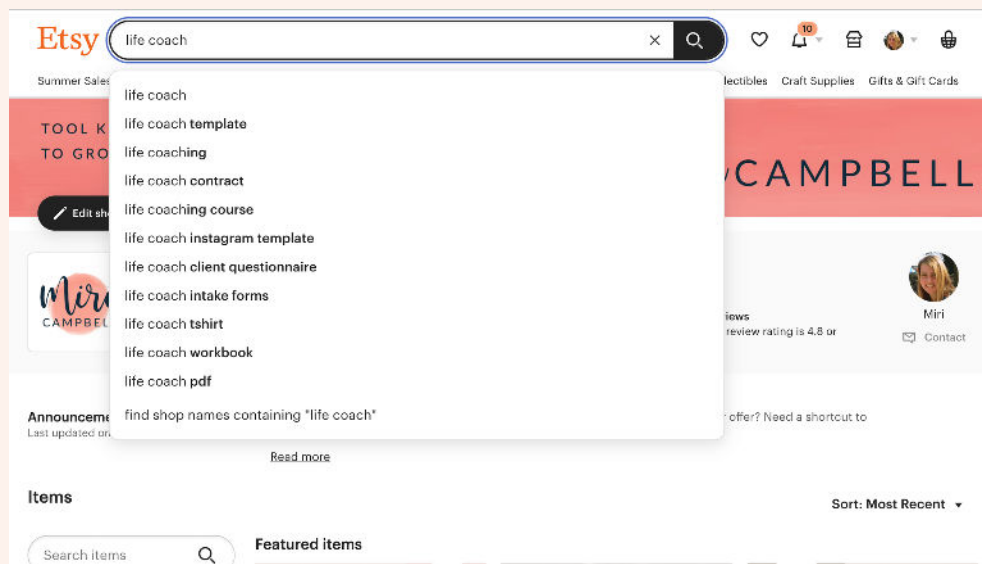
Etsy allows you to choose 13 tags (keywords). From these you need to choose one focus keyword that you repeat all over your listing. You'll put this word at the beginning of your title, in your tags, and throughout your description. One word or phrase to describe your product that you repeat all over the place in your title, tags and description. And the tag that you choose must describe your product exactly using words that customers would search for.

## Step 4: How To Find Keywords

So now you know what keywords you should be choosing, how do you find them? Let's say I want to find some keywords for this product:



One of the first things I can do is go to the Etsy search bar. Type in your broad main keyword and look at the drop-down list of suggestions that Etsy provides. I chose to type in "life coach". Etsy then gives me a drop down of popular searches related to "life coach". You can then use these suggestions as keywords.





## Step 4: How To Find Keywords

One great keyword-finding tool is Marmalead:



Marmalead is the best tool you can use to find keywords.

It is specifically set up for Etsy sellers and takes all of the guesswork out of choosing effective keywords that drive traffic to your shop.

Marmalead uses data to help you to:

- Choose 13 tags that are proven to be the words buyers use
- Shows you what is trending on Etsy
- Allows you to compare effectiveness of different keywords
- Tells you exactly what you need to do to fix your listings to rank well on Etsy

This is the tool I use every day to keep on top of my SEO. I think you will find it valuable too. Marmalead has a number of helpful tutorials on how to use its services. Why don't you go check them out?

## Step 5: Where To Place Keywords

When you have a list of keywords then the next step is positioning them to have maximum impact. Here are the best places for your keywords to get ranked by Etsy:

### 1. Title

Include a short but clear descriptive title using all 140 characters. Use the focus keyword at the very beginning followed by other keywords that make it clear to shoppers what it is that you're selling. The first 40 characters of your title are the most important as in a search this is the only part of the title that will appear. The rest will be truncated, only visible if the customer clicks on your listing. So, place your most relevant keywords in these first 40 characters. Etsy loves well crafted, easy to read titles that describe your items fully, so separate keywords with punctuation so that your titles are readable.

### 2. Tags

Tags are Etsy's word for keywords and help to match a customer's query with your product. You can add up to 13 tags for each listing and each tag can be up to 20 characters. Take the keywords directly from your title and include these as tags. If they're too long, then split them into two tags and place next to each other. For your other tags, use other words that your customer would use to search for your product.

Aim to use different tags for similar items. By diversifying your tags, you can get your listings in front of more customers and your items won't be competing with each other.

Don't waste tags to include plurals of keywords. When a customer enters a search term, Etsy looks at the root of the word and matches with any similar root words in your tags.

If a tag is already included in Categories and Attributes section then you don't need to repeat it in your tags.

### 3. Etsy shop announcement

Google loves fresh content and your Etsy Shop Announcement is where you can provide this fresh information. Etsy labels this as an "announcement" and includes the date it was last updated, implying that this section of your shop needs to be updated regularly. Make this announcement all about your customer and using long-tail keywords, explain how you can solve their problems.

## Step 5: Where To Place Keywords continued

### 4. Product description

Again, as for the product title, aim to use your focus keyword in the beginning of your description. This description should be engaging, written in natural easy-to-read language and include everything the shopper needs to know such as what the item is, how to order, shop policies, and returns. When your customer is fully informed about your product, they're more likely to buy.

Optimize for on-page SEO by including all of your 13 tag keywords in natural sounding sentences in your description. Try not to stuff these words unnaturally and avoid listing all of your 13 tags at the beginning of your description in one long line separated by commas.

### 5. Etsy shop title

The shop title is the section of text below your shop name. Use your main keywords to describe your shop and the service you offer in the shop title. The Etsy shop title can be up to 55 characters long so make it concise and clear. Then, take these keywords and use them in any relevant shop product descriptions to help your external search ranking.



### 6. Etsy shop sections

Your shop sections help customers navigate around your shop and are also a prime place to put keywords to boost your SEO. Make sure you are accurately describing these sections using words your customers would use. You can have up to 20 custom sections, and each section name can be up to 24 characters.

All	203
On sale	203
Relationship Coach	7
Life Coaching Templates	20
Business Coach	5
Therapy Tools	10
Health Coach	7
Course Creator Toolkits	9
Sales Page Template	4

## Etsy SEO Checklist

### Your Etsy shop

- Optimize shop so customers are visiting a gorgeous storefront
- Write shop About sections
- Complete shop policies
- Etsy shop sections – use keywords
- Select all of the relevant attributes and categories

### Keyword research

- Choose a keyword tool to help select relevant keywords
- Use accurate keywords exactly describing your item
- Use different keywords for similar products
- Choose a focus keyword

### Etsy titles

- Write descriptive title using 140 characters and keywords
- Place focus keyword at the beginning
- Ensure title makes sense to shoppers and is clear
- Avoid repeating words

### Etsy tags

- Take 13 tags directly from title (split into 2 if too long)
- Use words shoppers would use when searching
- Check effectiveness of tags in shop Stats
- Avoid using both singular and plurals – Etsy looks at the root word
- Ensure tags not repeated in categories and attributes

### Product description

- Use focus keyword at beginning
- Use easy-to-read language explaining all the details a shopper needs to know
- Use each of 13 tags in natural sounding sentences in description
- Add links to other products



# Hi, I'm Miri

I am dedicated to helping coaches like you, design and build profitable online coaching businesses that give you the freedom to live the life you love.

I have a Master's degree in Psychology, I'm a member of the British Psychological Society and I have over 20 years coaching and teaching experience.

Since 2016, I've been building a successful, profitable online business designing and selling coaching resources and templates.

I learnt first hand how profitable selling coaching templates can be. Now, I'm here to help you do the same, so you can enjoy the flow of passive income that comes from selling digital products online.

