

ETSY SHOP SEO CHECKLIST

When it comes to optimizing your Etsy shop, you want to go beyond just integrating keywords into titles and tags. Yes, those are exceptionally important but in order to boost exposure and generate sales, you want to optimize every nook & cranny!

SEO, which stands for search engine optimization should be an important components of your marketing plan.

While it won't be the only way you generate sales on Etsy, optimizing your entire shop including every single listing, will drive more traffic to your product pages, which means more sales.

This includes using keywords within your titles, tags and descriptions so they help Etsy connect you with on-site search queries. That way your shop will appear more frequently when potential customers look for similar products.

This checklist was designed to help you ensure your Etsy shop is fully optimized.

Enjoy!

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Brainstorm long-tail keyword phrases that your customers are likely using on Etsy when searching for similar products. Create a swipe-file of potential keywords to use throughout your listings. It will save you time.



Use a program like Marmalead.com to uncover keywords as well as validate the keywords you are considering. This will take the guesswork out of the process and ensure your shop listings are fully optimized.



Include 3-5 keywords in your product's listing title, starting with the most relevant, high-traffic keyword possible.



Copy and paste your keywords from your product title into your tag section. You may have to break them down if they're too long, but you want to make sure to use the exact same keywords in both areas.



Don't make any changes to your listings for at least 21-30 days. It will take time for your listings to start gaining a steady rank so changing things up too soon will make it harder to know what is working and what isn't.

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When writing product descriptions, use shorter sentences so it's easier to read. Limit paragraphs to 2-3 lines at most. Don't use jargon!



Use bullet points to highlight important features and benefits, including printable sizes, whether it's available in multiple colors, etc.



Include your focus keyword as well as 2-3 other long-tail keywords within the description of your listing.



Use bullet points to highlight important features and benefits, including printable sizes, whether it's available in multiple colors, etc.



Write descriptions geared towards your ideal customer. Speak their language, describe how your printables will help them achieve a goal or solve a problem. Give them a reason to buy from you. Highlight the benefits!



Be sure to include your most important keyword at the start of your description.