

# 15

**Steps to**  
*Great*  
**Etsy SEO**



# 15 Steps to Great Etsy SEO

**1** Titles of your listings must be composed of keyword phrases or 2 or more words. The same keyword phrases should be used in the listing tags, with long keyword phrases divided up into 2 or more tags.

Example Title: Orange Fall Door Wreath Thanksgiving Wreath Autumn Wreath Fall Wreath Ideas Fall Front Door Wreaths Outdoor Wreaths Holiday Wreaths Gift for Mom

Example Tags: Orange Wreath, Fall Door Wreath, Thanksgiving Wreath, Autumn Wreath, Fall Front Door, Fall Wreath, Outdoor Wreath, Gift for mom

**2** There's no need to include commas, dashes or any kind of punctuation in the titles, because search engines both Google and Etsy don't read them. They only see spaces between words. However, punctuation is for buyers, to make titles more understandable.

Take into account that if you use punctuation you must leave one space before or after.  
Example: Autumn Wreath, Fall Wreath,

**3** The first keyword should be as descriptive as possible to what your item is (orange fall door wreath). The rest can be more general (autumn wreaths, outdoor wreaths).

**4** These same keywords have to be included in the item description within the text. Etsy doesn't track the items descriptions but Google does, so your item will be better positioned in Google searches than items with no keywords in the item description.



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**5** It's okay to use the same keywords in many listings in your shop. You could then see all these listings on every page of Relevancy search results. This can be very good for views and sales if the keywords you are using are popular with shoppers.

**6** The order of keywords in the listing TAGS does not matter. There is no need to rearrange the order of the tags to match the order of the keywords in the listing title.

**7** Do not use keywords for titles and tags without checking them first in the Etsy Search bar and [Google Adwords](#). There could be a big difference between what you think buyers search on and what words they really use. For example, there is a big difference between “autumn wreath” (average monthly searches: 1400) or “fall wreaths” (average monthly searches, 49,500).

**8** Etsy reads singular keywords (fall wreath) as the same as the plural (fall wreaths). Google reads singular and plural as different keywords.

**9** Use only keywords in the title and tags that you have researched and know that shoppers use these words and how popular they are.

**10** When your item has multiple colors, instead of using one tag with all the colors (Blue white red) you should use different tags (blue wreath, red wreath, white wreath) if you think color is important enough to use all these tags.



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**11** Use keywords also in your shop title, shop announcement and on the About page. For example, if you sell throw pillows an example would be: Decorative Pillows and Throw Pillow Shams (it is composed by two keywords that define your items). So you should repeat these keywords exactly at the beginning of your shop announcement and in your About page. Again, do not use these and other keywords without checking them first using the Etsy search bar or in Google Adwords Keyword Planner.

**12** Use keywords for shop section titles. They have a direct url or landing page and therefore can be searched on by Google, Bing or Yahoo.

**13** Don't use the same descriptions for the same or similar items, because Google will see these pages as duplicate content. For example, if you have two necklaces and both are the same but the color, put the emphasis on that, change the order of the sentences, but never copy exactly the same text from one listing to another.

**14** Any changes you make to your shop will be seen by Google immediately. Google can take up to four weeks to visit your Etsy shop again, so be patient. If you want to know when the last time Google visited your shop, go to Google homepage, type your Etsy shop url in the search bar (YOURSHOPNAME.etsy.com). You will see at the end of your link a very tiny down facing arrow, click on that and a menu will be displayed. Select 'Cached', and you will see the information at the top of the screen.

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**15** Add a link in the item description to your Etsy homepage, or shop sections, but not to another item unless that item renews automatically such as a digital item or mass produced item. Internal links like this are good for shoppers as well as for Google and other search engines. Backlinks gain value as they age and links to your shop's homepage and sections will be around longer than links to other listings. Links to other listings can easily be broken if the item sells out and is never renewed or expires and is never renewed. Links to main shop pages and sections always remain even if the shop name or section name changes.

For more information on  
How to Kill It On Etsy  
visit

[southerncharmwreaths.com/blog/etsy-success](https://southerncharmwreaths.com/blog/etsy-success)

