



# BRAINSTORMING FOR ETSY KEYWORDS

## 1. Ask yourself...

What is it?

What makes it unique?

What's the style?

Who is it for?

What's the occasion?

What's the season?

What's the color?

Texture?

Theme?

Pattern?

Where does customer use it?

What main material used?

What minor material used?

Size?

Style?

Scent or flavor?

Synonyms?

## 2. Pick Top 10 Keywords

### Top Attributes

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## 3. Use Top Attributes & Find Keyword Phrases with Small Competition

Phrase

Competition

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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