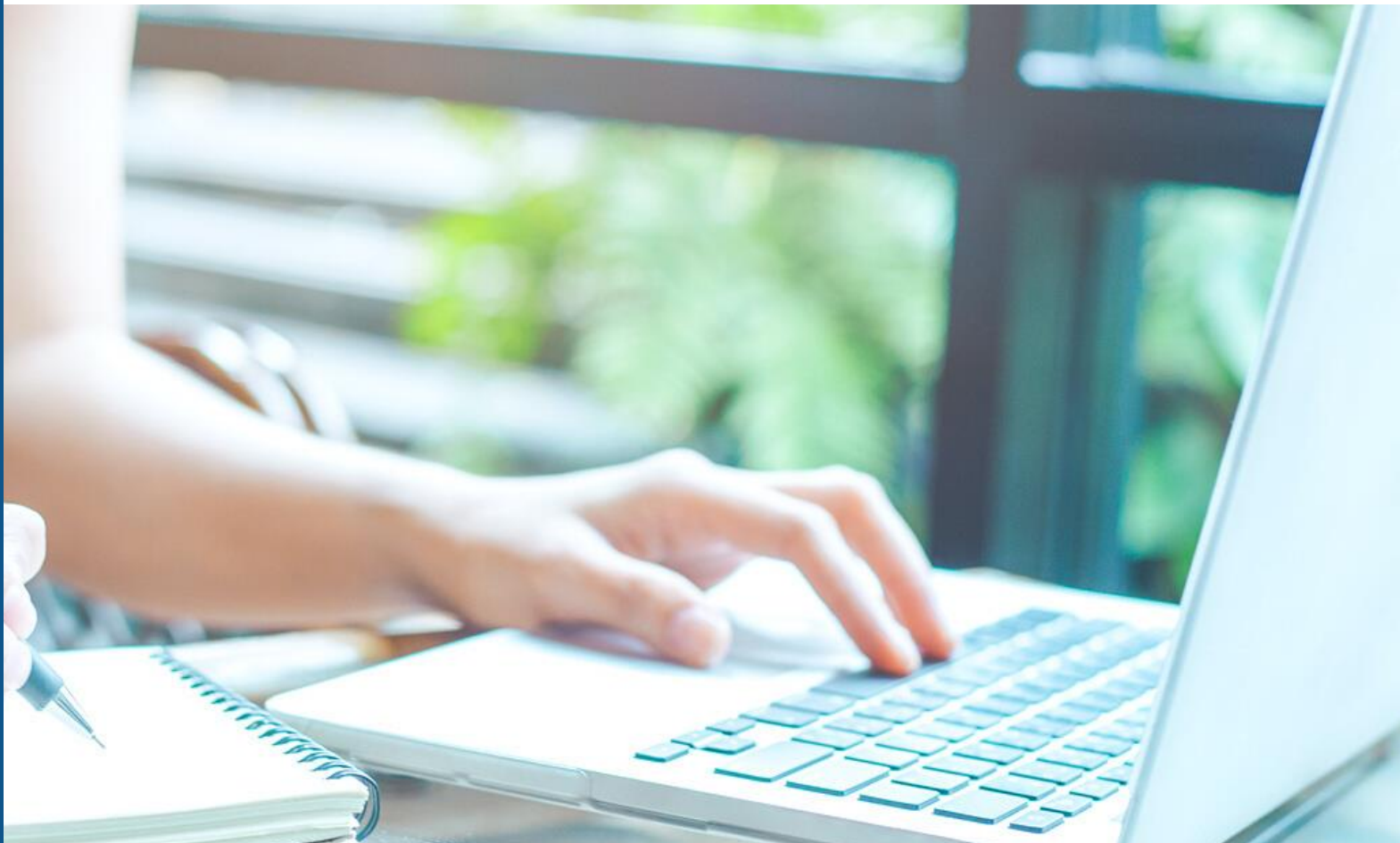


# ETSY SHOP: QUICK START GUIDE

*Learn to think Like a Shopper,  
Get Found & Make the Sale!*

By Julie Siomacco | Southern Charm Wreaths, LLC



# ETSY SHOP

## – BEST PRACTICES –

### INTRODUCTION

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# INTRODUCTION

Welcome Maker!

I'm Julie Siomacco, owner and designer at Southern Charm Wreaths where we make beautiful wreaths and teach you how to make and sell them. I've been teaching thousands online the art of wreath making and how to create quality designs for over 10 years.



After quitting my job in the financial industry to be a stay-at-home mom, I tried hard to make my home holiday-ready, but we were on a single income budget. I wanted 'all the things' for holiday decorating but our family budget had no room for extras like wreaths, garlands, arrangements, etc. With my 'I can make that' attitude, I started crafting my own designs.

Soon my neighbors were asking me to make wreaths for their own doors and one time my neighbor, Stacy, mentioned I should make and sell my wreaths online and then asked if I had heard of Etsy?

That's all it took. I dove deep into teaching myself how to make and sell wreaths on Etsy and can now afford to pay for the extra things in my family like sports equipment, dance lessons, Christmas and family vacations. But more importantly, I'm able to donate and tithe as I've never imagined.

Etsy can feel overwhelming but with this Etsy Best Practices workbook, you will be more confident and in control of your own Etsy shop in no time. The best place to start is to make sure your Etsy listings are optimized; meaning they can get found by a buyer.

When I first started selling on Etsy, I was given so much advice and most of it was based on opinion and not fact. I would list my items and they would sit, with no sales. I knew something had to be wrong and set out to research. I've researched Etsy for many years and I've already taught thousands over the years Etsy selling strategies. There's a lot of false information in groups and online, don't fall into that trap.

So, if you're new to Etsy and struggling for clarity, this Etsy Shop Best Practices Workbook will help get you started on the right path. Make sure when you're creating anything for your Etsy shop, to put yourself in the shoes of a buyer.

**What would a buyer search on, click on, and purchase?**

## HOW TO USE THIS WORKBOOK

Most of this workbook comes directly from the [Etsy Ultimate Guide to Etsy Search](#). Etsy occasionally makes updates and changes and if you want more information, dive deep into their tool.

However, if you're ready for the quick, down and dirty in order to get quick success, then read on. It's best to read this workbook from start to finish and watch any tutorials in order. But you can always go back and just brush up on a section as a refresher whenever needed.

***Disclosures:*** This workbook is an overview on how to get started selling on Etsy. Please refer to the Etsy Seller's Handbook for official information. Some links in this workbook are affiliate links, meaning I might get a small commission if you end up making a purchase, but don't worry, it doesn't cost more for you.

# – CHAPTER 1 –

## OPEN AN ETSY SHOP

### CREATE AN ETSY ACCOUNT

The first step to starting an Etsy shop is simple:

- You need to create an account. You can set up an account with Etsy by clicking on the [“Sell on Etsy”](#) link, entering your email, name, and password and finally, clicking “Register.”
- You also have the option to create an Etsy account through your established Google or Facebook account.

### SET YOUR SHOP PREFERENCES

- Next, you’ll set your default language, which is the language in which you’ll describe your items (*after opening your Etsy shop, you can choose to translate your page into other languages*).
- Set your home country and the currency in which you’d like to list your items.

### CHOOSE YOUR ETSY SHOP NAME

Here’s where you can start to get creative: coming up with your Etsy shop name. Ideally, your shop name is intriguing but easy for customers to remember, and reflective of your products and values.

That name can be anything you’d like, as long as it falls within Etsy’s guidelines:

- 4 to 20 characters long
- No spaces or special characters
- Not a name that’s already in use by another Etsy seller
- No trademark infringements
- No profanities (of course)

### ADD ITEMS TO YOUR SHOP

The next step to starting an Etsy shop is to list your items.

- **Add photos:** Etsy recommends using 10 photos per product listing so that buyers can see your product from various angles and that the size of your images is at least 1,000 pixels square.
  - More on Photography and the best photos to use later in the workbook.
- **Complete your listing details:** Give your product a title that describes the product in as much detail as possible, considering your 140-character limit. You’ll also have the opportunity to provide an in-depth description, a bulleted overview of the product, and additional details like the product’s category and type.
- Take advantage of all 13 “tags” available per product.

- Shoppers find your item by searching for keywords in the search bar, so work backward and think about what a shopper might type into search to discover your product. Those keywords are what your tags should be.
- **Complete your inventory and pricing:** Enter your product's price, sales tax (if applicable), quantity and variations.
- **Set your shipping price:** Here, you'll include all the necessary details about your shipping processes, like the shipping services you use, costs, country of origin, processing time, and item weight and size. Later, you'll have the option of setting "shipping profiles" so that you can quickly update items with the same shipping costs.
- **Publish your listing:** You can preview your listing to see how it'll look to customers before going live.

## CHOOSE YOUR PAYMENT PREFERENCES

Once you've added your items, you'll need to set up your Etsy payment preferences.

First, you'll pick how you'd prefer to accept payments. Etsy Payments is the main way sellers get paid. With this option, you can accept credit cards, debit cards, Etsy gift cards, PayPal, Apple and Google Pay, and more.

When setting up Etsy Payments, do this as part of your payment settings—entering your bank account and residential address in order to receive your payment deposits from Etsy.

## SET UP BILLING

When you're starting an Etsy shop, this step will depend wholly on your country. In certain countries, Etsy will require that you provide a credit card for identity authorization purposes. You'll also need a card on file so that Etsy can charge you for selling fees.

## OPEN YOUR SHOP

Your shop is open.

Next, to actually get started selling online you'll need to...

## – CHAPTER 2 –

# BRANDING YOUR SHOP

Branding brings the unique story of your business to life, helping your shop stand out from the crowd and connecting your products with your target market.

### **Having a clear brand identity achieves several goals:**

1. It contributes to the perception people have about your business.
2. It can make encounters or purchases much more meaningful and memorable.
3. It can have a lasting impact on customers.

More technically, good branding gives you a solid base to build from when developing or working on your business. Your brand is your path to follow.

It doesn't need to be hard and don't over think it so let's start with the basics. While the basics of branding are helpful for those just starting out, these questions and elements should continue to be considered overtime, especially when looking at growing your business.

In fact, Etsy recommends taking a step back and reevaluating your brand every six months (*just to make sure you're where you want to be, sticking to it, or to accommodate any outside factors*).

## **DEFINING YOUR BRAND & DEVELOPING THE AESTHETIC**

When getting started, a seller must define their brand.

### **Some questions to ask yourself include:**

- Why do you sell your items?
- What is important and consistent about your product?
- Which words would you use (and want other people to use) to describe your items? Your brand?
- Who are your customers?

From there, **the next step is to develop an aesthetic.** Some things to think about are:

- What story and style do you want your business to convey to your target market?
- What colors do you like?
  - [Watch my quick tip video here on how to find brand colors that compliment.](https://vimeo.com/369386372/721452427f)  
Or paste this url in your browser:  
<https://vimeo.com/369386372/721452427f>
- What fonts match the tone that you would like to convey?
- What photos would help to develop your unique story?



So, where can you communicate your brand so that a buyer comes into contact with it? Or, where is it that you can use your brand or branded elements on Etsy to influence a buyer to purchase? Let's find out!

## COMMUNICATING YOUR BRAND

### Banner, Shop Icon, and Shop Owner Photo

- Your Banner is the most prominent graphic that buyers see when visiting your shop. You can create beautiful banners for free using Canva.com.
  - [Learn How to Make an Etsy Shop Cover Photo Here](#) or copy and paste this link in your browser if the link doesn't work:  
<https://vimeo.com/369335952/7223bcda16>
- The Shop Icon is an image used to represent your shop across the site.
- A Shop Owner Photo, or profile photo, appears prominently at the top of your homepage.

These elements sit at the top of the Etsy page and can quickly communicate your brand or send a positive message. It's important to choose an identifiable image that reflects your brand and a friendly picture that puts your best face forward.

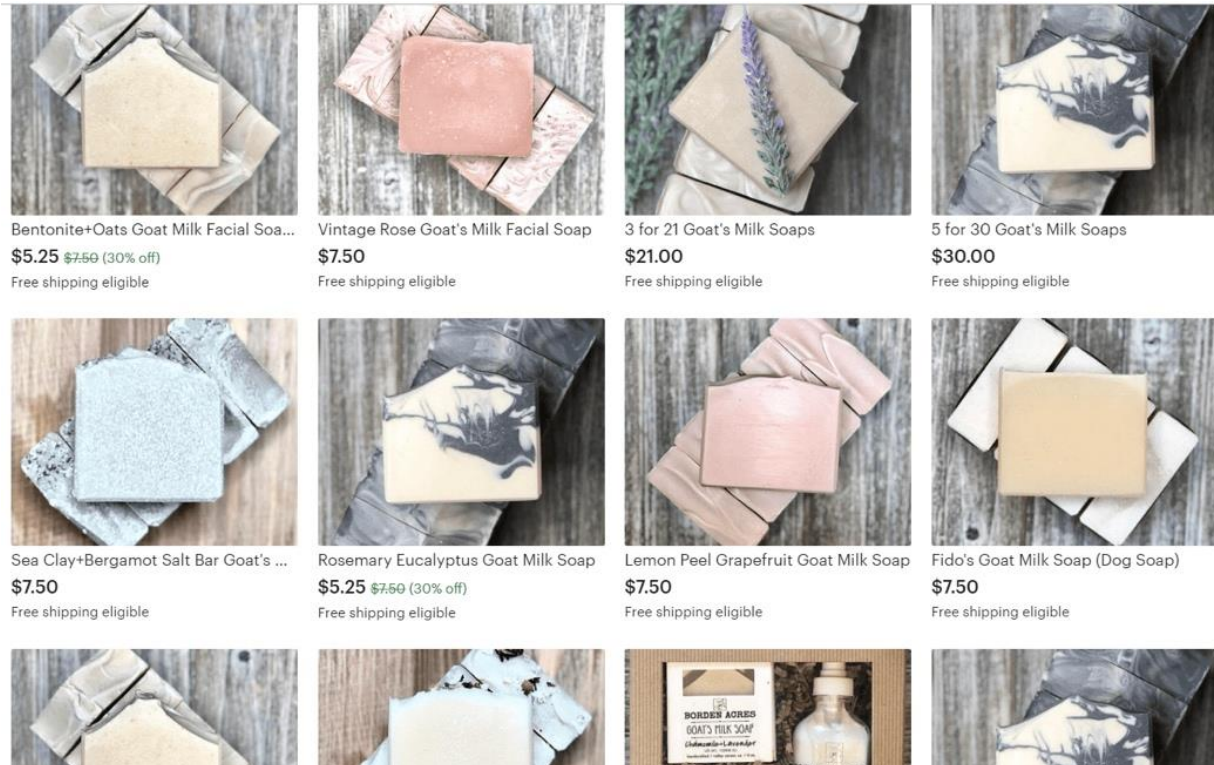


On the previous page is a really fun and creative example from **SteshaParty!** By using colors from the cover photo in the shop icon looks branded and to take it further if she wore coordinating colors in the shop owner photo, it would have been a more cohesive picture of her brand. I also like how she utilized the shop cover photo to add customers to her text alerts and social media.



## LISTING PHOTOS

Your listing photos should align with your shop aesthetic.



After viewing one of your items, a buyer might scroll down your shop. For this reason, photos can't just be good on their own. Collectively, your images should look nice together. Be deliberate in how you assemble product shots and which listings you highlight. Being cohesive across your images keeps your shop aesthetically pleasing. In turn, your shop can come off as credible and professional, which can lead to a better conversion rate.

The example above from shop **BordenAcres** you can see each image has a similar natural background and each soap is displayed in the same manner.

## OTHER BRANDING OPPORTUNITIES

About, Social Media, Shop Policies, and Packaging

## ABOUT SECTION

Your About section is the place to tell buyers what inspires you, how your products are made, and the reason you started a small business. This example, from **PotteryByOsa** on Etsy, puts a nice human touch to her brand.



## SOCIAL MEDIA



The content you share on social media is a continuation of your shop's branding including its aesthetics and tone. In this example by **wreathsbyemmaruth** on Etsy, there's a strong aesthetic that is cohesive throughout her Instagram page.

Keep in mind your brand when you do live videos on social media. Everything you project out to the online world should be your personality and your brand, which is more than just colors, fonts and photos.

## SHOP POLICIES

Your shop policies provide your buyers with information that they may need before purchasing from you.

The layout of your shop policies is designed to help you answer your buyers' most pressing questions and to help them build trust with your shop. Also, shops with policies receive a slight boost in Etsy's Search, so make sure to complete this for your shop.

## PACKAGING

Your packaging is an opportunity to provide a brand-aligned first impression of your products. Additionally, your packaging can even influence another purchase.

An example of a shop with great packaging photo is **JumellesCandleCo.**



## – CHAPTER 3 –

# KEYWORDS TITLES & TAGS

The way Etsy determines visibility is always changing, but these are some of the current best practices Etsy recommends.

When a customer enters a search on Etsy, the search algorithm looks at listing titles, tags, categories, and attributes to find matching keywords.

Your titles and tags are the most important in terms of weight. Also keep in mind that categories and attributes are structured (and pre-set), so your titles and tags are the place to get really specific with keywords.

**When working on your listing titles and tags:** *Think about what a buyer would type into the search bar when shopping for an item like yours. Use those words and phrases!*

## CATEGORIES & ATTRIBUTES

You have access to these during the listing process. Basically, these fields are there for Etsy to get to know your listing better — Etsy will use the information you provide here to help determine what filtered results your item will appear in. The terms you apply here will also act as keywords on your items (*think of them as extra tags on your listings*).

## LISTING QUALITY

To show items that buyers are likely to purchase, Etsy's search algorithm considers how well individual items tend to do in search. Etsy calls this metric Listing Quality.

Any engagement your listing receives following its appearance in search (*clicks, favorites, adds to cart, purchases*) will positively contribute to the item's Listing Quality.

## PRODUCT PHOTOGRAPHY

The number of photos you upload doesn't directly impact your item's search placement but using all 10 listing photos may increase your conversion rate—or how often a click turns into a sale. Remember, positive engagement with your listing can contribute to its Listing Quality. And in turn, its visibility in searches.

*We'll discuss more about Product Photography later in the workbook.*

## CUSTOMER & MARKET EXPERIENCE

Things that contribute to a customer's overall experience in a positive way can also improve your visibility in searches. For example, offering **Free Shipping**, receiving **Great Reviews**,



completing your **About Section**, and having **Shop Policies** in place are all taken into consideration when determining a listing's visibility in searches.

We'll discuss more about Customer & Market Experience later in the workbook.

As you can see, there are many factors beyond your listing keywords (*titles, tags, categories, attributes*) contributing to your item's visibility. Thus, optimizing your listings with your potential buyer's journey in mind can be helpful.

## **ETSY SEARCH PROTIPS: KEYWORDS**

### **TITLES**

- Use the exact words and phrases you think buyers would type into search when shopping for an item like yours.
- Rather than giving the listing a name (*i.e. a "Jeff the holiday elf"*), put yourself in the buyer's shoes and go with what's most intuitive for *them* (*i.e., "Holiday Elf Wreath for Front Door"*).
- Place your more influential phrases at the front of the title.
  - Etsy research says that the first 3 words in an item's title tend to have the most pull; not necessarily in terms of Etsy ranking, but because they are the first thing a buyer reads.

### **TAGS**

- Tags are your chance to add even more relevant words and phrases to the listing's keywords.
- Think about your product's finer details.
- Consider the item's style, colors, textures, patterns, size, shape, themes/motifs, what and who's it for, etc.
- Use all 13 tags available to you.

### **MISSPELLINGS**

- There's no need to include misspellings of words in your titles or tags. Etsy search redirects shoppers to the correct results if they make a common mistake/typo.

### **LANGUAGE**

- Don't add titles or tags in multiple languages. The keywords you set up should be in the language you choose when setting up your shop. Etsy translates what you enter when looking for listings that match the search query.
- This is true for regional spellings as well. For example, you don't need to include both "jewelry" and "jewellery" in your keywords.

## PLURALS

- There's no need to worry about plurals. When a shopper enters their query, Etsy will look at the root words for the phrase they typed in and match them to the root words in your listings' keywords. For example, a search for "wreaths" would still be matched with listings with the tag "wreath."

## KEYWORD VARIETY

- When possible, use variation in your titles and tags to increase the likelihood of getting found through different searches.
  - Example, instead of "Farmhouse Christmas Wreath, Buffalo Check Christmas Wreath, Black and White Christmas Wreath", etc. where words repeat (in this case Christmas Wreath), try "Farmhouse Christmas Wreath Buffalo Check for Front Door or Mantle, Black and White Holiday Wreath with Buffalo Plaid Poinsettias."

## CATEGORIES AND ATTRIBUTES

- Select as many accurate categories and attributes as each item has available. Again, this will maximize your item's exposure in search results.

## MEASURING IMPACT

- Over time, use your stats to see which listings buyers are engaging with the most. Adjust from there. Example: if a product receives a lot of views and no sales, consider changing the photos and/or the product description.

## LISTING PHOTOS

- Your first listing photo is very important, as it's what appears in search results, amongst your competition.

## LET'S DISCUSS WAYS TO FIND KEYWORDS

**Step One: Identify your product's key attributes, features, and characteristics.**

*Ask Yourself these questions...*

- What is it?
- What Makes it Unique?
- What's the style?
- Who's it for?
- What's the occasion, season or holiday?
- What's the color, texture, theme or pattern?
- How did you make it? (burned, embroidered, stamped, engraved, painted, etc.)
- Where does the customer put it/use it?

- What main materials did you use? (deco mesh, grapevine, porcelain, wood, ceramic, wool, fabric, etc.)

Let's use the example of a listing most are all familiar with... a Christmas Wreath.

**What is it?**

Christmas Wreath

**What makes it unique?**

Personalized with Initial

**Who is it for?**

Women or to give as gifts

**What is the occasion, season holiday?**

Christmas

**What's the Color?**

Black and White

**What's the texture, pattern?**

Buffalo Check also known as Buffalo Plaid

**What's the Theme?**

Snowman

**What is the Main Material?**

Deco Mesh

**What is a Minor Material?**

Ribbon, Flowers, Sign, Ornaments

**Where will it be used?**

Front Door, Kitchen, Back Door, Porch, Mantle, Over Sofa,

**What size is it?**

24 inches

**What Style is it?** (*Goth, Victorian, Sophisticated, Southwestern, Boho, Rustic, Elegant, Romantic, Modern, Traditional, etc.*)

Traditional



**Are there synonyms?**

Synonym for wreath = arrangement, décor

Synonym for personalized = custom

**Other adjectives?**

Artificial

**What's your shop name?** *(Repeat buyers may search for your shop)*

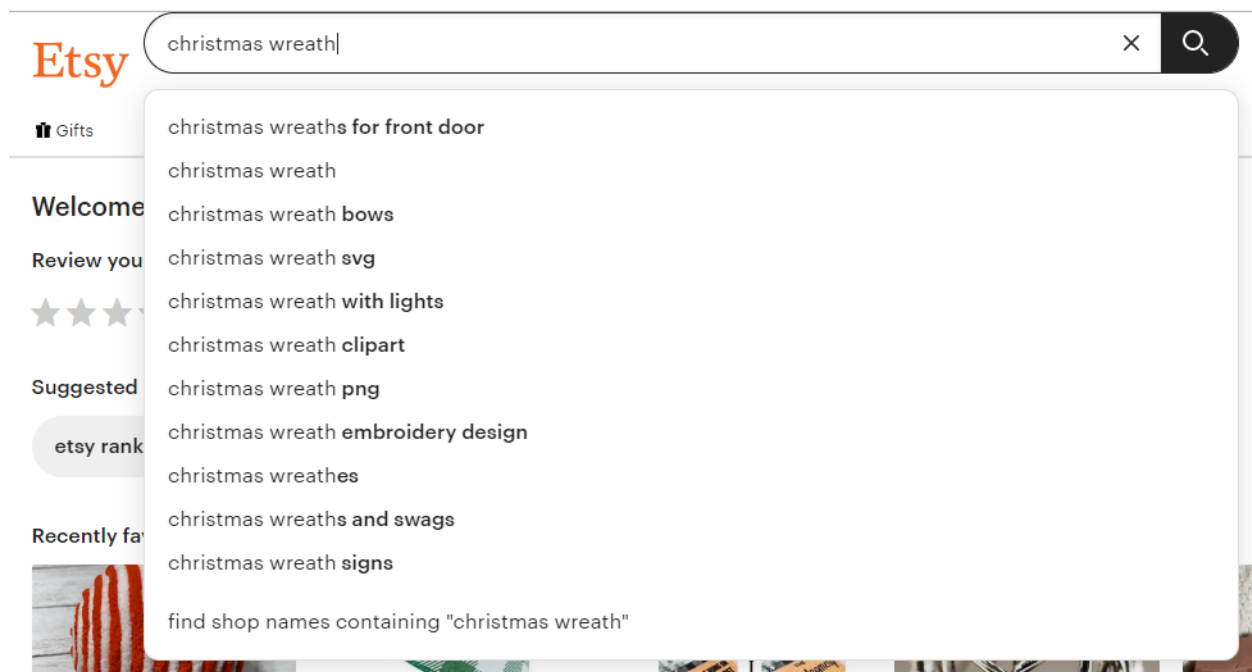
**Step Two: Pick the top 10 keyword product attributes that best accurately describe the product.**

From the example above...

1. Wreath
2. Front Door
3. Christmas
4. Snowman
5. Buffalo Check
6. Traditional
7. Personalized
8. Deco Mesh
9. Flowers
10. Black White

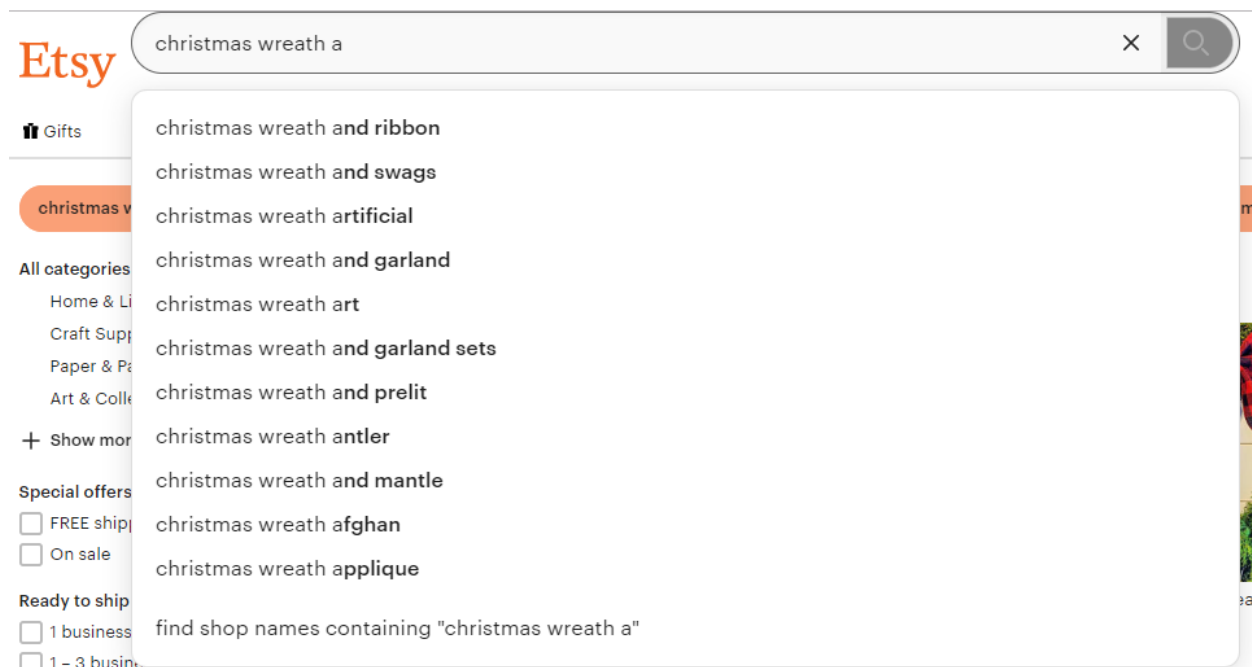
**Step three: Use the top 10 keyword attributes to find other keywords and phrased using the Etsy search bar.**

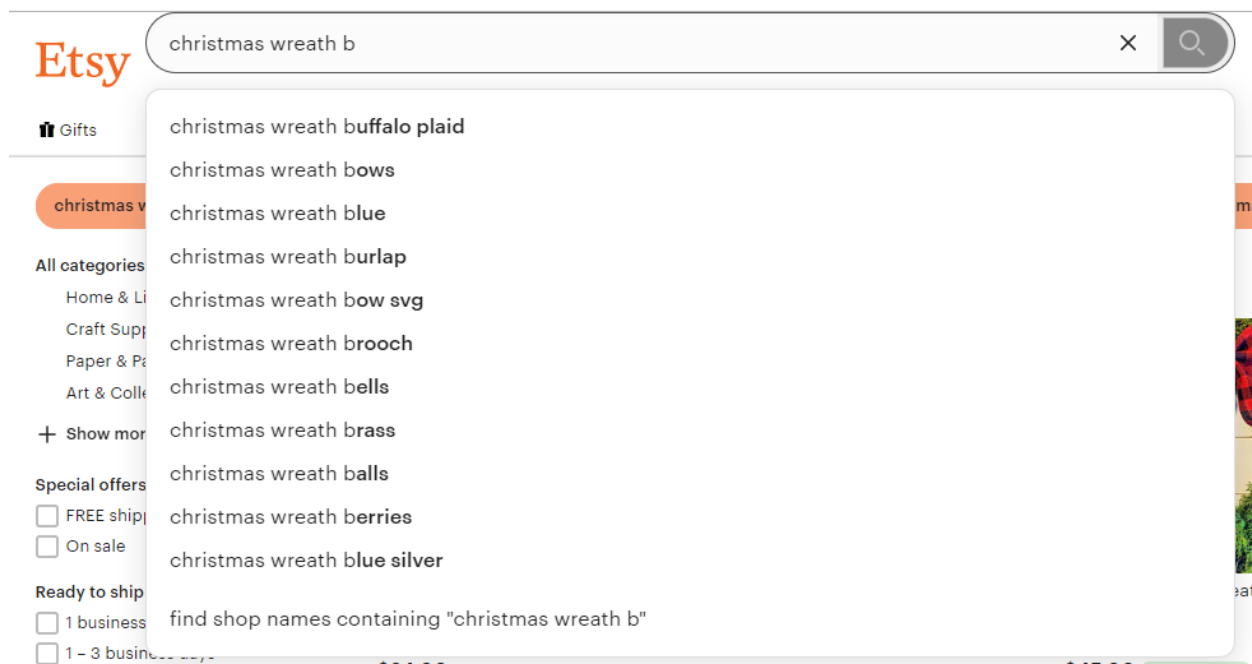
The recommendations Etsy displays in their search bar are based on frequent search terms used by shoppers. Make sure to note the total number of results listed in Etsy, this would be your competition. The goal is to have keywords that shoppers use but not a lot of competition.



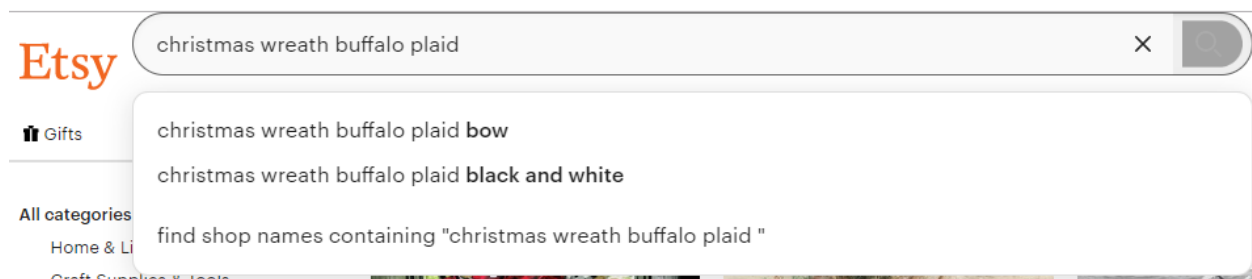
As you can see when we type in Christmas Wreath, Etsy suggests other keyword phrases. These added phrases can also be used to hone Keywords shoppers are currently searching. However, it gives us a result of 166,341 which is too much competition in order to be found. We need to use more specific words to describe our item.

Another tip is to use the alphabet after your main keyword to try to reveal additional phrases.





While using the letter 'a' didn't help us, you can see Christmas Wreath 'b' reveals buffalo plaid, burlap, blue, etc. We can use buffalo plaid since it's one of our attributes. Christmas Wreath Buffalo currently reveals 5,188 results, still a lot of competition.



Additionally, when we select Christmas Wreath Buffalo Plaid, we see additional search terms revealed.

One is Christmas Wreath Buffalo Plaid Black and White, which fits the attributes of our example. More importantly, we now have a competition of 984! Much less.

Write this phrase and results down using the worksheet under Step 3, Page 21.

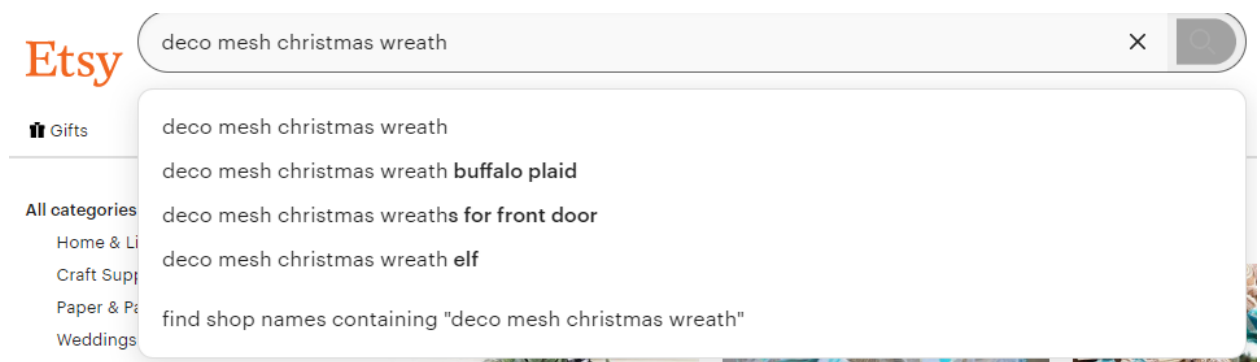
Christmas Wreath Buffalo Plaid Black and White 984

Now go back to Christmas Wreath and continue using the alphabet to see which other terms populate.



When we arrive at the letter 'd', you can see Christmas Wreath Deco Mesh is a popular search term and it has 6,724 results, which is a lot but less than 166,341!

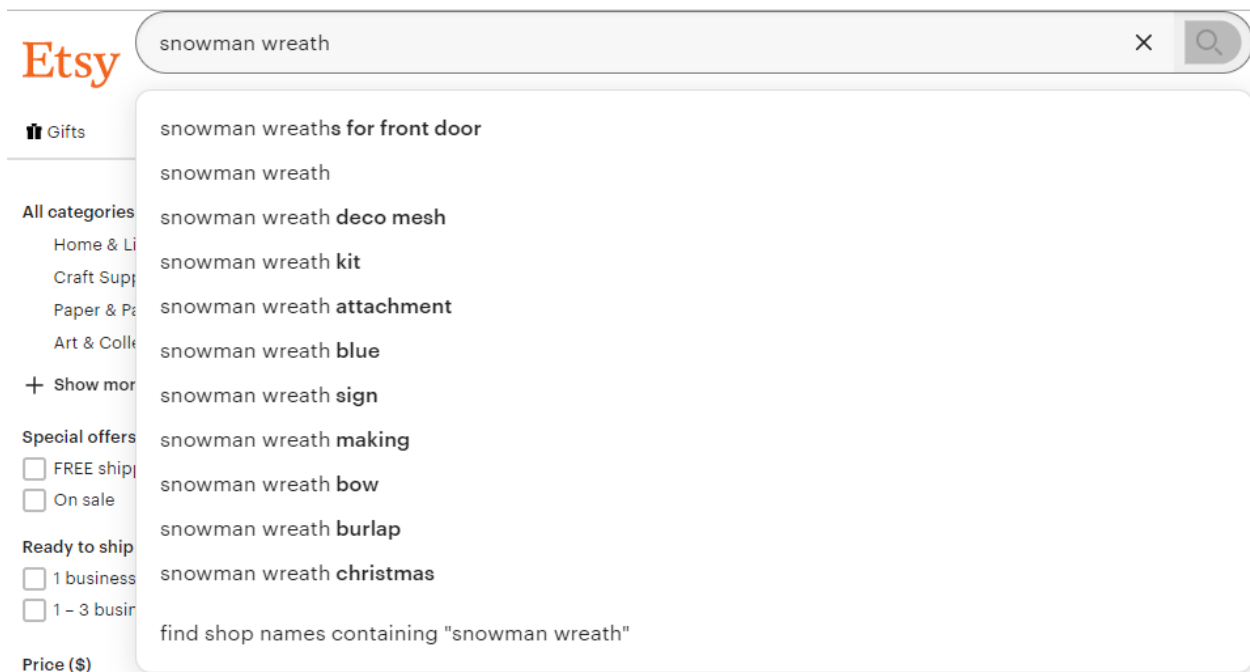
At this point I would reverse the words and use Deco Mesh at the front and Christmas Wreath at the back.



Etsy still states the same results of 6,724 but now we can use the alphabet trick to find more words and Deco Mesh Christmas Wreaths for Front Door fits with our attributes for our product and brings the results down to 2,776

But even better, Deco Mesh Christmas Wreath Buffalo Plaid results 274. I would write this on the worksheet.

Continue with this process using the attribute keywords in the Etsy search bar to find additional phrases with low competition.



When I use Snowman Wreath you can see additional words such as “front door” and “Christmas”. The phrase “snowman wreath for front door” results 1,762. I would write this on the worksheet

Next, I would search using the word traditional.

I start with “traditional snowman wreath” and that returned no results. Then I try “traditional Christmas wreath”. This option has results and additional words such as “for front door” which matches my product attributes.

Traditional Christmas Wreath for Front Door results 917, I would write this down on the worksheet.

After working through all of the attributes and using the results gathered in steps 1 – 3, evaluate and prioritize the keyword phrases to determine which ones you should use in your tags, title, and description.

My title for this Example could be: **Deco Mesh Christmas Wreath Buffalo Plaid, Traditional Christmas Wreath for Front Door with Personalized Snowman.**

While it does take time to research, the more you do it, the quicker you become. It also helps when you can have items that you sell multiples of. This way, you are only listing the item once, but you can sell 5-10 items by adjusting the quantity.

**TIP:** Do not keyword stuff your titles. Find one or two good phrases and the rest of your keywords can go in your tags.

Use the following worksheet to help you develop the best keywords and phrases to use for your products.

# 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

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## – CHAPTER 4 –

# PRODUCT PHOTOGRAPHY

### LISTING PHOTOS

#### ALL ABOUT LISTING PHOTOS

Once a buyer discovers your listing, your photos communicate your product and brand. Listing photos are a major influencer on purchase behavior. And if your items get views from shoppers but are not converting into purchases, majority of the time, it's the photos.

**You can have up to 10 photos on each listing,** and that first photo is super important — that's what gets you the click! Then, the rest of your photos can help you get the sale.

When taking your listing photos, ensure they:

- Grab attention: Often, your listing is appearing next to much competition. You want to compel shoppers to click yours!
- Display the product clearly.
- Give information about size, color, and materials.
- Capture both the purpose and feeling of the product.
- Help shoppers imagine the product in their lives.



#### ESSENTIAL PRODUCT PHOTOS

Using a variety of photo styles can convey a variety of information about your product. In this Lesson, we'll go over seven types of listing photos that we see perform well on Etsy.



## **7 ESSENTIAL TYPES OF PRODUCT PHOTOS**

1. Studio shot
2. Lifestyle shot
3. Scale shot
4. Detail shot
5. Group shot
6. Packaging shot
7. Process shot

These seven photo types will give shoppers a well-rounded understanding of your product. Let's review these photo types in more detail.

### **STUDIO SHOT**



A studio shot shows your product on a plain background with plenty of light.

This is typically what Etsy suggests for the first listing photo. It'll be quick to communicate what the product is and will look good in the eyes of Google Search, during their ranking process.

A studio shot is a clear way to show potential customers what you're selling. When shoppers browse thumbnail images, they're drawn to clear, bright photos that show off the product. Clear photos help set a realistic expectation of what a customer will be receiving in the mail, helping you to avoid the hassle of returns and exchanges.

Etsy also thinks this is a good shot style to use for more than just one of your listing photos, to help you hit filling all 10 of your photo slots. Just try it from a different angle!

## LIFESTYLE SHOT



This is your product looking good in its natural habitat.

A lifestyle shot helps people imagine what their lives would be like if they owned your product. This aspirational style of photo creates a scene illustrating the product being used that can help sway shoppers to make a purchase.

If you sell complementary items, such as garlands and wreaths or wreaths and bows, in the same color palette, try photographing them together to encourage additional purchases.

This is another shot style Etsy thinks is great to have more than just one of. This type of photo

can help sway those more on the fence buyers!

## SCALE SHOT

The objective for this shot is slightly different – it's not really about how it looks on or in its intended space, it's more about communicating size or dimensions – how big (or small) it is.

### Shoppers want to know:

- What that wreath will look like on an exterior door;
- If that knit hat fits an infant or an adult;
- Or, if that bow will look good on a 24" wreath or mailbox.



## DETAIL SHOT



A close-up photo that highlights your product's features from different angles.

Close-up shots show off the quality and texture of the materials and zoom in on important details (i.e. the texture of an ornament, stitching of the ribbon, texture of a leaf, binding of a book, etc.)

This detail shot of one of my bows shows off the softness of the picks as well as the rough glitter texture of the ribbon

**TIP:** For vintage pieces, detail shots can also be used to show imperfections and set clear

expectations for shoppers.

## GROUP SHOT

Your products clustered together. There's power in numbers!

- Group shots are especially good for documenting products sold in multiples, such as sets of wreaths on double doors, craft supplies, like ribbon and ornaments.
- Products available in different colors, finishes, or materials (such as buffalo plaid in black or red, hydrangea wreaths in various colors available, rings available in silver and gold metals, or signs painted in different color options) also benefit from the group shot.
- Grouping can be a good way to depict depth, variations, and different sides and angles of the product in one compelling image.



**How OOK (one of a kind) sellers use this shot style in their product photos?** By making various pieces that match or enhance each other. An example would be garland with a wreath, wreath with lantern bow, table arrangement with matching the smaller arrangement, etc.



## PACKAGING SHOT



An image of your product's packaging – knowing how your product is packaged gives customers a better sense of your branding and what to expect in the mail.

A beautiful packaging shot can also help to convey that your item makes a great gift. *(This is where it pays to splurge on tissue paper, twine, branded stickers, handwritten cards, etc.)*

Altogether, it can create a little bit of hype and excitement – good for converting those on the fence buyers.

## PROCESS SHOT

Your product being made. This reminds shoppers why they are shopping on Etsy.

A process shot can be used to emphasize the level of workmanship that went into a particular item. These types of shots are also handy for promoting your business on social media.

**TIP:** *If you're unable to have someone take a process shot of you creating, try using a shop of the supplies gathered and lined up on your worktable before you make your item.*



**Listing photos are one of the top influences on purchase behavior and while the number of images you upload won't directly impact search ranking; it does help to convince a shopper to make the purchase.**

## – CHAPTER 5 –

# CUSTOMER & MARKET EXPERIENCE

Your review score, whether you offer free shipping, processing times, about section and shop policies can all help make a shopper feel more confident and excited about making a purchase from your shop. Etsy states that having these areas complete can give your shop a slight boost in Etsy Search.

**Think about what might influence you to make a purchase when looking at a listing. Those factors are also taken into consideration when the algorithm determines a listing's search placement.**

### COMPETITIVE SHIPPING

Etsy buyers tell Etsy that shipping price is one of the most important factors they look at when deciding to make a purchase. In a 2018 survey, they said they were 50% less likely to buy an item if they thought the price of shipping was even a little bit more expensive than they were used to. Because of this, the most visible spots in United States search results are reserved for listings that ship for free or shops that offer a US free shipping guarantee to shoppers in the US.

Etsy also includes shipping price as a factor in search ranking. If you don't offer a US free shipping guarantee or free shipping to US shoppers, offering free shipping or lowering your shipping costs for shoppers in your country can improve your search ranking.

**TIP:** *Shipping wreaths is expensive, up to \$30 in some instances. This is a large amount to add to the price of an item and could deter the buyer from purchasing as it now cost \$30 more in the buyer's eyes. Instead, I chose to divide the shipping amount in half and add \$15 to the wreath price and the other \$15 in a flat rate shipping fee. The buyer is still spending the same amount of money; however, the wreath price is lower, and the shipping is also lower. Psychologically, it's more appealing to the buyer.*

### GREAT REVIEWS

Reviews give shoppers confidence in purchasing from you. It's easier said than done and takes time to make sales but even longer to build up reviews. Approximately 10-20% of your purchases will result in a review.

Average item review ★★★★★ (446)

See reviews that mention:

quality 27

shipping 54

customer service 19



Lisa Pingram on Oct 25, 2019



★★★★★

I purchased this wreath for my office at work. I hung it outside of my office this morning on the wall, as we keep our doors open. I've had so many well-deserved compliments already. It's gorgeous! But, of course I knew it would be, because Julie made it! I love it, thanks so much, no doubt, I will be back!

Contact buyer

Hide this photo from buyers



Halloween Wreath for Front Door, Got Candy Wreath, Candy Corn Wreath, Halloween Wreathes, Candy Corn Decor, Candy Corn Door Hanger

## Here are some things you can do to accommodate a shopper's needs and encourage that 5-Star Review!

- Quickly respond to customer questions
- [Try using snippets to help!](#) By creating your own library of saved snippets, you can save time while still providing great customer service.
- Offer quick processing times
- [Set up Estimated Delivery Dates](#)
  - Showing estimated delivery date ranges on your listings will help deliver a great customer experience for your shoppers and make it easier for you to manage.
  - The Estimated Delivery Dates feature is available to sellers in most countries
- Do your best to accommodate a buyer's needs
- [Offer personalization](#) to create an extra special experience
- Create incentives to encourage business and repeat buyers
  - Abandoned Cart Discount
  - % off a buyer's next purchase from you
  - Have buyers join a mailing list to stay in touch with them
- A handwritten note goes a long way!

One of the ways to ensure a review is to ask for it! In my follow-up email to a buyer I include the following:

*“Thank you for purchasing from Southern Charm Wreaths! I know you have many choices on Etsy and I appreciate that you’ve chosen to shop with me.*

***I look forward to shipping your order and hearing about how much you love it. Your review will give confidence to others making a purchase from my small family-based business. If I can do anything for you, please reply to me.***

*Don’t forget to add my shop to your favorites so that you can be notified in your activity feed when I have additional items and please take the time to follow me on the following social media sites for exclusive discount codes*

Facebook: @southerncharmwreaths  
Instagram: @southerncharmwreaths

Julie Siomacco  
Owner, Lead Designer  
SouthernCharmWreaths”

Access the Message to Buyers and customize your own message here:  
Shop Manager> Settings> Info & Appearance> Message to Buyers

Another way to remind a buyer to leave a review is to include a handwritten note on the packing slip. Something like this:

*“Please contact us if there is a problem with your order and if you’re happy with the order, please take the time to leave a review to give others confidence in purchasing from me.”*

## **ABOUT SECTION**

This is your opportunity to tell the story behind your business using photos and video.

Adding an About Section to your shop can help buyers feel more excited and confident towards making a purchase. Thus, the search algorithm considers its presence when determining search ranking. About sections are considered contributors to a positive customer experience, which is weighted in shop and listing visibility.

Be short and sweet, it only takes 10-15 minutes to complete.



### **Items to include in the about section:**

- Who you are?
- How long have you been perfecting your craft?
- What makes you different than competitors?
- Where do you find your inspiration?
- What is your why for your Etsy shop?

### **SHOP POLICIES**

The same is true with shop policies. Having them in place will give you a slight boost in Etsy search but more importantly, they help buyers understand exactly what to expect when making a purchase from your shop. Offering this information upfront can help avoid any possible confusion should an issue arise. Etsy says that buyers tell them that shops with no policies are a turn-off.

## – CHAPTER 6 –

# GOOGLE SEARCH

Similar to Etsy Search, there are a variety of factors that determine search visibility on Google. Let's look at these factors in more detail!

### GOOGLE SEARCH, FACTORS EXPLAINED

The way Google ranks their search changes regularly, based on how they think they can best show results to their visitors. **The information shared here are current best practices from Etsy.**

Google search engine optimization is similar to Etsy with just a few other factors to keep in mind.

### TAGS AND TITLES

- Similar to how search works on Etsy, Google's search algorithm will also scan a listing's titles and tags for matches to determine whether or not it is relevant to the query. Additionally, I've noticed that supplies have made a difference as well. Etsy doesn't say that supplies factor in but when I've done my own research, items would display in search pulled from supplies used, and not from titles or tags.
  - *Example: Deco Mesh, Wired Ribbon, etc.*

### ATTRIBUTES & CATEGORIES

- When a Google search is conducted, the attributes and categories you've added to a product listing can also be scanned by the algorithm for keyword matches.

### LISTING DESCRIPTIONS

- Unlike Etsy search, Google's search ranking process will review a listing's description. So, you'll want to use the most important keywords from a listing's title in the first sentence of the product description. This will help Google find your listing as even more relevant to those words or phrases.
- **Be careful not to "keyword" dump here:** Keep the content here engaging and original, or else Google may view your page as "spammy." If that's the case, this can negatively impact your visibility in Google Search. See the example below, the information pulled from the listing below the Etsy shop name? It's a sentence and not her title.



Large Beautiful Snowman Christmas Wreath made with deco mesh and ribbon. Snowman. Red black white. let it snow. Your choice of sign

\$65.00 Etsy - CraftsbyKellyMask

This beautiful deco mesh wreath is crafted especially for Christmas lovers. Made with white deco mesh, red and black ribbons ...  
Wreath · Christmas · Mesh · Ribbon · 26 in

## SHOP SECTIONS

- In addition to assisting customers with navigating your shop, Shop Sections can help with your Google Search Engine Optimization. Use descriptive words for section titles rather than ambiguous phrases.
  - **Note:** Sometimes sellers get clever here which is fun from a brand perspective, but this area of your shop can actually help with your visibility on Google so it's best to take advantage of this spot. For example, "home wares" will be indexed by search engines more effectively than "for your nest."

## BACKLINKS

- When other websites link to your shop or listing, it can boost your page's "reputation" and lead to a positive impact on your search ranking. Known as backlinks, links from other websites are highly influential in Google's ranking algorithm.
- With this in mind, consider reaching out to relevant blogs or influential social media pages for a feature. If they end up sharing a link your shop or listing, this backlinking can improve your search ranking on Google.
- Utilizing Pinterest for Business in order to drive traffic to an Etsy shop.

## PRODUCT PHOTOGRAPHY

- Again, the product photography is so important! It is also reviewed by Google's search system so be sure to use high-quality images.
- Etsy suggest avoiding cluttered backgrounds and watermarks. I prefer to use [Productpix.com](https://www.productpix.com/) to create a white background on my first image slot. I upload a photo and they remove the background, making it clean as you can see in this [short video here](https://vimeo.com/380293219/005a2c127b) (https://vimeo.com/380293219/005a2c127b).

## GOOGLE SEARCH PRO TIPS

### DON'T USE WORDS OR PHRASES THAT ARE IRRELEVANT TO YOUR ITEM

- This seems obvious, but some shops stick to more vague or general keywords. The goal is to get in front of the right buyers – those who are already searching for an item like yours and most likely to purchase (*which will in turn help with ranking*), so it's better to be descriptive and specific.

## **STRONG KEYWORDS IN YOUR TITLES AND TAGS**

- Using really specific keywords that describe what's unique about your product can help you reach those who are looking for exactly what you're offering.
- For your title, Etsy gives you 140 characters, but you certainly don't need to use them all. This is especially true if you are thinking about visibility on Google.
  - Google tends to prefer a more concise, readable title. With that in mind, it's about finding balance. Etsy suggest coming up with a few super relevant phrases. This will keep your titles short and readable, which is also just good for conversions. Remember, anything else relevant can go in your tags.

## **FRONT-LOAD LISTING DESCRIPTIONS WITH IMPORTANT KEYWORDS**

- Be sure to keep it human, digestible, informative, and in a sentence format. Do not just dump a block of keywords in here. Google may view this as spam which can push you down in the Google ranks.

## **WITH SHOP SECTIONS, KEEP THEM LEGIBLE AND SPECIFIC**

- For example, "door wreaths" vs "w.r.e.a.t.h.s"

## **PUT YOUR BEST IMAGE FORWARD**

- Google tends to view overcrowded images or pictures with watermarks as spammy.
- The first image should be on a white or neutral background.

## **DON'T BUY LINKS**

- While having links redirect to a listing's page can establish credibility, don't buy links. There are some less-than-reputable sites that allow you to purchase links to your site in the hopes of boosting your site's ranking, but Google knows when traffic isn't coming from a quality site. You could be penalized for trying to artificially manipulate your ranking.
- Links from Pinterest and your website are great.

## – CHAPTER 7 –

# ADS

If you're ready to expand your reach and take your shop to the next level, Etsy's advertising platform makes it easy to drive more traffic from both on and off Etsy to your listings.

- **Promoted Listings** - Promoted Listings appear as rows of search results, on each page.
- **Offsite Shopping Ads** - [Etsy Offsite Ads](#) appear on other platforms besides Etsy (i.e., Facebook, Google, Pinterest, YouTube, etc.).

**Getting started with Etsy Promoted Listings Ads is simple:**

- Set a daily budget
- Select which listings to promote
- Let the campaign run

Over time, the Etsy Ads tool will continually optimize where and when your ads appear to help bring your shop the most visits possible from within the Etsy marketplace, providing even more opportunities to boost your visibility and increase sales.

### **ETSY ADS PRO TIPS**

So how can you make sure your listings are well optimized for Etsy Promoted Listing Ads and Etsy Offsite Ads visibility?

The steps you take to optimize your listings for Etsy will also help with your visibility in Etsy Ads. Beyond those tactics, **there are a few other tips that can help you set up for Etsy Ads success:**

### **CONSIDER SEASONALITY**

- Think about holidays, special occasions, etc. when selecting which listing you promote in Etsy Promoted Listings Ads. You can change the listings you choose to promote at any time.
- You'll also want to make sure you have seasonal items listed well in advance to take advantage of Etsy Offsite Ads.

### **UNIQUE PRODUCTS FOR SALE**

- Promote unique items. This is especially relevant when thinking about Etsy Offsite Ads, where your listings are next to more generic items from big box stores.
- Items that catch a potential buyer's eye are likely to perform better.

- Personalized or custom items tend to perform really well.

## **KEEP YOUR TITLES ON THE SHORTER SIDE**

- Readable titles tend to perform well, like they do in regular search results, but even more so in ads since buyers know these are ads (*they are labeled as such!*). The longer the title, the more spammy it may look to a buyer.

## **DO NOT USE WATERMARKS ON YOUR LISTING PHOTOS**

- Etsy recommends not to have watermarks or other graphics on the first photo when using Offsite Ads.

## **BUDGET**

- Experiment with your budget to find out what works best for you. It can take some time!
- After making a change and some time has gone by, you can use your stats to measure your performance.
  - Etsy suggests waiting at least 30 days before reviewing the data.

## **YOUR STATS WILL BE ABLE TO GUIDE YOU AND HELP YOU MAKE DECISIONS**

- Use the impressions and clicks section of your Etsy Ads to determine whether or not keywords and certain photos are working well for you.

# IT TAKES TIME

**Etsy success doesn't happen overnight.** It could take several days or even weeks before your first Cha-Ching to occur. Don't get frustrated, keep listing and perfecting your listings by analyzing your shop and listing stats. Through testing and measuring your results, you'll be a successful Etsy shop owner in no time.

**But don't be afraid to just start!** If I had not started, I wouldn't have uncovered my God-given talent that I now share with the world through my Etsy shop!

If I can do it, you can do it too.

If you need more assistance, I have free articles [how to be a craft-preneur on my blog here \(https://southerncharmwreaths.com/category/how-to-creative-business/\)](https://southerncharmwreaths.com/category/how-to-creative-business/) or more intense training and other ways to drive traffic to Etsy, join me in my [Inner Circle group\(https://southerncharmwreaths.com/success-circle/\)](https://southerncharmwreaths.com/success-circle/)! I'm helping hundreds of Etsy artisans daily harness the power of Etsy in order to share their creative talents with the world and I would love to work with you too.

**So, what are you waiting for?**

It's a new Decade and time to move forward with your dreams!





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