

ETSY Intensives

Webinar Two

8 Key Shop Improvements



ETSY WEBINAR PART 2

Key Shop Improvements in Webinar 2

8 MOST IMPORTANT STEPS TO OPTIMIZE YOUR SHOP!

- ✓ Use your keywords in the exact order you believe your customer will be searching
- ✓ Use double keyword (or more) tags (within the 20 character limit)
- ✓ Use the best photos you can take
- ✓ Make your tags keyword dense
- ✓ Try to attract more views and product favorites (try the fifth photo method)
- ✓ Make your titles keyword dense
- ✓ Use keywords throughout your description
- ✓ Make your material list short and relevant (4–6 words are plenty)