

CREATIVES GUIDE TO



FOR ETSY

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ETSY SEO FOR CREATIVES
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WHAT IS SEO

SEO stands for Search Engine Optimization. It's how you get found and displayed in results when someone searches for something online.

The Steps of Search




1. You enter info. In this phase you should be focused on entering good researched keyword rich information designed to provide a good user experience.
2. People search. The goal is that you have what they want and they find it.
3. The algorithm watches interaction. and learns. If they click, like, subscribe, buy, favorite, etc the algorithm learns that this item is likely to make a buyer happy. And it decides to give it a boost in search. If people don't click, like, favorite, buy, etc. the opposite happens.
4. The algorithm changes results it shows for future searches.

USER EXPERIENCE

If you get nothing else out of this training, everything you do regarding setting up, listing, organizing, etc needs to be done in a way that will create the best user experience. If you do that and learn the basics of keywords research, you will blow SEO out of the water.

How Do I Create a Good User Experience?

Google, Facebook, Amazon, Pinterest, Instagram, and Etsy make money by having lots of users. Lots of users attracts advertisers who spend money to get their items in front of the users. So user experience and keeping users happy is the number one goal of any platform.

-  Know your target market.
-  Think like a user.
-  Keep up with changes and trends.

CONSIDER THESE THINGS



- What annoys you about online shopping?
- What do online shops do that makes you happy as a buyer?
- What is the main problem that your product solves for people?
- What do you want users to see in your shop?
- How do you want users to feel in your shop?
- When users leave, what do you want them to say?
- Anything else you should consider for users?
- Now consider all this with every shop decision you make.

What is a keyword?

A keyword is the small phrase that people type in to search to get an answer or find results for what they need.

Main Idea

I'm at the park with my kids. A friend has a gorgeous scarf, it looks exactly like something my sister would love for Christmas. It's super trendy. It's got fringe and tassels, and it looks handmade but super high quality. It looks like it has a copper thread running through it. I ask her where she got it, but all she remembers is that it's hand knitted. I am determined to find it online. What will I type in to search for this item?

These are keywords. Nobody types in full sentences (unless they are typing a question). We have to know what keywords our user is likely to use, to know which ones to enter in our listings.



KEYWORDS

Before we can search for keywords, we have to know 4 super important terms that are often used to describe keywords. The video will answer these questions for you, but I want you to write the answers you learn down. here.

let's figure them out...

What is search volume?

What is competition?

What is engagement?

What is a long tail keyword?



RESEARCH

Now that you have a big list of possible words, it's time to expand your research. You need to make sure that the words you would use are the same as the ones your user would use. And you want to make sure that you didn't forget any words that are super important to your user. Remember this is all about what is good for your user. As you research, underline the good keywords on your brainstorming that are coming up in search.

Some rules for research.

People say that using the search bar of a platform to search is not good research because it only shows the most trending searches...but don't we want to know what is trending?

- 🍃 Don't rely on only one method to search.
- 🍃 Use yourself, others, and past interactions.
- 🍃 Use any and all free tools at your disposal.
- 🍃 Ask for help from your business community.
- 🍃 Know that tweaks may need to be made.

PLACES TO USE FOR RESEARCH



- Etsy Search Bar
- Etsy's Suggested Search Terms on Results Pages
- Google Search
- Your Product Reviews
- Your Competition Tags and Titles
- Other reviews for similar products
- Your Business Community
- Paid Tools

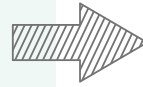
TAGLINES & SHOP SECTIONS

REMEMBER: Every time you put words into Etsy, it is an opportunity for your user to find you. Don't waste words by being cute (except in description). Use them strategically!

What keywords should you put in your shop tagline?



Brainstorm Keywords for shop sections?



Is this a good user experience?

Double check!

Tagline optimized?

Shop sections optimized?

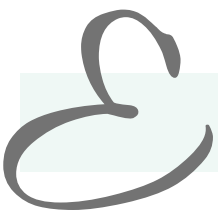
Do they make sense?

Is it a good user experience?

yes

No

Notes:



TSY TITLES

OLD WAY: stuff as many keywords as possible in the title. Don't worry if user is annoyed or it feels repetitive and lame.

NEW WAY: USER EXPERIENCE is MOST important. Put the most important phrase first and use 2-3 good longtail keyword phrases that make sense for your product and YOUR USER!

Go back to your Refining
Keywords Worksheet



Choose the most important
Keyword phrase to put first.



Add 1-2 more with user
experience in mind.



Double check your work
against your research.



What does your user want
in a title?



What title has the highest
searches, lowest
competition, and highest
engagement?



Will most important part
of title show on mobile?



How many times am I
going to say "User
Experience?" Are you sick
of it, yet? It needs to be
something you are
ALWAYS thinking about.

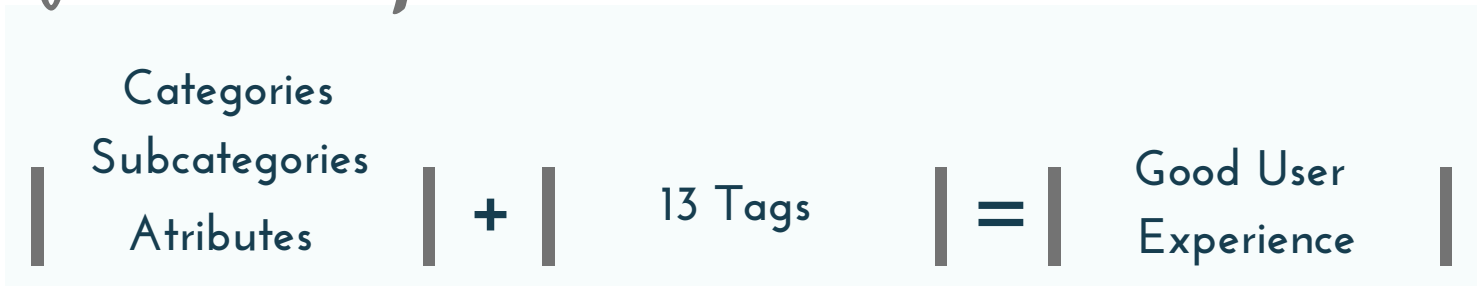


ETSY TAGS

What is a tag?

Etsy allows you to add tags to your product that act as keywords for user searches. Etsy says you do NOT need to repeat tags. Attributes and categories and sub categories act as tags, too. So don't repeat them in your tags.

Don't forget



Do I repeat the keywords from my title in my tags? Check the next page to see my recommendations!



REPEAT TITLE KEYWORDS IN TAGS



Disclaimer

Different people will tell you to do different things. I am giving you my advice and telling you that you may have to try it several ways to see what works for your target market and your competition level.

Do I repeat those 2-4 three or four word keyword phrases FROM my title TO my tags?

ARE YOU HAVING TROUBLE WORKING IN ALL THE DIFFERENT TAGS YOU WANT TO? OR IS YOUR ITEM IN A LOW COMPETITION AREA? If yes, then you may only want to repeat the main 1 or 2 different keyword phrases from your title into your tags.

ARE YOU HAVING TROUBLE USING ALL 13 TAGS WITHOUT REPEATING THE SAME WORDS OVER AND OVER AGAIN OR IS YOUR ITEM IN A HIGHLY COMPETITIVE AREA? If yes, then you may want to repeat 3 or 4 of the main keyword phrases from your title.

NOTES:

T RACK AND TWEAK

Keep track of the keywords you are trying to rank for and the listings and periodically check on them. They may need to be tweaked with other information from your brainstorming. That's why I suggest not getting rid of your brainstorming worksheets. You can go back to them and remember what you've already researched. But periodically it may be a good idea to start from scratch or at least make sure that trends in words haven't changed.

After two months, is your item getting views?



If not, that may be a time to tweak keywords and listing.



If it has gotten views, but no sales that maybe be another problem with pictures, price, or product.



Consider having an outsider look at your shop and give you advice?



How is the competition doing? What are they doing better than you?



Most Etsy searches are on mobile. Do you know what your listing looks like on mobile?

THINGS THAT AFFECT SEO

There are some things that affect your SEO, or where you will appear in search that are NOT related to the words you type in on the listing. It's important to be aware of these. A lot of people want to blame keywords for their items not being seen...but there could be other reasons.

CONVERSIONS***

NUMBER OF ITEMS IN SHOP

MOBILE EXPERIENCE

VACATION MODE

PRICE

FREE SHIPPING

ON SALE

ADS

CONVERSIONS ARE AFFECTED BY PICTURES, PRICES, HEADER, BRANDING, GRAPHICS, ORGANIZATION, REVIEWS, SOCIAL MEDIA LINKS, PREVIOUS SALES