

How to Improve your Etsy SEO

Being found via Etsy is
paramount.

Having a shop on Etsy means...

- ✓ Etsy have great pull in google results. By being on Etsy, you have that benefit.
- ✓ Your work becomes searchable to anyone going to Etsy to buy handmade. If you're not there, they can't find you.
- ✓ However, you need to work hard to rank well within your niche.

Etsy search prioritises relevancy

- ✓ Item titles are given the most weight in search. Descriptions and tags are important, but getting the title right is number one.
- ✓ Words at the beginning of your title are given more weight. So get the most relevant words in as far to the left as you can.
- ✓ Recency does still matter. A few years ago, the default Etsy search was recency – which led to a ‘renewal race’ where people were constantly renewing their items to stay at the top of the search results. Now, with the relevancy search, recency is still a component, but only one among many, and it counts all new and renewed items with equal weight.

Steps to improve your shop SEO

1. Your shop title

Epheriell
Silver Simplicity

Epheriell

Sterling Silver Wedding Rings + Jewelry | Eco & Simple

📍 Sunshine Coast, Queensland | 2454 Sales | On Etsy since 2008

★★★★★ (751)

 Edit shop

 Favourite shop (6572)

SHOP OWNER



Jess Van Den

 Contact

Items (183)

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Announcement

Last updated on
24 Mar, 2016

>>> Closure Notice <<< Epheriell will be closed March 30 - April 13 while we move to a new home + studio! More info on our blog here: <http://epheriell.com/were-moving-shop-closure->

[Read more](#)

Items

Sort: Custom ▾

All

183

Wedding Rings & Pearls

57

Secret Message Rings

9



1. Your shop title

- ✓ The shop title should feature your main keywords.
- ✓ In my case – the main keyword is 'sterling silver wedding rings'
- ✓ Then I get a few more in there – eco and simple.
- ✓ Space is limited! So make it count.

2. Your shop announcement

Modern | Eco | Simple | Handmade Sterling Silver Jewelry (or, as we spell it, jewellery).
Specialists in sterling silver wedding rings.

All of our pieces are handcrafted in our sunlit, solar-powered home studio in Queensland, Australia. We've been selling our jewellery world-wide since 2008!

2. Your shop announcement

- ✓ Your shop announcement should tell people what you make.
- ✓ 160 characters of your shop announcement are used to create the meta description for your shop page.
- ✓ What is that? You know the text shown under a link in a search engine? That text. Very important!
- ✓ Especially if you are trying to rank in google results, too.

3. Your shop sections

- ✓ Make sure to name your sections something descriptive – use basic keywords.
- ✓ Etsy uses your Section names to create the page titles for each of your sections' landing pages.
- ✓ Again, this is important if you want to rank in google results.

Steps to improve your product SEO

1. Choose your keywords

- ✓ Ask yourself: *'If I were searching for this very thing, what words would I use to search for it?'*.
- ✓ If you've got some family or friends handy, ask them the same thing and see what they come up with.
- ✓ Use the following categories to brainstorm possible keywords: *material, shape, size, function, colour, feel, style, use, making technique, synonyms, taste/smell, event...*
- ✓ A keyword can be a phrase! So – 'sterling silver jewellery' is a keyword – or, you might prefer to call it a keyphrase.

1. Choose your keywords

- ✓ A trick to try: go to Etsy, and start typing your possible keywords in the search box, then see what the 'suggested search' function comes up with. This will give you some additional keywords to try.
- ✓ Pro tip: If you're selling internationally, do some research on keywords that may be used in different markets – e.g. in the US they use the word pillow instead of cushion.
- ✓ And don't forget to include any measurements in both metric and imperial measures.

1. Choose your keywords

- ✓ There are keyword search tools out there.
- ✓ A few to try are:
 - [Marmalead](#) (free for basic use, then charges a fee)
 - [Etsy gadget](#) (beware, lots of ads on this site, BUT it lets you find where on each page of search your items come up when using a specific search phrase)
 - [Google's Keyword Planner](#) (not Etsy specific, but may help you figure out keywords)

You need to be strategic, and
think like a customer.

2. Give your product a descriptive title

- ✓ **Don't use fluffy words or names for your product** – use a title that reflects the keywords people would be using to search for it.
- ✓ If you sell a lot of similar products, make sure to make each product title unique by varying the order of words and using synonymous keywords.
- ✓ *Good title:* Faceted 5mm Wedding Ring. Sterling Silver Faceted Band. Modern | Contemporary | Simple. Handmade Jewelry.
- ✓ *Bad title:* Uniquely You - Alistair Ring.

3. Write the right description

- ✓ Take the keywords or phrases you use in your titles and tags, and get them into the first 2 sentences of your description.
- ✓ Why is this important? It's not so important for Etsy SEO – BUT – it is very important for Google SEO, and you may as well rank well in both, yes?
- ✓ (Also! With Google in mind, make SURE to title your photos properly – using keywords and key phrases.)



mens oxidised sterling silver ring



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About 573,000 results (0.49 seconds)

Images for mens oxidised sterling silver ring

Report images



More images for mens oxidised sterling silver ring

Men's Oxidized Sterling Silver Ring. Oxidised Black by Epheri...

<https://www.etsy.com/listing/.../mens-oxidized-sterling-silver-ring> ▼

USD103.00 - In stock

An **oxidized sterling silver** wide flat **ring**. Would make a fabulous unique **mens** wedding band. This **ring** comes with a dark **oxidised** finish that is a dark.

Show results for:

All categories > "mens oxidised sterling silver ring" (1,687 Results)

Sort by: Relevancy ▾

All categories

Jewellery

Weddings

Accessories

Bags & Purses

Refine your search

Item type

☒ All items

☐ Handmade

☐ Vintage

Price (\$)

Low

to

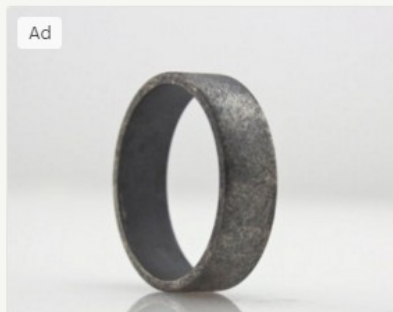
High



Filter by colour

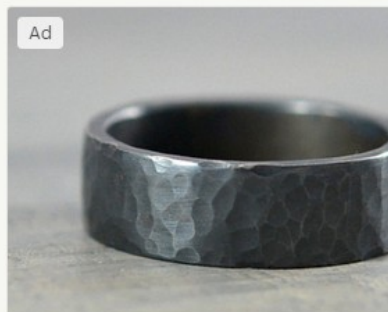


Ad



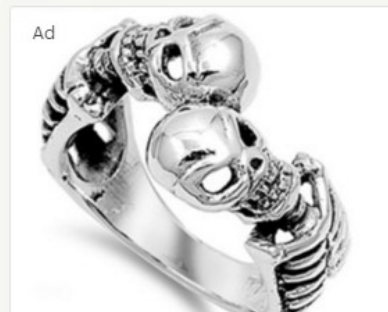
Wide Sterling Silver Ring - Mens We...
CocoandChia US\$90.00

Ad



Sterling Silver Mens Wedding Band...
GioielliJewelry US\$88.00

Ad



Oxidized Skull Double Head Ring So...
BlueAppleJewelry US\$51.88



Black Mobius Ring, Oxidized Silver ...
fifthheaven US\$38.00



Men's Oxidized Sterling Silver Ring...
Epheriell US\$103.00



Chunky Silver Ring Sterling Oxidize...
gregoryghall US\$119.00



men's oxidized sterling silver ring



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About 569,000 results (0.36 seconds)

Images for men's oxidized sterling silver ring

Report images



More images for men's oxidized sterling silver ring

Men's Oxidized Sterling Silver Wedding Band. 5mm Black-Gre...

<https://www.etsy.com/listing/.../mens-oxidized-sterling-silver-wedding> ▼

USD95.00 - In stock

A handmade **sterling silver** wedding band with a brushed and **oxidized** black-grey finish. This **ring** is made in Australia from 100% recycled **sterling silver**, and is 5mm wide. ... - The finish is a grey-black - a charcoal/gunmetal shade.

Show results for:

All categories > "men's oxidized sterling silver ring" (1,709 Results)

Sort by: Relevancy ▾

All categories

Jewellery

Weddings

Accessories

Bags & Purses

Refine your search

Item type

☒ All items

☐ Handmade

☐ Vintage

Price (\$)

Low

to

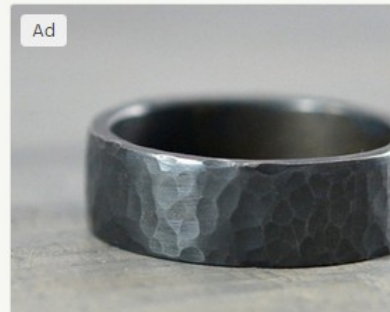
High



Filter by colour



Wide Sterling Silver Ring - Mens We...
CocoandChia US\$90.00



Sterling Silver Mens Wedding Band...
GioielliJewelry US\$88.00



Men's Diamond Wedding Band| Oxi...
DianaBJewelry US\$135.00



Men's Oxidized Sterling Silver Ring....
Epheriell US\$103.00



Personalised Mens bespoke ring ba...
JulesReadJewelry US\$97.28



Heavy Oxidized Ring Band, Sterling...
RiverGumJewelry US\$75.49

4. Split Test

- ✓ If you have reproducible items, and a decent amount of them, consider listing the same item in your shop more than once – but varying the title, tags, and description!
- ✓ Then, track the stats on these two versions of the same listing to see which one is getting more views/sales over the next few weeks/months.
- ✓ Also search for your own item in Etsy search using your chosen keywords, and see where your items come up.
- ✓ This is a way to test which ones are going to get you better ranking.

5. Be patient

- ✓ It takes a little bit of time for changes to filter through the system, so don't tweak these things every day.
- ✓ Make a change, and give it a week or two to work before you consider making more changes.
- ✓ Also – don't change all your listings at once!
- ✓ Choose a couple of products to experiment with, implement all the changes you think will help, then wait and see if those changes are making a difference before applying them across the board.

6. Stock up

- ✓ The more products you have in your shop, the more likely it is that people will find you, so make sure to be consistently working to increase your inventory.
- ✓ Do as I mentioned earlier and list things multiple times with different titles and tags to bulk up your listings if necessary. (You can change the main image to make things look more interesting, too, but be aware that may impact your stats.)
- ✓ Aim for a few pages of items – 100+ is awesome if it is do-able!

7. Be aware of 'listing quality'..

- ✓ “Etsy’s search algorithm also considers how well individual items tend to do in search (referred to as “listing quality”).”
- ✓ What improves listing quality? If someone clicks, favorites, or purchases an item after they’ve seen it in search results, that action contributes to the listing’s quality score.
- ✓ New shops and listings start with a neutral score that doesn't affect rankings.

8. Etsy splits up items in search

- ✓ In order to reduce the occurrence of 'gluts' – a whole page of items from the same shop – Etsy splits up items across search pages if they're from the same shop and have the same titles and tags.
- ✓ SO – mix up your titles and tags a bit, and just be aware that this happens.

If you are in the UK or Australia...

- ✓ Etsy has integrated a function in search that means Australian and UK customers will see products from shops in their own country ranked higher than shops elsewhere.
- ✓ Details [here](#).
- ✓ This does NOT affect your search rankings outside of your country – i.e. customers in the USA will see your items ranked normally.

Further Reading...

- ✓ Head to the workshop post for links to a few useful articles!

Questions?

