



HOW TO DISCOVER YOUR IDEAL KEYWORDS



What is a Keyword?

And why do they matter?

Keywords



- A keyword can be a single word or a phrase.
- Longer (multi-word) keywords are often called ‘long-tail keywords’.
- E.g. ‘silver’ would be a keyword, and ‘simple sterling silver earrings’ is a long-tail keyword.
- Video on Etsy keywords [here](#).

Why do they matter?

- Keywords are the core of your search engine optimization - i.e. your SEO
- If you don't have the right keywords, the right buyers won't find your items.
- This is what Google, Etsy, etc. use to show your items to buyers.
- Step 1: you need to think like a customer and ask yourself *'what would I type into the search bar to find this?'*.



2 Minute Activity

- **Choose 1 of your products to workshop today.**
- Gather all images and any other details about your product.
- If you already have it in your shop, bring it up, ready to go.



Step 1 - Brainstorm

You want to start by writing down ANY words that relate to your product.

You can use my keyword prompts download to do this.

I'll put the questions on the next slide.

(Download link at the end.)



5 Minute Activity - Ask Yourself These Questions


- What is it?
- What's it made of?
- What techniques were used in the making?
- What is it for?
- Who is it for?
- WHERE is it for? (i.e. kitchen, bedroom etc.)
- What size and shape is it?
- What colour/pattern is it?
- What style is it?
- What occasion is it for?
- Where was it made?
- What non-obvious attributes does it have? (i.e. is it eco-friendly, and in what way.)



Step 1.5 - Ask for Help

If you have a friend, partner, family member, or colleague, you can tap into their brain, too!

Ask them ‘what words would you type into Google if you wanted to search for this online?’




Step 2 - Refine

Now you have a big list of potential keywords.

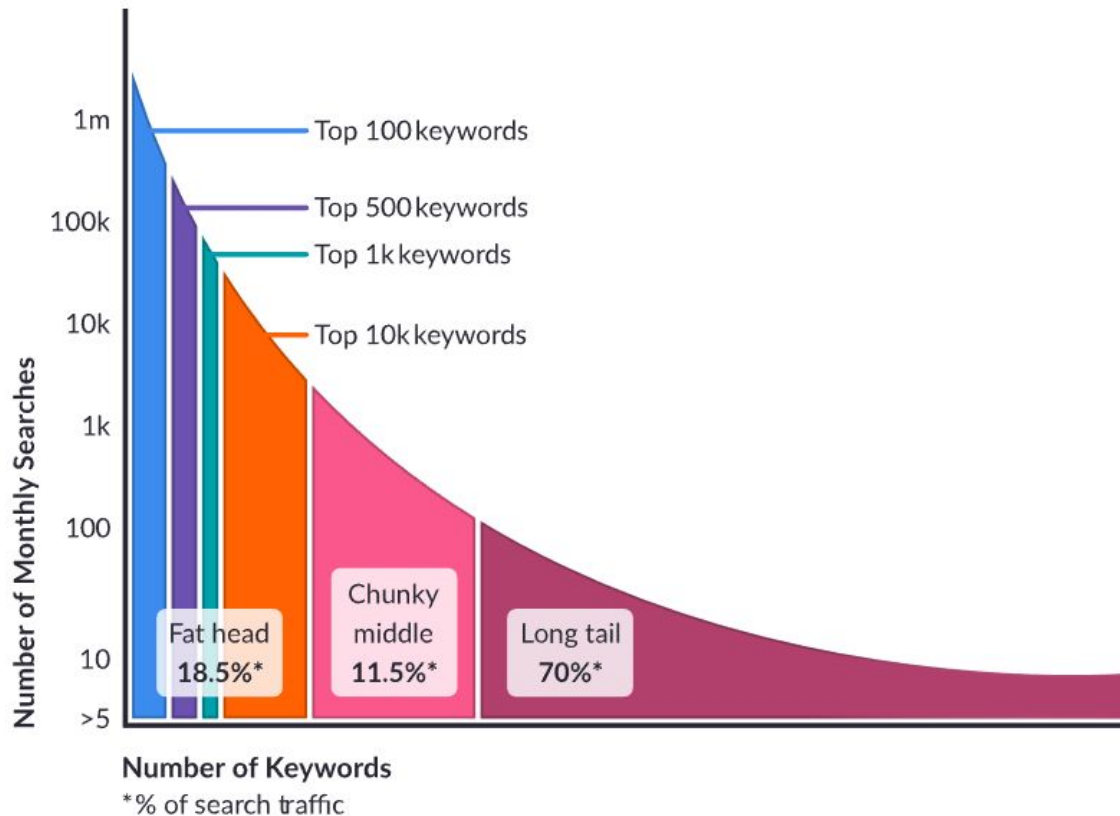
It's time to get strategic.

Uncover long-tail keywords.



- Yes, you want to have those core keywords in there.
- But your SEO will be more effective if you can uncover long-tail keywords that will be competitive in search, and bring in the exact right customer.
- There are a number of ways you can do this.

The Search Demand Curve

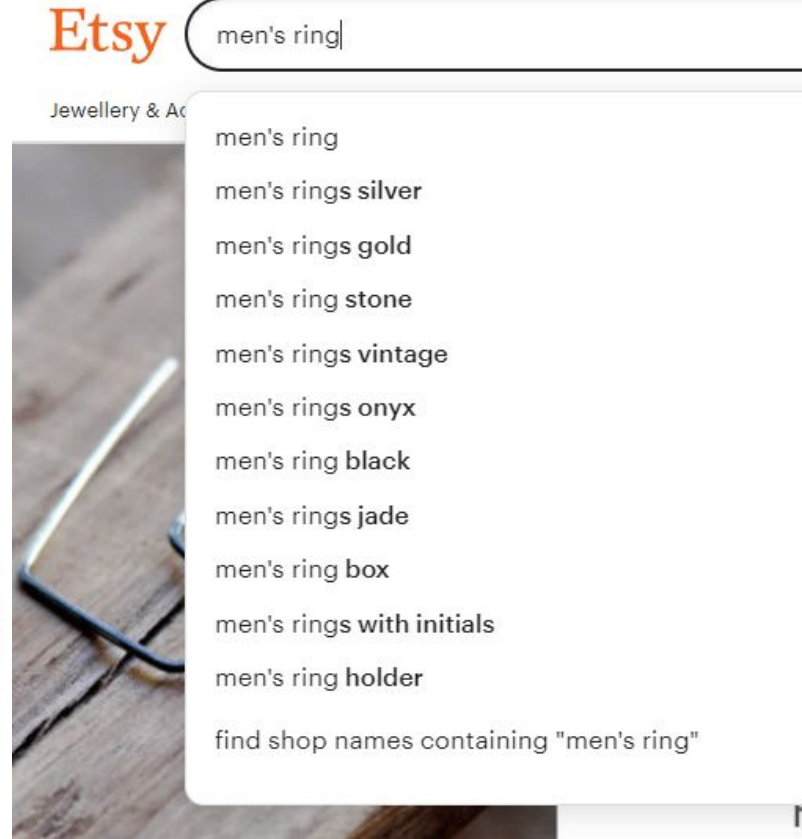


Etsy and Google Suggested Searches



- Start typing your keywords into the Etsy, Google, DuckDuckGo or other search engine bar.
- It will give you suggested search options!

Etsy and Google Suggested Searches



Etsy and Google Suggested Searches



- Mix up the order of the words to get different suggestions.
- You can also try the [Google Keyword Planner](#) (you'll need a Google account).
- You can dig deeper into Google search results, and get related suggestions.
- This is great if you have a non-Etsy shop you want to research keywords for.

men's silver ring Australia English Google Jul 2021 - Jun 2022

Download keyword ideas

Broaden your search: men's rings ring silver ring wedding bands men's gold ring men's silver necklace men's silver bracelet

Exclude adult ideas Add filter 1,072 keyword ideas available

Columns Keyword view

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|---|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| Keywords you provided | | | | | | | | |
| <input type="checkbox"/> men's silver ring | 1K - 10K | 0% | 0% | High | - | A\$0.75 | A\$2.33 | In Plan: Saved |
| Keyword ideas | | | | | | | | |
| <input type="checkbox"/> mens sterling silver rings | 1K - 10K | +900% | +900% | High | - | A\$0.82 | A\$2.28 | |
| <input type="checkbox"/> mens silver wedding bands | 100 - 1K | 0% | 0% | High | - | A\$1.16 | A\$2.58 | |
| <input type="checkbox"/> mens silver signet ring | 100 - 1K | 0% | 0% | High | - | A\$0.78 | A\$2.09 | |
| <input type="checkbox"/> men's silver band rings | 10 - 100 | 0% | 0% | High | - | A\$0.80 | A\$2.39 | |
| <input type="checkbox"/> chandi ring for men | 10 - 100 | ++ | ++ | High | - | - | - | |
| <input type="checkbox"/> pure silver ring for mens with grams | 10 - 100 | 0% | 0% | - | - | - | - | |
| <input type="checkbox"/> mens silver rings with stones | 10 - 100 | 0% | 0% | High | - | - | - | |
| <input type="checkbox"/> serge denimes rings | 10 - 100 | 0% | 0% | High | - | A\$0.57 | A\$2.62 | |
| <input type="checkbox"/> mens turquoise ring | 100 - 1K | 0% | 0% | High | - | A\$0.47 | A\$2.47 | |
| <input type="checkbox"/> original silver ring for men | 10 - 100 | 0% | ++ | High | - | - | - | |
| <input type="checkbox"/> pure silver ring for men | 10 - 100 | 0% | 0% | High | - | A\$0.71 | A\$2.08 | |
| <input type="checkbox"/> mens silver wedding ring | 100 - 1K | 0% | 0% | High | - | A\$1.13 | A\$2.04 | |

To get more detailed statistics, run a campaign.

Refine keywords

- Expand all
- Brand or Non-Brand
Non-Brands, gucci, versace, armani, fendi
- Ring
wedding rings, gemstone rings, signet ring, di...
- Jewelry Type
sterling silver, gemstone, gold
- Stone
black, turquoise, diamond, blue, ruby
- Others
him, biker rings, ilon, finger, skull rings

Etsy Sellers



- If you sell on Etsy, there are a bunch of specific tools out there you can use.
- Even if you don't sell on Etsy, you might get some great ideas from these that you can apply to your shop!

Software to Try



- Sale Samurai: <https://salesamurai.io/337.html> (free trial) - **get 20% paid account off with the code: jessvanden** (make sure it's all in lowercase!)
- E-rank: <https://erank.com> (free level)
- Marmalead: <https://marmalead.com> (not free)
- Alura: <https://www.alura.io/> (free level)

Software to Try



- There are a few others out there, so try any that interest you!
- They all do very similar things - they help you research keywords on Etsy specifically (because they have access to the back-end data) so you can narrow down your keywords.
- You can get suggestions, look at the competition (both what the search competition is, and what your competitors are doing with their tags), and much more.



Step 3 - Implement

Now you'd chosen the keywords to try.
It's time to use them in your listings!

Implementing your Keywords



- These keywords are the ones you want to prioritise.
- Titles - most important keywords.
- Tags - all the relevant keywords you can fit.
- Description - make sure to get your most important keywords in the first 1-2 sentences, as these are the most important for both Google and Etsy search.

Implementing your Keywords



- The proof is in the pudding - only time will tell if your keywords are working.
- Make a habit of checking on your stats regularly.
- Look to see what keywords are driving traffic to your products.
- On Etsy, this very easy - you can look at the stats of individual products to see this.



| SEARCH TERMS | ETSY |
|---------------------------------|------|
| wedding bands | 2 |
| mens sterling silver ring black | 1 |
| men's ring | 1 |
| plus size rings | 1 |
| comfort wedding ring | 1 |
| oxidized men silver ring | 1 |
| wedding band | 1 |

Consider A/B Split Testing

- If you want to get fancy, you can try split testing!
- You create a copy of a listing, and then change ONE thing about the copy.
- (The title, tags, description, photos, etc)
- THEN, you watch for 30-60 days and see which one performs better in search.
- This is one way you can experiment with an already successful listing WITHOUT risking messing it up (don't mess with what's already working!).



Bonus Tip

Use your keywords in the file name of all your product photos!

This helps Google to index them and show them in search.

Further Resources

YouTube, Workshops
& Podcasts

- [Keyword Prompts Worksheet](#)
- [Etsy Keywords 101](#)
- [Improve your Etsy Keywords](#)
- [Etsy Search Explained](#)