



SIMPLE STEPS TO IMPROVE YOUR ETSY SEO



Etsy is great because you get traffic just for being there.

But you have to know how to use the system in order to show up in search.

Having a shop on Etsy means...

- First, Etsy have great pull in Google results. By being on Etsy, you have that benefit when it comes to showing up in external search.
- Second, 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.

What affects your ranking on Google?

- Your titles & tags should be relevant.
- Your description - especially the first few sentences.
- Shop sections act as a page that is findable.
- Don't use watermarked images.
- Never buy links, but genuine backlinks are great.


What affects your ranking on Etsy?

- **Relevancy:** relevance refers to how proximate keywords in a listings' tags, titles, descriptions, or attributes are relative to the search query a member is searching for.
- **Listing Quality Score:** to determine a listing's quality score, we factor in a combination of data such as clicks, views, favourites, and purchases to determine how well the listing will convert into a purchase or may be relevant to shoppers. The higher the quality score the higher the item may appear in search results.

What affects your ranking on Etsy?

- **Recency:** how recently an item was listed or re-listed by a seller. When a new listing is created, it gets a small, temporary boost in search results so that Etsy search can learn more about how buyers interact with it to determine the listing's quality score. Renewed listings get a similar, though smaller, boost.
- **Customer & Market Experience Score:** to determine a shop's Customer & Market Experience Score, Etsy considers a variety of factors that make up overall shop quality, including user reviews of products, whether or not a shop has completed an about section or its shop policies (e.g. returns), whether or not the shop may be able to fulfil orders in a timely fashion, and whether or not the shop may have violated any Etsy policies.


What affects your ranking on Etsy?



- **Postage price:** postage price is a factor in search ranking. If sellers offer a US free delivery guarantee or free delivery to US shoppers or if they offer lower postage costs to buyers in their own country, it may improve their listings rank in search results.
- **Translations, Location, and Language:** the titles and tags sellers add to their listings are typically in the language chosen during shop setup or based on their preference. Etsy translates seller keywords and serves buyers results that match their query and language settings. In certain markets, Etsy search also prioritises ranking local shops in search results.

What affects your ranking on Etsy?

- **Frequency Capping:** to limit the number of times the same listing or shop appears at the top of results for a specific user or keyword.
- **Context Specific Ranking:** when available, search results are customised to individual buyers based on Etsy's Context Specific Ranking technology, which takes into account, among other factors, related keywords and what buyers are interested in and likely to purchase.
- *Data from:*
<https://www.etsy.com/legal/policy/search-advertisement-ranking-disclosures/899478564529>



All of this said, the parts of Etsy SEO you control are not complicated...

But it can take time to get it right, because you need to ensure you're optimising your listings for the right customers.

What steps can you take to improve your ranking?

1. Complete your shop set up - about section, policies, banner, shop title, announcement. Make it look professional.
2. Ensure you are aiming to appear in the right searches - this means you need to put yourself in the mind of your customer and ask 'what would they type into the search bar to find this item?'. Be RELEVANT.
3. Have an excellent product thumbnail to encourage click-throughs. Then more great photos/description, the right price and shipping to encourage sales.

Sounds simple, but it takes trial and error!



Let's examine a listing!

I'll talk you through each element and why it matters for search.



Let's look at some listing SEO!

Let's dive into one listing and look at what keywords are driving traffic...



2 Minute Activity

- **What can you do TODAY to make a small improvement in your Etsy SEO?**

Some Ideas:

- Complete your shop or update elements of it?
- Review attributes on an old listing?
- Review titles/tags on a listing?
- Think about your shipping prices?



Incremental change over time

is how to make progress to improve your
Etsy rankings.

A thick, red, hand-drawn brushstroke graphic that starts from the left edge and curves upwards and to the right, ending near the top left of the text area.

Remember - it's not one and done...

...what works today might not work a year from now, your ranking is always dynamic and changing based on you and your competitors.

Tools to Help with Etsy Tags Research

- [Sales Samurai](#) - get 20% off with the code: jessvanden - make sure it's all in lowercase!
- [Alura](#)
- [Marmalead](#)
- [E-Rank](#)

A few of the above are affiliate links.

Further Resources

YouTube, Workshops
& Podcasts

- [Etsy Keywords 101](#)
- [Etsy Search Explained](#)