



SEO Tips for Etsy Shops

SHOP NAME

Use a name that represents what you sell in 20 characters or less.



USE KEYWORDS

Use matching keywords in the title, tags & description.



PRODUCT PHOTOS

Use high quality photos including still, close-up and in-use images of your products.



USE THE TAGS

Use all 13 tags that match product keywords and popular Etsy searches.



ADD SECTIONS

Organize your products to provide a better shopping experience.



REFRESH LISTINGS

Give your listings an update frequently to improve ranking.



CUSTOMER SERVICE

Provide great customer service to your customers to increase visibility.