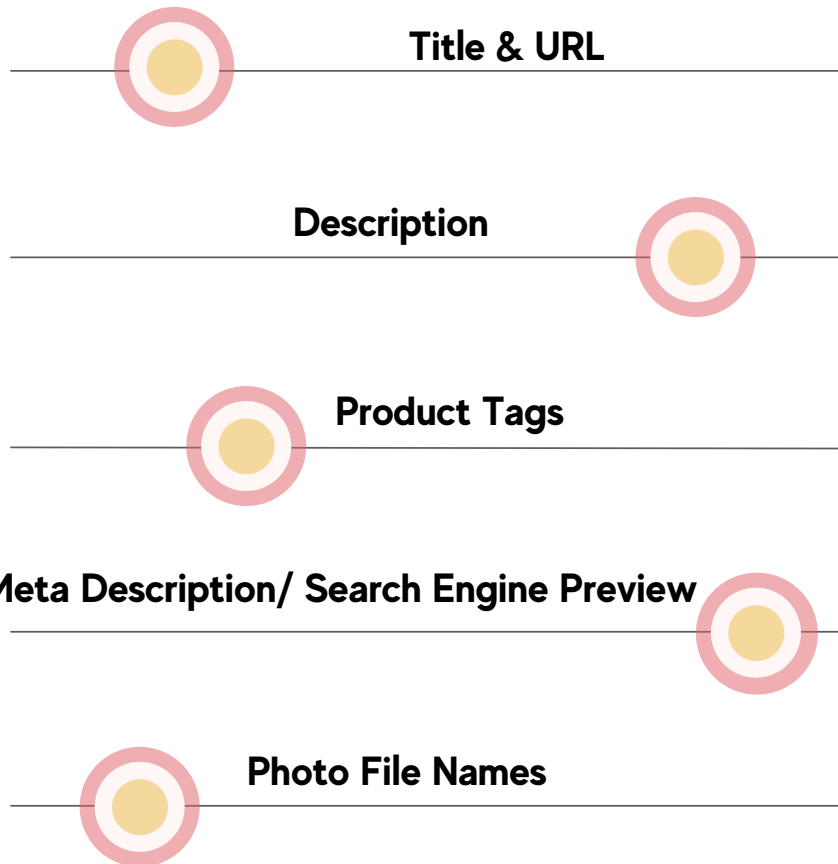# 5 SEO Tips for Marketing

Supercharge your products and listings by optimizing them for search engines. Focus on these five important places and land higher in search results.

WHAT IS SEO?

Marketing starts even before you publish your product with SEO or Search Engine Optimization. You can dramatically increase your SEO so you're found higher up in search results on Google, Bing, Yahoo and other search engines like Etsy, Pinterest, and Youtube, by adding keywords to these 5 "key" places on every product!

Title & URL

Description

Product Tags

Meta Description/ Search Engine Preview

Photo File Names

HOW DO I FIND KEYWORDS?

Start by doing some keyword research...one easy way is to type in the keyword in Google then scroll to the bottom of the results page and see what phrases people are searching around that keyword. TubeBuddy (described in the VIP Automation Tools Printable) is also a great place to do keyword research. Use those keywords and phrases as you create your product listing using them strategically in the 5 key places

5 SEO Tips for Marketing

Supercharge your products and listings by optimizing them for search engines. Focus on these five important places and land higher in search results. We'll use "Funny Camping SVG" as an example keyword.

Title & URL: The first 5 words of the title are the most important. The title of your product also usually determines the URL so be sure to use the exact keyword (in order) towards the beginning of your product's title.

Example: "Funny Camping SVG: Camping Is In-Tense"
URL: www.yoursite.com/product/funny-camping-svg

Description: Use 3-4 keywords naturally in the description of your product. The product description is also a great place to put secondary keywords

Example: This funny camping SVG will up your camping game. The commercial free svg, is perfect to make a custom t shirt or use as a camping bucket svg. Cut file includes the PNG/DXF and svg file for Cricut, Silhouette, Scan N Cut and other die cutters! Grab it as a stand alone design or save even more when you get it as part of this set of 3 camping SVG bundle.

Product Tags: Most ecommerce platforms, including Etsy, will not only allow you - but encourage you - to add tags to your products. Use all available tags if you can, but make sure the tags you use are relevant. It's also a good idea to limit the number of single-word keywords.

Example: Camping bundle, Camping svg file for cricut, Camping SVG, Camping SVG Bundle, Free Camping buckets SVG, SVG camping, free camping svg, funny camping svg, camping rules svg, camping life svg free, camping svg bundle, (add a handful of generic highly searched keywords as well)

Meta Description / Search Engine Preview: Similar to the description, but can be slightly more salesy and if possible work in a few different keywords and try to keep the meta description to under 160 characters so it fully displays in search results. Like the title, the first 5 words are the most important.

Example: Funny commercial free camping SVG. If you live the camping life, here's the perfect camping bucket svg! Use it on a shirt or camping mugs for yourself or in your shop. Cricut designs, Cameo SVGs

Photo File Names: Retitle any and all photos uploaded to the product with keywords. This will help your photos display in search engine image search results. Use hyphens or underscores to separate words. Using multiple photos in a gallery gives you more chances to be found in a search.

Example: Funny_Camping_SVG.jpeg, Funny-Camping-Cut-File.jpeg

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Listing details
Tell the world all about your item and why they'll love it.

Title & URL

Title *
Include keywords that buyers would use to search for your item.

Funny Camping SVG Design

About this listing*
Learn more about what types of items are allowed on Etsy.

Who made it?   What is it?   When did you

Category *
Type a two- or three-word description of your item to get category suggestions that will help more shoppers find it.

🔍 men's coats, hoop earring, wall hanging, yarn

Renewal options *
Each renewal lasts for four months or until the listing sells out. Get more details on auto-renewing

● Automatic
This listing will renew as it expires for $0.20 USD each time (recommended).

○ Manual
I'll renew expired listings myself.

Type*

● Physical
A tangible item that you will ship to buyers.

○ Digital
A digital file that buyers will download.

Description *
Start with a brief overview that describes your item's finest features. Shoppers will only see the first few lines of your description at first, so make it count!

Not sure what else to say? Shoppers also like hearing about your process, and the story behind this item.

This funny camping SVG will up your camping game. The commercial free svg, is perfect to make a custom t shirt or use as a camping bucket svg. Cut file includes the PNG/DXF and svg file for Cricut, design or save even more when you get it as part of this set of 3 camping SVG bundle.

Description

Preview listing as a Google search result Show preview

Meta Description/ Search Engine Preview
Pulls product title & description automatically

Funny Camping SVG Design by SilhouetteSchool
This funny camping SVG will up your camping game. The commercial free svg, is perfect to make a custom t shirt or use as a camping bucket svg. Cut file includes the PNG/DXF and svg file for Cricut, Silhouette, Scan N Cut and oth part of this set of 3 camping SVG bundle.

Production partners
Is this required for you?
A production partner is anyone who's not a part of your Etsy shop who helps you physically produce your items.

Add a new production partner

Section Optional

None

Tags Optional
What words might someone use to search for your listings? Use all 13 tags to get found. Get ideas for tags.

Shape, color, style, fun   Add   13 left

Product Tags

Materials Optional

Ingredients, components, etc.   Add   13 left

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Title

Title & URL

Description

Paragraph | B *I* U A | ⬚ | 🔗 🖼 ▶ ⊞ | ... | </>

Description

Media

Add file | **Add from URL**

Accepts images, videos, or 3D models

Product status

Draft

This product will be hidden from all sales channels.

SALES CHANNELS AND APPS

Deselect all

Search engine listing preview

Add a title and description to see how this product might appear in a search engine listing

Page title

0 of 70 characters used

Meta description

Meta Description/ Search Engine Preview

0 of 320 characters used

URL handle

URL

Product organization

Type

Search types

Vendor

Collections

..., UPC, GTIN, etc.)

TAGS   Manage

Product Tags