

The Essential Etsy SEO Checklist



Use Keywords

- Use relevant keywords for audience
- Use keywords in titles and tags
- Use long-tail keywords that are specific
- Check competition for target keywords
- Check search volume for keywords
- Use keyword variations and synonyms
- Use keywords in item descriptions, shop policies, and areas that can be indexed by search engines

Product Descriptions

- Include details such as size and materials
- Use descriptive language
- Don't sacrificing readability or clarity in descriptions
- Include unique features/benefits of product
- Avoid using vague or general terms (e.g. "beautiful," "high-quality")

Product Photos

- Include keyword in image alt text (e.g. "Handmade pottery mug in blue with unique handle")
- Use descriptive file names for product photos (e.g. "handmade-pottery-mug-blue.jpg")
- Use images that are optimized for fast load times
- Use keyword in the first 125 characters of alt text
- Avoid keyword stuffing in alt text
- Use hyphens to separate words in alt text tags

Customer Reviews

- Encourage customers to leave reviews
- Use keywords in responses to reviews (e.g. thanking customers for mentioning a specific feature or benefit of the product)
- Monitor reviews for recurring themes

Social Media

- Included keywords in social media posts
- Research which social media platforms my target audience is most active on
- Share links to Etsy shop and product listings on social media channels
- Use social ads or influencer partnerships

Keep Shop Updated

- Create products or collections based on seasonal trends or popular search terms
- Check listings for outdated or irrelevant information

Monitor Shop Performance

- Track shop performance using Etsy analytics
- Identify which listings perform well and which need improvement based keywords
- Monitor keyword click-through rates and any patterns or trends that could indicate issues
- Identify new keyword opportunities/trends in my industry or niche