

ETSY Intensives

Social Interaction on Etsy



SOCIAL INTERACTION

Shop Views, Admires and Favorites

Views of your Whole Shop

- ✓ A view of a product or your entire shop is one of the most basic ways someone can interact with your Shop
- ✓ Typically, we focus on how many views an individual item has, but Etsy is also likely tracking how many total views an entire shop has.
- ✓ Etsy shops that have more total shop views appear higher in the Etsy search results
- ✓ Your focus on improving your search results on Etsy will help speed up the views your shop receives. Increasing your inventory levels will also increase your total shop views as more people find your products.

SOCIAL INTERACTION

Shop Views, Admirers and Favorites

Shop Admirers

Look at the home page of your Etsy shop and look for the Admirer count for your shop. How many admirers do you have? People can socially interact with your shop by telling you they “heart it”, “favorite it” or “admire it”.

- ✓ It's time to start thinking about the Shop favorite and Product favorite buttons on Etsy as being similar to the “like” button on Facebook. It is an indicator and is rewarded when determining the Etsy order of search results.
- ✓ Shops that have more admirers are favored in the Etsy search results. Shops that encourage their viewers to admire their shop will be rewarded with a little more importance

SOCIAL INTERACTION

Shop Views, Admires and Favorites

Shop Admirers

- ✓ Does having your shop and items favorited help with increased ranking?
 - A product favorite is more impactful for that product moving higher in the search than a general shop favorite that is tied to all the products in the shop.
 - Both are important, but now you know they are not both equally important.
- ✓ Encourage your customers and potential customers to “favorite your shop”. You can do this passively (which means you just hope that someone really likes your shop so much they click the favorite button) or you actively pursue a shop favorite.
 - Why not encourage that action with a note and arrow on your banner?
 - Have you reminded people to take that action in your welcome message?

SOCIAL INTERACTION

Shop Views, Admirers and Favorites

Product Favorites

- ✓ Products that have more favorites generally appear higher in the search results on Etsy. Product favorites have a greater impact than shop favorites to make a product move up in a search results.
- ✓ A product favorite is more impactful for that product moving higher in the search than a general shop favorite that is tied to all the products in the shop. Both are important, but now you know they are not both equally important.
 - You can wait for organic hearts of your products or encourage your potential customers to favorite your products via the images and texts of your products.
 - Use social media by redirecting your social media followers to visit your page and click on the favorite button.

SOCIAL INTERACTION

Shop Teams, Treasuries, & Likes Teams

- ✓ Joining a team is a great way to meet people, kick-start your business, learn more about Etsy, share your own knowledge and selling online.
- ✓ There are teams for every purpose
 - Shipping
 - Specific Craft
 - Promo
 - SEO
 - Certain Pets
 - And even people with certain health issues
 - Laws
- ✓ Choose your Teams carefully

SOCIAL INTERACTION

Shop Teams, Treasuries, & Likes

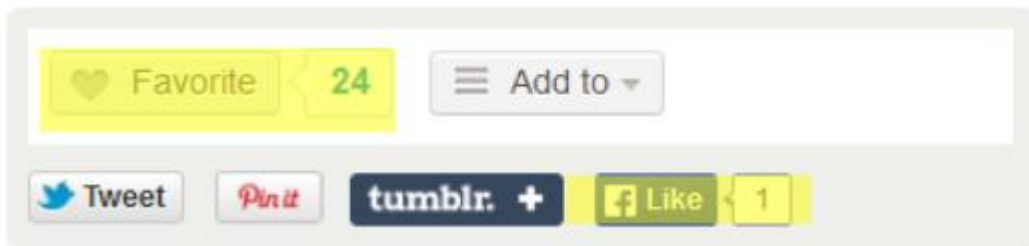
Treasuries

- ✓ Treasuries are no longer what they used to be on Etsy. They no longer are being created as often, and not featured on the front page of ETSY any longer.
- ✓ Are Treasuries useful anymore?
 - Etsy still shows how many treasuries an individual product has been featured in.
 - It might be worth still having your products appear in some treasuries, but by no means is it a cure all for a lack of other social interactions – plain old views and favorites are more valuable statistically to move up in the search.
 - Don't be afraid to still create a treasury or two every once in a while
 - So while they're still around, they can be an additional tool in your Etsy SEO toolbox to give your listings every chance to help your products move up in the search results.

SOCIAL INTERACTION

Shop Teams, Treasuries, & Likes

Product Facebook Likes



- ✓ You will notice Etsy lists their favorites and 4 social media buttons to the right of the product picture. These 4 social media buttons are not present on the mobile app. Notice that for the Facebook like button, they display the number of likes the product has received. Your customers see these numbers – it is social proof
- ✓ If a product has more of these “likes”, is it more likely to appear higher in the Etsy search results?
 - Yes!
 - Seeing a like also encourages someone else to like a product.
 - Help a product gain some momentum for future likes.

SOCIAL INTERACTION

Shop Views, Admires and Favorites

Playing “games” to receive more likes,
favorites pins, & views, etc.

- ✓ Examples of games are:
 - I'll like you if you like me
 - I'll favorite 10 of your items if you favorite 10 of mine
 - I'll buy something from your shop if you buy something from this list of shops,
 - Posting your product in a promo forum where there are no serious customers
 - You get the idea - there is often a reciprocity implied and it smells of being fake
- ✓ Organic views, likes, favorites, and other organic social interactions are real and permanent.
- ✓ We should all strive for more organics in our business and ditch the artificial or, at least limit its influence.

SOCIAL INTERACTION

Social Interaction on Etsy

Social Media Platform

Don't just think of Etsy as a place to sell your goods, consider it as one of your many social media platforms.

When you're just starting to sell on Etsy, Etsy might be the only place you sell and your only social presence online. Thus, you might consider it more of your ecommerce website than anything else. This is ok.

Realize that through the years, as your business grows, Etsy will eventually become a hybrid ecommerce solution that also has social media capabilities. You want a strong presence on Etsy, but that is not the only place you will be forever.