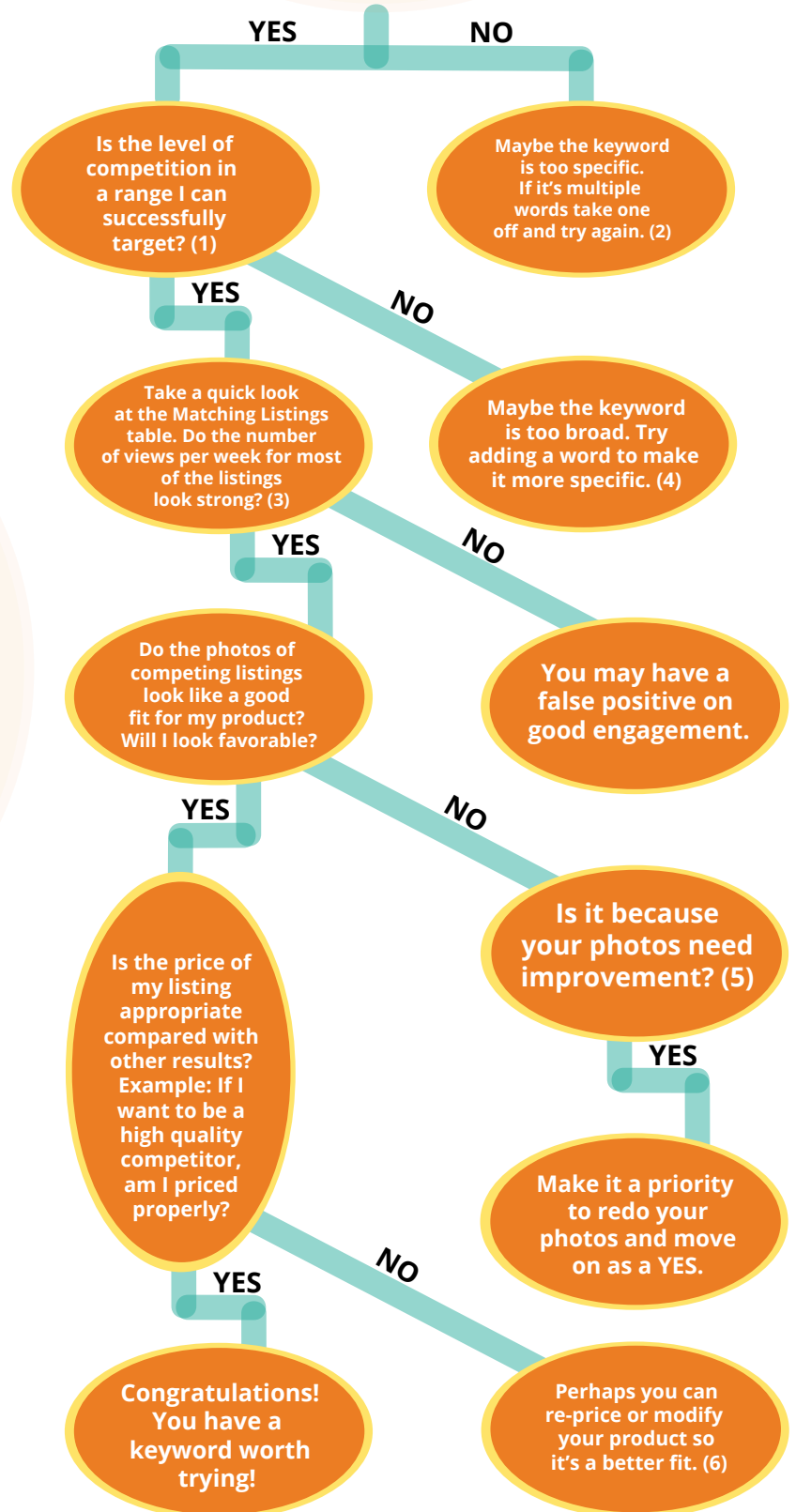




Marmalead
The best Etsy SEO and keyword
research tool for serious sellers.

Is Engagement at least "Moderate" ?



Keyword Decision Tree

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(1) Some shops can compete for more competitive keywords than others. This is because Etsy uses a Listing Quality and Shop Quality Score in their search. Basically this means that once your listing has a track record of success, you can gradually increase the competition level of the keywords you target.

(2) Sometimes if a keyword is too specific, then it isn't obvious enough to shoppers. You're often looking for the sweet spot of obvious enough to shoppers, yet not too obvious that every other shop on the internet is using it. An example of very specific is "silver starfish charm jewelry for her". To make it a little less specific, remove a couple words, "silver starfish jewelry".

(3) In the Matching Items table in Keyword Search, there's a column for Views/Wk. In the past, outliers in the data sometimes produced a false positive for engagement (i.e. high engagement because of click-a-thon games and views coming from other keywords). Now, outliers are flagged and not included in the data for that keyword.

(4) To take a super broad example that would be ultra competitive, "gift". If you're trying to target gift, you have a ton of competition. Maybe you can narrow it down a bit though. Maybe your product is a great "bridesmaid gift". Adding more specific words to your keyword will narrow it down and usually bring down the level of competition.

(5) Photos are very important to your listing. Your primary photo is most important because it determines whether or not a customer is going to click your listing to see more of it. You want to make sure your photos look at least as good as the others coming up in search, ideally better than the others!

(6) Pricing is often overlooked by sellers, yet buyers are very attune to it whether or not they realize it. Price higher than average and you're considered a premium high quality product, price average and well you're considered one of the crowd, and price low to be the low cost basic option. Price accordingly because if you're underpricing a premium product, your buyer will think something is wrong. Imagine I tried to sell you a brand new iPhone for 1/10th the store cost. You'd say, "what's the catch?" if anything at all.