

ECUREUILBLEU ETSY SHOP

Business Intelligence Analysis Report

Report Date: 2025-09-14

Shop Name: EcureuilBleu

Total Listings Analyzed: 17

EXECUTIVE SUMMARY

Metric	Value	Status
Total Listings	17	✓
Average SEO Score	73.2/100	■■
Listings Needing Attention	8	■■
Market Opportunities	3	■
High Priority SEO Fixes	0	■

KEY FINDINGS

- Average SEO score of 73.2/100 indicates room for improvement
- Most listings are underutilizing available tag slots (9-11 tags vs maximum 13)
- Strong visual content with 8-10 photos per listing on average
- Political satire/protest theme shows strong market positioning
- Digital product expansion represents significant growth opportunity

SEO PERFORMANCE ANALYSIS

Individual Listing Performance

Listing Title	SEO Score	Photos	Tags Used	Priority
Currently Clean on OPSEC Embroidered Hat...	60.0/100	8	9/13	Priority.MEDIUM
Currently Clean on OPSEC Sticker Ironi...	60.0/100	10	9/13	Priority.MEDIUM
Foxtrot Delta Tango Bumper Sticker – Dan...	60.0/100	2	10/13	Priority.MEDIUM
Foxtrot Delta Tango Calligraphy Shirt – ...	80.0/100	8	11/13	Priority.MEDIUM
Foxtrot Delta Tango Sticker – Dancing Fo...	60.0/100	10	9/13	Priority.MEDIUM
Foxtrot Delta Tango T-Shirt – Dancing Fo...	60.0/100	9	7/13	Priority.MEDIUM
Rogue Bureaucrat - Mug	80.0/100	10	11/13	Priority.MEDIUM
Currently Clean on OPSEC - T-shirt	80.0/100	6	12/13	Priority.MEDIUM
Dissent Defy Resist Persist Vote T-Shirt...	70.0/100	3	12/13	Priority.MEDIUM
USAID Rogue Bureaucrat T-Shirt Politic...	100.0/100	9	13/13	Priority.MEDIUM

SEO OPTIMIZATION RECOMMENDATIONS

High Priority Actions (0 listings)

Common SEO Issues to Address

- **Underutilized Tags:** Most listings use only 9-11 tags instead of the maximum 13
- **Title Optimization:** Some titles contain subjective words like 'perfect' that don't help SEO
- **Keyword Opportunities:** Add specific material, color, and size descriptors
- **Long-tail Keywords:** Include seasonal and occasion-based keywords

MARKET OPPORTUNITIES

1. Create digital templates/printables based on existing physical products

Category	Digital Products
Priority	Priority.HIGH
Demand Score	9/10
Competition Score	4/10
Opportunity Score	7.0/10
Effort Required	Low - Basic design skills needed
Revenue Potential	\$200-500/month potential
Timeline	2-4 weeks

2. Add custom/personalized versions of bestselling products

Category	Personalization Services
Priority	Priority.HIGH
Demand Score	8/10
Competition Score	5/10
Opportunity Score	5.5/10
Effort Required	Medium - Requires customer interaction systems
Revenue Potential	30-50% price premium possible
Timeline	4-6 weeks

3. Develop holiday-specific versions for Q4 2025

Category	Seasonal Products
Priority	Priority.MEDIUM
Demand Score	7/10
Competition Score	6/10
Opportunity Score	4.0/10
Effort Required	Medium - Seasonal design work
Revenue Potential	40% of annual sales in Q4
Timeline	Start by August 2025

RECOMMENDED ACTION PLAN

Immediate Actions (Next 2 Weeks)

1. **Tag Optimization:** Add missing tags to all listings (use all 13 available slots)
2. **Title Improvements:** Remove subjective descriptors and add specific keywords
3. **Photo Enhancement:** Ensure all listings have 8+ high-quality photos
4. **Description Updates:** Expand short descriptions to 300+ characters

Medium-Term Goals (Next 1-2 Months)

1. **Digital Expansion:** Create downloadable versions of top designs
2. **Personalization Options:** Add custom/personalized variants
3. **Seasonal Preparation:** Develop Q4 holiday-themed products
4. **Performance Tracking:** Monitor views, favorites, and conversion rates

Long-Term Strategy (Next 3-6 Months)

1. **Market Expansion:** Explore new product categories based on performance data
2. **Brand Development:** Strengthen political satire/protest positioning
3. **Customer Engagement:** Build email list and social media presence
4. **Competitive Analysis:** Regular monitoring of similar shops and pricing