



HONE YOUR LISTINGS CHECKLIST

We created this checklist as a companion to Module 2 to help you stay on track as you create new listings and improve the old ones. There's no need to do things in this exact order. Just pick a task and jump in! Do a little bit each day and watch those sales tick up!

Create an Incredible Listing

- ☐ Drop some smartphone photos of your product into your listing (we'll hone these in Etsy 103!)
- ☐ Pick 7-9 keywords/phrases that REALLY describe your product
 - ☐ Look at other similar listings on Etsy for ideas
 - ☐ Type words into Etsy search for more ideas
- ☐ Test your keywords by typing them into Etsy to see how much competition they have
- ☐ Better yet, get a subscription with eRank or Marmalead and make sure your keywords have some search volume (100+/month), good engagement (30%+), and lower competition (20,000 or less)
- ☐ List these keywords in your title in one long string separated just by spaces or by commas
- ☐ Choose a product category (type something into the category box and click the "manual" option at the bottom of the dropdown list)



- ☐ Fill in as many attributes (but not more than) REALLY describe your product
- ☐ Add variations if necessary
- ☐ Add all 13 tags using the EXACT same keywords you used in your title (split keywords longer than 20 characters across 2 tags)
- ☐ Write a compelling (interesting, and complete!) listing description
- ☐ If you have had listings up in your shop for more than 90 days, look at your conversion rate and deactivate or relist any items that have conversion rates lower than 1.5%