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Top 5 Tools to Help You Rank on Etsy



Canva for Professional-Looking Images

The first image in your Etsy listing is the thumbnail your customers see as they scroll. This image has a lot riding on it. You've got about *a third of a second* to impress before a customer moves on. It has to stand out from the 60+ other similar listings displayed next to it in the search results page (and the thousands beyond that page). It's literally your first impression.

How can you make sure your thumbnail makes the cut? **Canva.com** is an incredible online photo-editing tool. Here's how it works: Start with the best photo you can—Smartphone camera is fine. Just make sure your product is staged nicely and well lit and that the image itself isn't blurry. Then, upload it to Canva. There, you can select a canvas the size Etsy recommends (2000 pixels wide) for images. Drag the photo in and crop it to show your product up close if you're creating the thumbnail. Or zoom back to show your product in its natural environment. You can then use Canva's photoshopping tools to adjust the lighting and colors of the image to make it look extra crisp and bright. Once you're done, just download your image as a small JPG file, and upload it to your Etsy listing.

Canva makes it so easy to create beautiful images for your listings. And the best part is that the free version includes everything you'll need to complete all the steps above. We've used Canva for years to give our product images an edge.

Placeit for Mockups

A subscription to Placeit.net gives you access to thousands of mockups (images of models and staged photos) for a wide variety of commonly sold products like clothes, posters, tote bags, hats, mugs, book covers, pillows, phone cases and more. The mockups won't serve every single Etsy seller, but for some, it can be a huge timesaver and a way to really raise the professionalism of your shop. It means you rarely if ever need to hire a photographer or stage photos of your product yourself. Just upload a .png of your design to a few of Placeit's mockups and download a perfect set of product images.

Placeit continues to aggressively expand, adding more diverse models, some really pretty staged mockups, and even videos to showcase your products. It's super easy to use, and for less than \$20 bucks you can download as many images as you

We use Placelt to mock up several images for virtually all of our products. It saves us the time and money, and we can focus on creating new designs that our customers will love.

Etsy Rankr or Marmalead to Bump Your Listings to the Top

It's no secret that good listings are your key to success as an Etsy seller. You may be selling the coolest, most unique product, an item that sells like hotcakes at an in-person event but on Etsy is doing virtually nothing. The big difference is that in-person sales connect you and your customer directly while online sales take place through an intermediary, in this case, *Etsy's search algorithm*.

Your listings need to deliver the right signals to Etsy's search algorithms. If they don't, you'll have trouble selling even the best products. The most important signals you'll send the algorithm will be the keywords you choose to describe your product in your title and tags. And instead of picking keywords at random, Etsy Rankr (erank.com) and Marmalead (marmalead.com) can show you the right keywords to use—words that reflect exactly what customers are searching for when they want exactly what you sell. In 2018, we used Marmalead to triple our sales over the course of about three months.

Here's how it works. Etsy Ranker offers a free plan that gives you 5 keyword searches a day as well as access to related keyword suggestions so you can try it out (although some of the useful information about these words isn't available in the free version). You can get by with the free version forever or upgrade to a \$5.99/month Basic Plan or the Pro Plan at \$9.99/month. Marmalead is more expensive at \$19/month, but the tool does a more of the work of interpreting keyword data so you don't have to. Marmalead synthesizes search volume, engagement, and competition data for you and recommends keywords as green, yellow, or red, so even someone who knows nothing about SEO will be able to succeed on Etsy. I can't express how valuable these tools are in getting ahead in the Etsy marketplace.

Later.com for Social Media Marketing

Ah, social media marketing, we all love it and hate it. You may be asking, "Do I have to use social media to promote my business?" Not necessarily, but ignoring the free marketing opportunities these platforms offer isn't going to do your shop any favors in today's online world.

The good news is that Later.com helps you manage all of your social accounts from one place! It's true! And you can schedule your posts in one sitting to go up regularly throughout the week. This tool has helped us keep our followers engaged while also helping us keep our sanity. With Later, you no longer have to spend your life posting content online. But you'll still grow your audience and sell products when you're not even on the clock.

Mailchimp for Email Marketing

Mailchimp is a free marketing tool that you should ABSOLUTELY be using. You might be thinking, "What am I going to write? I don't have an email's worth of info to send my customers!" But today, email marketing is less about sending out newsletters and way more about reaching certain groups and people with visually appealing, branded, targeted ads. In other words, you don't really need that much to say beyond, "Hey customer, remember us? We know what you like, and guess what? Here it is! Made just for you."

Email marketing requires customers to opt-in, which means only your most loyal customers (who actually care about you, your products, and your shop) will sign up and stay subscribed to your mailing list. These people are the bread and butter of your shop. They are the people who immediately buy the new products you list and engage with causes you promote. You absolutely want to be reaching out to these people, and Mailchimp is the perfect tool to do just that.

With Mailchimp's free plan, you can collect up to 2,000 subscribers, which is way more than most Etsy shops need to succeed with email marketing, making the platform free for Etsy sellers pretty much indefinitely.

And probably the most important edge email marketing can give you? *Branding*. Etsy shops are all part of the Etsy platform, and many customers only ever see listings without bothering to explore who created that product they just bought or if the shop has anything else they'd love. Instead, email marketing can help your customers see your shop as a whole, with a cohesive selection of products, a theme, and a cause. You're no longer just a collection of disjointed listings on Etsy's platform, but an online boutique with a shop name that your customers remember and return to directly rather than through Etsy search.

Etsy Stats comes in once handy you've had your Etsy shop open for a few months. Your products are (hopefully) selling and your shop's on the road to success! Congratulations! At this point, you can simply cross your fingers and hope the trend continues, which is what a lot of Etsy sellers do. Or you can learn how to use my personal favorite tool—Etsy Stats.

Etsy Stats tracks an incredible number of important statistics about your shop over time. It can tell you how your overall shop is performing, your return on investment (ROI), and how well each individual listing is selling as

well as the keywords your customers are using to find those listings. This data is invaluable to you as a seller because it helps you to constantly improve. You can remove listings that aren't selling and create new products based on what your customers are searching for. You can see when during the year your sales go up and when they're kind of slow.

Plus, checking in on your shop's growth via Etsy Stats is FUN! You get to watch your shop grow in real time, and success like that is addicting. Etsy Stats can help you stay motivated to invest in your shop on a regular basis. And regular investment is a huge indicator of success on Etsy.

We hope you find these 5 tools (and a bonus!) useful in your journey as an Etsy seller! Go forth and create!

~Noelle and Jeanne