

21 Tips for Improving Your Etsy Business

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Etsy has over 35 million active buyers browsing handmade products from almost 2 million sellers. Etsy buyers are loyal—81% are repeat customers who account for annual sales exceeding 3 billion dollars. However, most Etsy sellers give up before achieving results on the platform. This could be because they think it's just a matter of throwing up some product listings and buyers will flock to their shops. There's more to it. Here are tips from successful Etsy sellers to help your Etsy shop succeed.

1. If you are new to Etsy or looking for product ideas, check out [CraftCount.com](https://www.craftcount.com) as it lists the top-selling stores by their category. The top-selling categories or niches on Etsy (at the time of this report) are: Craft supplies, Handmade, Jewelry, Wedding, Accessories, Paper and Party Supplies, Clothing.
2. Sell things that are related or in the same niche. It inspires customer confidence that you are a professional. Avoid filling your store with many different kinds of items as if it were a garage sale.
3. Use [EtsyRank.com](https://www.etsyrank.com) to research popular search terms used by buyers of products like yours. Place keywords in your: title, description, and tags.
4. The first 60 characters of your title are the most important so that's where to place the most popular search terms.
5. Etsy allows you thirteen keyword tags for each listing. Use all of them. Your most important tags should also be included in your listing's title.
6. Categories are search terms themselves. Don't waste your tags by including the same keyword as both a category and a tag. For instance, if you create a listing under the category of "tote bags," don't waste a tag with "tote bags."
7. Add new item listings to your Etsy store regularly, but not all at once.
8. Aim for fifty to a hundred listings. Each listing is a new opportunity to be found in Etsy searches, especially if you use unique keywords and tags in each listing.
9. In your product descriptions, tell the customer how your item will transform their life. Features are great, but benefits sell. If applicable, how many different ways can a person use your item?
10. Spell check your listings before posting. When shoppers see misspelled words or grammatical errors, they imagine your item is as carelessly assembled as your text.
11. Etsy gives you the option of translating your listings into other languages. Go to Shop Manager > Settings > Languages and translations. More languages means more ways people can find you.
12. If you have customer reviews, include a few of the best ones in your product listing description. Even though viewers can access your reviews elsewhere, repeating one or more in the description adds social proof that your product is worth buying.

13. Print and include a packing slip with each order so customers know where the product is coming from. I write “Thank You” with the person’s name at the top.
14. Test Etsy’s “Promoted listings” feature under “Marketing” in your “Shop Manager.” Choose listings you want to promote and set a daily spending budget. Set your initial budget at the minimum so you can affordably test results. After a few weeks, go back in and view your promoted listings statistics. Etsy shows how much you spent and how much you made so you can judge whether to continue running ads.
15. If your Etsy shop has been up for awhile but performing poorly, hire successful Etsy sellers critique it. You can get shop reviews on Etsy for anywhere from \$20 to \$100 or more. Check out [Fiverr.com](https://www.fiverr.com) and search for “etsy review.” When using Fiverr, only work with providers who have all 5-star reviews.
16. Use Etsy’s “Search analytics.” Access it through Shop Manager > Marketing > Search analytics. It’s not so useful for new stores because there isn’t much traffic or sales to analyze. But if you have been on Etsy awhile and made sales here and there, this search analytics tool will tell you which search words shoppers used to find your items and which of those search words resulted in sales.
17. If your profit margin allows it, run discount coupons for key shopping dates. Etsy provides you with a calendar of peak buying seasons with tips for tying in special offers. Go to Shop Manager > Marketing > Key shopping dates.
18. Boost sales by offering free shipping, if your profit margin allows it. Etsy created a seller option called *Guaranteed Free Shipping* for orders over \$35. Sellers who opt in to the program get priority in search results over sellers who do not offer free shipping.
19. Get reviews on shopping blogs. Use a social media listening tool like [Heepsy.com](https://www.heepsy.com) to find influencers.
20. Apps can help you market your Etsy shop. You can quickly link your social media profiles to your Etsy store through the integrations page at: etsy.com/your/shops/me/integrations. There are optional third party apps built for users who have little technical background. Tools like [Tailwindapp.com](https://www.tailwindapp.com) help you schedule and promote your Etsy product listings with social media.
21. Another tool is the Etsy Seller app for smartphones. With the Shop Update function, I can upload an image at an art or crafts fair, tag it to one of my product listings, and hit update. This update is then viewable by my previous customers and followers.

This report is excerpted from the book,
**Start a Creative Recycling Side Hustle:
101 Ideas for Making Money from
Sustainable Crafts Consumers Crave**
by James Dillehay.
Grab the first two chapters
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