



3

steps to prepare your

ETSY SHOP

to increase sales

NOTES

Hey Boss,

I'm SaRatta, owner of [SaRatta Speaks](http://SaRattaSpeaks.com) and more commonly known for my jewelry line [expressions bracelets](http://expressionsbracelets.com). I've been an entrepreneur for over 10 years and launched my most successful business (to date) [expressions bracelets](http://expressionsbracelets.com) in January of 2012.

My jewelry line is available in over 250 boutiques worldwide, on [Etsy](http://Etsy.com), [Amazon Handmade](http://Amazon.com), and my [main website](http://mainwebsite.com). The most successful site is my own [eCommerce site](http://eCommerceSite.com) which I built and grew over the last 8 years. When I started my business I had NO IDEA what I was doing but I was willing to put in the work. Within 6 months of launching on Etsy, expressions bracelets was doing well enough for me to get off of unemployment (another story for another day) + hire my first part time employee.

By December of 2016 I hit my first \$10K month on Etsy. From November 16 - December 16, 2016 my revenue was \$11, 555.81 with 351 orders during that time period. I then turned my focus toward building my own e-commerce site with the growth I had experienced on Etsy.

Getting found and getting sales on Etsy can seem like a pitch in the dark. There are so many factors that go into getting shoppers to first find your listing, click on your listing, and then purchase your listing.

In this workbook I give you 3 practical steps to updating your Etsy Shop that can convert to sales. Updating your shop, updating your listings, and marketing your shop.

Let's dive in!

SaRatta Murphy



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Your Etsy
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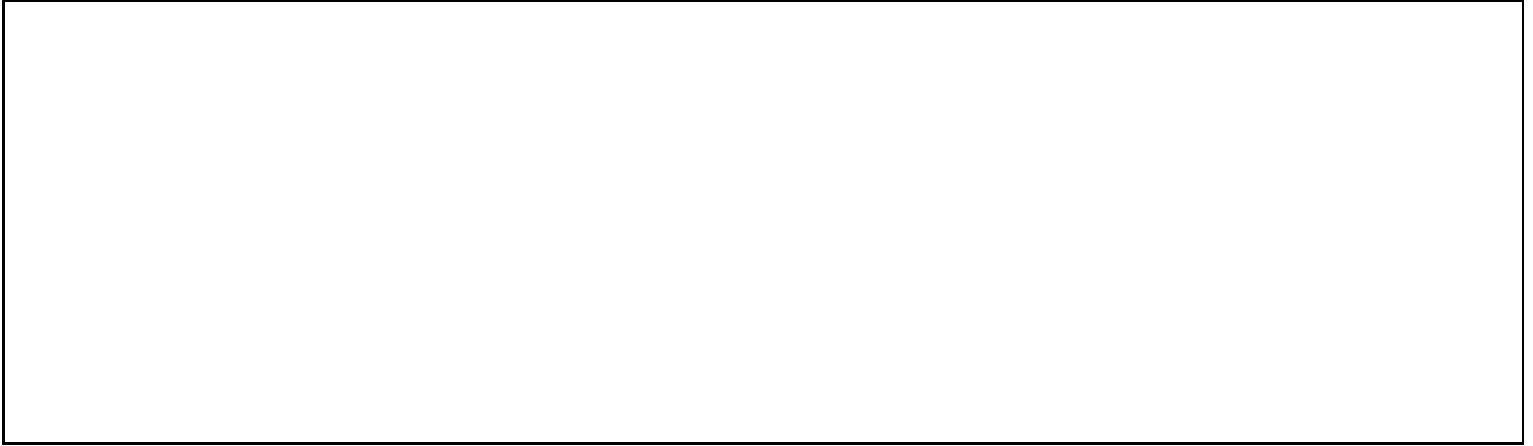
Join my 2021 Facebook
girl boss biz group!



**UPDATING
YOUR
ETSY SHOP**

updating YOUR ETSY SHOP

Shop Banner

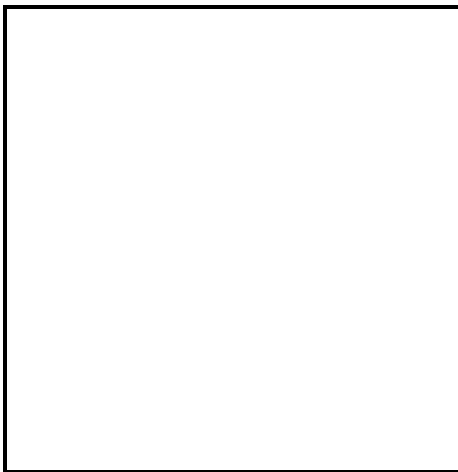


Create a banner using the correct dimensions with your BEST brand imagery. You have two size options: Big banners (3360 x 840 pixels for optimal performance, and a minimum of 1200 x 300 pixels) or Mini banners (1200 x 160 pixels). Update your banner seasonally.

Note: Mini banners will shift your listings higher up when viewing your shop home on desktop, and do not appear on mobile devices.

Shop Icon

Shop Title



Shop title is a short sentence that clearly states what your shop sells. It can be up to 55 characters long and appears in Google search results so be sure to optimize it with a few keywords

Shop icon is a logo for your business on Etsy. This graphic will represent your shop across the site, a brand logo is highly recommended. A version of your logo that is simple with minimal text since the graphic is small (500 x 500) and cannot be read on small screens.

updating YOUR ETSY SHOP

Shop Announcement

When creating your shop announcement think about the most important information you want to communicate to the potential customer.

Use these prompts to craft a stellar shop announcement for your visitors:

- **Who** are you? What is your business? Who are you creating products for and what do you sell?
- **What** do you want them to do next? **A CTA (call to action)** tells your visitor what to do next and leads them to an offer that is of value to them. You can link to a free download, a discount for signing up for your newsletter, or a free offer for following on social. See [my shop announcement](#) for an example.
- **How** are you preparing their order? How do you process orders in your shop? How will you service them?
- **When** can the customer expect their order to ship and via **which** carrier and class (service)?
- **Where** else can they connect with you? This is where you place your links to your blog, Pinterest, or social media platforms (FB, IG, Twitter, Snapchat, TikTok, YouTube).

Featured Items

Select four items to feature at the top of your shop. During holiday seasons (Valentine's Day, Mother's Day, Halloween, Christmas, etc.) feature items in your shop that fit the season. During non holiday seasons, feature your best selling items.

updating

Take a moment and write in the answer to each of the questions from the previous page. This creates a draft of the information to include in your updated Shop Announcement.

[illegible]

updating YOUR ETSY SHOP

Shop Sections

Use your shop manager to organize the order in which you want your sections to appear. Consider rearranging them for seasons so that the most relevant sections appear at the top. Use applicable keywords in your section like "Gifts for Her", "Personalized Bracelets". Use this space to list your current sections and brainstorm how to update them.

CURRENT

ex: Wire Necklaces

ex: Bath Bombs

UPDATED

ex: Dainty Necklaces

ex: Detox Bath Bombs

updating YOUR ETSY SHOP

About Section

Answer the question prompts below to curate an enticing about section that shoppers want to read.

WHO ARE YOU?

Introduce yourself and tell them something unique about you.

WHAT DO YOU DO?

What you create, who you create it for, and how you create it?

WHEN DID YOU START?

When did you start this journey and what keeps you inspired?

WHY DO YOU DO THIS?

Why do you do this? Why is it your passion?

HOW IS YOUR BRAND SPECIAL?

How is it different from your competitors?

updating YOUR ETSY SHOP

Shop Policies

Update your shop policies at least once a year to ensure they are accurate.

PROCESSING TIME

How long does it take you to create and package your items?

SHIPPING TIME

Which carrier and service do you use? Do you ship internationally?

RETURNS & REFUNDS

Will you accept returns? What are your return/refund guidelines?



**UPDATING
YOUR ETSY
LISTINGS**

create PHOTOS THAT CONVERT

Update your photos using [Etsy's Seller Handbook](#) and these 12 shot ideas.

01

PRIMARY

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Studio Shot

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Lifestyle Shot

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Scale Shot

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Detail Shot

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Group Shot

07

Packaging Shot

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Process Shot

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In Use

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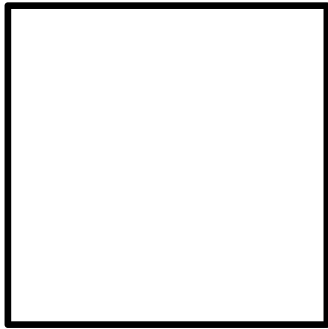
Angle

12

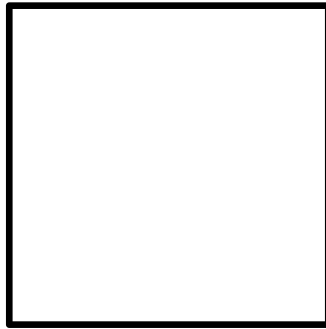
Angle

create PHOTOS THAT CONVERT

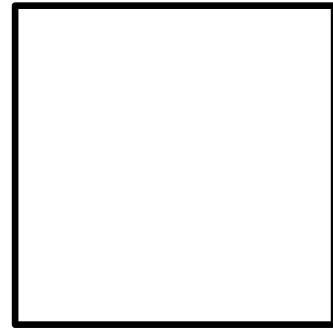
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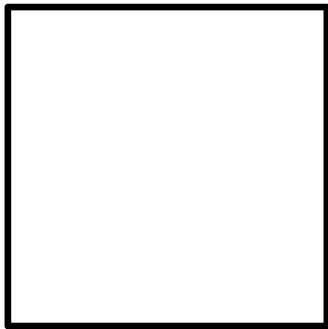
PRIMARY



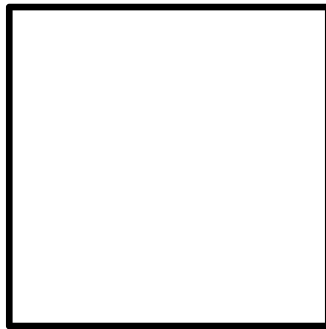
Studio Shot



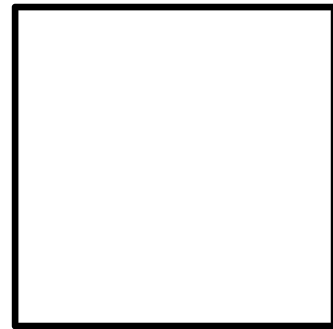
Lifestyle Shot



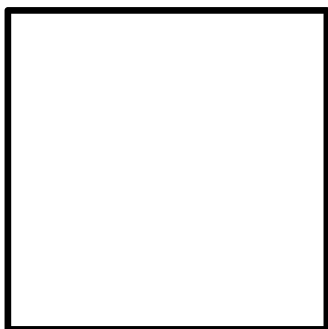
Scale Shot



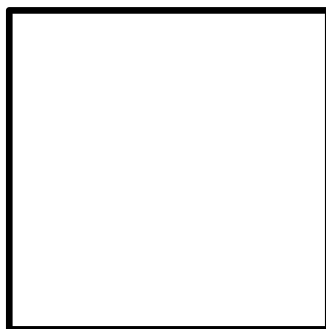
Detail Shot



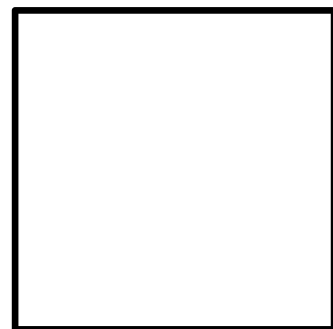
Group Shot



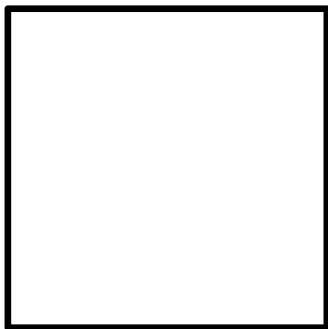
Packaging Shot



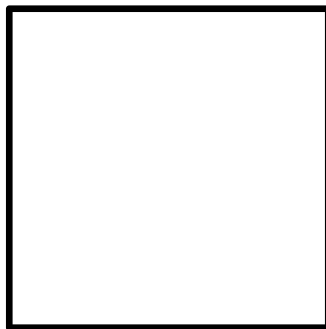
Process Shot



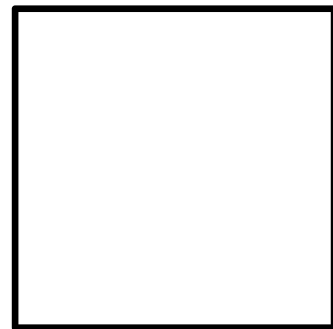
In Use



Flatlay



Angle



Angle

show your product **USING VIDEO**

VIDEO IDEAS

- ☐ **PRODUCT IN USE**
- ☐ **PRODUCT BEING PACKAGED**
- ☐ **PRODUCT BEING CREATED**
- ☐ **UPCLOSE DETAIL OF ITEM**
- ☐ **HOW TO CARE FOR ITEM**
- ☐ **LIFESTYLE VIDEO OF ITEM**
- ☐ **HOW TO USE ITEM**
- ☐ **VARIATIONS OF ITEM**
- ☐ **HOW TO WEAR ITEM**



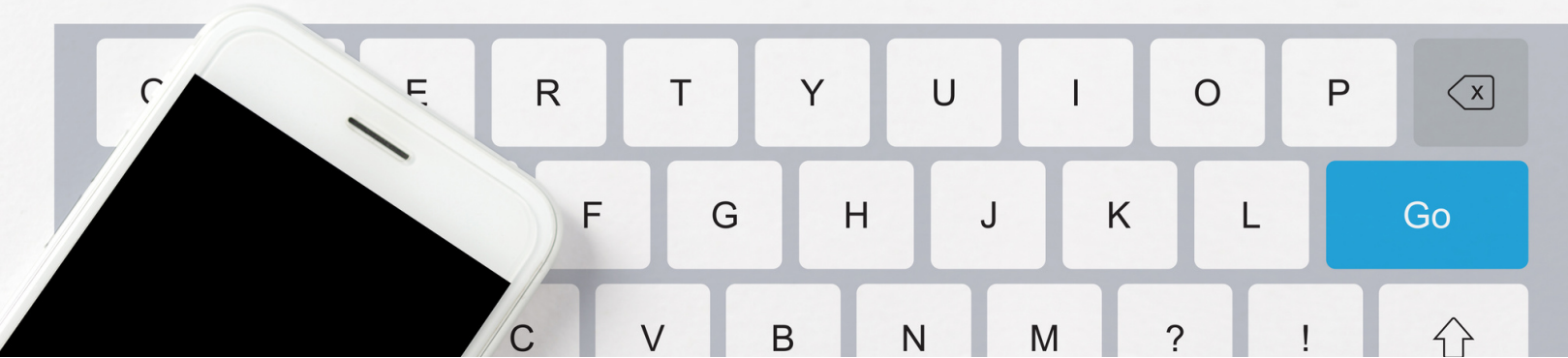
show your product USING VIDEO

Use this page to write in ideas for your videos.

VIDEO IDEAS

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____





crafting KEYWORD RICH TITLES

Focus on writing short, clear, descriptive titles that make it easy for shoppers who are scanning a busy search results page to see what you're selling. Lead with the keywords that best describe what your item is since that's what shoppers see first when browsing, especially on mobile devices. Where a phrase is used in your title doesn't affect a listing's ranking. You can use punctuation and some symbols in your titles to separate phrases and Etsy search will still be able to read each of those phrases to see if they match with a shopper's search.

A long-tail keyword consists of 3-4 words which describe your item. A short tail keyword is two words which are more general for your item.

TITLE FORMULA

**MOST RELEVANT LONG TAIL KEYWORD + THEME OR
USE + RECIPIENT + HOLIDAY/OCCASION + SHORT
TAIL KEYWORDS = LEGIBLE KEYWORD RICH TITLE**

**Additional descriptive options -
Color + Style + Size + Shape + Material/Ingredients*
*(only if common knowledge)**



brainstorming
TITLES

RECIPIENT

[illegible]

HOLIDAY OR OCCASION

[illegible]

brainstorming
TITLES

SHORT TAIL KEYWORDS

[illegible]

ADDITIONAL KEYWORDS

[illegible]

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.



Tips for your **CATEGORIES + ATTRIBUTES**

GET SPECIFIC WITH CATEGORIES

Categories on Etsy act like tags and adding more specific categories creates more opportunities for your listings to get found. Etsy's listing categories start with a broad category and get more specific.

Categorizing your listings down to the most specific subcategory can give you greater visibility on Etsy.

ADD RELEVANT ATTRIBUTES

The attributes you add to your listings also act like tags and can help your item match with a shopper's search. Attributes describe specific characteristics of your item including primary color, secondary color, holiday, occasion, height, and width. When you add more specific categories to your listing, you may also be able add more specific attributes that are unique to that category.

For example, when listing a necklace in the jewelry category, you can add attributes for the chain style or number of strands. When listing beads in the craft supply category, you can add attributes for the bead size and shape. Choose the option that best fits your item, even if it's not exactly how you would describe it. All these super-specific keywords can help shoppers who know exactly what they're looking for find your item in Etsy search. If a phrase appears in your attributes, you don't need to add it as a separate tag.



CATERGORIES + SUB - CATEGORIES

VARIOUS OPTIONS

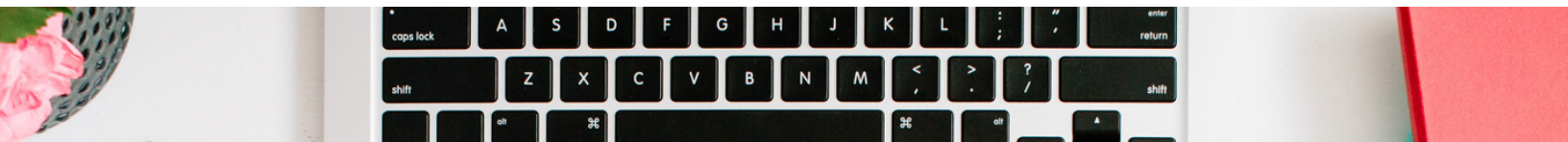
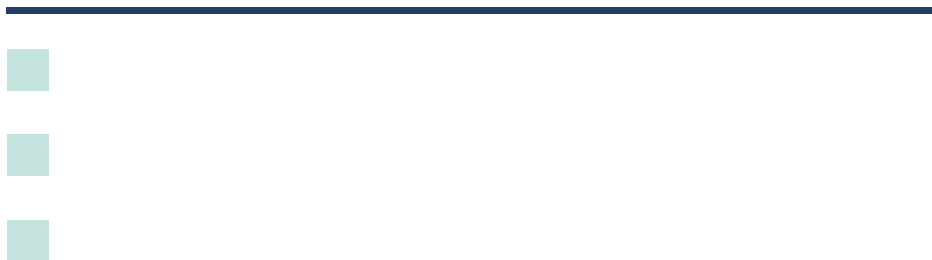
OPTION 1



OPTION 2



OPTION 3



writing DESCRIPTIONS

Crafting item descriptions can feel like an art form in itself. Learn how to create listings that entice buyers and reflect your shop's unique style.

Intro/Short Story

Part 1 - Intro

The first paragraph is a short and very simple description of your item that includes your main keywords or keyword phrase right at the start.

Bullet Point Details

Part 2 - Key Points (use bullet points)

- Dimensions and Size
- Materials
- Colors
- Unique Aspects

Product Care Info

Part 3 - Product Info (i.e.)

- Materials used
- How to care for product
- Special instructions about product

Process + Ship Time

Part 4 - Other Info

- Ordering Process/Production Process/Shipping Process
- Other Info (shipping, special notes about materials used)

Social Info

Part 5 - Social Connect

In your final few sentences, you will want to invite customers to contact you with questions and point them in the direction of your preferred social media channel, where they can then connect with you a little more if they're not yet ready to make the purchase.



writing DESCRIPTIONS

Use this page to craft your ideal description format.

Intro/Short Story

Bullet Point Details

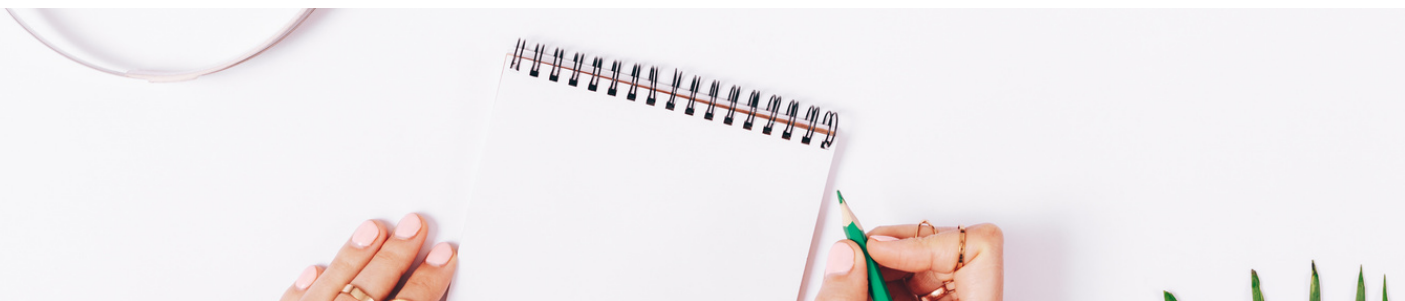
Product Care Info

Process + Ship Time

Social Info



WRITE YOUR DESCRIPTION

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

choosing TAGS

When choosing tags for your products, consider each of the categories over the next few pages and write in as many options as you can think of.

RECIPIENT

[illegible]

USE/FUNCTION

[illegible]

choosing TAGS

HOLIDAY

[illegible]

OCCASION

[illegible]

choosing TAGS

THEME

STYLE

[illegible][illegible]

choosing TAGS

MATERIALS

[illegible]

INGREDIENTS

[illegible]

choosing TAGS

SIZE

[illegible]

SHAPE

[illegible]

choosing TAGS

COLOR

[illegible]

CATEGORY

[illegible]

updating

YOUR ETSY LISTINGS

Listing Details

Here are quick tips to update your listings seasonally so that your titles, tags, and descriptions don't include holiday keywords that are no longer relevant. This should be done after any major holiday (i.e. Valentine's Day, Mother's Day, Father's Day, Halloween, Christmas, etc.). This update also allows you to rethink other important changes like pricing and shipping. It also encourages you to only do the most important tasks.



TITLES

- ☐ Remove previous holiday keywords
- ☐ Add upcoming holiday keywords
- ☐ Move most relevant keywords to the front of your title



DESCRIPTIONS

- ☐ Remove previous holiday keywords/text
- ☐ Add upcoming holiday keywords/text
- ☐ Only update listings descriptions that were changed for the previous holiday



TAGS

- ☐ Remove previous holiday tags
- ☐ Add upcoming holiday tags
- ☐ Remove any duplicate tags



PRICING

- ☐ Factor in any supply cost changes
- ☐ Factor in any shipping cost changes
- ☐ Make sure you are factoring in paying yourself!



SHIPPING

- ☐ Make your shipping as low as possible
- ☐ Etsy gives a better ranking to items with lower shipping
- ☐ Absorb the cost of shipping into the item's price (raise the price) & offer free shipping

A teal-colored circle is centered on the page. A thin black vertical line passes through the center of the circle, extending from the top edge to the bottom edge of the page. The text "MARKETING YOUR ETSY SHOP" is written in a bold, black, sans-serif font, centered within the circle.

**MARKETING
YOUR
ETSY SHOP**

marketing YOUR ETSY SHOP

Marketing Ideas

Relying solely on Etsy to drive traffic to your shop will limit your growth exponentially. Here are some free/low cost ideas to market your shop and drive traffic to your Etsy shop.

ETSY OPTIONS

Shop Manager → Marketing → Sales and Coupons

- Offer a coupon (abandoned cart/favorites/thank you)
- Run a sale on Etsy
- Create Shop Updates

SOCIAL MEDIA

To increase brand awareness or drive traffic to your shop

- Run a contest or do a giveaway
- Partner with a complementary brand to offer a giveaway
- Offer a coupon code exclusively to followers

OTHER

Other inbound marketing strategies to drive traffic

- Email Marketing - Newsletters
- Pinterest Marketing
- Word-of-mouth

marketing YOUR ETSY SHOP

Measuring Marketing Success

Keep track of how well your marketing efforts worked by tracking coupon codes, usage, and revenue. The platform would be whichever avenue you used to run the promotion, ie: Etsy, Social Media (IG/FB), Pinterest or Newsletter.

Sales and Coupon Tracker				
PLATFORM	COUPON CODE	DISCOUNT	NUMBER OF SALES	REVENUE EARNED



Pause

Take a moment to take it all in and decide which things you want to implement first based on what your business needs most for growth.

Pivot

Consider this to be an opportunity to pivot and make some changes in your business to help sustain and/or grow it.

Prioritize

Make a list of all the things you want to change/update and then prioritize by level of importance.

Plan

Understand you cannot do all the things at once but you do need a plan that will include a goal for what you want to accomplish, a strategy of how you will accomplish the goal, and a list of tactics to do. Then create a schedule of when to do each tactic.

Remember

- PAUSE
- PIVOT
- PRIORITIZE
- PLAN



Ready for more?

Are you REALLY ready to build the business you dream of?

If you are, I will be your girl boss bestie on your journey and help you in all the ways I can. That's why I have created the girl BOSS biz tribe where we can share best practices and you can pick my brain!

Each month we will focus on a specific topics with hot segments each week. This group is new and fresh so join now and enjoy all the perks of a small community (before we start to grow)!

[JOIN MY FACEBOOK GROUP](#)

LET'S STAY CONNECTED



WWW.SARATTASPEAKS.COM