**Update Your Store**

* Match your store name to products
* Complete your about section
* Add a refund policy
* Don’t forget your privacy policy (we like Termly.com)
* Show your payment options (PayPal & Venmo used most often)

**Always do your Keyword Research**

* Look for most frequently searched in google
* Use in description and in your tags
* Shop Manager stats tell you what’s working
* Search Etsy to see what’s commonly searched for and use that to drive traffic

**Optimize Item Title**

* Use keywords in your description
* Use all characters available and fill the box

**Product Item Descriptions**

* Always put your top keywords in the first 40 boxes to get the most accurate results
* You must fill in the description boxes, simple and to the point. This is what will tell the customer exactly what they are getting.

**Use Tags Given (13 +)**

* Use synonyms for all keywords
* Don’t repeat any words to get the most benefits from them
* Use one language without slang terms

**Use High-Quality Photos**

* 2000 pixels (px) per square inch or 72 pixels per inch (PPI).
* Light background
* Different angles and views for a single product make customers feel like they are touching the item.

**Use Shop Sections in Etsy**

* Sections help tie in SEO
* Use keywords in Sections
* Each Section loads and acts as if it’s a single page.

**Promote your Shop**

* Use Pinterest, Facebook and Instagram to all share with each other you posts.
* Use TikTok and YouTube to share your videos.
* Start aa website on Wix, Blogger or GoDaddy to promote even more traffic and then use social media to share the links.