

A person wearing a blue sweater is holding a smartphone in their hands. The background is a solid yellow color. The person's face is partially visible on the right side of the frame.

BOOST

Etsy SEO: How to Rank Higher in Search Results

To prevent your listings from falling into the abyss that is the last page of the Etsy search results, your SEO game has to be on point. While some may recommend utilizing every character Etsy gives you to jam keywords in, that isn't the best strategy. In fact, getting your listing to the tippy top of the search results involves crafting a well-thought-out SEO strategy.

Don't worry — you don't need extensive SEO knowledge to craft a killer strategy. We'll give you exactly what you need to know (in layman's terms, we promise).





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What is SEO?

Search Engine Optimization (SEO), in simple terms, is a process used to determine a website's position in search results. The process uses a variety of factors to evaluate your content, and the more relevant it is to a user's search, the higher it will rank in search results.

Why SEO is Important on Etsy

Etsy is essentially its own search engine. When a user visits the site, they tap into the search bar to look for a certain product. It's then Etsy's job to find the listings that best match their search.

Simply put, you want people to buy your products, and Etsy wants to make some cash. The better Etsy can match a user's search, the more products they're likely to sell.

Think about it: If you went on to Etsy and searched for "pink dog collars," but all the results you got were for blue cat shirts, you probably wouldn't purchase anything in the search results. But, if Etsy brought you a perfectly curated list of a variety of pink dog collars, you're more likely to fork over the coin.

If your product listing isn't optimized for SEO, it'll be hard for Etsy to determine what searches it's relevant to. It will chill on the bottom of the search results, which users aren't likely to scroll to.

Your job is to make sure your shop is optimized for SEO so you're easy to find, and therefore, easier to make Etsy some cash.

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How to Nail Your Etsy SEO

Creating a solid Etsy SEO strategy happens in two parts: understanding how Etsy SEO actually works and then using that information to set your shop up for success.



Understand How Etsy SEO Works

Etsy's search tool sorts listings based on two main factors: query matching and ranking. I know, I know. It already sounds complex, doesn't it?

We won't get too into the weeds here, but know that understanding the how of Etsy SEO is crucial in creating listings that rank at the top of the search results.

Query Matching vs Ranking

Query matching is simply how well a user's search term matches Etsy's inventory of listings. Information such as your listing titles, tags, categories, and attributes are used to determine how relevant your listings are to a person's search query. For example, if a user searches for "custom notepad," listings with "custom notepad" in the title are a better match than listings with "personalized notebook" in the title.

Ranking, on the other hand, is how Etsy sorts the search results. Once Etsy determines the listings that match a user's search, they have to determine which listings will end up first, second, and so on. There are a variety of factors that determine the ranking of your listings:

Relevancy: How well your tags, titles, and categories match a user's search.

Listing quality score: How well your listing converts users to buyers. This

score is determined by calculating the ratio of how many people view your listings versus how many actually buy the product. (If you've ever followed an Etsy expert seller online, you may have noticed that they often don't share their own shop links. This is why. If they send their audience to the listing, and none of them buy their product, their listing quality score will drop.)

Recency: How recent your listing is. More recent listings get temporarily boosted in the search results.

Customer and market experience score: Determined by how highly-rated your shop is, any negative feedback you may have received, and how complete your shop's About section is.

Shipping costs: People prefer free shipping, so Etsy puts products with free U.S. shipping higher in the search.

Translations and language: How well your listings match the language you selected when you created your shop. (It must be the same language.)

Shop location: If you're located in the EU, Australia, or Canada, your location will be factored into the search, simply making local items rank higher for users.

Shopper's habits: Etsy learns what buyers are interested in and bases the search results on that. So, what one buyer sees in their search results won't necessarily be what another buyer sees if their shopping habits differ.

Set Your Etsy Shop Up For Success

Now that you know how Etsy SEO is determined, it's time to create listings that rank.



Make Your Shop Name Relevant

The more relevant you can make your shop and its listings, the better. While a small detail, creating a shop name that is relevant to your products can help. For example, if you sell cat shirts, naming your shop CatShirtsForAll may help you rank higher in comparison to naming your shop MyTeesForYou, as people will likely be searching specifically for cat shirts.

If you've already picked your shop name, and it isn't relevant to your products, don't panic. Your shop name isn't the end-all-be-all of success as an Etsy seller.

Pick High-Quality Keywords

To help Etsy determine what your shop sells, you should utilize relevant keywords throughout your titles, tags, and descriptions. Remember, you want your listing to match a user's search as close as possible.

To pick your keywords, think like a shopper. Ask yourself, "If I were looking to buy this exact product, what would I search for?" Here are a few examples:



If you're selling embroidered baby clothes, you may include keywords such as "embroidered baby onesie," "embroidered baby gift," or "embroidered baby girl clothes."

If you're selling framed art prints, you may include keywords such as "framed art prints vintage," "framed art prints large," or "framed art prints for living room."

If you're selling WordPress themes, you may include keywords such as "WordPress theme for bloggers," "WordPress theme travel blog," or "WordPress theme minimal."

Remember to describe the product based on a variety of factors such as its color, size, style, and use case. If you get stuck on which keywords to use, consider a tool like [Erank](#) and [Marmalead](#), which are made specifically for Etsy SEO.

Once you know which keywords are relevant, make sure to include them throughout your listing titles, listing descriptions, shop description, and tags.

A woman wearing a light-colored hijab is focused on her work at a sewing machine. The scene is dimly lit, with a strong light source from the left creating a soft glow on her face and the machine. The background is slightly out of focus, showing some workshop equipment.

Use All 13 Tags Available To You

While tags on Etsy aren't mandatory, they're extremely important. You don't need to repeat anything you've already said throughout your listing, so use your tags to add in synonyms of your listing. For example, if you sell embroidered hats, use the tag "cap" instead of hat. If you sell notecards, consider using the tag "stationery."

Make sure all 13 tags are different — using the same tag 13 times won't do you any good. That includes the plural of tags, too. For example, if you already put "hat" as a tag, you don't need to put "hats," too.

Prioritize High-Quality Imagery

Again, think like a shopper. Product imagery with poor lighting and clutter in the background isn't appealing or likely to convert shoppers. In fact, Etsy released an [article](#) stating that 90% of shoppers say the photos on a listing were either "very important" or "extremely important" in their purchase decision.

If you sell a physical product, take the time to photograph each one. If you sell a digital product, create a stylish mockup in [Canva](#).

How Long Will It Take to See Results?

This is a toughie. And sadly, there isn't really a set answer. However, some successful Etsy sellers have suggested that you may see results as early as 48 hours after updating your listings, but it does take at least one month for your listing quality score to adjust. So, once you make adjustments, give it some time before switching things up again.

Once you start making more money on Etsy, want help organizing your finances?

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