

Getting Started on Etsy



Hello! I'm Nicole Party'n With Plants

I've partnered with HQ in 2019 to be an
Etsy U instructor help others grow their
shops!

Started on Etsy in 2017

Etsy is now my FT job and I built a
studio/warehouse in 2020 to process
orders

Favorite Etsy U workshop is the SEO
class

Nicole



Questions?

Send a message through Etsy at
my shop: [Partynwithplants](#)

Getting Started on Etsy

Agenda

- 1
Why Etsy?
- 2
Shop Optimization
- 3
Resources

Etsy.com

What is Etsy?

Etsy is the global marketplace for unique and creative goods. It's home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures.

The platform empowers sellers to do what they love and helps buyers find what they love.



Why Sell on Etsy?

Instantly reach millions of buyers in the US and around the world as part of a trusted brand. Etsy's investment in marketing helps shoppers from around the globe discover something amazing on Etsy

Set up your shop quickly - and affordably! All you need is an hour and a few Euros to open your online shop on Etsy. Most fees are incurred only when you make a sale.

Be part of Etsy's vibrant community of entrepreneurs and access the collective wisdom and expertise of fellow sellers

Easily manage your income and expenses on Etsy with a built-in payment account.





Stock your shop

\$0.20 listing fee per item

Converted to your local currency given exchange rate at time of sale.

Listings are active for four months or until they sell.

When you make a sale

6.5% transaction fee*

3% + 0.25 USD payment processing fee

Payment processing fees for Etsy Payments orders vary according to the location of your bank account.

*6.5%, starting April 11, 2022

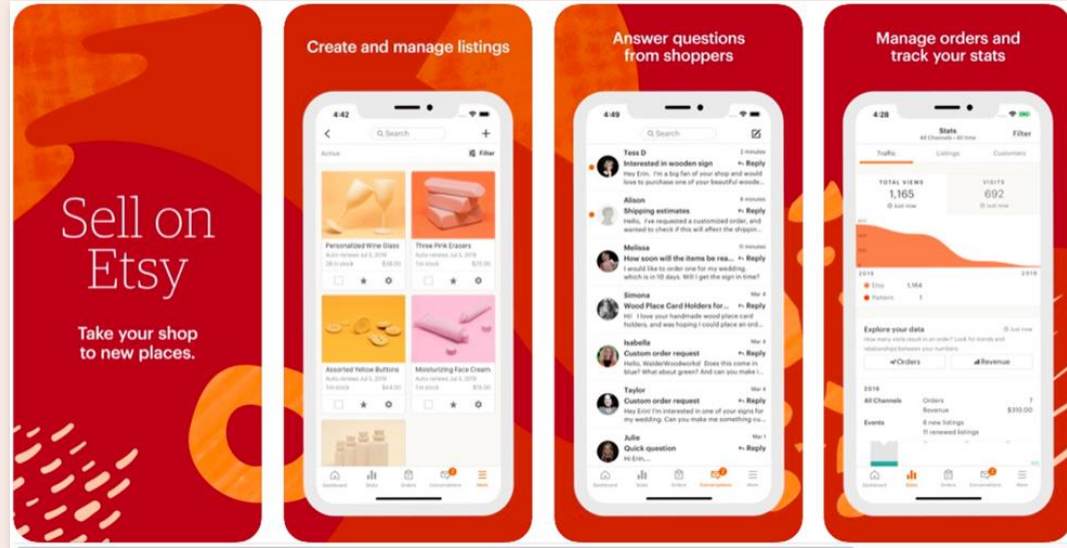
Offsite Ads Fees

15% commission

When a shopper clicks on one of those online ads for your products and purchases from your shop within 30 days, you'll pay an advertising fee. You only pay an advertising fee when you make a sale – eliminating the risk you could pay for ads that don't work for you.

Toolbox at your fingertips

- **Sell on Etsy App:** Manage orders, edit listings and respond to buyers instantly, from anywhere
- **Shop customisation:** Make your shop your own
- **Integrations:** Connect to services to help grow and streamline your business
- **Shop stats:** Data showing how shoppers find your shop and engage with your listings



Build your Etsy Shop Strategy

Who is your target audience and what is important to them?

- Shipping Profiles
- Shop Policies
- Branding and listing descriptions
- Packaging

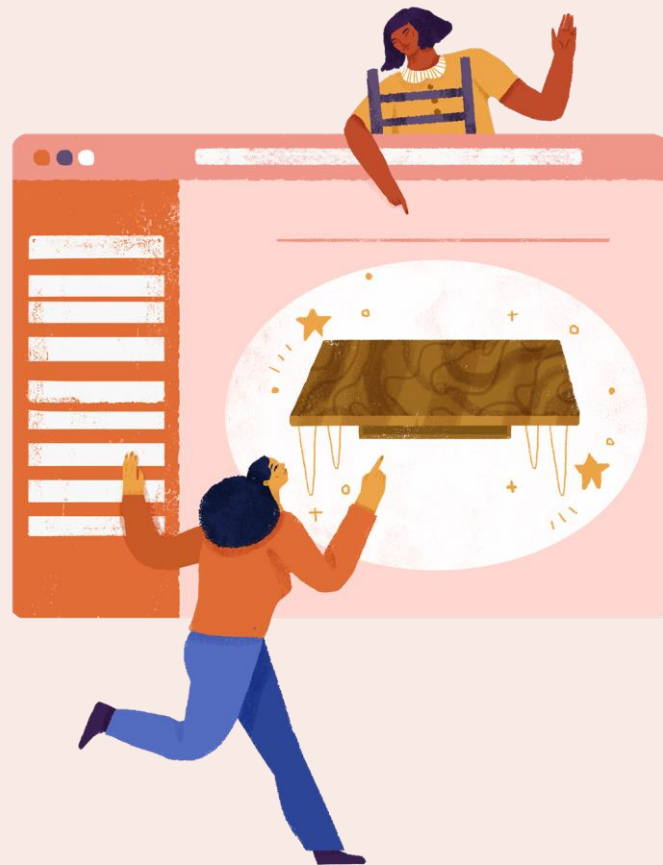
What are your goals for your Etsy shop?

Prepare for key moments: special occasions, holidays



What You'll Need to Get Started

- Select your starting range of products for your Etsy Shop. For each of these items:
 - Gather all product titles, descriptions, pricing and tags / keywords into one document or folder
 - Organize all the photos to go along with those listings
- Gather your banking information to set up your account (this is how you get paid!)
- Production Partners



Shop Set Up and Optimization

Agenda

- 1
Top tips for choosing your Etsy shop name
- 2
Customizing the look of a shop
- 3
Listing keywords
- 4
Creating listings that convert
- 5
Product photography
- 6
Mistakes new Etsy sellers make

The image features a dark blue background with a white, torn-paper-like edge on the right side. In the top-left corner, there is a semi-circular orange shape. In the bottom-right corner, there is a semi-circular blue shape. The text "Shop Name" is centered in the upper-left area in a white serif font.

Shop Name

Top tips for choosing a shop name

- **Brainstorming an Etsy shop name:** Choose suggestive words that reflect your style.
- **Put the Etsy shop name to the test:** Do some research and run the name by friends, family, and other sellers before fully committing to a shop name.
- **Make the Etsy shop name memorable:** A good shop name should be easy for people to understand and remember.
- **Done is better than perfect:** If you're feeling stuck or not totally happy with your name, it is possible to change it later!

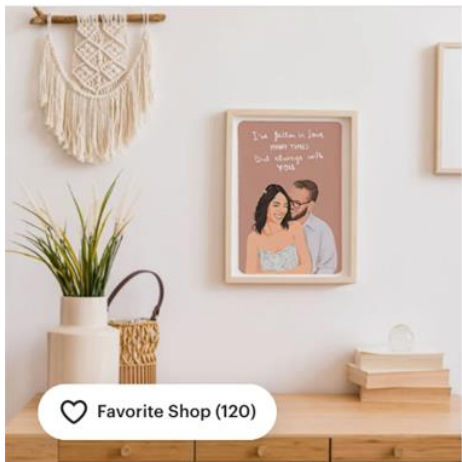
The background is a dark navy blue with abstract shapes. In the top-left corner, there is an orange semi-circle. In the bottom-right corner, there is a blue semi-circle. The text is centered in the middle of the page.

Customizing the look of
your shop home

Tips for customizing your shop page



- Tell a visual story with a shop icon and banner. Stand out by upgrading your account to begin experimenting with two next-level layouts that really help your brand shine!
- Let your products shine by maximizing listing photos, curating listing arrangements, and showcasing product lines.
- Share your shop's story by filling out the "about" section and including a shop owner photo.



Favorite Shop (120)



Foxegle

Digital & personalized illustrations created with love

Tours, France

126 Sales | ★★★★★



Top shop for gifts. Buyers bought gifts from this shop and gave them 5-star reviews!



Egle Petkeviciute

Contact

About Foxegle

Sales

126

On Etsy since

2016



Creating unique pieces with love and purpose

Hi, Welcome to my shop !

My name is Egle, hence where does the name of my brand come from "Foxegle" a combination of fox and my first name which shows my Lithuanian origin and my love for nature.



Favorite Shop (1.4k)



letterroom

Uniquely Personalised Gifts made just for you

Andover, United Kingdom

18,783 Sales | ★★★★★

THE
LETTERROOM
EVERYTHING FROM A TO Z



Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.

LETTERROOM

Letterroom

Contact

Featured items



Home Updates
63 items



Alphabet Gifts
73 items



Gifts For Kids
81 items



Gardening Gifts
75 items



Wedding Gifts
31 items

The image features a dark blue background with a jagged, torn-paper-like edge. In the top-left corner, there is an orange circular shape. In the bottom-right corner, there is a blue circular shape. The word "Search" is written in a white, serif font on the left side of the image.

Search

Search on Etsy

Let's review how Etsy search works and some strategies you can use to optimize your shop and listings. We'll look at:

1. Keywords
2. Creating listings that convert
3. The customer experience

The screenshot shows the Etsy search results for 'custom wedding invitations'. The search bar at the top contains the text 'custom wedding invitations' and has a search icon. Below the search bar, there are navigation links for various categories: Father's Day Gifts, Jewelry & Accessories, Clothing & Shoes, Home & Living, Wedding & Party, Toys & Entertainment, Art & Collectibles, Craft Supplies, and Gifts & Gift Cards. The search results are displayed in a grid of listing cards. Each card features a thumbnail image of a wedding invitation, a title, a star rating with the number of reviews, a price, and the shop name. Some listings also indicate 'FREE shipping' or 'Bestseller' status. The results show a variety of styles, from modern and minimalist to rustic and lace-themed.

Etsy custom wedding invitations × Q Sign in 🛒

Father's Day Gifts Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

Estimated Arrival Any time ⌵ All Filters

51,717 results, with Ads 👤 👤 👤

Personalizable ×

Listing 1: Custom Invitation, Design Digital, Any Invitatio...
★★★★★ (106)
\$15.00
LDSCreationShop
Bestseller

Listing 2: Vellum Wedding Invitation, Personalized Foiled...
★★★★★ (15,830)
\$0.89
XOXOKristen
Bestseller

Listing 3: Luxury Watercolor Invitation Suites! Customize...
★★★★★ (15)
\$350.00 FREE shipping
Ad by WatercolorDesignCo1

Listing 4: Tri Folding Wedding Invitation, Tri Fold Invite, ...
★★★★★ (809)
\$5.00 FREE shipping
TRULYInspiredPaperCo
Bestseller

Listing 5: Elegant Wedding Invitation - Dainty Minimalist ...
★★★★★ (59)
\$1.80 ~~\$3.00~~ (40% off)
DreamDayPaperie
FREE shipping

Listing 6: Custom Venue Wedding Invitations, Deckled E...
★★★★★ (31)
\$12.00
Ad by DEwhimsy

Listing 7: Custom wedding venue sketch
★★★★★ (44)
\$45.00
WhiteLetters

Listing 8: Lace Wedding Invitation, Rustic Lace Wedding ...
★★★★★ (756)
\$6.95 FREE shipping
InvitingCardCreation

Etsy

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage

All categories **polymer clay earrings** (59,045 Results) Sort by: Relevancy

Special offers
 On sale

All categories
Jewelry
Weddings
Craft Supplies & Tools
Accessories
[Show more](#)

Shipping
 Free shipping
 Ready to ship in 1 business day
 Ready to ship within 3 business days

Recipient
 Boys
 Girls
 Unisex kids
 Men
 Women
 Unisex adults

Location
 Cartilage
 Earlobe
 Tagus

| | | | |
|--|---|--|--|
| | | | |
| Rose Earring, Polymer Clay Earrings... ShopWildBloomStudio \$13.19 Only 1 available and it's in 1 person's cart | Polymer Succulent clay earrings VerbenaJewelry ★★★★★ (10) \$5.00 | Geometric Drop Earrings in Marble... TomCraftShow ★★★★★ (3) \$28.00 FREE shipping | Handmade Polymer Clay Stud Earri... SIMPLYBYKT ★★★★★ (13) \$18.56 |
| | | | |
| Hand painted polymer clay earrings UnibeJewelryShop \$20.00 FREE shipping | Hand painted polymer clay earrings UnibeJewelryShop \$20.00 FREE shipping | Made to order The song of a mothe... StoriesMadeByHands ★★★★★ (149) \$105.20 | Polymer clay earrings/statement ea... FreeSprinFibersAZ ★★★★★ (230) \$22.00 FREE shipping |

Etsy Search

Google

All Images Shopping Videos News More Settings Tools

About 13,800,000 results (0.50 seconds)

[See polymer clay earrings](#)

Sponsored

| | | | | |
|--|--|--|--|--|
| | | | | |
| Ready to Ship - Eclectic... \$22.00 Etsy | Organic Shape Large Statemen... \$35.00 Etsy | Hoops Earrings Hoop Atrio Tile... \$45.00 Etsy | Klutz Make Clay Charms \$21.99 Anglo Dutch Po... | Gold and Navy blue Resin... \$9.50 Etsy Free shipping |

Google Search

Etsy Search



Titles & tags

Items in Etsy's search results must match the buyer's search word or phrase. Items that do not match a buyer's search won't be included in results.

Attributes & categories

The key information provided in item attributes is considered in Etsy search, similar to keywords in item tags and titles.

Listing quality

To show items that buyers are likely to purchase, Etsy's search algorithm considers how well individual items tend to do in search.

Etsy Search

Translations & language

When you set up your shop on Etsy, you choose a shop language. The titles and tags you add to your listings should be in the language you choose during setup. We'll translate your keywords and show shoppers results that match their query and language settings.

If you speak multiple languages, you can add your own translations to your listings. Translations you add yourself tend to be higher quality and sound more natural so they often outperform machine translations.

Etsy Search



Product photography

The number of photos you upload doesn't directly impact your item's search placement, but using all 10 listing photos may increase your conversion rate.

Customer & market experience

Great reviews, completed About section, competitive shipping rates, and completed shop policies can all help your placement in search.

Pro Tips: Keywords

- Use a title that is concise, easy to understand, and includes keywords buyers would use to search for your item.
- Place the most influential phrases at the front of title.
- Use all 13 tags available to you. Include a variety of specific, descriptive keywords and phrases.
- Select accurate attributes and categories
- Write in your shop language—unless you're fluent in multiple languages and want to add your own translations!
- Use your stats to track which listings buyers are engaging with the most.

- Use engaging, “click-worthy” photos
- Write engaging, informative listing descriptions—think about your target market here!
- Offer excellent customer service
- Complete your About section
- Add shop policies

Pro Tips:
Creating listings that “convert” and a positive customer & marketplace experience



Pizza Slice Necklace with Ruby, Hand Carved P...

★★★★★ (972)  Star Seller

\$75.00

jtopolski



Custom Hand-Embroidered Baby Crewneck S...

★★★★★ (139)  Star Seller

\$45.00

HoneyMoonBabyCo



Christmas Dogs

\$12.00 ~~\$15.00~~

You save \$3.00 (20%)

✓ In stock

Size

Select an option

Quantity

1

Buy it now

Add to cart



Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.

Print, track, and free shipping

This listing

Christmas Dogs



Merry Christmas Face Mask, Xmas Mask, Funny Face Mask, Best selling mask, Santa, Snowman, Gingerbread Man, Made in USA, Style 2 Soft Ear

Bestseller

\$8.25

✓ In stock

Print

Listing title example

A note about Etsy Search and new shops

New shops and listings start with a neutral quality score. When a new listing is created, it gets a small, temporary boost in search results so Etsy search can quickly learn more about how shoppers interact with it.



Product Photography

Product Photography

Once a buyer discovers your listing, your photos can communicate your product and brand.

Listing photos are a major influencer in purchase behavior.

Purchases can positively contribute to search ranking.



Photos from WhichGoose on Etsy.

Seven Essential Product Photos

- Studio Shot
- Lifestyle Shot
- Scale Shot
- Detail Shot
- Group Shot
- Packaging Shot
- Process Shot

Studio Shot

In this studio shot, the plain backdrop brings out the textures and form of Barruntando's porcelain yarn bowls.



Lifestyle Shot

CalhounAndCo uses a lifestyle photo of their blanket draped over a chair to help buyers imagine how it would look in their home.



Scale Shot

Lingua Nigra illustrates the size of these gold-plated bangles on a model's wrist.



Detail Shot

This detail shot of Mount Royal Mint's soft sculpture shows off the item's embroidered stripes and wooly texture.



Group Shot

The Ima Mays Attic uses a group shot to show the front, back and side of her opaque glass beads, all in one image.



Packaging Shot

Mir Dinara employs a packaging shot to show off the gift box and a free recipe card included with their tea towels.



Process Shot

Goose Grease uses a process photo to highlight that their wooden dolls are painted by hand.



Listing Videos

Listing videos allow you to showcase your products in ways that aren't possible with static photographs.

From preempting common questions to highlighting usability and showcasing creative details that will stick in shoppers' minds as they browse, listing videos will help you bring your products to life and give buyers even more confidence when they decide to purchase an item.





Ideas from Nicole:

- Mock Ups
 - Etsy Banner/ Branding kit
 - Screen shot a 5 star review as a photo
- 

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5 Common Mistakes New Etsy Sellers Make

Tips from experienced sellers

Experienced Etsy sellers have shared lessons they learned while building successful creative businesses on Etsy.

Mistake #1: Not focusing enough on product photography.

Mistake #2: Ignoring the business side of running a shop.

Mistake #3: Neglecting the importance of tags.

Mistake #4: Not getting the word out about your business.

Mistake #5: Giving up too quickly.

Getting your first sale

Agenda

1
Shipping success

2
Encouraging 5-star reviews and
repeat customers

3
Shop finances


The background is a solid dark blue. In the top-left corner, there is a semi-circular orange shape. In the bottom-right corner, there is a semi-circular blue shape. The text "Shipping Success" is centered in a white, serif font.

Shipping Success

Shipping success

- Packaging and marketing materials
- Developing a shipping strategy
 - Determine postage and policies
 - Shipping profiles
 - Shipping upgrades
 - International shipping
 - Insurance
 - Returns
- Communicating with your customers
 - Good communication shows your buyers that you're moving forward with their orders and answers common questions. Don't hesitate to ask for clarification!
- Keep calm and carry on!
 - Sometimes shipping challenges are out of your control.
 - Identify problem areas
 - Stay alert
 - Keep good records.
 - Review the Seller Protection Policy - always reach out to myself or Etsy with any questions.



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Positive Reviews and Repeat Customers

Encouraging 5-star reviews and repeat customers

When shoppers write about their experience making a purchase in their reviews, they often mention three important factors:

- Quality
- Customer service
- Shipping

Let's go over a few things that may lead to positive reviews!



Positive reviews can influence a buyer's decision to make a purchase.

Use your listing description to answer shoppers' questions

A listing description is a chance to show off personality and highlight what makes the shop's products unique, but it should also cover all the "nuts and bolts" type of information a customer would need to understand exactly what they're purchasing.

Showcase your product from all sides

Include photos of the item's best features, and if they're selling vintage items, include photos that show any flaws.

Set expectations with a clear return policy

A clear return policy can give potential shoppers confidence in the level of customer service they'll receive from you.

Surprise and delight with thoughtful touches

Let customers know how much their business is appreciated with a handwritten thank-you note and pretty packaging.

Respond to messages quickly

When shoppers have questions about products, they want answers right away.

Let shoppers know when their item will be delivered

Shoppers often mention shipping time in their reviews. Keep them happy by setting clear expectations upfront.

Ship on time

If things get hectic or circumstances beyond your control will cause an order to go out later than planned, send a personal note to the buyer to let them know what's changed.

Send a thank-you coupon

Create a thank-you coupon to automatically send to customers as an email with a coupon code after their order is complete

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Finances

Streamline Your Shop Finances

Avoid deposit delays and keep your shop running smoothly using this checklist:

- Double-check bank details
- Review deposit schedule which can be set to daily, weekly, biweekly or monthly.
- Get to know your Payment account
- Understand deposit total
- Keep your payment information updated
- Pay bills automatically (US-based sellers)
- Review shop's return policies



Photo from ArteeLuarBookbinding on Etsy

Growing your business

Agenda

1

Shop Stats

2

Creating a small business budget

3

Marketing essentials

4

Social media marketing

5

Advertising on Etsy

6

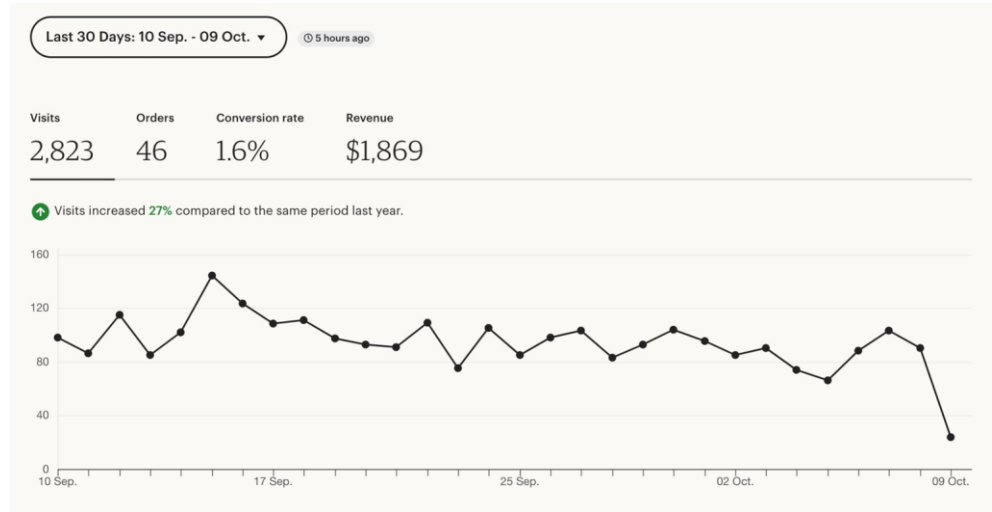
Tips for getting featured on Etsy

Understanding your shop performance with Shop Stats

Understanding how your business is performing over time is essential in crafting an effective growth strategy. In your Shop Stats, you can dig into a wide variety of information.

At a glance: Shop Stats will show stats on the number of visits, orders placed, conversion rate, and revenue over the past 30 days.

How are shoppers finding you? Shop Stats will show the percentage of shoppers who found your shop using social media, advertising, direct and other traffic, and Etsy.



How shoppers found you

Etsy brought 79% of visits

| | | |
|-----------------------------|-----|------|
| Etsy app & other Etsy pages | 286 | 32% |
| Etsy search | 114 | 18% |
| Etsy marketing & SEO | 20 | 233% |







You brought 21% of visits

| | | |
|------------------------|----|-----|
| Direct & other traffic | 37 | 3% |
| Social media | 13 | 18% |
| Advertising | 65 | 28% |


Understanding your shop performance with Shop Stats

How shoppers found you

Etsy brought 79% of visits

| | | |
|---|-----|--|
|  Etsy app & other Etsy pages | 286 |  32% |
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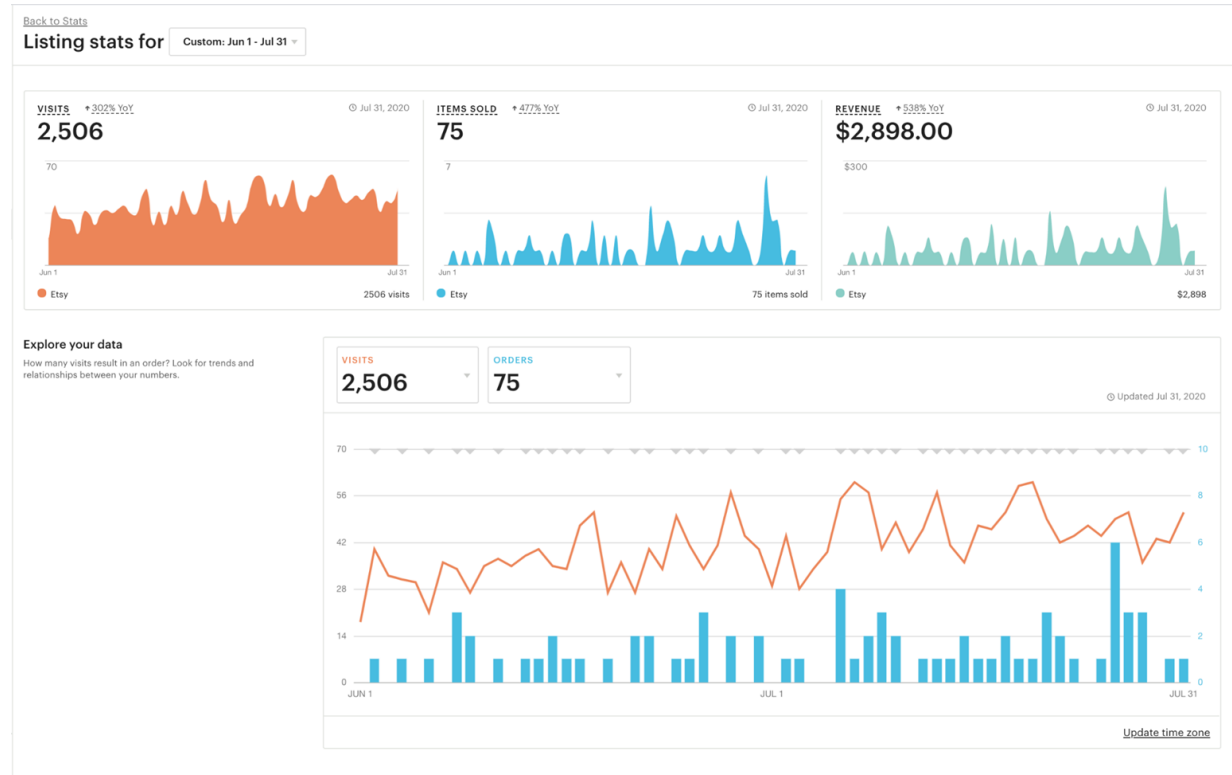
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| | | |
|--|----|---|
|  Direct & other traffic | 37 |  3% |
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|  Advertising | 65 |  28% |

Understanding your shop performance with Shop Stats

Deep dive into listing-level engagement

You Shop Stats also show an array of performance metrics for all of your active listings. You'll see a sum of total listing views for the time period you select, along with the average number of listings a shopper views when they visit your shop. You can also see which listings are viewed and sold most frequently, along with the revenue generated from each listing during the time period.



Creating a small business budget

Make sure you're covering expenses and planning for the future with a budget that helps your business grow.

- **Establish a system for tracking expenses and income.** Keeping track of expenses helps you make more informed decisions—and helps you avoid surprises like an unexpectedly large tax bill or unnecessary debt.
- **Assess your approach to pricing.** As a creative business owner, the prices you set for your products are pivotal in establishing a steady, sustainable income stream for your business.
- **Forecast your potential growth.** Forecasting is an educated guess, based on previous business performance, of how your business will do in the future.



Marketing your business

When it comes to your marketing strategy, it is important to get off to a smart start:

- Determine your target customer
- Understand your brand voice
- Define your unique selling proposition



Marketing your business



Social media marketing

Social media is one of your most effective low-cost promotional tools as a small business owner.

By using social media marketing to your advantage, you can grow brand awareness, connect with customers, and reach new potential buyers.

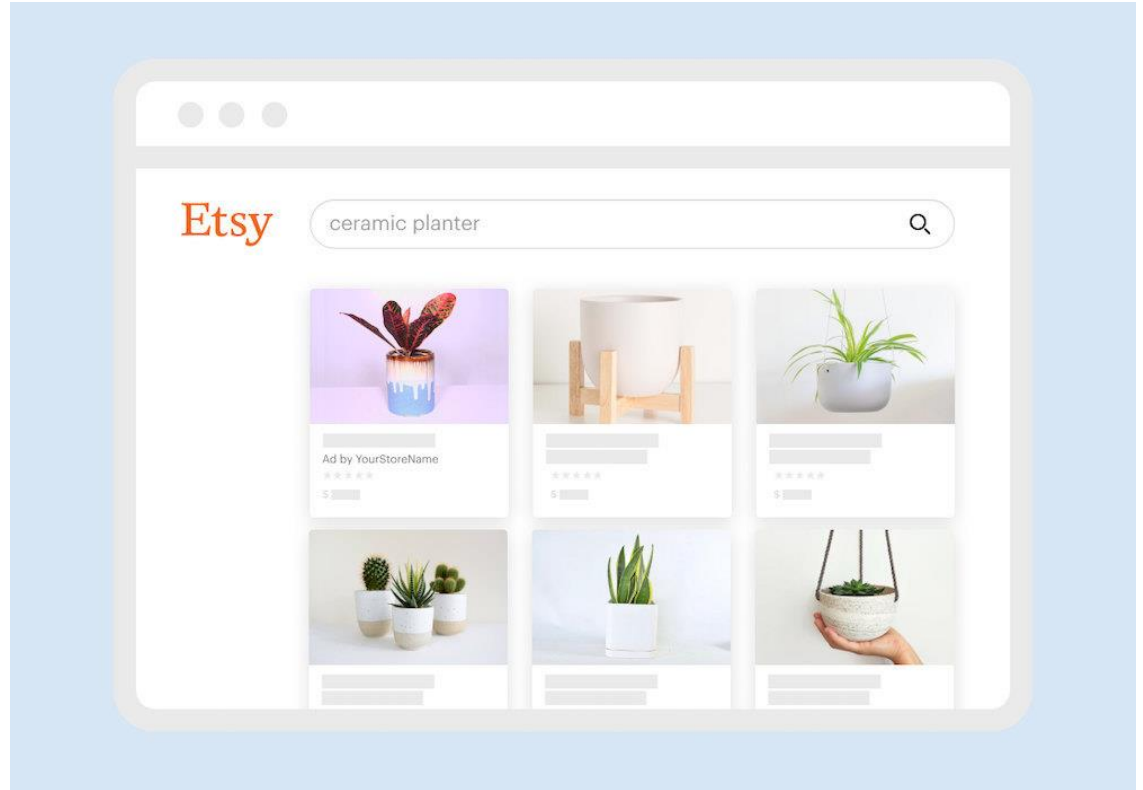
Each channel has its own strengths and weaknesses, making each one appropriate for different styles of promotion. Before you launch a social media campaign, consider what types of promotions you plan to create and which platform would be the best match.



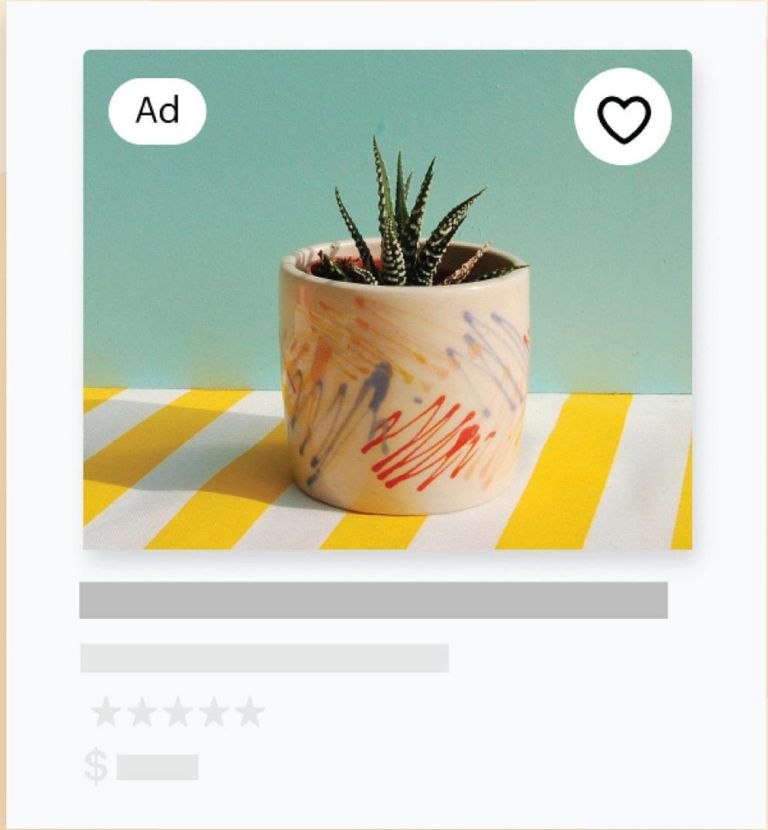
Advertising

Want to get your products in front of more people? When done right, paid advertising can be a highly effective way to reach a new audience for your products—and drum up more sales for your growing business.

Etsy Ads make your listings more prominent for millions of buyers searching for products on the site. You set a daily budget, let your campaign run, and we'll continually optimize how your budget is spent over time to boost your exposure in Etsy search results.



Etsy Ads



Getting featured on Etsy.com

Beyond advertising, there are other ways to increase traffic to a shop. Getting featured by Etsy can be really helpful—especially for newer sellers!

Etsy's Merchandising team looks for the following when choosing Editor Picks:

- Make your shop easy to find
- Focus on photography
- Develop your brand
- Tell your story
- Be transparent
- Sell great products
- Market your expertise
- Model excellence



EDITORS' PICKS

The Holiday Shop

Make the gifts thoughtful, the decor beautiful, and the celebrations meaningful.



Boo!

[Shop this Editor's Picks page →](#)



Design ideas and inspiration

[Shop this Editor's Picks page →](#)

Warm up your wardrobe



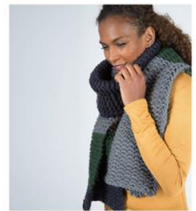
Shop irresistible knits →



Hats to keep you toasty from head to toe



Classic V-necks fit the bill for fall



Knit accessories for everyday wear



Stay in the loop!

Resources for new sellers

- Follow Etsy Success on [Instagram](#) and [Facebook](#) for more advice and inspiration on running an Etsy shop.
- Subscribe to the [Etsy Success podcast](#) to hear directly from sellers, Etsy staff, and other experts on a variety of topics.
- [Etsy Teams](#): Etsy Teams are groups run by members, for members, to provide support to one another. As part of a Team, you have access to advice, inspiration, and growth opportunities direct from a community of sellers like you.
- [Etsy Forums](#): The Etsy Forums is a place for members of the Etsy seller community to gather and discuss a wide variety of topics about running a creative business.
- [Seller stories from the community](#): Explore sellers' Inspiring Workspaces, hear from entrepreneurs who've Quit Their Day Jobs, and more in our ongoing seller features.



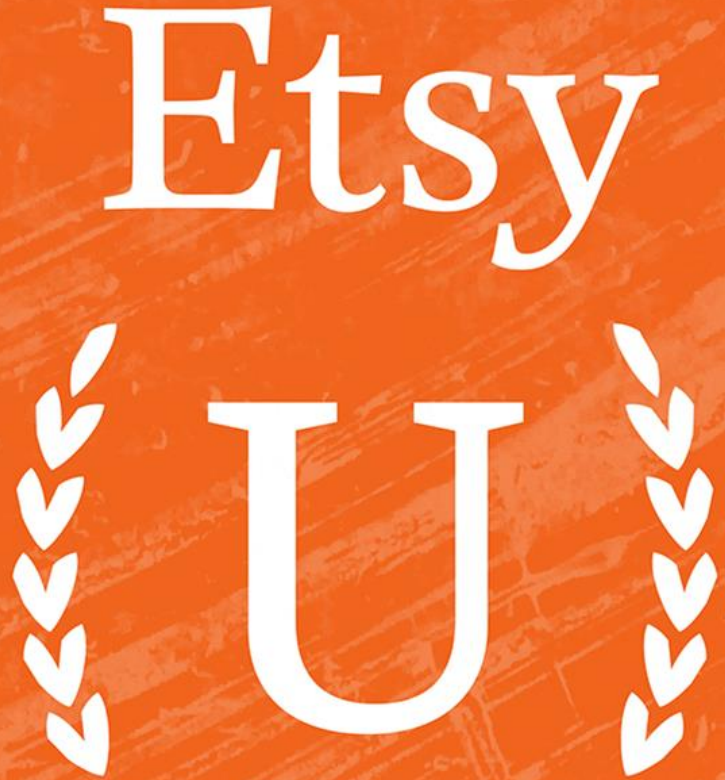
Want to take additional
Etsy U Workshops?

Check out our other workshops at:

www.etsyu.etsy.com

My next workshop is...

Today at 7pm!
Everything SEO



Questions?

Send a message through Etsy at
my shop: [Partynwithplants](#)

Etsy

Thank You

Nicole at Partyn With Plants