Discover Your Keywords

Etsy

Think about the last time you bought something online. What words did you type to search for it? When people shop online, they use descriptive words to find what they are looking for, like "small green table lamp." Being thoughtful about what keywords and tags you use will go a long way toward helping potential customers find your products.

STEP ONE: BRAINSTORM

Use the table below to brainstorm some keywords for a specific product in your shop.
Use as many descriptors as possible and feel free to use phrases to answer each question!

What is it?

_____

_____

What is it made out of?

_____

_____

What's the color?

_____

_____

What is the style?

_____

_____

What technique did you use to make it?

_____

_____

What era is it from?

_____

_____

What scent or flavor is it?

_____

_____

What is the texture of the product?

_____

_____

Who is your target customer?

_____

_____

What is the main material?

_____

_____

Where will it be used?

_____

_____

Does it have any imagery or motifs?

_____

_____

What occasion is it for?

_____

_____

What synonyms could be used to describe it?

_____

_____

What size is it?

_____

_____

"Ask yourself the following for every item in your shop: Who is buying it? Why are they buying it? When you have the answers, put yourself in that imaginary person's shoes: What search terms would they use to find this item? Is your listing calling attention to the details that are important to them? Use this focused perspective to optimize your listings and update photographs, item descriptions and search terms accordingly."

— Alexandra Ferguson of home accessory shop Alexandra Ferguson

PRO-TIP

If you are having a hard time coming up with descriptive terms, type one of your product keywords into Etsy's search bar to see if it suggests a commonly searched term that is relevant to your item.

The first three words that you use in your tags and titles carry the most weight in search results. Take a minute to go through your terms and circle the three most important descriptors to share with customers about your product.

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STEP TWO: WRITE A DESCRIPTIVE TITLE

The keywords that you use in your titles play an important role when it comes to being found in search. Your title should provide a clear idea of exactly what your item is. Etsy search relies most heavily on the first words in your title to match your items with what buyers are looking for. It's also good to remember that shoppers can see only the first few words in your product title when browsing.

Start your item title with the three most important keywords and then add some more keywords from your list above.

_____ _____ _____

_____ _____ _____

_____ _____ _____

_____ _____ _____

EXAMPLE

Welcome—recycled felt applique pillow 14"x 18"—more colors available

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STEP THREE: PICK TAGS TO ATTRACT SHOPPERS

Let's pick all 13 tags! Your tags act as magnets to attract the right shoppers to your items, so it's important to take time and experiment with them to figure out what works for your listings. Remember to use the three most important keywords as your first three tags and at the beginning of your title.

_____ _____ _____

_____ _____ _____

_____ _____ _____

Remember, tagging is not a perfect science. It takes some experimentation to find the best words to describe your product listings. Keep an eye on your Shop Stats to see which terms are working best and try reworking the terms that aren't. For more info about Shop Stats, see this help article.

EXAMPLE

Housewares, felt pillow, home decor, welcome home, sign, welcome, room decor, felt, eco friendly, appliqued

PRO-TIP

Use phrases. For example, you can use "clutch purse" instead of just "purse" as a tag. The closer you can match what a buyer is looking for, the better. Shoppers will still be able to find your item if they use one word and not the other, but if they search for "clutch purse" you'll have a better likelihood of appearing in earlier results.

PRO-TIP

Selling on Etsy allows you to connect with potential buyers all over the world as well as customers at home. Set your default shop language to the language you are most fluent in. Etsy's translation tools will automatically translate your shop and listings for people shopping in other languages. If you are fluent in multiple languages, you can enroll in additional languages to manually translate your shop and listings.

Learn more in this FAQ.