

# How To LASER TARGET Specific Etsy Buyers With Your Tags & Keywords!



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Created By: *Bart Hennin & Stuart Turnbull*

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# How To LASER TARGET Specific Etsy Buyers With Your Tags & Keywords!

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We ALL know that to get your listings seen on Etsy, we must choose the right Keyword phrases and tags for our listings.

HOWEVER, getting your Etsy offers “seen” is not enough... We must also use our keywords to get our listings seen by people who actually want to BUY our item once they see it!

In other words, we need to be using our listing Keywords and tags to NOT ONLY get our listings showing up in search results, BUT ALSO TO LASER target precise Etsy audiences; audiences that are precisely interested in BUYING what they click on!

DO THIS, and your “conversion rates” (and sales) will skyrocket. This guide is aimed at getting you started on the right foot targeting specific audiences on ETSY using keywords and tags.

**Let's get started!**

## Using “[Marmalead](#)” To Analyze Your Current Tags & Keywords:

You want to start by using [Marmalead](#) to analyze your tags and keywords. Why?... Simple... You need to see what’s working and what’s not.

NOTE: The details of [how to use Marmalead](#) can be found [here](#).

A lot of times, beginners are seeing low to no sales on Etsy in spite of having a good number of views of their listing(s), great descriptions, photos and persuasive copy... and the reason why (a lot of times) is they're targeting the wrong buyers with the wrong tags & keywords.

For example, one common mistake is picking tags that are very “broad” and thus very competitive. Let’s face it. If your tag is “funny mug” it means your chance of showing up in search at all is slim to none (because this keyword is so highly popular/competitive) AND...

It also means that if you DO show up in search (for example if your listing is NEW – Etsy gives a search boost to “new” listings...), you are still unlikely to make a sale as your AUDIENCE is too broad... Your ‘funny mug’ might be funny

to a mom looking for a funny mug but not a nurse looking for a funny mug, a dad looking for a funny mug, a cat lover looking for a funny mug, an engineer looking for a funny mug, etc. In other words, our 'targeting' has to be tighter than just "funny mug".

SIDE NOTE: If you are making use of ETSY ADS (which also, by definition, targets specific keywords), broader keywords cost MUCH MUCH MORE per click with, as said, lower conversion rates. Targeting very tightly results in much lower costs per click AND higher conversion rates,

Realize that broader keywords have a lot higher search competition which means less chance of being seen AND broader keywords also target broader audiences which means, even if seen, a lower chance people will be interested specifically in what you are offering.

Understanding this basic principle will tremendously help you in selecting the right keywords and tags for your Etsy listings.

Let's look at a specific example.

Suppose that you are selling wedding items. Let's say that one of the items you offer is a printable wedding planner

that you sell for \$5. Using the key word “wedding” (either to place organically OR to advertise) would be a mistake.

The Etsy search term “wedding” has over 6 million listings.

So, you're competing with 6 million people/listings to place on Etsy's 1<sup>st</sup> page AND, in the case of advertising, the cost per click for “wedding” is 90 cents per click. In other words, if 5 people clicked on your advertised listing and 1 buys, you've spent \$4.50 to make \$5 in sales...after Etsy fees, you're losing money!

So, you want to make sure that your targeted keywords are not broad but rather, very specific. Target longer phrases rather than single words.

The quickest way to do this, as said, is to use “[Marmalead](#)” to tell you the competition, the search volume and the engagement. For various keyword phrases. [Marmalead](#) can also be used to discover additional new low competition tags or keywords.

You want low competition phrases but that also have sufficient search volume.

You should be using [Marmalead](#) to go through each listing and make sure that you're NOT using keywords that are too competitive. Again, [you can see how to do that here](#).

NEXT, you want to start using keywords that MORE PRECISELY target your ideal customer(s).

## **Targeting Your Audience More Precisely by Using Long Tail Keywords.**

The KEY to success is to be sure to use longer MULTI-WORD phrases rather than single word phrases. This was eluded to above.

The reason you want to use long tail keywords is because they target your audience much more specifically. You want to go after people who are actually looking for your exact product.

THINK ABOUT who your ideal customer is and how you would target that person.

Let's look at a specific case...

Let's use the same "wedding" example as above. We wouldn't want to just target people searching "wedding" but rather people who are specifically looking for "printable wedding planners". The latter search phrase is much more specific and much better matches what people searching that phrase are actually looking to buy.

So, you need to take a look at your tags. Remove any tags that are too broad and not really targeting your ideal customer. Same with your keywords.

For another example, consider if you are selling running shoes for women. If you use only the word "shoes" as one of your tags, you are targeting much too broadly... You're targeting people looking for ballet slippers, high heels, men's dress shoes, baby shoes and on and on and on....

There's over 684,000 people using the word shoes on their listings!

And... If you are advertising, your cost per click on ETSY would be 65 cents. Ouch!

This is why many beginners ask, "Why are my views so low / so costly / NOT CONVERTING?"



The few people who are clicking aren't buying because you're showing your products mostly to the wrong people.

You're not showing it to people that are actually searching for "women's running shoes". Phrases like "woman's athletes' shoes", or "women's shoes for the gym" are other very specific keyword phrases that would be better than just "shoes".

Again, to come up with good long tail keyword phrases, you want to **define your ideal customer**. In this case, our ideal customer is a woman...but more than that, it's a woman that likes to walk or run, work out or be athletic.

Thus, you'd want to use [Marmalead](#) to check out phrases like, woman walking shoes, or woman running shoes, woman's athletic shoes, woman's gym shoes, etc.

The nice thing about good long tail keyword phrases is, not only will you get more organic traffic (and in the case of ads, get much cheaper clicks), your conversion rates and sales will explode.

You will start making considerably more money because now you're showing your products to the right individuals

who are actually LOOKING TO BUY them versus somebody who just typed in the word “shoes” only to look around.

## **Conclusion:**

REMEMBER that we always want to be selecting and using keyword phrases and tags that are longer, have lower competition (yet good search volume), and precisely target out ideal customers.

Success on Etsy depends on a number of factors... Good enticing descriptions, attractive photos, quality products, **AND GOOD KEYWORDS/TAGS**. To achieve the latter, we need to be constantly evaluating, testing and improving on our targeting of our ideal customer(s)!

This doesn't take much time and yet can pay off BIG. It can be the difference between few to no sales and **HUGE SALES**.

Happy selling!

Bart & Stuart