

Selling Success ***Stiloguard on Etsy***

Optimize Your Products for Sale and Your Store for Sharing

- Once you've got your products loaded up on Etsy, they need a little assistance in getting found and convincing customers to make a purchase. Just putting on a written product description and calling it a day isn't going to do the trick.
- *Continue snapping some high-quality photos.* Really, there's nothing more key to making a sale than providing a sharp product image. Doing so not only gives your potential customer a much better sense of the product itself and the kind of experience they might have with it, but it also just makes you look more professional.
- *Write excellent product descriptions.* Product descriptions should first and foremost be functional and descriptive. They should get to the point, discussing all of the specifics, perhaps discussing your inspiration, and directing customers to other items they might want to buy in tandem. Keep it all in first-person so it's nice and personal, establishing trust with your potential buyers and giving them a good sense of who you are.
- *Use the correct titles, tags and categories.* As you create your listing, it's important to select a category that really fits with what you're selling, as that will help searchers more easily find your wares and may also get you featured on the site.

Market Stiloguard on Social Media

- *Practice engagement marketing.* Rather than blasting out a constant stream of tweets about your products or sales, reach out to potential and current customers to engage in conversation. Comment like a friend on follower feeds, and share content they really want to read.
- *Join an Etsy Pinterest group.* The visual nature of Pinterest makes it a natural marketing venue for Etsy sellers. Not only should you make your own board, but you should also consider joining Etsy pinning boards, upon which various Etsy sellers actively pin each other's materials to build exposure and traction.
 - **Pinterest Board Ideas:**
 - *Stiloguard Product:* A board showing the product and the product being worn/in use.
 - *Fashion Hacks:* A fashion hack is anything that makes wearing clothing/accessories easier or more comfortable. Since Stiloguard itself is a fashion hack, it makes sense to include a board filled with various kinds. This will bring people to your account which will ultimately bring them to Stiloguard.
 - A board or boards showing heels for different occasions. Again, a board like this will attract people who actually wear heels to the Stiloguard account.

Content Is King

- Create unique and strong product titles. Think about keywords that shoppers would use to search for your product and include them in your product titles.
- Be obvious about what you're calling something and use standard terms. Don't use excessively long product titles — instead, aim for about 80 characters. If you're unsure what people are searching for, Google's keyword research tool can help you find out.
- Flesh out item descriptions. Use less obvious terms to describe your shop items and expand your product titles.
- Fill out your About page. This will tell the search engine all about your shop.

Get Link Happy

- Because search engines use links to determine ranking order, links have always been one of the most important elements of SEO. There's no rule on how many links will help, as each link will have a different value. For example, a link from CNN to your Etsy shop might be worth more than 10 (or 100) small blog links. But all links (big and small) help.
- Do you have a blog? Don't be shy about self-promotion — don't go overboard, but certainly link to your Etsy shop/listings where possible.
- See your items featured outside of Etsy? If the blog doesn't include a link to your item, contact the editor to request a link; they might say no, but no harm in asking!
- Link between listings on your site. Internal linking helps pass link authority from one page to the next, giving search engines signs that pages are also related or grouped.
- Network. If you know sites that are seeking content and guest blog posts, volunteer to put your content on other people's sites.
- Don'ts: Never buy a link and don't use spammy techniques such as third-party forum postings or directory listings — search engines can see through dodgy link building practices.