

Marmalead

Marmalead uses machine learning to take the guesswork out of getting found on Etsy.

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Ensure your listings are built for success

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Join over 95,853 other Marmapreneurs that trust Marmalead!

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“Marmalead is the best tool on the market and the only tool I personally recommend. It doesn't matter whether you are a First time Etsy Seller or a 6 figure Shop. If you want to be successful, grow your business and reach your dreams. . . You NEED Marmalead!”

Joanna Vaughan, Owner of EWDMarketing

SEO = The Formula

Start each listing by answering these 3 Questions:

1: What is your product? Describe your product in detail, including size, color, season, shape and materials used.

2: What Occasion or Holiday is it for?

3: Who is it for?

Category Matters!

Any product can and will fit into more than one category. Using your answers to the questions above, write down ALL the categories your listing could be placed in.

Determining Keywords

Based on the answers to the questions above and picking your category, will help you to determine what Keywords to use.

The objective is to keep your titles shorter, easy to read by your customers while still ranking well in search. This formula helps improve the engagement by your target market, keeps your keywords specific to the category you choose and helps improve your listings ranking.

Worksheet

1: Product Description:

2: Occasion or Holiday:

3: Who is it for:

4: Categories:

Daily Plan of Action

NOTES:

1: The following is your daily action plan. In order for it to work, you will NEED to do everything on the list for a FULL 30 DAYS. If you skip steps, you will NOT see the results.

2: Each action is based on the Etsy Ultimate Guide to Sellers and the new learning algorithm.

3: The first week is the hardest as you establish the new routine. After that, it becomes much easier to follow.

4: Results for some are immediate, however, for the majority it will be day 15 before you actually start to recognize the improvements.

5: Read over everything so you know what you will need to do. Then pick the day that you will start.

Start Where You are

It is super important to simply start where you are. It makes things easier as you begin to move your shop forward. Next are the first steps you need to do BEFORE you begin. You NEED to do these, it is going to be your benchmark for your success!

The Starting Point:

Shop Stats for last month:

Total Views:

Total Visits:

Total number of orders:

Total Revenue:

Next: Write down the top 10 search terms found below your timeline:

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

Your Daily Plan:

Add One New Listing:

Turn on your Promoted Ads for your New Listing:

Update One thing on your shops Home Page:

Renew One Listing:

Revise One Listing:

Do 3 Shop Updates:

Notes:

Track Your Daily Results:

You need to track your daily results the following day. Write in the following information :

Shop Stats:

Total Views:

Total Visits:

Number of Orders

Promoted Ads:

Number of Impressions:

Number of Clicks:

Cost:

Orders:

Notes:

Track Your Weekly Results:

Measuring your success is important. This is how you will know if your business is moving forward. Once a week fill in the following data:

Weekly Stats:

Total Views:

Total Visits:

Total Number of Orders:

Weekly Promoted Stats:

Total Impressions:

Total Clicks:

Total Cost:

Total Orders:

Your 30 Day Results:

Time to see how your shop is doing. Write down your stat totals for the last 30 days:

Total Views for 30 Days:

Total Visits for 30 Days:

Total Orders for 30 Days:

Total Ad Impressions for 30 Days:

Total Clicks for 30 Days:

Total Cost for 30 Days:

Total Orders for 30 Days:

Now, compare your 30 day results with your results from the previous 30 days. How did you do?

Are your Views up or down? How much?

Are your Visits up or down? How much

Are your orders up or down?

Your Ad impressions, up or down? How much?

Clicks, Up or down? How much?

Cost for the clicks, up or down?

Orders from ads, up or down?

Continue On!!

Now that you have seen your overall results, don't stop there! Keep going! With your continued efforts doing your daily action plan, you will continue to see improvements to your shop.

A couple final notes to keep in mind:

1: Next time the algorithm makes a change, it will not effect you in a negative way. Due to the fact you are working on your SEO daily, you will spot the changes as they are happening and you will be able to make the revisions as you go along.

2: Slow times. As you continue to work your daily action plan, you will discover that even during the slow times, you will have customers coming to your shop and making purchases.

3: Staying consistent is the key factor to your success. If you stop so will your results that you worked so hard to gain. If that happens, just begin again, where you are and work your daily action plan.

Wishing you much success and lots of wonderful Cha-Ching's!!

~ Joanna Vaughan

EWDMarketing