

# April

## CHECKLIST

- You are officially in the second quarter of 2021! It's time to plan out your goals for this new quarter! Don't forget to revisit your Q1 goals as well.
- Head to the Marmalead blog and check out our Jam episode *How To Create A Vision Board* for some helpful goal setting tips!
- April 1st - Write down your specific goals for April.
- April 1st - Are you updating your shop banner for the month of April? If so, be sure to swap that out ASAP!
- April 2nd - Mother's Day is a little over five weeks away! If you haven't brainstormed and applied your Mother's Day keywords, be sure to do that ASAP!
- April 6th - Did you check your Etsy stats last month for keywords you're being found for but aren't using? If not, be sure to do this now!
- April 7th - If you haven't double checked your listings to remove any lingering St. Patrick's Day keywords, do that ASAP.
- April 12th - Father's Day is a little less than 10 weeks away. Now is the time to head over to your Marmalead account and begin your keyword research for Father's Day.
- Do you have any new products to add to your shop for Spring? If so, be sure to get those new listings in and optimized.
- With Spring officially sprung, we hope you take time in this new season to set aside time for your self-care away from work. If you haven't scheduled this into your calendar, be sure to do that!

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I am so happy with the tool! I have impressed myself with opening a 3rd shop and hitting top ranking most of the time.

- Brenda

Boost Your Conversion Rate:  
<https://marmalead.com/convert2021/>