



# May

## CHECKLIST

- May 3rd - Time to write down your goals for May!
- May 3rd - Are you updating your shop banner for May? Swap it out asap!
- May 3rd - With exactly one month until Memorial Day, do some keyword research in Marmalead and see if there are any keywords that apply to your products for this patriotic holiday.
- May 4th - Did you brainstorm and apply your Father's Day keywords in April? If not, be sure to add those to your listings asap to maximize the little less than 7 weeks you have until Father's Day!
- May 10th - Double check your listings and be sure to remove any Mother's Day keywords that are on your current listings.
- May 17th - Check your Etsy stats for keywords you're being found for but aren't using - and add them!
- With almost a month and a half until the first day of summer, start brainstorming summer related keywords for your products.
- Have you checked out our latest Jam episodes on pricing? Before summer hits, make sure you've tightened up your pricing over all!
- With a large portion of many countries being deficient in vitamin D, make it a priority to get out into the sunshine this month!

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Marmalead has given me so much knowledge about tags and how to use them thanks!

- Brittany

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