



Marmalead

# july

## CHECKLIST



- July 1st - Are you updating your shop banner for July? Swap it out ASAP!
- July 2nd - Time to write down your goals for July!
- July 5th - Did you add Independence Day (July 4th) keywords to your listings? Be sure to remove those ASAP!
- July 9th - We are officially 3 months away from Halloween. Get a head start on brainstorming your products and any keywords that might apply for this holiday.
- Are you using long tail keywords for your listings? Check your keyword's long tail status with Marmalead, then make sure you add some to your listings.
- Have you checked out our latest Jam episodes? Before you start brainstorming new products for fall, make sure you head over to learn more about SEO, hiring help, pricing, shipping, and so much more!
- July 23rd - Check your Etsy stats for keywords you're being found for but aren't using - and add them!
- Do your shipping timelines align with Etsy's 'estimated arrival' shipping timelines for your product? If not, make sure to double check Etsy's estimated shipping and update your shipping profile.
- Are you planning a vacation in the next couple of months? If so, have you decided what you're going to do with your shop while you take much needed down time?



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Thank you! Your awesome tools help me reach people I'd never be able to reach otherwise.

- Holly

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

