

# september

## CHECKLIST

- Sept. 1st - Are you updating your shop banner for September? Swap it out ASAP!
- Sept. 1st - Time to write down your goals for September!
- Sept. 2nd - We are exactly three months away from Thanksgiving! Hop into Marmalead and start brainstorming your Thanksgiving keywords to apply to your listings!
- Sept. 6th - Have you checked out our article on finding hobbies outside of work? Be sure to give it a read if not, it's so important for your mental health!
- Sept. 12th - We are exactly 2 months away from Halloween. Now is the time to apply those Halloween keywords to your listings, if you haven't already!
- 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.
- Sept. 15th - Check your Etsy stats for keywords you're being found for but aren't using - and add them!
- Sept. 22nd - October is right around the corner! Have you been considering a plan for the busy holiday season? If not, start writing down tasks you need to accomplish before the end of October arrives!
- If you live in an area that will soon be heading into cold months, be sure you make time to get outside and into the sunshine before those darker/colder months hit.

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Love this service, it has been invaluable to me and the development of my shop!

- Fay

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