

# october

## CHECKLIST

- Oct. 1st - Are you updating your shop banner for October? Swap it out ASAP!
- Oct. 1st - Time to write down your goals for October!
- Oct. 7th - We are exactly two months away from Thanksgiving! Be sure you've added the Thanksgiving keywords you brainstormed last month to your listings!
- Oct. 8th - Have you checked out our article on prepping your keywords for the holidays? Be sure to give it a read if not. Now is the time to be sure your listings are SEO ready!
- Oct. 9th - We are a little less than 3 months away from Christmas. Have you brainstormed your Christmas keywords? If not, get started on that list!
- Oct 12th - As the holidays are approaching, review the products you will be listing in your shop. Are any of them especially giftable? If so, be sure to feature those items on your social media accounts.
- Oct 18th - Now is also a great time to update your customers and your shop details about holiday processing times. Be super clear to avoid any confusion once the holiday season is in full swing.
- Oct. 22nd - With Halloween almost here, go ahead and start taking those Halloween related keywords off your listings. Swap them out for Thanksgiving (if you haven't already) and Christmas keywords.
- Decide now how you will take small breaks during the busy holiday season. Even if it's just a few minutes here or there, having a plan in place will help you to stick to it and avoid burn out.

Marmalead has helped my listings IMMENSELY. When I was using Google AdWords things fell in to the deep pages of Etsy. Plus, Marmalead is 100xs more user friendly than AdWords IMO.

- Jaqueline

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<https://marmalead.com/convert2021/>