

February

CHECKLIST

- Check back in on your January goals. How have you progressed?
- Write down your specific goals for February. Add any goals from January that you'd still like to accomplish.
- Did you create new items for your shop in January? Add several of those items to your shop for February!
- Feb. 1st - Is your February shop banner ready to go? Switch this out in your shop today!
- Feb. 2nd. - you'll also want to double check your SEO for Valentine's Day! Are you optimized and are your listings Valentine's Day ready?
- Feb 3rd - Are you selling items that are St. Patrick's Day related? Make sure you don't forget this holiday! Head over to your Marmalead account and begin your keyword research for St. Patty's Day 2022!
- Feb. 7th - Mother's Day will be 3 months away next Sunday! It's time to start brainstorming your Mother's Day keywords so you're ready to go when that three month mark hits!
- Feb. 15th - Remove any Valentine's Day related keywords from your listings and swap them out for your St. Patrick's Day keywords and your Mother's Day keywords.
- Feb 21st - Did you start brainstorming Easter keywords? With Easter less than three months away, you can now apply those keywords to any products that are appropriate!

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

- Brittany