

# May

## CHECKLIST

- ☐ May 2nd - 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 almost one month until Memorial Day in the US, do some keyword research in Marmalead and see if there are any keywords that apply to your products for this American patriotic day of remembrance.
- ☐ 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 over 6 weeks you have until Father's Day!
- ☐ May 9th - Remove any Mother's Day keywords from your current listings and replace them with Father's Day keywords if you haven't already!
- ☐ May 16th - Check your Etsy stats for keywords you're being found for but aren't using - and add them!
- ☐ With almost a month until the first day of summer in the northern hemisphere, start brainstorming summer related keywords for your products.
- ☐ Have you checked out our latest blog post on raising your Etsy prices? Before summer hits, make sure you've tightened up your pricing over all, especially if you're adding in new products!
- ☐ Are you making time to get outside now that the weather is beginning to warm up in many places? Make sure to take time to decompress and get that vitamin D!

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

- Brittany

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