



April

CHECKLIST

- The second quarter of 2022 has arrived! It's time to plan out your goals for this new quarter. Don't forget to review your Q1 goals as well.
- To help you really start brainstorming for Mother's Day, head to the Marmalead blog and check out our blog post [Etsy Mother's Day Marketing - Selling The Best Gifts For Mom](#).
- April 7th - Make sure you have your specific goals for April written down and ready to go.
- April 11th - Are you updating your shop banner for the month of April or just for Spring in general? If so, be sure to swap that out!
- April 12th - Now is the time to make sure you've applied those Mother's Day keywords you've been brainstorming and let them get to work for you!
- April 18th - Did you check your Etsy stats last month for keywords you're being found for but aren't using? If not, be sure to do this now!
- April 20th - If you haven't double checked your listings to remove any lingering St. Patrick's Day keywords, do that ASAP.
- April 22nd - Father's Day is a little over 8 weeks away. Did you work on finding Father's Day keywords last month? If not, now is the time to get started on that. If you have your keywords ready to go, apply them to the appropriate listings.
- April 25th - Do you have any new products to add to your shop for Spring? If so, be sure to get those new listings in and optimized.
- With the second quarter of 2022 here, we hope you are making it a priority to set aside time for your self-care away from work. If you haven't scheduled this into your calendar, be sure to do that!

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I am so happy with the tool! I have impressed myself with opening a 3rd shop and hitting top ranking most of the time.

- Brenda

Boost Your Conversion Rate:
<https://marmalead.com/convert2022/>

