

Set Up Your **Etsy** Shop With **NEW 2016** Changes

by Nancy Alexander



NEW ETSY STATS FOR 2016

- 54 million members
- 1.6 Million Sellers
- 35 Million Products
- 24 Million Active Shoppers
- \$2.39 Billion Gross Sales (2015)
- 86% Etsy sellers are Women
- 95% Work From Their Home
- 61% of Traffic From Mobile Users



The Etsy logo, featuring the word "Etsy" in a white, serif font on an orange, rounded square background.

Etsy

SURPRISE CHANGES IN ETSY

- **ETSY'S CHANGES are Good!**
- **Welcome CHANGE in order to grow your business!**
- **Embrace CHANGE to survive!**
- **CHANGE on ETSY is great!**
- **Those who incorporate CHANGE are the ones who succeed!**



The Etsy logo is displayed in white text on an orange rounded square background.

Etsy

ETSY CHANGES

- Cover photo
- Navigation bar
- Shop edit tool
- Shop sections
- About video
- Shop Announcement
- Rearrange Items
- Algorithm
- Shop updates
- Around the web
- Sell on etsy app
- Reviews





LadybugWreaths

Custom Wreath Designs, Videos and Supplies

Like

11k

Follow

487 followers

Nancy Alexander of LadybugWreaths is known world-wide for her one-of-a-kind Wreaths. Wreaths, bows, how-to make wreath Books & DVD Videos & Supplies for sale!... [read more](#)

This shop accepts Etsy Gift Cards.

OLD Etsy Home Page

Search in this shop

Search

Sort by: Custom

FEATURED ITEMS FROM LADYBUGWREATHS



Pink Burlap Ribbon, Open W...
LadybugWre... \$22.97 USD



Large Spring Wreath, Outdo...
LadybugWre... \$197.97 USD



Lime Green Ribbon, Wired D...
LadybugWre... \$37.97 USD



Hydrangea Spring Wreath, L...
LadybugWre... \$219.97 USD

COVER PHOTO

Select branding option

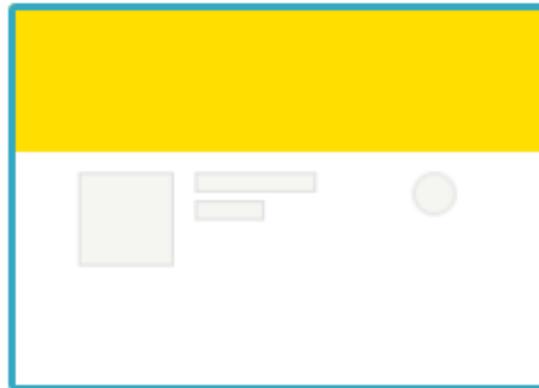


- Small banner**
Banners won't appear on mobile devices.



760px by 100px

- Cover photo**
Cover photos look great on all computers and mobile devices.



Minimum 1200px by 300px

- None**
A greater focus on your listings.



Cancel

Add cover photo

[Learn more about branding](#)



Ladybug Wreaths

Custom Wreaths, Instructional How-to Videos by Nancy, Ribbons



LadybugWreaths

Custom Wreath Designs, Videos and Supplies

South Carolina, United States | 517 Sales

★★★★★ (102)

Edit shop

Favorite shop (1173)

NEW ETSY SHOP

SHOP OWNER



Nancy Alexander

Contact

Items (55)

Reviews

About

Policies

Search items



Sheer Polka Dot Ribbon, Wired Gre...



SUPPLIES, Open Weave Burlap Ribb...



Pink and Green, Polka Dot Ribbon, ...



SUPPLIES, Denim Ribbon Wired- Aq...

**NEW Etsy
SHOP ICON**

Ladybug
LBW
Wreaths

ETSY SHOP ICON

Etsy Shop Icon was
Introduced in August, 2015

Etsy began talking about
the importance of branding
you, your products, and
your business at that time.

They moved the profile
photo so it would appear
under the heading,
“Shop Owner”.



Ladybug Wreaths

Custom Wreaths, Ribbon, Instructional How-to Videos by Nancy



LadybugWreaths

Unique Door Wreaths, How-to Videos, Rolls of Ribbon

South Carolina, United States | 527 Sales | 2011

★★★★★ (105)

Edit shop

Favorite shop (1181)

Edit Shop Here ←

SHOP OWNER



Nancy Alexander

Contact

Items (70) | Reviews | Updates | About | Policies | More

Search items



Blue Hydrangea Wreath, Large Spring...
\$249.97 USD



Lime Green Ribbon, Denim Ribbon, W...
\$18.97 USD



Digital Downloadable Video, How to ...
\$29.97 USD



1.5 Inch Ribbon, Wired Edge Ribbon, ...
\$24.97 USD

Ladybug Wreaths

Custom Wreaths, Ribbon, Instructional How-to Videos by Nancy

Edit Shop Here



LadybugWreaths

Unique Door Wreaths, How-to Videos, Rolls of Ribbon

South Carolina, United States

★★★★★ (105)

Edit shop

Favorite shop (1181)

New Menu Bar

SHOP OWNER



Nancy Alexander

Contact

Items (70)

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\$249.97 USD



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Digital Downloadable Video, How to ...
\$29.97 USD



1.5 Inch Ribbon, Wired Edge Ribbon, ...
\$24.97 USD

REARRANGE ITEMS TOOL



Items

 Rearrange items

Use my original custom sort

Sort: Custom 

All 72

Wreath Making DVDs 11

Spring Wreaths 3

Summer Wreaths 1

How To Digital EBooks 1

Wreath-Making Supplies 4

Wired Ribbon 28

Downloadable Videos 10

Burlap Ribbon 11

 Request Custom Order

 Contact shop owner



Wreaths For Front Door, Wreaths For S...
US\$199.97



Spring Wreaths For Front Door, Green...
US\$249.97



Wide Ribbon, Burlap Wired Ribbon, W...
US\$26.97



Wired Burlap Ribbon, Burlap Wired Ri...
US\$26.97



Nautical Ribbon, Beach Ribbon, Deni...
US\$18.97



Polka Dot ribbon, Wire Ribbon, Wired ...
US\$18.97

Shop Sections

[Shop home](#) 43 items

[How to Videos DVDs](#) 7

[Spring or Summer Wreaths](#) 5

[How To Digital EBooks](#) 2

[Wreath-Making Supplies](#)

[Wired Ribbon Rolls](#) 24

Shop Owner



Nancy Alexander

Anderson, SC, United States

Have a question?

[Contact the shop owner.](#)

Need a custom order?

[Request Custom Order](#)

Shop Info

[LadybugWreaths](#)

Opened on Feb 28, 2011

[About](#)

[Policies](#)

[Reviews](#)

★★★★★ (85)

418 sales



**Old About:
First Contact:
Know, Like, Trust**

[Like](#) 11k [Follow](#) 500 followers



**How I Became a Well Known Internet Entrepreneur
Selling Wild Birch Wreaths, Videos, & Published Books
While Growing a Huge Community of Artisans!**



Nancy Alexander
Owner



**New About:
VIDEO of YOU
and What You Do!**

How I Became a Well Known Internet Entrepreneur Selling Wild Birch Wreaths, Videos, & Books While Growing a Huge Community of Artisans!





Ladybug Wreaths

Unique Door Wreaths, How-to Videos, Rolls of Ribbon

South Carolina, United States | 527 Sales | On Etsy since 2011

★★★★★ (105)

Edit shop

Favorite shop (1181)



Nancy Alexander

Contact

Items (70) | Reviews | Updates | About | Policies | More

Search items



Blue Hydrangea Wreath, Large Spring...
\$249.97 USD



Like...
\$1...



video, How to ...



1.5 Inch Ribbon, Wired Edge Ribbon, ...
\$24.97 USD

Shop Announcement!
FIRST CONTACT TO:
Know, Like, Trust

Announcement
last updated on Mar 19, 2016

Nancy Alexander of LadybugWreaths is known world-wide for her one-of-a-kind Wreath Designs. She sells these exceptional wreaths, rolls of ribbon & how-to make a wreath Books & DVD Videos. Wreath making supplies can also be found in her Etsy shop!

Nancy offers Excellent Quality, a 100% satisfaction guarantee, and top of the line florals in Wreaths and Arrangements for which she has become so well known! Her how-to, Instructional DVDs, and downloadable videos can teach anyone to make a wreath, a bow, or any other floral design.

Her upscale and unique floral designs stand out far above most. They are worth every penny.

POLICIES

ETSY POLICIES HAVE CHANGED

- Simplified shop policies
- Clear & concise policies for consumers to choose from
- Option to add a FAQ section
- No more long paragraphs for buyers to have to read.



POLICY Example

Returns & exchanges

I accept the following

- Returns
- Exchanges
- Cancellations

Just contact me within:

14



days of delivery

Ship items back to me
within:

30



days of delivery

The following items can't be returned or exchanged

Because of the nature of these items, unless they arrive damaged or defective, I can't accept returns for:

- Custom or personalized orders



ETSY ALGORITHM

Recency - Important as Relevancy

- Etsy's Algorithm has changed again
- Each new change in Etsy is important
- Penalized by not taking advantage of changes
- Relevant listing - optimal keywords searched for in Google

SHOP UPDATES

SHOP UPDATES Using “Sell on Etsy” app

- Update the app on any mobile device
- Take a photo of your product in a vignette (display)
- Tag the photo to the item on sell in Etsy



2 days

Lovely ribbons look even more beautiful when using them together.

Tagged in this photo



Wire Edge Ribbon, Harlequi...

US\$24.97

SHOP UPDATES



SHOP UPDATES Using “Sell on Etsy” app for Mobile

- After taking the photo and tagging it to a listing
- Link the app to your Facebook & Twitter accounts
- Publish this photo with a link to Etsy in Facebook & Twitter



SHOP UPDATES ARE GREAT!

Advertising

Social Media Promotions



Reviews Easily Seen by Buyers

Reviews

Average item review  (112)



pamscleaningsvc on Apr 8, 2016



Love it! Fast Shipment and I will order again! :)

 Report this review



SUPPLIES, Burlap Ribbon- Lime/ Cream Plaid- High Quality Wired Craft 1.5 Inch Wide Ribbon Roll on Spool (25 Yd) For Premium Wreaths



pamscleaningsvc on Apr 8, 2016



Love it! Beautiful material! Fast Shipment!

 Report this review



SUPPLIES, Burlap Ribbon- Pink Green Cream Plaid- High Quality Wired Craft 1.5 Inch Wide Ribbon Roll on Spool (25 Yd) For Premium Wreaths 20

Manage Sections ✕

Sections help shoppers browse your shop. Drag and drop sections to change their order in your shop.

Using **15** of **15** sections

✚ Wreath Making DVDs	11
✚ Spring Wreaths	3
✚ Summer Wreaths	1
✚ Deco Mesh Wreaths	0
✚ How To Digital EBooks	1
✚ Wreath-Making Supplies	4
✚ Wired Ribbon	28
✚ Downloadable Videos	10
✚ Christmas Door Wreath	0
✚ Burlap Ribbon	11
✚ Artificial Greenery	0
✚ Wreath Making Books	0
✚ Christmas Ribbon	0
✚ Wreath Supplies	0
✚ Fall Wreaths	0

[Add Section](#)

SHOP SECTIONS

Etsy in the Past: 10 Sections

Etsy Now: 15 Sections

These should be KEYWORD RICH!

Important to use All 15 Shop Sections If Possible!



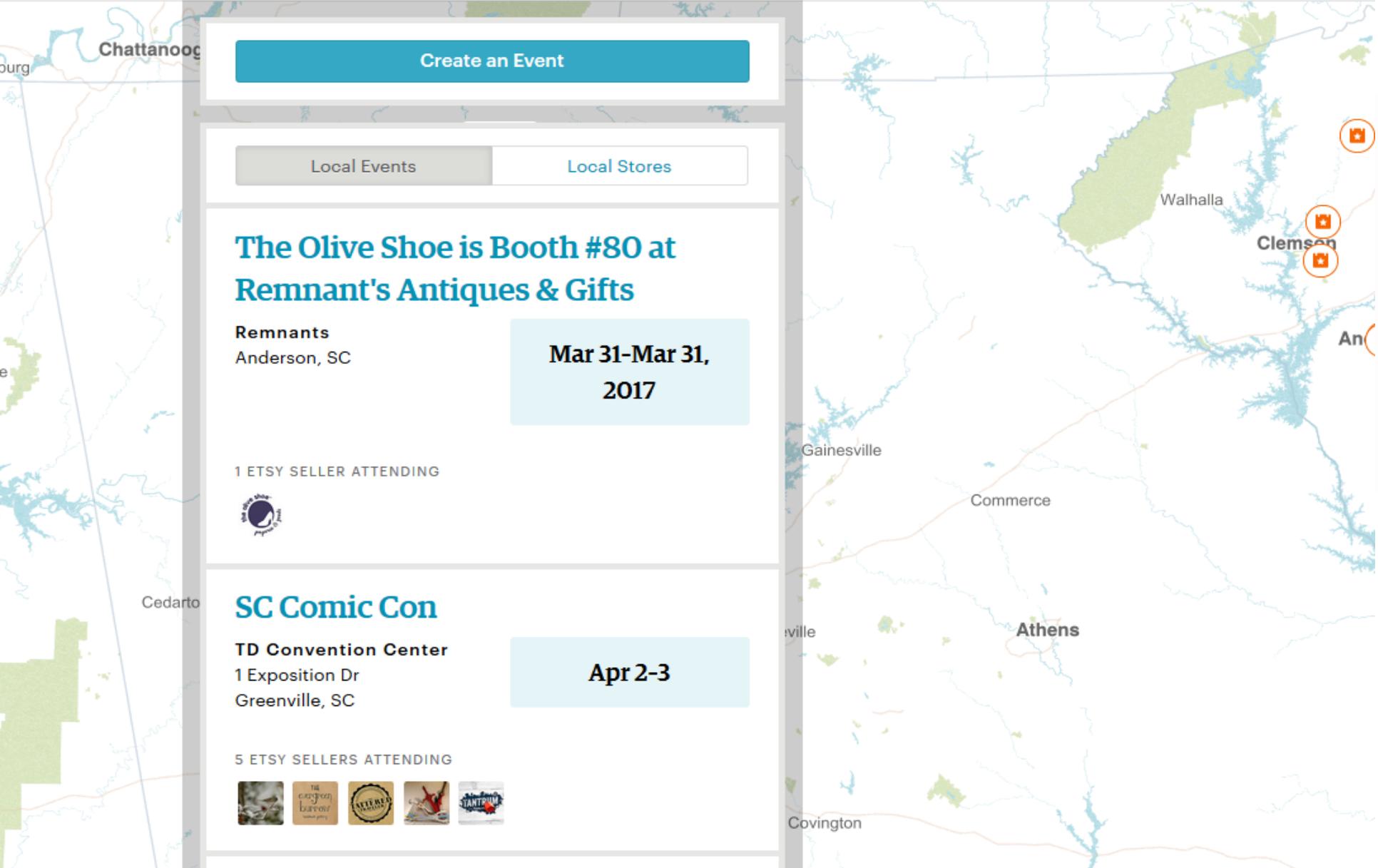
LOCAL

Shop from Etsy sellers at local events and retailers

Anderson

This Year

Go



Create an Event

Local Events

Local Stores

The Olive Shoe is Booth #80 at Remnant's Antiques & Gifts

Remnants
Anderson, SC

Mar 31-Mar 31,
2017

1 ETSY SELLER ATTENDING



SC Comic Con

TD Convention Center
1 Exposition Dr
Greenville, SC

Apr 2-3

5 ETSY SELLERS ATTENDING



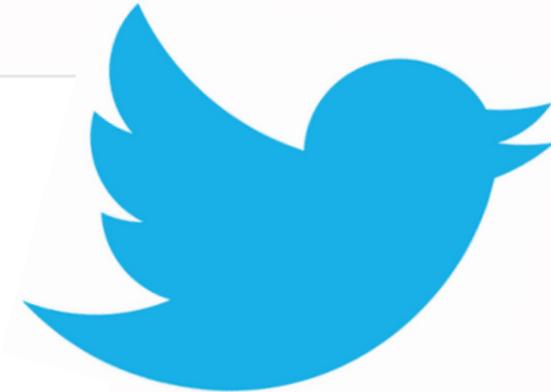


AROUND THE WEB

Around the web



-  Website
-  Website
-  Facebook
-  Facebook
-  Blog
-  Twitter
-  Pinterest
-  Instagram
-  Add a new link



LET ME & MY TEAM TAKE YOU BY THE HAND & TEACH YOU NEW 2016 ETSY



With Etsy Intensives

I WANT TO HELP YOU LEARN TO SELL ON ETSY

ETSY INTENSIVES

NEW 2016 CHANGES