



ETSY CHANGES

YOUR SHOP'S VISUAL STORY

Your shop graphics represent the essence of what's inside your shop. The more appealing and cohesive your shop looks, the more likely buyers are to browse through your items and make a purchase.

Think about how your cover photo, shop icon and product photography complement each other.

- Use a consistent color palette throughout your shop
- Choose one dominant color and two secondary

COVER PHOTO - ETSY BRANDING

Etsy's new shop banner is now being replaced with the cover photo.

- The cover photo displayed across the top of your shop homepage gives the most creative control over the look and feel of your shop
- You will see it while browsing your shop on a PC, a mobile web browser, and in the Etsy app.

SHOP ICON – ETSY BRANDING

The shop icon has changed. It changed last August, but now is more prominent as it insures that your branding is clear and optimized across desktop computers, mobile web browsers, and the Etsy app

- It is now showing up as a larger image than it did when it was first released
- Buyers will see this image in other places where your shop icon appears on Etsy, including personalized Etsy homepages, and shop receipts

NAVIGATION BAR

The navigation bar is found above the featured listings. This gives your shop a look which resembles a website or a blog. The navigation bar includes...

- Items
- Reviews
- Updates
- About
- Policies
- More

SHOP EDIT TOOL

This tool is prominently displayed to the owner only. Clicking on it through your shop home page, you can...

- Upload a cover photo
- Change or upload your shop icon
- Organize listings
- Fill in your “About” section
- Add easy-to-read shop policies
- All from your shop’s home page

SHOP ANNOUNCEMENT

Shop Announcement is found in a similar place as before, but down just a little - right below the featured images

- It is very important to use the correct keywords in context here
- The number of characters cuts off at 167
- In the past, the number of characters cut off at 249 characters
- Be sure to get important keywords in the first 167 characters before you see the “read more” section

SHOP SECTIONS

I am really thrilled to see they have added more shop sections because these are searchable by Google.

- 10 were offered before, but now they have added an additional 5
- There are now 15 shop sections available to use
- Make sure to use 2 and 3 word keyword phrases here to assure they are more searchable
- ****This is important**** because you are given more space to use applicable keywords which Google searches for.
- You will receive more traffic from Google search when as many of these as possible are used and optimized

SHOP ITEMS

- There are now 3 listings / items per row in the shop items
- These photos are a little larger
- The photos give the shopper a great “sneak peak” enticing them to click on each one to see more

REARRANGE ITEMS

- Easily click on “rearrange items tool” to move listings around from the home page
- Once they are moved, you can exit the “rearrange feature” and they are saved for you

SHOP VIDEOS

The new shop video section is very exciting. By adding a video of yourself welcoming a customer, or showing how you create your special handmade items can entice a buyer to “know, like and trust” you...

- Add a video about you and your shop directly to your Shop ABOUT Section
- Load videos from iPhone, iPad, Android device or your PC
- The sell on Etsy app will allow you to shoot, edit and upload a video about your shop directly from the app
- The in-app editing tools offer transitions and free music for your shop video

RELIST ITEMS

You may want to relist an item before the 4 months has run out. This helps your placement in Etsy search...

They will not move when relisted, but stay in the same position in your shop

SOLD LISTINGS

You now have the option to hide sold listings from the buyer

- This can be handy if you cannot reproduce something that has already sold

SHOP REVIEWS

- Reviews are now out in the open; easy to find for potential buyers

PROFILE PHOTO

- Take credit for the hard work you put into your shop and build trust with buyers by using a friendly photo as your [profile photo](#).
- Your profile photo, or shop owner photo, is prominently placed at the top of your shop homepage
- Make sure the photograph is taken in a well-lit environment
- Also make sure the photo is clear without any blurring
- You want to put your best foot forward with the first image the buyer sees of you
- To ensure your profile photo looks its best, upload a square image that's at least 400 x 400 pixels.
- The best photos are the ones that show off your face, with your face (or head) filling up a minimum of 75% of the space
- This lends your shop some credibility and helps build trust

SHOP UPDATES

I LOVE this feature! It can be found on the "Sell on Etsy" app for mobile, which allows you to upload and share photos of your products and processes

- The photos you share can be used to show your creative process, highlight new items in your shop or to show buyers different ways an item might be used.
- This is very important to the shopper
- They can prominently see them shop updates right on your home page
- Through these updates, you are allowed to tell a visual story of "you"
- Create Vignettes - or visual displays of how your item would look in a home
- Shop updates appear in a feed that is accessible in each listing from your shop home page
- Easily drive traffic on social media back to your shop with this new shop updates feature
- Shop updates appear on Social Media and in the Etsy app for buyers making it possible or the buyer to find your shop for the first time
- You can upload a photo, tag it with a listing from your shop, and then share it across all of your social channels without leaving the Sell on Etsy app.

SHOP POLICIES

This one is somewhat controversial for sellers, but much easier for the buyer

- I am going to use them, but will add more information in the FAQ section under the policies
- Simple policies can be added to your shop with just one click
- This is much easier for the shopper, keeping them from having to read several long paragraphs to find the information they need
- Clear policies create confidence in shoppers and set expectations upfront

AROUND THE WEB

- This is excellent!
- Etsy is now giving you the opportunity to add more websites as well as social media and blogs.
- Last year, Etsy only allowed 3 outside links
- Now... practically unlimited!