

CWDSC's Tips On How To Boost Sales By Using Etsy SEO

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Chicago, Illinois based Chicago Website Design SEO Company (CWDSC) has recently issued tips on how to boost sales on Etsy by smartly utilizing Search Engine Optimization (SEO).

Known for being a great source of amazing and unique products such as stationeries, artworks and all things customizable, Etsy is a billion dollar industry that is comprised of creative and innovative tinkerers. Online statistics show that as of August 2018, there are approximately 1.98 million sellers and over 50 million products in the platform.

“With millions of goods in Etsy’s marketplace, it seems daunting to start or even promote a product on a website with a very cut-throat competition. Partly, this can be true but by utilizing [Etsy SEO](#) and smart product positioning, you can absolutely drive significant sales from the platform,” says Jack Lombardi, CEO of CWDSC.

For new and existing sellers, researching about in-demand products, competitions, target market as well as proper pricing is very important. “You should be able to balance all these aspects to be able to offer a more competitive product in the marketplace. Not only that but researching on becoming a better Etsy seller is also very important. We recommend sellers to visit some of the most successful shops and carefully analyze how they are doing it right,” Lombardi added.

Being a part of the Etsy community is a part of digital marketing. Sellers are recommended to participate and contribute to the site’s forums and discussions. By providing advice and feedbacks, sellers are increasing their shop’s visibility as well as slowly building their own customer base and following.

Product photography also plays a huge role in driving sales from the platform. Make sure that product photos are high definition and professional looking. It is also important to take a couple of shots from different angles showing the actuality of the item. By taking several photographs, it makes the product more attractive and helps buyers perceive the products more effectively.

According to Lombardi, marketing an Etsy store on different social media platforms also helps in boosting product visibility and sales. Sellers are encouraged to create their store profiles on Facebook, Twitter and Instagram at the very least. These are free marketing tools and sellers would be able to reach to a wider type of audience. Links to the Etsy store must always be provided so prospective buyers can easily be redirected to it.

Lastly, the most important aspect in attracting customer traffic to an Etsy store is by making it SEO-friendly. Be sure to provide proper and complete product titles and descriptions. Use words and tags that are being searched by customers most of the time. Also, keep updating and adding contents to the store to push it to the top of the search results.

Making an Etsy store SEO-friendly is not impossible. However, it takes a lot of work and time to drive

significant customer traffic. Focus on the more important aspects of business and consider hiring an [SEO expert](#) that can push the store to the right direction.

CWDSC is regarded as one of the best digital marketing agencies that offer search engine optimization for Etsy stores. Customer satisfaction is evident in their positive [reviews](#) from Google, Facebook and Yelp.

Susan F. on Yelp said, “As a small business owner I constantly find myself busy with day to day business operations. As a result, putting aside the marketing that I know, I need to do something to reach new customers and drive higher revenues. I was introduced to CWDSC and in a short time, I have worked with them to create and implement a plan that was well beyond anything I would have ever been able to create on my own. The calls into my business are increasing daily.”

“CWDSC has been amazing with designing our new e-commerce site and is giving us the information we need to be successful online. They have taken a great deal of time working with us to make sure everything is done correctly and to our satisfaction. I would highly recommend CWDSC,” says Natalie G., another satisfied business owner from Illinois.

Those who are interested in boosting their Etsy sales with the help of search engine optimization may connect with CWDSC through their Facebook page. Additional information on other tech services that they offer can also be found the company’s official website.

Source: <http://www.pressadvantage.com/story/23399-cwdsc-s-tips-on-how-to-boost-sales-by-using-etsy-seo>