

SHOP CRITIQUE WORKSHEET

Shop Name:

Critiqued By:



POLISH YOUR SHOP

Improve Visibility With Top-Notch Photography.

1. Is this shop you're critiquing using all five photos in each listing, and is it showing product details?
Y N
2. Is this shop using photos to accurately depict the size and scale of the item?
Y N
3. Do the photos have subtle backgrounds that don't distract from the item?
Y N
4. Is this shop cropping photos in a complementary way and using the image cropping tool to adjust thumbnail photos?
Y N

GET FOUND

Optimize for Search With Titles and Tags.

1. Is this shop using descriptive keywords and phrases in each title, tag, and description that answer questions about the product, such as: What is the item's category, color, style, size, purpose, and who is it created for and how?
Y N
2. Is this shop using all 13 tags and describing the item style in the titles and tags?
Y N
3. What keywords would you personally use in search to find items in this shop?

4. Is this shop using these words?
Y N

CURATE YOUR SHOP

Create a Cohesive Brand.

1. Does the shop feature a diversity of products with varying price points to keep a shopper engaged?
Y N
2. Are the Shop Policies filled out? Do they instill trust in a buyer?
Y N
3. Are the items telling a story and communicating a style?
Y N
4. Do the avatar and banner reflect the shop's style and personality, and do they look good with the item photos?
Y N
5. Are the item descriptions full, and do they tell a shopper why to buy this item?
Y N

SHIP IT OUT

Set Up Successful Shipping and Handling Policies.

1. Is the shop listing its location correctly so that local shoppers can find it?
Y N
2. Does this shop offer international shipping options?
Y N
3. Does this shop offer reduced shipping with another item?
Y N
4. Does the shop clearly outline shipping, insurance, return, and refund policies?
Y N

PRICE IT RIGHT

Price to Sell and Thrive.

1. Is this shop pricing to cover material, labor, and profit after fees?
Y N
2. Does this shop price items to attract desired customers?
Y N
3. Does this shop support its pricing structure with detailed descriptions about process and materials?
Y N
4. Does the shop provide a range of items with various price points?
Y N

Notes:

Etsy

Connect With the Etsy Community.

Learn about events, workshops, videos, and Etsy Teams: etsy.com/community. Join the Etsy Success Team, an international group of Etsy sellers: etsy.me/etsysuccessteam.

Continue to Grow Your Shop.

Load up on advice for growing your shop in The Seller Handbook blog: etsy.me/etsysellerhandbook and find more tips for topics covered in this worksheet: etsy.me/critsheet.