

Shop Stats Study Guide

Your Shop Stats provide valuable information on buyer interest in your shop. Which products are customers interacting with the most? What keywords are bringing buyers to your shop? Are you using those keywords as tags to attract more, similar customers?

STEP-BY-STEP GUIDE

1. Visit your shop and navigate to your Shop Stats. Select *Specific Dates* in the drop-down menu.
2. Set your view dates for July 1–September 30 to get a clear snapshot of your third quarter on Etsy. Do this for both last year and this year, and record your insights in the table below.
3. Then, set your dates for October 1–December 31 of last year to review how your holiday season last year differed from other months. Add that information to the table below.

STUDY YOUR STATS

	Last year: 07/01 to 09/30	This year: 07/01 to 09/30/	Last year: 10/01 to 12/31	NOTES
Five Top Keywords				
Five Low-Performing Keywords				
Five Items With Most Page Views				
Five Items With Least Page Views				<i>Why aren't these working? How can you improve these listings' tags, titles or item photos?</i>

Now it's time to dig a little deeper into your data. What extra information have you collected?

What factors contributed to the changes in various sales or other stats? Did your listing habits change, did you receive press, market in a new way or introduce new items or designs?

What keywords performed well and why?

Now, spot-check your item listings and brainstorm some improvements.

ITEM	Do the tags and title include what the item is? Are you answering your buyers' questions?	Are you targeting a specific shopper or recipient in your descriptive terms? How?	If a shopper were searching for your item, what terms would they use to find it? Bonus points: Ask a buyer!	Tags and descriptive notes to add: