

Advanced Shop Critique Worksheet

Etsy

Critique yourself or have a peer critique you

Shop Name:

Expand your reach

DOES THIS SHOP...

1. Have item titles, descriptions and photos that look good on a mobile screen?

Y N

TO-DO

List the most important attributes at the beginning of titles and descriptions.

2. Offer international shipping?

Y N

3. Write item descriptions that speak to and attract the target market?

Y N

4. Offer multiple price points to appeal to a range of shoppers?

Y N

5. Use Direct Checkout and accept Etsy gift cards?

Y N

Stand Out

FILL IN THE BLANK

_____ makes this shop stand out. Its target market is _____.

DOES THIS SHOP...

1. Have an About section that's complete and tells a compelling story?

Y N

TO-DO

Create an About section that allows customers to learn about — and fall in love with — your story and brand.

2. Have high-quality, press-ready photos that show how the product might be used, in addition to conveying important basic details?

Y N

3. Have connected social media accounts?

Y N

4. Have a cohesive look in its photos, packaging, logo, etc.?

Y N

Analyze and Adapt

1. Which items have the least views, favorites or sales?

TO-DO

Create two identical listings and change one thing about one of them (i.e. the title, a photo, etc.) and track which listing performs better.

2. What are the shop's top sources of traffic apart from Etsy?

3. Which items have the most views, favorites or sales?

4. Does each listing link to other items or to the main shop page?

Y N

5. Do tags correspond with the shop's best performing keywords and browse categories?

Y N

Be efficient

DOES THIS SHOP...

1. Stay up-to-date on Etsy tool improvements by belonging to any prototype teams?

Y N

TO-DO

Visit etsy.com/prototypes

2. Use shipping profiles?

Y N

3. Outline its policies clearly?

Y N

4. Copy and edit listings when appropriate?

Y N

5. Take advantage of the Sell On Etsy app?

Y N

Look Ahead

DOES THIS SHOP...

1. Have a plan to expand on the existing product line?

Y N

TO-DO

Take a look at trend forecasts.

2. Track supply costs and inventory?

Y N

3. Offer coupon codes or use creative strategies to retain customers?

Y N

4. Have positive reviews and learn from their buyers' comments?

Y N