

# Etsy 101

Michelle Malone


Basics on how to set up a Etsy store and add a listing.

***First things first:***

*Download the app on your device.*

*Or visit [etsy.com](https://www.etsy.com) on your browser.*







# It should look like this.

**Etsy** Search for anything Q [Sign in](#) 



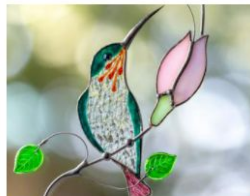



[Father's Day Gifts](#) [Jewelry & Accessories](#) [Clothing & Shoes](#) [Home & Living](#) [Wedding & Party](#) [Toys & Entertainment](#) [Art & Collectibles](#) [Craft Supplies](#) [Gifts & Gift Cards](#)

Dad deserves something as different as he is.

**Shop Father's Day**

-  [Personalized gifts →](#)
-  [Leather accessories →](#)
-  [Barware →](#)
-  [Greeting cards →](#)
-  [Mugs →](#)
-  [Tech accessories →](#)

**Popular right now**

-  [Double Name Ring • Two Na...](#)
-  [Fathers Day Gift for Dad, Pers...](#)
-  [Hummingbird stained glass ...](#)
-  [Gift for Mom / Mother and d...](#)
-  [Personalized Wall Art, Mom ...](#)
-  [14K Family Birthstone Neckla...](#)

Yes! Send me exclusive offers, unique gift ideas, and personalized tips for shopping and selling on Etsy.

Enter your email

Subscribe

#### Shop

Gift cards

Etsy blog

#### Sell

[Sell on Etsy](#)

Teams

Forums

Affiliates

#### About

Etsy, Inc.

Policies

Investors

Careers

Press

#### Help

Help Center

Trust and safety

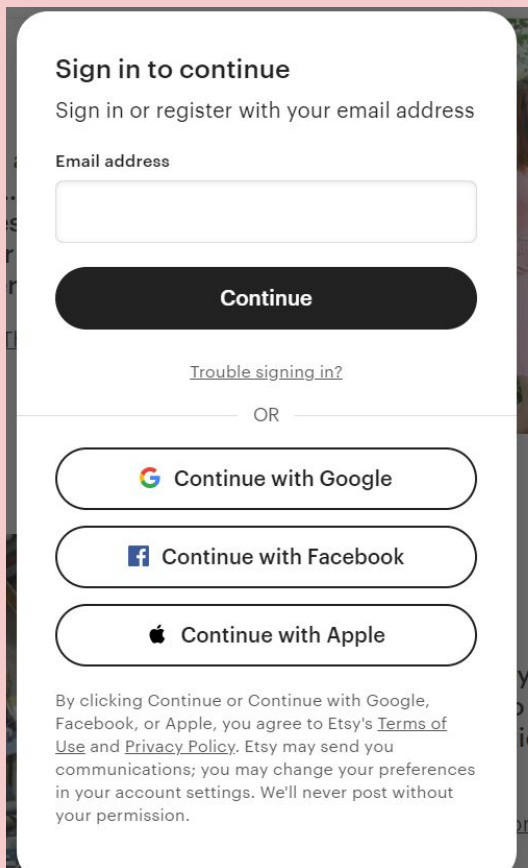
Privacy settings

 [Download the Etsy App](#)

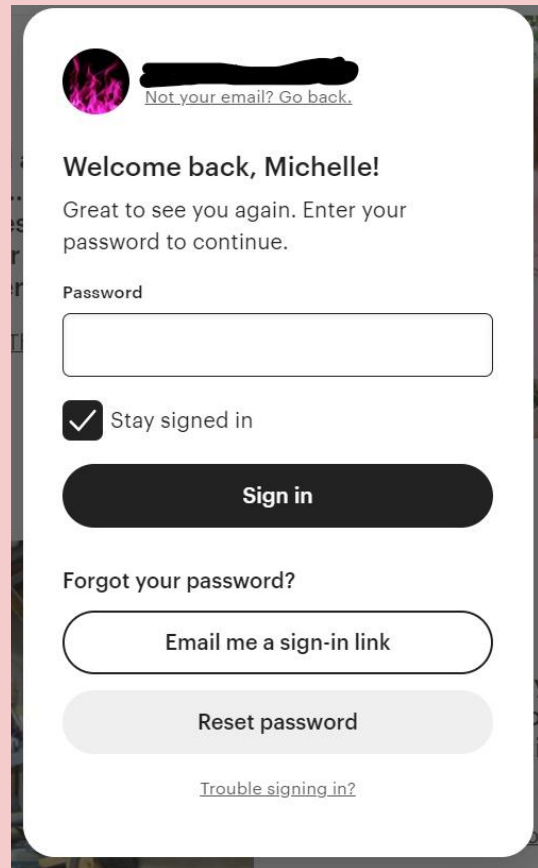
 United States | English (US) | \$ (USD)

ed ads

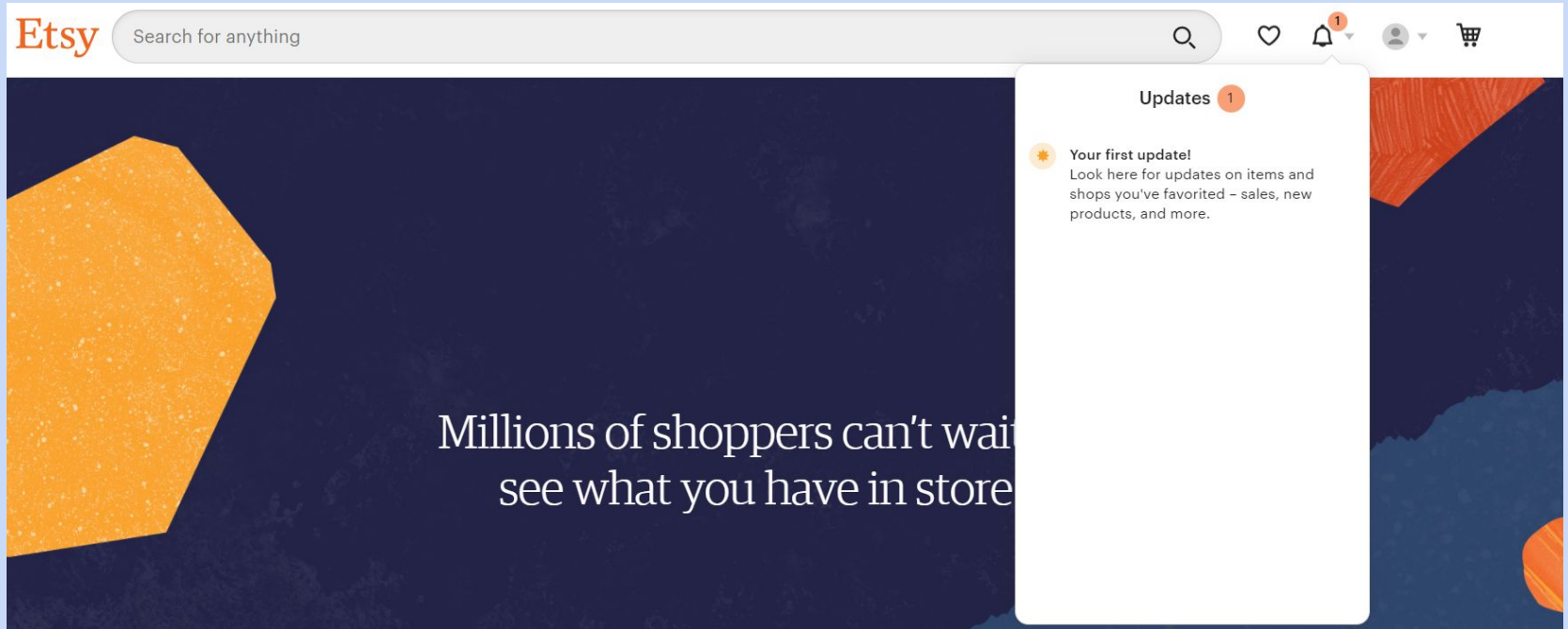
From the main page, scroll  
down to the bottom - find  
“sell on Etsy”



Here is where you will either set up a new Etsy account or sign into your current account.



This will be the first screen you see when you are creating a new account on Etsy.



When you scroll down you will see this menu bar and icons follow:

Fees Tools Support Stories Selling FAQ



Join the creative marketplace where millions of shoppers spend billions each year purchasing directly from creative entrepreneurs like you.



### Great value

List your first item for just \$0.20—you only pay transaction, payment processing, and offsite advertising fees when you make a sale.

[Learn more](#)



### Powerful tools

Our tools and services make it easy to manage, promote and grow your business.

[Learn more](#)



### Support and education

Reach out to Etsy support specialists anytime you need a hand, and get tips on running a successful shop in our Seller Handbook.

[Learn more](#)

You will want to spend some time here.

Fees

Tools

Support

Stories

Selling

FAQ

- **Fees** (Great Value) - all fees will be explained here.
- **Tools** (Powerful Tools) - explains other tools on Etsy  
*(I haven't spent much time there)*
- **Support** (Support & Education) - help when you need it.
- **Stories** - this is where sellers share their stories.
- **Selling** - explains what you can sell.
- **FAQ** - frequently asked questions.

Join the creative marketplace where millions of shoppers spend billions each year purchasing directly from creative entrepreneurs like you.



### Great value

List your first item for just \$0.20—you only pay transaction, payment processing, and offsite advertising fees when you make a sale.

[Learn more](#)



### Powerful tools

Our tools and services make it easy to manage, promote and grow your business.

[Learn more](#)

## Let's find the Seller's Handbook



### Support and education

Reach out to Etsy support specialists anytime you need a hand, and get tips on running a successful shop in our Seller Handbook.

[Learn more](#)



## What do I need to do to create a shop?

It's easy to set up a shop on Etsy. Create an Etsy account (if you don't already have one), set your shop location and currency, choose a shop name, create a listing, set a payment method (how you want to be paid), and finally set a billing method (how you want to pay your Etsy fees).

[Learn more](#)

sell their handmade creations, vintage goods (at least 20 years old), and both handmade and non-handmade crafting supplies.

[Learn more](#)

Want more information? Here are some resources to help you get started.

[Seller Handbook](#)



Still have more questions? Feel free to contact us.

Contact Etsy

You will find the seller handbook by scrolling way down on the page with the icons (the last page).

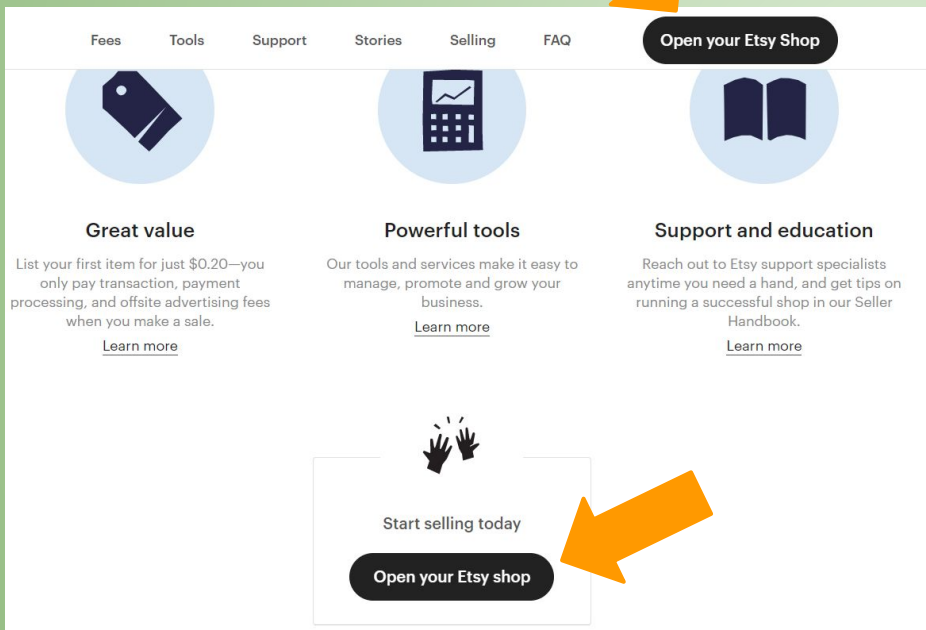
I recommend you take some time to look at the seller handbook. Etsy provides you with their own words on how Etsy works. It's always good to see what the provider says about their own product.



You've looked over the  
handbook...

**Now let's set up  
your Store!**

Scroll around. There are numerous places for you to click on, that say “Open your Etsy Shop”.




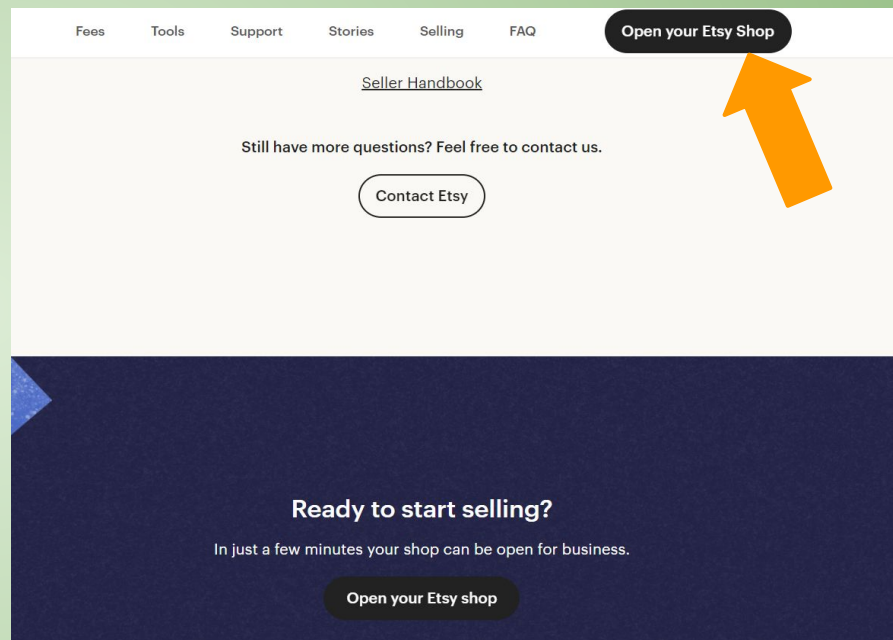
Fees Tools Support Stories Selling FAQ **Open your Etsy Shop**

**Great value**  
List your first item for just \$0.20—you only pay transaction, payment processing, and offsite advertising fees when you make a sale.  
[Learn more](#)

**Powerful tools**  
Our tools and services make it easy to manage, promote and grow your business.  
[Learn more](#)

**Support and education**  
Reach out to Etsy support specialists anytime you need a hand, and get tips on running a successful shop in our Seller Handbook.  
[Learn more](#)

  
Start selling today  
**Open your Etsy shop**



Fees Tools Support Stories Selling FAQ **Open your Etsy Shop**

[Seller Handbook](#)

Still have more questions? Feel free to contact us.

[Contact Etsy](#)

**Ready to start selling?**  
In just a few minutes your shop can be open for business.  
**Open your Etsy shop**

# This is takes you to Shop preferences:

**Etsy** Search for anything

Shop preferences | Name your shop | Stock your shop | How you'll get paid | Set up billing

## Shop preferences

Let's get started! Tell us about you and your shop.

To protect our marketplace and new sellers, a percentage of earned funds may be set aside for you.

Shop language \* English

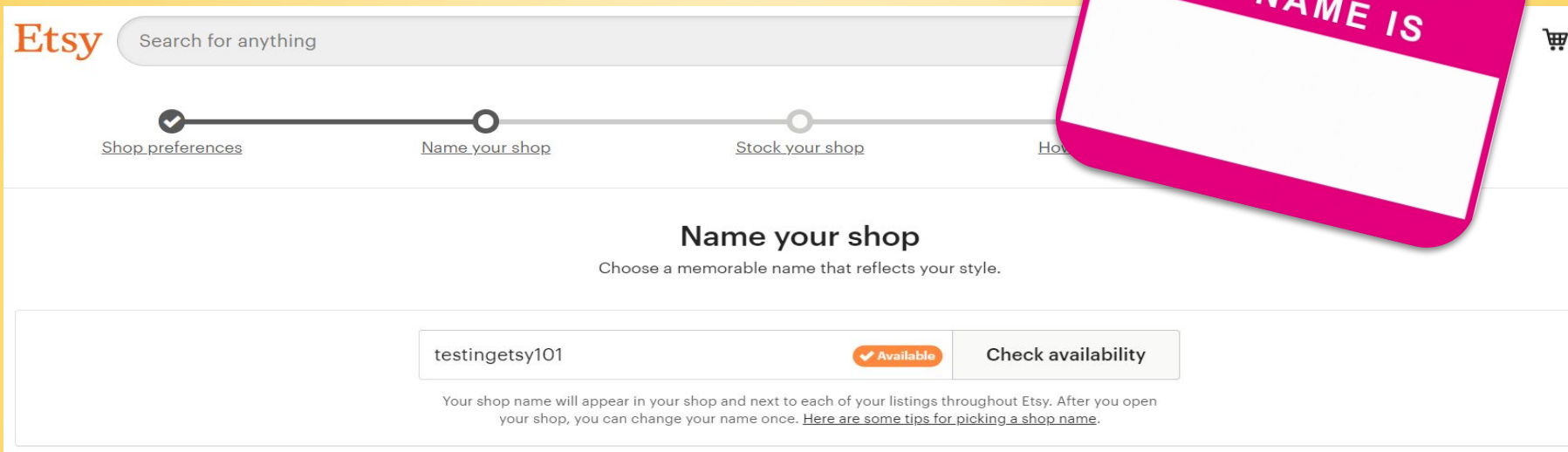
Shop country \* United States

Shop currency \* \$ United States Dollar

Which of these best  Selling is my full-time job

In the shop preferences page, you will select the language, country and currency etc. you want for your store.

# Name your Store!



Etsy Search for anything

Shop preferences Name your shop Stock your shop How to get started

## Name your shop

Choose a memorable name that reflects your style.

testingetsy101 Available Check availability

Your shop name will appear in your shop and next to each of your listings throughout Etsy. After you open your shop, you can change your name once. [Here are some tips for picking a shop name.](#)

This can be really fun, or really tedious depending on how common your name is. After you type it in, a check mark will appear if it is available.

# Stock your Store!

## Set up a new listing

You must have 1 listing, and at least 1 picture to open a store.



Adding a photo is the first thing you will do.

You can have up to 10 photos of the same item.

Etsy has all kinds of tips to help you.

# This is **VERY** important. Etsy wants clear photos.

Its best to show the item at different angles, the item being worn, an idea of the items size. You want your pictures to be as clear as possible.

*You may also upload a video if you choose. I have not used this feature yet. It is fairly new and I have not ventured into that territory.*



## Photos

Add as many as you can so buyers can see every detail.

### Photos \*

Use up to ten photos to show your item's most important qualities.

Tips:

- Use natural light and no flash.
- Include a common object for scale.
- Show the item being held, worn, or used.
- Shoot against a clean, simple background.

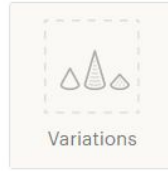
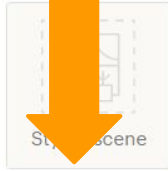
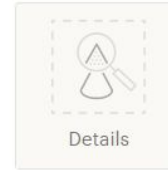
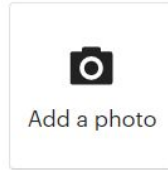
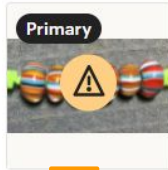
### Link photos to variations

Add photos to your variations so buyers can see all their options. [Try it out](#)

### Adjust thumbnail

Optional

Fine-tune the thumbnail for your listing. It's what shoppers will see first in search.



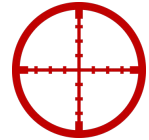
⚠ Settings look best with photos at least 20



Adjust thumbnail

# Adjust your thumbnails!

- Click on adjust thumbnail
- click on the lower picture
- Drag the thumbnail to where it is pleasing to you.



Your photos are what makes a customer click your item.



# Title each item:

So the next thing we will do is make our title. Titles are important, but not as important as the picture (thumbnail) that the customers see first.

## Listing details

Tell the world all about your item and why they'll love it.

### Title \*

Include keywords that buyers would use to search for your item.

**IMPORTANT**

SEO (Search Engine Optimization) Is when you use relevant words in your titles (and descriptions) to improve search results. This improves the buyer's experience, growing your Etsy site traffic!



Next will be a series of questions, about this listing- who made it, what kind of product it is and when it was made.

**About this listing\***

[Learn more about what types of items are allowed on Etsy.](#)

Who made it? ▼

What is it? ▼

When did you make it? ▼

**Category \***

Type a two- or three-word description of your item to get category suggestions that will help more shoppers find it.

🔍 men's coats, hoop earring, wall hanging, yarn

Then you will choose a category. It is a good idea to play around with categories. Testing where the best fit will be for your item to get found.

Renewal options are always set as automatic, and if you want to change it, you can do that here by choosing manual. They will be active for 4 months and then they expire, so it is easiest to set them on automatic renewal. There are a few fees, they are located in a pull down menu where there is an explanation of the fees.

**Renewal options \***

Each renewal lasts for four months or until the listing sells out. [Get more details on auto-renewing](#)



Automatic

This listing will renew as it expires for \$0.20 USD each time (recommended).



Manual

I'll renew expired listings myself.

**Type\***



Physical

A tangible item that you will ship to buyers.



Digital

A digital file that buyers will download.



### Description \*

Start with a brief overview that describes your item's finest features. Shoppers will only see the first few lines of your description at first, so make it count!

Not sure what else to say? Shoppers also like hearing about your process, and the story behind this item.

Your description is next, and particularly important. Here is where the customers want to know the details, about the size, what it is made of.

You can also make use of tags (we will talk about that later) and put your items in a particular section. Like Father's Day Gifts.

### Section Optional

### Tags Optional

What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

### Materials Optional

Preview listing as

None

Shape, color, style, function, etc.

Add

13 left

Ingredients, components, etc.

The materials section, allows you to list what your items are made of.

Section, Tags and Materials are all optional.

Your price is totally up to you, but I like to add my shipping in my price and then offer free shipping.

Etsy loves free shipping and turn around time that is short, if you take care of those 2 things, you have a better chance of getting moved up in front of other sellers.

## Inventory and pricing

### Price \*

Remember to factor in the costs of materials, labor, and other business expenses. If you offer free shipping, make sure to include the cost of shipping so it doesn't eat into your profits.

So now you have added your first item and you will need to save and continue to the next page.

### Quantity \*

For quantities greater than one, this listing will renew automatically until it sells out. You'll be charged a \$0.20 USD listing fee each time.

### SKU Optional

SKUs are for your use only —buyers won't see them. [Learn more about SKU.](#)



# How you will get paid

This is all private information, so I didn't share. But this is easy.

This page is how you get your money.

Here is where you can put your banking info or PayPal information. After you put in all of your info, you will save it. Now it's time to add your billing info, how you will pay etsy. It is \$0.20 a listing per month and if you choose advertising, this is where it will be taken out.



## How you'll get paid Protected

Etsy Payments gives buyers the most payment options and gives you Etsy's seller protection.

[Learn more](#)



To start, where is your bank located?

[Didn't find your country?](#)

Stock up! Adding 10 or more listings gives buyers more opportunities to find your shop. [Add more listings](#)

## Add a credit card

Card number \*

Expiration date \*

Choose a month

Choose year

CCV \*

Name on card \*

## Billing address

Country

United States

Street address

Apt / Suite / Other optional

Zip code

City

You won't be charged now.

We will add **\$0.20** to your bill for the listing in your shop, which will be due on the first day of the next calendar month.

[How do fees work?](#)

**Listing fee:** It costs \$0.20 to publish or renew listings. Listings are active for four months or until sold.

**Transaction fee:** When an item sells, we charge a 5% transaction fee on the item and shipping prices.

**Payment processing fee:** When an item sells, a 3% + \$0.25 payment processing fee is deducted from the sale total.

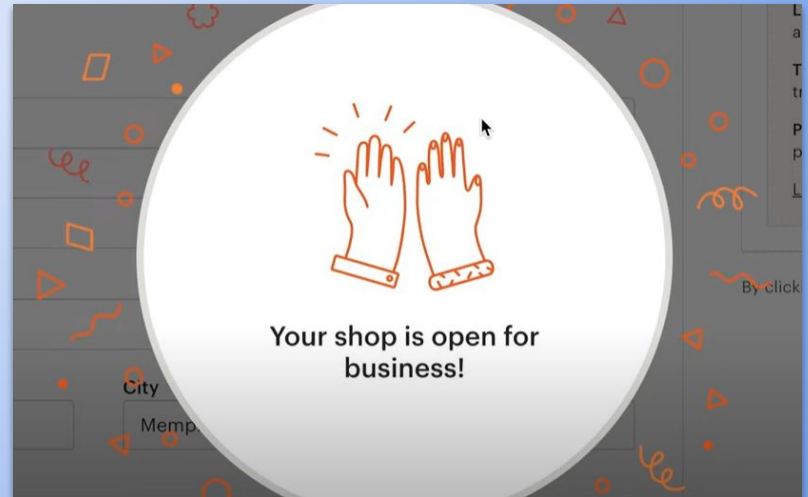
[Learn more about fees](#)

By clicking Open your shop, you agree to Etsy's [Terms of Use](#).



## **Nice job. You have made your shop.**

You can now go in and edit your profile. Add your shop photo, your information like your back story, photos and videos. This is where your customers see who you are and what your about.




**Shop Manager** ▾

- Search
- Dashboard
- Listings
- Messages
- Orders & Shipping
- Stats
- Finances >
- Marketing >
- Integrations
- Community & Help >
- Settings >

**SALES CHANNELS**

- Etsy**  
SunnySelfCare
- Want your own website?**  
Learn more about Pattern
- Sell in person**  
Find out how with Square

+ Banner to showcase your brand and listings




## SunnySelfCare

+ [Add a shop title. Describe your shop in one sentence.](#)

📍 No location set [Edit](#) ✎ | 0 Sales | On Etsy since 2020

♡ Favorite shop (0)

SHOP OWNER



Mary

Contact

Sort: Most Recent ▾

**Items**

🔍 Search items

All	1
Healthy Habits	1

[Contact shop owner](#)

0 Sales

0 Admirers


**Announcement**

Optional

Last updated on Feb 15, 2020

+ [Add a shop announcement](#)

+ Featured area to highlight listings



Healthy Habit Tracker Printabl...  
\$1.50

+  
[Add and renew items from the listings manager](#)

CREATE

This is what your new shop will look like. You can in and add all kinds of things. You will need to scroll around on the side menu bar and get familiar with your new shop. It is very self explanatory.

## Here are some tips:

Make sure your photos are crisp and clear. Get creative with your photos.

Make sure you have a clear and detailed description, so customers won't have to ask questions.

Read the "Sellers Handbook" Etsy has provided for you. They have literally handed it to you.

It's a good idea to have a separate email for your business account.

And a separate file or folder for your pictures, it makes finding them so much easier.

Here are some resources:

Etsy Success Podcast

Handmade & Beyond Podcast

Marmalead - SEO and Keywords and Tags





**Thank you & Good Luck!**