

A Guide To Sell On Etsy USA



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Description

Etsy is a popular eCommerce platform allowing people to buy and sell vintage, handmade items, craft supplies, and other products.

Multiple sellers and brands are considering listing their products on the platform to increase their business and extract amazing results provided by Etsy.

But how can you list your products on Etsy?

What are the steps to associate your business with this [eCommerce platform](#)?

Let's find out.

Stats About Etsy

Etsy has become a leading force in the [eCommerce business](#) segment, and here are a few highlights of the platform.

- Its massive popularity made the company earn revenues worth [\\$2.3 billion](#) in 2021.
- The user base of this United States-based eCommerce platform hit an all-time high of [96.3 million](#) in 2021, and the numbers are not slowing down soon.

- Some popular categories on Etsy are Accessories, Art & Collectibles, Bags & Purses, Bath & Beauty, Books, Films & Music, Clothing, Craft Supplies & Tools, Electronics & Accessories, Home & Living, Jewellery, Paper & Party Supplies, Pet Supplies.
- There are over 4.36 million active sellers and [81.9 million](#) active buyers on the platform.
- Etsy is ranked the [4th](#) fastest expanding eCommerce brand in 2021, just behind Chewy, Apple, and Amazon.

You can also expand your business with the platform's help by following the simple steps below.

7 Steps To Kickstart Your Etsy Sales

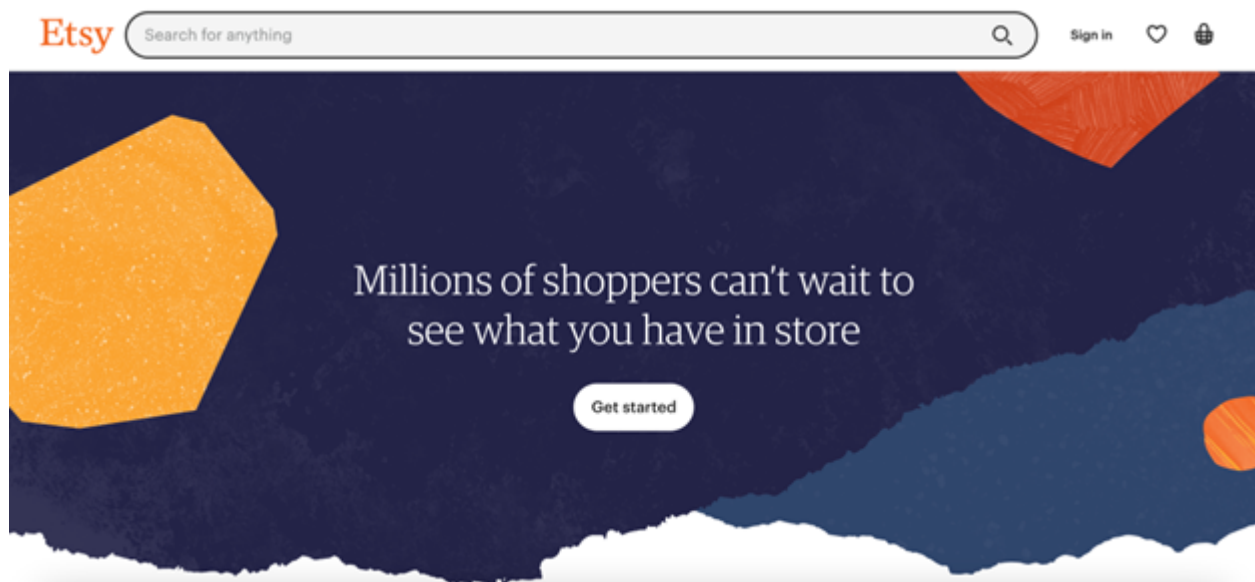
We have tailored the process into 7 steps to ensure that you grasp the learning quickly. Have a look.

1. Visit Etsy.com

You need to visit the Etsy homepage and click on '[Sell on Etsy](#)' to kickstart the process. Quickly sign in with your email address or use your Google, Facebook, or Apple accounts to log in to Etsy.

Then click on Get Started to jump to the next step.

But before you move forward, you need to know that Etsy will charge you a listing fee of [\\$0.20](#) for each item you want to list on the platform.



2. Customization

You can set your shop preferences being the manager and customize how you want to sell your shop products. You can select the language that will describe your products, the currency you want to trade, your location for operations, etc.

The basic information entered can set the foundation of your shop on Etsy.

Etsy

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

Shop preferences

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

Shop language * Deutsch

Shop country * India

Shop currency * ₹ Indian Rupee

The default language you'll use to describe your items. Choose carefully! You can't change this once you save it, but may add other languages later.

Tell us where your shop is based. Don't see your country? We may not be available there right now, but stay tuned. [Learn more](#)

The currency you'll use to price your items. Shoppers in other countries will automatically see prices in their local currency.

Save and continue

3. Creative selection

The next step is to choose an Etsy shop name. You need to be creative with your brand name selection because it will be the face of your business on the platform.

You can get a brief idea from some of the popular brands listed on the platform like PlannerKate (sells planners, stickers, bingers, etc.), CaitlynMinimalist (creates jewelry), Bead Boat (into jewelry-making supplies), and ModParty (sells handmade gifts).

It should reflect your business and can be synonymous with your product offerings. If your brand name is accessible for the customers to remember, it will be the icing on the cake.

You must select a brand name within four to twenty characters without using special characters or spaces.

4. Start your listing

Listing your products is the core aspect of your sign-up process. Here are the elements you need to keep in mind:

Add Photos

You need to add a minimum of five photos for each item from different angles to give the buyers a

good idea about the products. The pictures must be high-quality with a decent background to instantly impact the audience's mind.

Customers want to feel, see, and touch different products before making the final buying decision. You need to provide quality visuals that can arouse different emotions to aid your product sales.

Look for hiring professional photographers who can include different lifestyle and hero shots into your product photography portfolio.

Etsy enables sellers with a maximum of 10 photos, so try to make the most of the opportunity provided by the platform.

Adjust thumbnails

Thumbnails are the first impressions your products have on the target audience. It is the first image a customer comes across when they stumble upon or search for your product.

They dictate the feel and look of the shop, so you need to ensure that your thumbnails remain consistent and blend with your brand.

Think and take your time to select different thumbnails for your products to get the maximum CTR rate on the platform.

Add listing information

You need to add intuitive and engaging product descriptions with a title and meta that effectively describe your products. You should also utilize the 13 'tags' available for your products.

These tags can help the search algorithm show your products when a user hits the search button using a specific keyword. You can perform in-depth research to spot the leading keywords used in your niche to add a few to improve your product rankings on the platform.

Add inventory quantity and price

You need to calculate the exact product pricing that can cover your expenses and help you drive profits. Add the product quantity in stock and product variants based on color, size, and material. Update all your stock-keeping units to escape any hassles.

Add a shipping fee

Include your shipping fees, processing time, weight, country of origin, and size. It can help Etsy showcase your brand's transparency with the users, which can help you increase your sales.

Final preview

You can complete the final preview of the shop and make the final updates before clicking the submit button. See the preview from the customer's lens to ensure that your Etsy shop listing looks good and

they can engage with your brand often.

Click the Finish button, and you are done with the listing part of the setup process.

5. Choose a payment method

Etsy enables its business associates with multiple types of electronic payments. You can choose between Etsy or PayPal payments for easy money transfers.

Etsy payments enable sellers to withdraw their money using different options like debit or credit cards and Etsy gift cards.

You can contact the support team to resolve queries or doubts about payment options to choose the best options tailored to your business.

6. Add billing information

The billing information depends on your business country of origin. Etsy may ask for credit card authorization or identification to complete the billing information.

You also need to provide a card where the platform can charge you commission or fees for helping you increase your business sales.

Once done, you'll complete the primary shop set up on Etsy, and now it's time to promote and optimize your products on the platform.

7. Shop optimization

Etsy offers multiple ways to optimize your shop and increase your business revenue and profits using the platform. Look at the few result-oriented methods:

Adding a user profile

You should add a short bio with a photo to increase your credibility as a seller among the visitors. You can create a personal connection with your audience and provide them with great insights about your products that can help you increase the conversion rate.

Having a personal presence can help your customers believe they are not communicating with a faceless business brand, and they can feel a human connection with your business.

Update your shop policies

You can add quick FAQs that your customers ask about your product range or business type. You can include different shipping and processing timelines to give customers an idea about how long it can take to get their hands on the products.

If you have a specific return policy, you can also include the details to ensure transparency with the customers.

A creative store bio

You can include a creative store bio that talks about your eCommerce store and briefly describes your product range. Being an Etsy seller, you can write a biography within 500 characters to help you connect with the audience deeper.

You can include your USP, vision, or mission to add a cutting edge over others in the same niche. People value transparency, so focus on being open and true about your values and show them how you create your products by posting videos and images of your workspace.

You can also add the shop's social media links to improve your authority?? and branding.

Etsy's marketing tools

Etsy enables the sellers to use marketing tools that can help them reach a wider customer base using social media.

Etsy's marketing tool allows you to share your wide range of products on multiple social media platforms like Facebook, Instagram, Twitter, and Pinterest.

You can also make optimum use of the Etsy SEO that can help you drive business sales and increase your revenue. Amazon, Google, eBay, and even Etsy have different SEO techniques because of their different algorithms to provide a quality experience to customers.

You should filter the main product categories you operate in and extract unique keywords to stand out. Focus on using different keywords to match the user searches with your products to enhance your products' rankings.

Following these steps can help you sell your products on Etsy USA and help you stand out from the rest.

Summing It Up

Over [79% of businesses](#) using Etsy are operated by single individuals, and the majority of them handle the business workflow from their homes.

So, if you want to sell on Etsy USA, you don't need a fancy office or huge funding to get things started.

You need to create your inventory and follow a few basic steps that can help you create a solid presence on the platform.

But with Etsy USA, you may face different issues with complying with the laws and regulations, registering for VAT, and filtering out the right fulfillment and shipping method.

Paxcom can help you bypass these major issues. Having worked with leading businesses to help them unlock the potential of Etsy, we can assist you with your journey of selling on Etsy USA.

We offer a wide range of services, including content and design, eCommerce advertising, eCommerce promotion management, building brand shops, and custom data analytics to increase your reach and sales on the platform.

Get 360-degree assistance for your online retail business by connecting with us at – info@paxcom.net