

The Marmalead Is-It-Working Tracker



A lot of Etsy sellers have told us that they've found strong keywords in Marmalead using Marma-meters. But sometimes even the strongest keywords don't translate to an increase in sales for their shops. But why the heck not?? We sought to help answer this question.

There are A LOT of factors that can influence sales. Many of these factors are even outside of a product's rank in Etsy and SEO. Pricing, photo quality, descriptions, shop location, shipping costs, production timeline and reviews are all things that can affect sales.

We've designed a simple set of worksheets you can follow to determine if a keyword change is helping or hindering your listing. We've broken it down into 3 levels - each level measures a different way to tell if your change is working. The levels are set up so that if you're not seeing success at Level 1, you don't even need to waste your time measuring or *thinking* about Level 2 and certainly not Level 3.

- Level 1 Is your listing able to rank for your new keyword? How long do you stay on page 1?
- Level 2 Has your new keyword brought an increase in views and engagement?
- Level 3 Has your keyword increased sales?

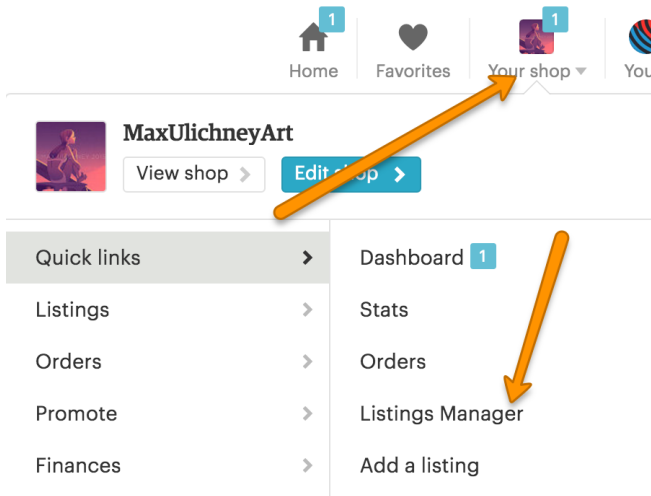
Notice that we're not even looking at sales (the most DIRECT way to measure success) until Level 3. This is because there are FAR more things that can impact sales. We need to establish success at ranking and engagement first.

In order to complete these worksheets, you'll need to gather information from Marmalead and from your Etsy stats. But don't worry - these instructions will walk you through every step of filling out your worksheets!

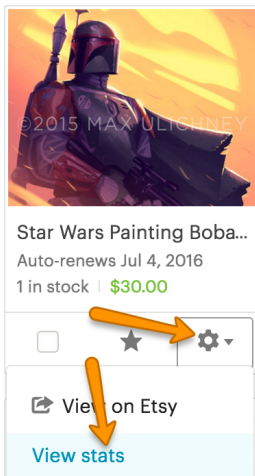
Happy Marming!

Level 1

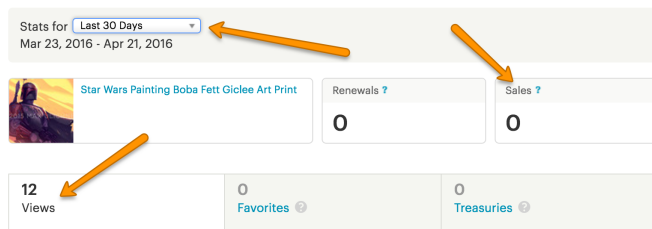
1. Before you begin, open your Listing Manager on Etsy



2. Find your listing, click the gear icon and then select “View stats.”



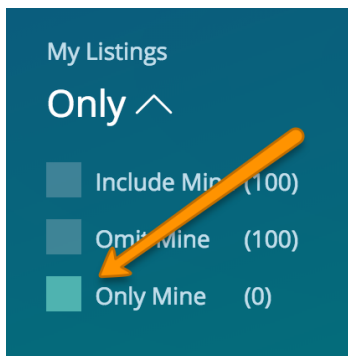
3. On the Listing Stats page, set the “Stats for” dropdown to “Last 30 Days.”



4. Look at the number on the Etsy “Views” tab and write it in the **Level 1** worksheet above “Views in Last 30 Days.”
5. Now divide that number by 4 and fill in your “Average Views per Week.”
6. Look at your Sales tab on Etsy and write it in the **Level 1** worksheet above “Sales in Last 30 Days.”
7. Divide that number by 4 as well and fill in your “Average Sales per Week.”

That’s it for the pre-work! Now let’s make some changes! Add your target keyword as a tag and at the VERY BEGINNING of your listing’s title. Renew your listing. Wait one hour.

1. As a Marmalead Entrepreneur, check your rank by searching for your target keyword in Marmalead and set the filter for “My Listings” to “Only Mine.”



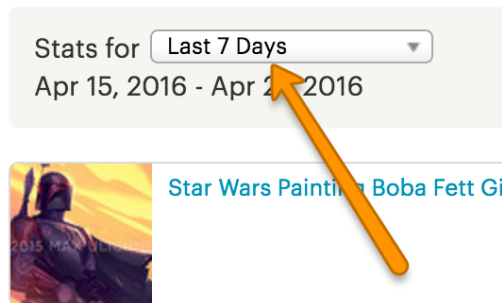
2. Find your listing in the Items table and write down the # (Rank) and Pg (Page) where your listing appears (Hint: you may need to set the search Limit to 500 if your listing is not in the top 3 pages).
3. Write your Rank and Page on the **Level 1** worksheet in the table on the right next to “Beginning.”
4. Continue tracking your rank and page for the next 7 days (once in the morning and once in the evening).
5. Once your listing has dropped from page 1 to page 2, count the number of days it took to drop. This will tell you how often you will need to renew your listing to stay competitive. Write this number at the bottom of your **Level 1** worksheet.

If this is a keyword you want to use for your listing, put a big ol’ check mark next to the “Keyword Targeted” at the top of this worksheet and move on to **Level 2!** If this keyword fell a bit flat for you (you didn’t reach page 1 or you’d need to renew more frequently than you really want) then put a big fat X next to “Keyword Targeted” and try another keyword at **Level 1**.

Level 2

Yay! You made it to **Level 2** with one of your keywords!

1. Begin by writing your “Average Views per Week” from the top of your **Level 1** worksheet next to “Baseline” on your **Level 2** worksheet.
2. Make sure that your listing still has your target keyword in the tags and at the very beginning of the title. Which it should. Unless you’re a total rebel and changed things up on us.
3. Renew your listing and continue to renew it as often as you discovered at the bottom of your **Level 1** worksheet.
4. After one week, visit your listing’s Stats Page by navigating to your Etsy Listings Manager, locating your listing, and using the gear icon to pick “View stats” - just as you did at the beginning of **Level 1**.
5. Make sure the “Stats for” dropdown is now set to “Last 7 Days.”



6. Write the views and sales numbers from the “Views” tab and “Sales” area next to “Week 1” on your **Level 2** worksheet.
7. Repeat this for “Week 2.” Don’t worry about understanding the sales number quite yet. We will use them if we make it to **Level 3**.
8. After filling in your views from week 1 and week 2, add them together and write that number above “Total Views” on your **Level 2** worksheet.
9. Divide the total by 2 and write your “Average Views per Week” as well.
10. Now take the “Average Views per Week” number you just wrote down and subtract the “Average Views per Week” number you copied from letter (A) of the **Level 1** worksheet (we will call this your baseline).

11. The result will either be an increase or decrease in views. Write the result in your **Level 2** worksheet above “Increase / Decrease”.

12. Divide your “Increase / Decrease” by your baseline, multiply by 100 and enter that number as your “Percentage.”

Find your Percentage in the table at the bottom of the **Level 2** worksheet to help you know what to do next! Good luck!

Level 3

Congrats! You've made it to the highest level with a keyword! Now let's put it to the ultimate test:

SALES.

In order to see a clear impact on sales, we want to track a listing for multiple weeks.

1. Begin by writing your "Average Sales per Week" number from letter (B) on the **Level 1** worksheet above "Average Sales per Week" at the top of the **Level 3** worksheet.
2. In the same way, copy your "Average Views per Week" from letter (A) on the **Level 1** worksheet to the **Level 3** worksheet.
3. Now look back at your **Level 2** worksheet and write the Week 1 and Week 2 views and sales numbers for your keyword in the table on your **Level 3** worksheet.
4. Divide your sales by your views for each row and multiply by 100 to get your "Conversion Rate" for that week. Write this number in the table as well.
5. Continue renewing your listing just as you did for **Level 2** and after one week, write your views and sales next to "Week 3." Repeat for "Week 4" as well.

After filling in 4 weeks of sales data, let's see how we did!

1. Add up your "Views" for weeks 1-4 and write this number above "Total Views."
2. Add up your "Sales" for weeks 1-4 and write this number above "Total Sales."
3. Divide your total sales by your total views and multiply by 100 to find your average conversion rate. Write this number above "Average Conversion Rate."

How did this keyword perform? Did it beat the Etsy average conversion rate of 1.1%? Did it beat the Etsy target of 3%? If your conversion rate is over 2% that's absolutely fantastic! If your Conversion rate is under 1% for this keyword, go back and try some other keywords starting at **Level 1**. If you're beating the Etsy average, put a big ol' check up near the "Keyword Targeted" at the top of this sheet! You found a winner!!



Marmalead - Level 1

Level 1 Start Date

Listing

Keyword Targeted

Rank

Page

Views in Last
30 Days

÷ 4 =

Average Views
per Week

A

Sales in Last
30 Days

÷ 4 =

Average Sales
per Week

B

Beginning _____

Day 1 Morning _____

Day 1 Evening _____

Day 2 Morning _____

Day 2 Evening _____

Day 3 Morning _____

Day 3 Evening _____

Day 4 Morning _____

Day 4 Evening _____

Day 5 Morning _____

Day 5 Evening _____

Day 6 Morning _____

Day 6 Evening _____

Day 7 Morning _____

Day 7 Evening _____

Renew every Days



Marmalead - Level 2

Level 2 Start Date

Listing

Keyword Targeted

Average Views per Week
(A) from **Level 1** Worksheet

Views

Sales

Week 1

Week 2

÷ 2 =

Total Views

Average Views per Week

Increase / Decrease

Percentage

Range

Do this

Less than 10%



Keep looking for other keywords! Start again at Level 1 with your new keywords.

10% to 20%



If you've been at this SEO thing for a while, move on to Level 3. If you just started, you may have more success with a different keyword. Start again at Level 1.

20% to 50%



You've found a solid keyword! Move on to Level 3.

above 50%



Do a happy dance! That's fantastic! Move on to Level 3.



Marmalead - Level 3

Level 2 Start Date

Listing

Keyword Targeted

$$\frac{\text{Average Sales per Week (B) from Level 1 Worksheet}}{\text{Average Views per Week (A) from Level 1 Worksheet}} = \text{Conversion Rate}$$

	Views	Sales	Conversion Rate
Week 1	_____	_____	_____ %
Week 2	_____	_____	_____ %
Week 3	_____	_____	_____ %
Week 4	_____	_____	_____ %

$$\frac{\text{Total Sales}}{\text{Total Views}} \times 100 = \text{Average Conversion Rate} \%$$