



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Etsy E commerce Course Outline

Module 1: Introduction to Etsy & Getting Started

- What is Etsy and who it's for – handmade, vintage, custom goods, and craft sellers
 - Real-life example: A jewelry artist opening a successful Etsy store
 - Creating your Etsy seller account and understanding the Etsy dashboard
 - Etsy fees and policies every seller must know
 - Activity: Create your own Etsy shop name and logo
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Module 2: Creating and Listing Products

- What makes a great Etsy product listing
 - Real-life example: Listing a handmade soap with variations like scent and size
 - Writing product titles, descriptions, tags, and pricing effectively
 - Uploading attractive product photos and managing inventory
 - Activity: Create and publish your first product listing
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Module 3: Designing Your Etsy Storefront

- How to design a shop that feels professional and trustworthy
 - Real-life example: A digital artist designing their shop to match their brand
 - Adding a shop banner, logo, about section, and store policies
 - Creating a cohesive shop aesthetic with branding tips
 - Activity: Customize your shop design and fill out your “About” section
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Module 4: Order Management and Customer Service

- What happens when a customer places an order
- Real-life example: Fulfilling a custom T-shirt order smoothly

- Managing orders, processing refunds, and shipping items efficiently
 - Writing clear and friendly messages to customers
 - Activity: Simulate a customer inquiry and write a professional reply
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Module 5: Etsy SEO – Getting Found in Search

- What is Etsy SEO and why it matters
 - Real-life example: A candle seller optimizing listings to appear in search results
 - Using keywords in titles, tags, and descriptions
 - Tools for keyword research (Etsy Rank, Marmalead)
 - Activity: Research and apply strong keywords to a product listing
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Module 6: Marketing Your Etsy Shop

- How to promote your products outside of Etsy
 - Real-life example: Using Instagram to drive traffic to an Etsy art store
 - Creating sales and promotions with Etsy marketing tools
 - Running Etsy Ads and using social media to boost visibility
 - Activity: Create a promotional image for your product and plan a simple ad
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Module 7: Analytics and Shop Improvement

- Using Etsy Stats to track traffic, views, and sales
 - Real-life example: Improving a listing after analyzing visitor behavior
 - Understanding conversion rate and customer reviews
 - Using customer feedback to improve product offerings
 - Activity: Analyze a sample shop's stats and suggest improvements
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Module 8: Final Project – Launch Your Etsy Shop

- Put everything together: branding, product listings, SEO, marketing, and policies
 - Launch your store and test the buying experience
 - Get peer feedback on your shop presentation
 - Activity: Present your Etsy shop idea and showcase your product lineup
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Bonus Materials

- Etsy SEO checklist
- Product photography tips and templates
- Customer message templates and refund policy examples
- Printable planning sheets for product launches and promotions
- Certificate of Completion for Etsy E-commerce Essentials