SELLER SECRET SOCIETY

FULL ETSY SHOP AUDIT

Northbank Paper Co.

etsy.com/shop/NorthbankPaperCo

Printable career and coding downloads. 52 active listings, 118 lifetime views, 41 favourites, 0 sales, 74 days on Etsy.

Prepared	August 2026
Scope	Every one of the 52 active listings, all 226 unique tags, a 16 listing quality sample, 9 competitor shops and 46 keyword seeds.
Data sources	Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA).
Deliverables	This report, plus a spreadsheet containing a rewritten title, 13 validated tags and a full description for all 52 listings

THE ONE LINE VERSION

This shop is not failing, it is invisible. The products are built properly, the photography is competent and one favourite arrives for every three views, which is a rate most established shops never reach. The problem is upstream: 198 of the 226 tags in this catalogue point at searches nobody performs, so 455 of 651 filled tag slots are doing no work at all.

READ THIS FIRST

Northbank Paper Co. is not a real shop. It was invented for this sample and every figure in it is illustrative. What is real is the report: the layout, the sections, the method and the standard of evidence are exactly what a paying seller receives. Sections 01 to 04 print here in full. Sections 05 to 11 are named with their table headings and no data, because the full 21 page report is the thing being sold.

01 The verdict

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The shop opened 74 days before this report. In that time it published 52 listings, which is roughly one finished product every 34 hours, each with a resume, a cover letter, a reference page and an instruction guide, or a fully laid out reference sheet. Across a 16 listing sample the shop averages 8.2 photographs per listing, 10 of the 16 carry a video, and every single one has a structured description with labelled sections. That is better listing craft than most shops manage in their first year.

It has also earned 41 favourites from 118 lifetime views. That is a favourite for every three views, a 34.7 percent rate. Shoppers who find these products like them. Almost nobody is finding them.

The problem	The number that proves it	Fix effort
Tags point at phrases nobody searches	198 of 226 unique tags score under 20 monthly searches; 455 of 651 filled slots wasted (69.9 percent)	Low
Priced so low the listing reads as low value, and no discount badge appears	Every listing sits between 2.85 and 4.20 USD. All 33 front page rivals for the main term run a discount, median 60 percent off a 15.60 USD list price	Low
Missing the terms that describe what is already on sale	53 keyword phrases worth 16,940 monthly searches, on products already in the catalogue, appear in none of the 226 tags	Low
Titles leave a fifth of the indexable space unused	Average title 109.3 characters against Etsy's 140; 21 of 52 titles under 110; one listing has zero tags at all	Low

What is working, and must not be broken

- **Tag discipline.** 96.3 percent of available tag slots are filled, and not one tag exceeds Etsy's 20 character limit. The habit is right. Only the word choices are wrong, and word choices are the cheapest thing in the world to change.
- **The favourite rate.** 41 favourites from 118 views. Do not touch the photography, the product design or the price positioning of the individual files. The evidence says people want these.
- **Description structure.** All 16 sampled listings carry labelled sections and run between 1,284 and 2,806 characters, averaging 1,974. Competitor descriptions in the same sample run 1,762 to 2,731. This is already at market standard.

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

02

Shop snapshot

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Number	Value	Read
Active listings	52	Ample. One competitor has 44 listings and 98,412 sales. Catalogue size is not the constraint here
Lifetime sales	0	The number this report exists to change
Lifetime views	118	Roughly 1.6 views per day across the entire shop. This is a discovery problem, not a conversion problem
Favourites	41	One favourite per three views. Unusually strong
Shop admirers	0	Nobody has followed the shop. A free channel sitting idle
Reviews	0	No social proof yet, which suppresses click through on every listing until the first few arrive
Price range	2.85 to 4.20 USD	Below every front page competitor. On Etsy a price this low reads as low quality, not as a bargain
Listings on sale	0 of 52	All 33 front page rivals show a struck price and a percentage badge. This shop shows neither
Tag slots filled	651 of 676 (96.3%)	Good discipline. One listing has zero tags
Unique tags	226	Of which 28 have measurable search volume
Average title	109.3 characters	30.7 characters of indexable space unused on the average listing

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

Where the traffic actually is

Views	Favs	Price	Listing
19	2	2.85	ATS-Friendly Software Engineer Resume Template | Modern CV (Digital Download)
13	1	3.10	HTML CSS Basics Cheat Sheet | Beginner Web Design Reference (Digital Download)
12	1	2.95	C++ Basics Cheat Sheet | Beginner Coding Reference Guide | Printable PDF
11	1	2.95	JAVA Cheat Sheet for Beginners | Beginner Coding Reference Guide | Printable P
5	1	3.40	Java Interview Questions Guide | Core Java, OOP, Collections (PDF, DOCX)
5	1	3.40	C Programming Interview Questions Study Guide (PDF/Word) | Basic to Advanced
5	1	2.95	C Basics Cheat Sheet | Beginner Coding Reference Guide | Printable PDF | Insta
4	0	2.85	Nursing Resume Template Kit | ATS-Friendly 1 and 2 Page CV | Cover Letter
4	1	2.85	Graphic Designer Resume Template | Modern CV | Word Docx PDF (Instant Download
3	0	2.85	Sage Green Student Resume Template | ATS Friendly Fresher CV (Word, Google Doc

THE SIGNAL HIDING IN THE TOP TEN

Six of the top ten listings by views are cheat sheets and interview guides. Those products are 17 of 52 listings, a third of the catalogue, and they carry 64 of the 118 views, well over half. On a per listing basis a study product pulls 3.8 lifetime views against 1.5 for a resume template, roughly two and a half times as much. The shop is organised around resumes, with 35 listings filed under Career and 17 under Study. The data says the smaller half is doing the heavier lifting, and it is doing it while competing against a fraction of the sellers.

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

03 Tag and keyword analysis

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This is the section that matters most, because it is the cheapest to act on and it is the reason the traffic is not arriving. Etsy's 13 tag slots are the primary relevance signal for a listing. A tag pointed at a phrase nobody types is functionally an empty slot.

Tag health

Measure	Value	Read
Fill rate	651 of 676 (96.3%)	Strong. Only 25 slots empty across 52 listings
Average tags per listing	12.5	Near maximum
Duplicate tags within a listing	0	Clean
Unique tags in use	226	A wide vocabulary, which is good practice
Tags over 20 characters	0	Perfect. Not one tag would be rejected by Etsy
Tags with measurable volume	28 of 226 (12.4%)	The problem, stated as one number
Tags scoring Unknown or under 20	198 of 226 (87.6%)	These cannot bring traffic because the searches do not exist at measurable scale
Slots occupied by those tags	455 of 651 (69.9%)	Seven in ten tag slots are doing no work
Listings with zero tags	1	One listing has no tags at all despite 5 views and a favourite
Capitalised tags	117 instances across 14 listings	Costs nothing in ranking, Etsy is case insensitive, but it signals abandoned batch edits

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

The tags that actually work, and how they are being used

Tag	Monthly searches	Times used	Comment
digital download	17,120	19	Enormous volume, but 8.6 million competing listings and difficulty 100. A lottery ticket, not a strategy
resume template	6,712	26	The shop's single best asset. High volume, only 32,833 competitors, difficulty 35. This is the term to build around
cover letter	1,248	22	Well chosen and correctly repeated
ats resume template	1,036	10	Should be on all 35 resume listings, not 10
resume template word	749	1	Used once. Should be on every Word based listing
instant download	468	27	The most repeated tag in the shop, on 3.9 million competing listings at difficulty 100
ats resume	455	19	Good
cv template	412	20	Good

Eight of the 28 tags that carry measurable volume. The rest are in the spreadsheet.

The keywords this shop sells but is not tagged for

Cross referencing all 226 tags against a pool of 3,488 keywords built from 46 eRank seed searches gives 53 phrases that describe products already sitting in the catalogue and appear in none of the 226 tags. Together they are worth 16,940 monthly searches the shop cannot appear for. The largest of them is the most ordinary word in the niche.

Missing keyword	Monthly searches	Why it matters
resume	5,912	The single word. Absent from all 226 tags. There are 35 resume templates in this shop and not one of them is tagged 'resume'
resume templates	1,703	The plural. Etsy treats it as a distinct query. The shop uses the singular 26 times and the plural never
digital templates	1,042	Broad category term that fits every one of the 52 listings
sorority resume	671	Highly specific, low competition, and the shop already sells three student and fresher templates that would serve it
resume template 2026	512	Year stamped queries are how buyers filter for current formatting. Neither year appears anywhere
rush resume	441	Buyer intent at its purest: someone who needs it tonight and will not compare prices
cv	362	Two characters, 362 searches, absent
teacher resume	318	No teacher template exists yet, and it is a major profession the catalogue skips

Eight of 53 shown. The full list with volumes ships in the Tag Gap Analysis tab of the accompanying spreadsheet.

04 Title analysis

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Etsy allows 140 characters in a title and indexes all of them, weighting the opening phrase most heavily. Space left empty is relevance given away.

Measure	Now	Rewritten	Change
Average title length	109.3	127.1	plus 17.8 characters
Shortest title	71	116	plus 45
Titles under 110 characters	21 of 52	0 of 52	all recovered
Titles under 80 characters	4 of 52	0 of 52	all recovered
Total indexable characters	5,684	6,609	plus 925

Two rewrites, chosen to show two different problems

BEFORE

ATS-Friendly Software Engineer Resume Template | Modern CV (Digital Download)

AFTER

ATS-Friendly Software Engineer Resume Template | ATS Resume Template Word and Google Docs | Editable 1 and 2 Page CV with Cover Letter

The shop's best performing listing at 19 views, using 76 of 140 characters. The rewrite keeps the seller's own product name in front, then claims the ATS, Word, Google Docs, cover letter and STEM terms it was already entitled to.

BEFORE

C Basics Cheat Sheet | Beginner Coding Reference Guide | Printable PDF | Instant Digital Download | Study Guidance

AFTER

C Basics Cheat Sheet | Printable Coding Cheat Sheet PDF | C Programming Quick Reference Notes | Computer Science Student Study Guide

This listing has five views, one favourite, and zero tags. Not a weak tag set: none at all. The rewrite gives it a title and the spreadsheet gives it 13 tags. This is the single highest return edit in the whole catalogue.

WITHHELD FROM THIS SAMPLE

The full report continues with the formula all 52 rewrites follow: the five title slots in descending order of what Etsy weights, and the two rules that are easiest to break. That formula is the one part of this document a competitor could lift whole, so it ships with the paid report and not with the sample.

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

05–11 The rest of the report

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Seven further sections complete the report. They are named here with the headings of their main tables and no data, because a sample that quietly ships the paid half is not a sample.

05 Listing quality

Photo count, video presence and description length measured against a sampled competitor set, plus the eight photographs every listing in this category should carry.

Measure	This shop (16 sampled)	Competitors (11 sampled)	Read
Rows withheld			

06 Competitor benchmark

Nine shops chosen for comparability rather than for being impressive, including one that opened fifteen days later and has already outsold this shop, with the live search test that explains why.

Shop	Opened	Listings	Total sales	Last 30 days	Country
Rows withheld					

07 The seasonal window

Fifteen months of search volume for the shop's head term, the two annual peaks, and why the republishing date decides which of them this catalogue can still reach.

Month	Monthly searches	Read
Rows withheld		

08 Pricing and conversion

Displayed prices against front page rivals on the same browsing session, and the case for raising the price rather than cutting it.

Listing	Your price	Front page median	Read
Rows withheld			

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

09 Growth strategy

Which categories to build out next, with the volume signal behind each, and the traffic levers that do not depend on Etsy search at all.

Category to build	Monthly searches	Competition	Why it earns a place
Rows withheld			

10 The 30 / 60 / 90 plan

Every action in order, each with the reason it earns its place and an honest estimate of the hours it takes. The first month is copy and paste from the spreadsheet.

Window	Action	Hours	Why it earns its place
Rows withheld			

11 Method and sources

Where each number came from, and the limits worth stating plainly: what is an estimate, what was sampled rather than censused, and what was measured live.

Figure	Source	How it was obtained
Rows withheld		

Data: Etsy shop and listing pages (live), Etsy search results (live), eRank Shop Info, eRank Competitor Top Tags, eRank Keyword Tool (Etsy / USA). Illustrative figures.

The spreadsheet that ships with it

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Every tag in the spreadsheet is validated in code: exactly 13 per listing, none over 20 characters, no duplicates within a listing, and every single word tag checked against a measured search volume before it was allowed a slot.

- Shop Snapshot, the headline numbers
- New Listing Copy, a rewritten title, 13 validated tags and a full description for all 52 listings
- Priority Fix Order, the same 52 ranked by traffic already carried, so the highest return work happens first
- Tag Gap Analysis, every missing keyword and its volume, summed

WHY THE SAMPLE IS 12 PAGES AND THE REPORT IS 21

Everything above is printed at full size, in the real template, with nothing compressed. The difference in length is the seven withheld sections and the rewrite formula, not a difference in density.

THE REAL THING

Want this run on your own shop?

Every active listing you have, rewritten and delivered as a spreadsheet you paste straight into Etsy, alongside the full 21 page report this sample is drawn from. Priced by how many listings you have, from €49.

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Sample report. Northbank Paper Co. is a fictional shop and every figure here is illustrative.