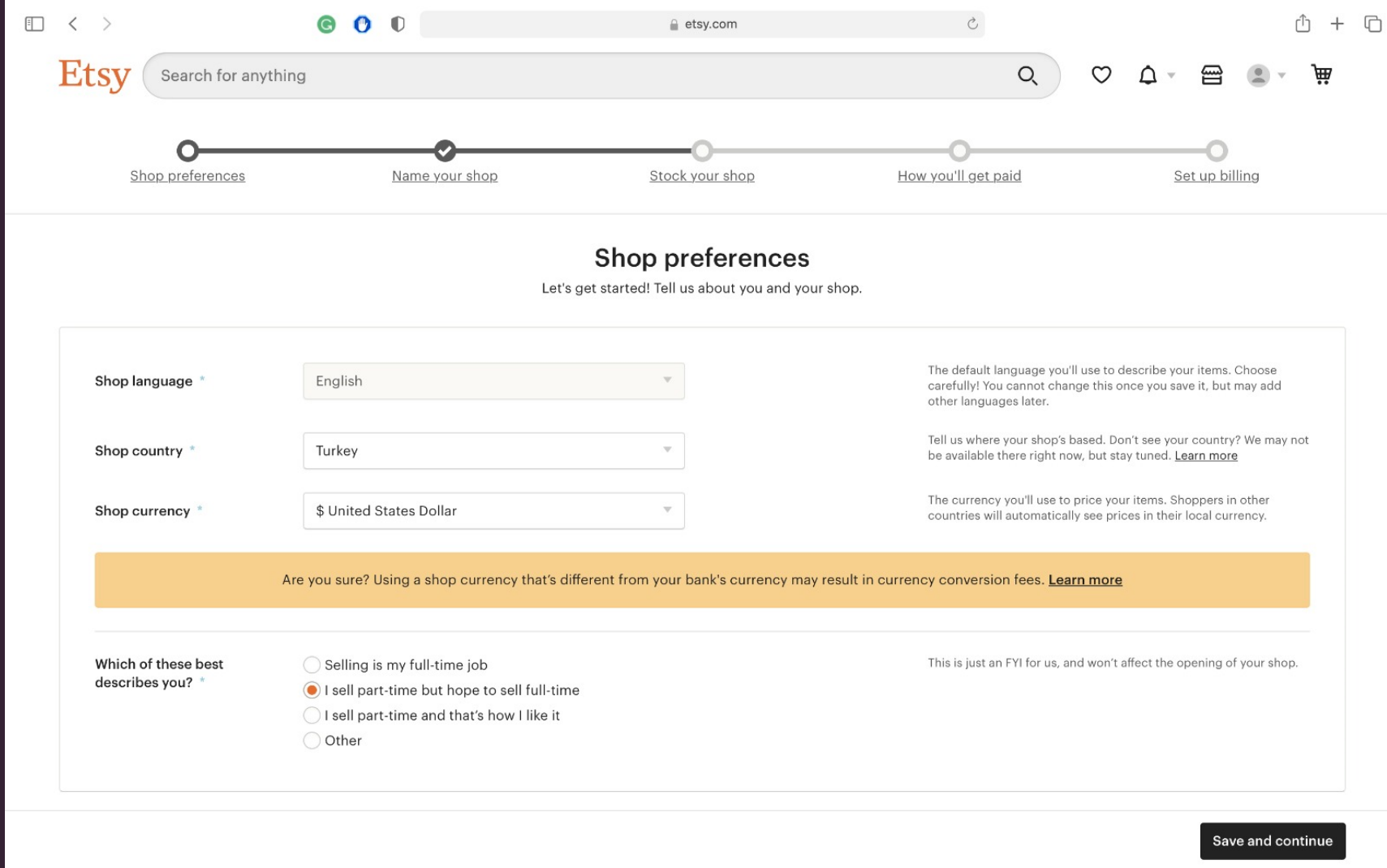




HAPPY education
academy

Hesap Açılırken Dikkat Edilmesi Gerekenler



The screenshot shows the Etsy website's shop setup process. At the top, there's a navigation bar with the Etsy logo, a search bar, and icons for heart, bell, calendar, user profile, and shopping cart. Below this is a progress indicator with five steps: 'Shop preferences' (current step), 'Name your shop', 'Stock your shop', 'How you'll get paid', and 'Set up billing'. The 'Shop preferences' section is titled 'Shop preferences' and includes the instruction 'Let's get started! Tell us about you and your shop.' It contains three dropdown menus: 'Shop language' (English), 'Shop country' (Turkey), and 'Shop currency' (\$ United States Dollar). To the right of these dropdowns are explanatory text blocks. Below the dropdowns is a yellow warning box: 'Are you sure? Using a shop currency that's different from your bank's currency may result in currency conversion fees. [Learn more](#)'. At the bottom of the form, there's a question 'Which of these best describes you?' with four radio button options: 'Selling is my full-time job', 'I sell part-time but hope to sell full-time' (selected), 'I sell part-time and that's how I like it', and 'Other'. A 'Save and continue' button is located at the bottom right of the form.

Shop language * English

Shop country * Turkey

Shop currency * \$ United States Dollar

Are you sure? Using a shop currency that's different from your bank's currency may result in currency conversion fees. [Learn more](#)

Which of these best describes you? *

Selling is my full-time job

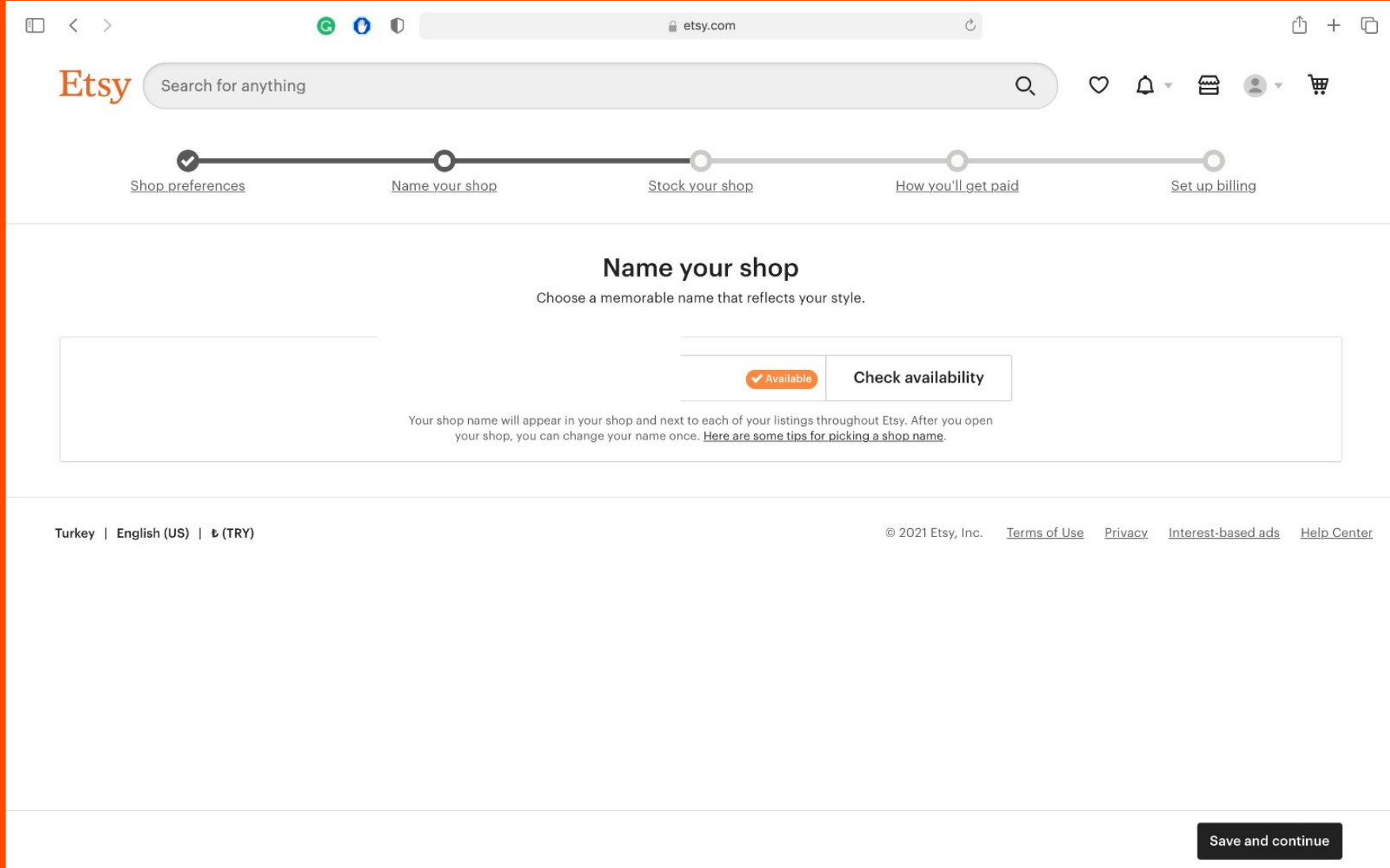
I sell part-time but hope to sell full-time

I sell part-time and that's how I like it

Other

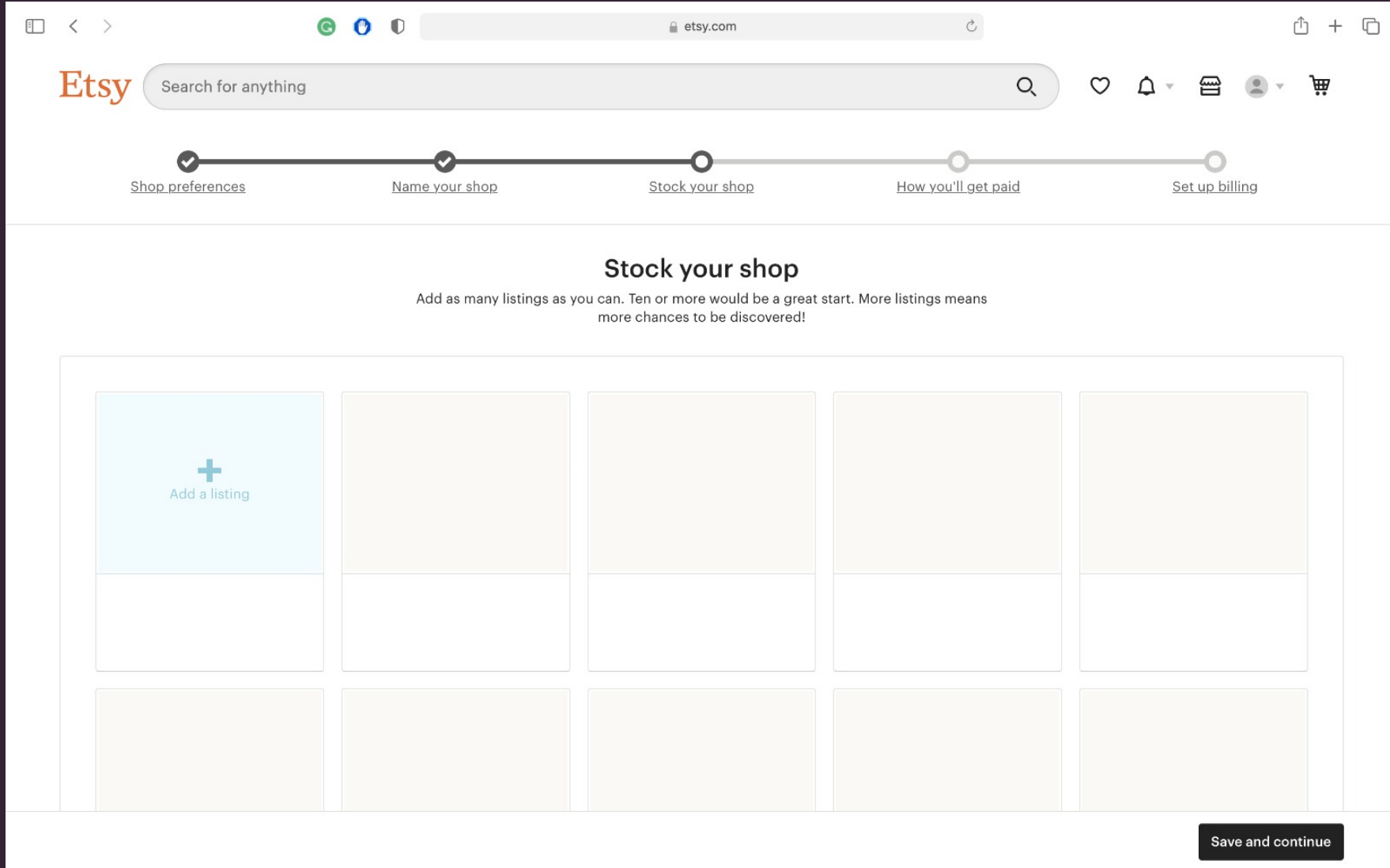
Save and continue

Hesap Açılırken Dikkat Edilmesi Gerekenler



The screenshot shows the Etsy website's account setup process. At the top, there's a navigation bar with the Etsy logo, a search bar, and icons for heart, bell, cart, and user profile. Below this is a progress indicator with five steps: 'Shop preferences' (checked), 'Name your shop' (current step), 'Stock your shop', 'How you'll get paid', and 'Set up billing'. The main content area is titled 'Name your shop' and instructs the user to 'Choose a memorable name that reflects your style.' There is a large text input field. To the right of the input field is a button that says 'Available' with a checkmark icon, and a 'Check availability' button. Below the input field, there is a note: '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.](#)' At the bottom right of the page, there is a 'Save and continue' button. The footer contains 'Turkey | English (US) | ₺ (TRY)' on the left and '© 2021 Etsy, Inc. [Terms of Use](#) [Privacy](#) [Interest-based ads](#) [Help Center](#)' on the right.

Hesap Açılırken Dikkat Edilmesi Gerekenler



The screenshot shows the Etsy account setup process. At the top, there's a navigation bar with the Etsy logo, a search bar, and icons for heart, bell, calendar, user, and shopping cart. Below this is a progress indicator with five steps: 'Shop preferences' (checked), 'Name your shop' (checked), 'Stock your shop' (current step, highlighted with a circle), 'How you'll get paid', and 'Set up billing'. The main content area is titled 'Stock your shop' and includes the text: 'Add as many listings as you can. Ten or more would be a great start. More listings means more chances to be discovered!'. Below this text is a grid of ten listing slots. The first slot is highlighted in light blue and contains a plus sign and the text 'Add a listing'. The other nine slots are empty. At the bottom right of the grid, there is a 'Save and continue' button.

Doğru Listelemenin Önemi

The screenshot shows the Etsy website interface for adding a new listing. At the top, there's a navigation bar with the Etsy logo, a search bar, and icons for heart, bell, calendar, user, and shopping cart. Below this is a progress bar with five steps: 'Shop preferences' (checked), 'Name your shop' (checked), 'Stock your shop' (current step), 'How you'll get paid', and 'Set up billing'. The main heading is 'Add a new listing'. The 'Photos' section is highlighted, with the text 'Add as many as you can so buyers can see every detail.' Below this, there are two columns of photo options. The first column has 'Add a photo' (camera icon) and 'Add a photo *' (text) with tips: '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.' The second column has 'Link photos to variations' (text) with tips: 'Add photos to your variations so buyers can see all their options. Try it out'. The photo options include: 'Add a photo' (camera icon), 'Primary photo' (teardrop icon), 'Every angle' (teardrop icon), 'Every angle' (teardrop icon), 'Every angle' (teardrop icon), 'Details' (teardrop icon with magnifying glass), 'In use' (teardrop icon with person), 'Size and scale' (teardrop icon with ruler), 'Styled scene' (teardrop icon with window), and 'Variations' (teardrop icon with three smaller teardrops). At the bottom, there are three buttons: 'Cancel', 'Preview', and 'Save and continue'. A message states: 'This listing isn't active yet. It will be available to shoppers once you open your shop.'

Doğru Listelemenin Önemi

etsy.com

Video New

Bring your product to life with a 5 to 15 second video—it could help you drive more sales. The video won't feature sound, so let your product do the talking!

Quick tips

- Film wearable items on a model or show a functional item being used.
- Adjust your settings to record high resolution video—aim for 1080p or higher.
- Crop your video after you upload it to get the right dimensions.

[Learn how to make videos that sell](#)

Max file size: 100MB

Buyers are loving listing videos!

We know that shoppers are more likely to purchase an item if the listing includes a video. Cha-ching!*

*Based on a July 2020 analysis of over 5 million buyers, comparing the purchasing behavior of those who were shown listing videos to those who were not.

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.

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

Cancel This listing isn't active yet. It will be available to shoppers once you open your shop. **Preview** **Save and continue**

Doğru Listelemenin Önemi

etsy.com

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.

Section Optional
Group related listings into Sections to help shoppers browse (e.g., Bracelets, Father's Day Gifts, Yarn).
[Add your first section](#)

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

Shape, color, style, function, etc. **Add** 13 left

Materials Optional
Ingredients, components, etc. **Add** 13 left

[Preview listing as a Google search result](#) [Show preview](#)

[Cancel](#) This listing isn't active yet. It will be available to shoppers once you open your shop. [Preview](#) [Save and continue](#)

Doğru Listelemenin Önemi

The screenshot shows the Etsy listing creation interface. The browser address bar displays 'etsy.com'. The main content area is titled 'Inventory and pricing' and contains three sections: 'Price *', 'Quantity *', and 'SKU Optional'. Each section has a text input field. The 'Price *' field contains 'USD 0'. The 'Quantity *' field contains '1'. The 'SKU Optional' field is empty. Below these sections is a 'Variations' section with a text input field and an 'Add variations' button. At the bottom of the form, there are three buttons: 'Cancel', 'Preview', and 'Save and continue'. A message below the 'Cancel' button reads: 'This listing isn't active yet. It will be available to shoppers once you open your shop.'

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.

USD 0

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.

1

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

Variations
Add available options like color or size. Buyers will choose from these during checkout.

Add variations

Cancel This listing isn't active yet. It will be available to shoppers once you open your shop. Preview Save and continue

Doğru Listelemenin Önemi

etsy.com

Personalization Off

Collect personalized information for this listing.

Shipping

Set clear and realistic shipping expectations for shoppers by providing accurate processing time.

Shipping options *

Fill out your shipping options for this listing. You can keep these options specific to this listing, or save them as a shipping profile to apply them to future listings.

Country of origin *
The country you're shipping from

Processing time *
Once a buyer has placed their order, how long does it take you to prepare, package, and put it in the mail? [Learn how this affects your "ship by" date.](#)

Buyers are more likely to purchase items that ship quickly

Fixed shipping prices *
Only shoppers in countries you ship to will see your listings in search.

Standard shipping

Cancel This listing isn't active yet. It will be available to shoppers once you open your shop. Preview Save and continue

Dođru Listelemenin Önemi

etsy.com

Turkey

Shipping carrier: PTT Posta

Mail class: Select mail class

What you'll charge: Free shipping

Everywhere else

Shipping carrier: PTT Posta

Mail class: Select mail class

What you'll charge: Free shipping

+ Add another location

Shipping upgrades Optional

+ Add a shipping upgrade

Added on to standard shipping price. [Learn more](#)

You can save these options to apply to future listings, if you'd like. [How shipping profiles work](#)

Save as a shipping profile

Cancel This listing isn't active yet. It will be available to shoppers once you open your shop.

Preview Save and continue

Paypal'in Önemi

Etsy Payments gives buyers the most payment options and gives you Etsy's seller protection. [Learn more](#)

PayPal Mastercard VISA American Express DISCOVER Apple Pay Google Pay iD Sofort Klarna Venmo

For tax purposes, what type of seller are you?

Etsy will use this to verify your information. This will not affect the status of your Etsy shop in any way and is just for us to know. Most sellers fall into the individual category when they first join Etsy. Still not sure? [Learn more](#).

Individual or sole proprietorship
Most sellers on Etsy fall into this category. (A sole proprietor is considered an individual.)

Incorporated business
A registered legal entity

Tell us a little bit about yourself

For compliance purposes, we may verify your identity with a secure third-party service. This information will never be displayed publicly on Etsy. [Learn more](#)

Country of residence *

By clicking Save and continue, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#). [Save and continue](#)

Dođru Reklam Planlaması

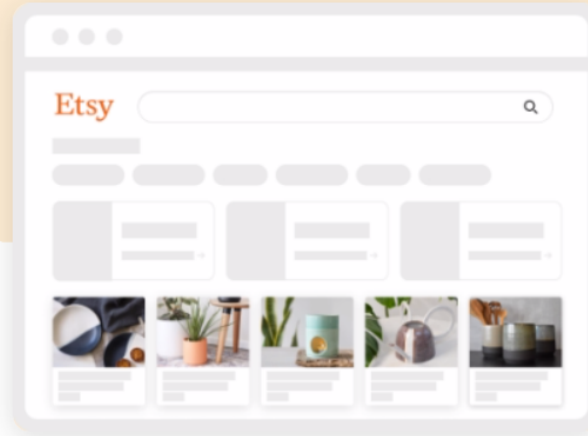


Dođru Reklam Planlaması

Reach more buyers with Etsy Ads

Etsy Ads makes your items more prominent in Etsy search, on category pages—even on other listing pages. You're in control of which listings you promote and how much you spend.

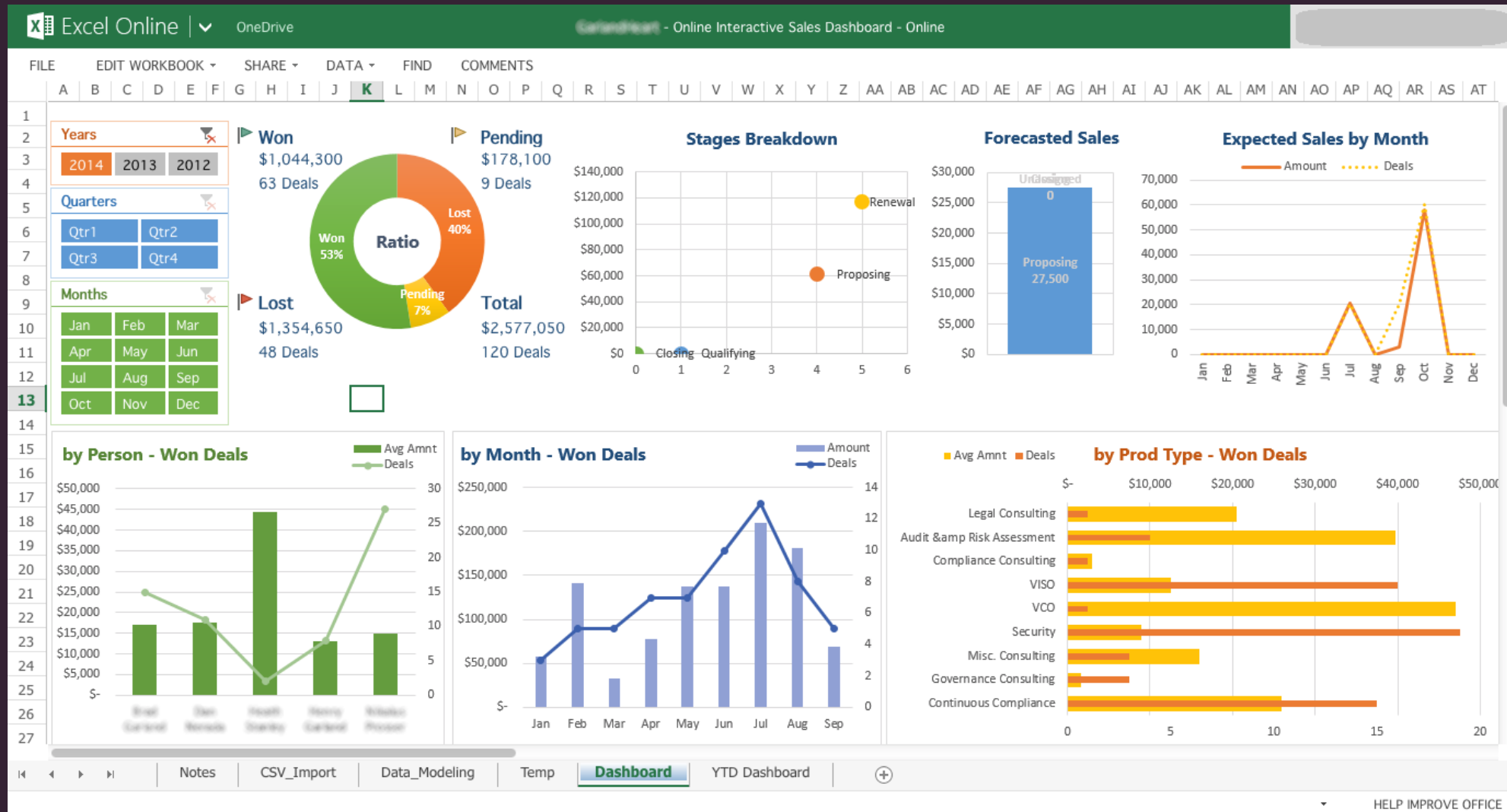
Get started



Doğru Stok Yönetimi



Maliyet Yönetimi



DİNLEDİĞİNİZ İÇİN
TEŞEKKÜRLER!