

TPT RESEARCH



I spent some time researching how to be successful on TpT and make the most of your selling venture. I'll share with you my findings, articles I collected, tips, and my latest SEO research.

find me →

HELPFUL ARTICLES:

- GOLD CITY VENTURES: [10 Best Things to Sell on Teachers Pay Teachers](#)
- STAGEWORTHY BY WIDY: [How to find the best keywords to use on TpT](#)
- SEMRUSH: [7 Tips to increase your Pinterest traffic](#)
- KRISTEN DOYLE: [The Savvy Teacher Seller](#)
- ALBEMARLE PR: [TPT Seller Tips](#)

WANT MORE?

Subscribe to the blog,
check out my TpT store,
and follow me on social
media!



WWW.CAFFANDCRAYONS.COM

TABLE OF CONTENTS:

- [MARKETING & SEO](#)
- [BEST TPT SEO KEYWORDS- Spring 2024](#)
- [TIPS](#)
- [SHOP IMAGE INFO](#)
- [TEMPLATES FOR YOUR TPT STORE](#)
- [HELPFUL TOOLS](#)
- [ADD TPT EMOJIS](#)



**CLICK HERE TO
FOLLOW MY TPT
STORE!**

♥ - *sarah*

MARKETING & SEO



MARKETING:

What is the best way to market TpT and teacher blogs?

- SEO is the best and most important tool to be successful on TpT & blogs

What is SEO?

- In short, it means **Search Engine Optimization**- products getting ranked higher in organic search results, ie: more visibility, more traffic, and if your resources/blog are quality that equals more sales

OTHER WAYS TO MARKET YOURSELF:

- Pinterest
- Linktree
- Instagram
- TikTok
- Facebook page/ads
- Website/blog
- Email list
- Join TpT seller communities
- Collaborate



SEARCH ENGINE OPTIMIZATION:

How can I use the SEO on TpT to my benefit?

- Look up current popular keywords in searches: [GUIDE](#)
- Make sure your keyword string is in all the parts of the content – title, description, hashtag...
- Use keyword strings naturally – work them into your normal tone. You might need to add keyword strings to help the search engine, but if your customers can't read it they'll be turned off.
- Before making specific products in a category type in the search to see the most searched/desired products in your product category. It will give you an idea of the best keywords to use for that product

POPULAR KEYWORDS



SPRING 2024

POPULAR NOW

- | | |
|--|--|
| <ul style="list-style-type: none">▪ Digital resources▪ EOY activities▪ Thank you cards▪ Alphabet▪ Addition within 20▪ Money▪ Butterfly▪ Insects▪ Bundle▪ Classroom décor bundle▪ Money▪ Coloring pages▪ Color by number▪ Digraphs▪ Fathers' day▪ Games▪ Handwriting▪ Homophones▪ Inferences▪ Journals▪ Jobs▪ Kindness▪ Kindergarten▪ Kindergarten math▪ Kindergarten memory book▪ Life cycle▪ Lesson plan template▪ Math▪ Numbers▪ Nametags | <ul style="list-style-type: none">▪ Plants/life cycle▪ Place value▪ Phonics▪ Question of the day▪ Q-tip painting▪ Reading comp/passages/theatre▪ Summer/craft/coloring pages▪ Science▪ Shapes▪ Teacher appreciation/gift tags▪ Thank you cards▪ Under the sea▪ Ufli games▪ Visual schedule▪ Verbs▪ Vocabulary▪ Vowel teams▪ Virtual field trips▪ Word search▪ Writing/prompts▪ Word problems▪ Weather▪ Christmas▪ Yes day▪ Yearbook▪ You blew me away this year▪ Zoo/animals/field trip/coloring pages▪ Zones of regulation▪ Opinion writing▪ Ocean animals |
|--|--|

more >

POPULAR KEYWORDS



SPRING 2024

ELA READ	CENTERS
- Games - Reading comp - Reading passages - Sight word: bingo, search, games, coloring, practice - Letter recognition - Letter sound: games, recognition, assessment, cards, bingo - Fluency passages - Phonics: crafts, review, worksheets - Phoneme segmentation - Literacy: centers, kindergarten, games, activities - Small group reading activities	- Signs - Labels - Rotations - Rotation slides - Kindergarten centers - Literacy centers - Math centers - Rotation powerpoint
SMALL GROUPS	TEACHERS
- Small group - Reading activities - Lesson plan template - Activities - Rotation slides with times	- appreciation - Appreciation cards - Appreciation week - Appreciation gift tags - Appreciation coupons - Favorite things
SCIENCE	SOCIAL STUDIES
- Science worksheets - Scientific method - experiments	- Worksheets - Projects

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POPULAR KEYWORDS



SPRING 2024

KINDERGARTEN

- | | |
|--|---|
| <ul style="list-style-type: none">▪ Assessment▪ awards/certificate▪ addition/subtraction/place value▪ Math/math review/math WS/word problems▪ busy work/ morning work▪ writing(prompts/paper)/opinion▪ behavior chart▪ boom cards▪ Craft/coloring page▪ Center(s)/independent work▪ dictation sentence▪ decodable readers▪ diploma/graduation▪ end of year (review, memory book)▪ Task box▪ Butterfly/weather unit▪ Vocabulary▪ Letter to next years students | <ul style="list-style-type: none">▪ ela worksheets▪ fact fluency▪ social emotional▪ high frequency words/sight words▪ Homework▪ reading intervention▪ Making inferences▪ Literacy centers/literacy/reading▪ Numbers: bonds, teen, color by number, ordinal▪ Orientation/open house▪ Phonics▪ Reading comprehension passages & questions▪ Review▪ Readiness▪ Summer packet▪ Science |
|--|---|

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POPULAR KEYWORDS



SPRING 2024

CLASSROOM

- Décor
- Décor bundle
- Themes
- Transformation
- Classroom labels
- Alphabet posters
- Rewards
- Awards
- Classroom jobs/helpers
- Incentives
- Interrupting chicken
- Posters
- Procedures
- Scavenger hunt
- Supply labels/labels/library

- Calendar
- Visuals
- Virtual
- Bundle
- Behavior management
- Newsletter/template
- Décor: pastel, watercolor, boho, farm theme, floral, groovy, neutral, nature
- Classroom: management, plan, template
- Store
- Schedule
- Money
- Decorations
- Games
- Hand signals

PROJECTS

- Project based learning: reading, math
- Habitats
- STEM
- art

STEM

- Activities
- Bins
- Challenge
- Projects

PRESCHOOL

- Preschool
- Graduation
- Summer packet
- Worksheets
- Memory book

MATH

- Math worksheets
- Math review
- Math games
- Math mystery

TIPS & TRICKS



MY QUICK TIPS:



- Original content
- Find a niche
- Make products that align with standards/units
- Bundles
- More of your best sellers
- SEO for each product title
- Streamline/less busy product main images
- **WHAT SELLS THE MOST ON TPT:** task cards, classroom décor, sub plans, morning work, planners, fonts, seasonal items, clipart, digital resources, worksheets, activities, morning work, task cards
- Cohesive social media and websites/color schemes
- Rich product descriptions and titles
- Beef up your store: banners, quote, custom categories, featured products
- Encourage reviews and follows
- Add in keywords to titles and descriptions
- Use fonts and clipart to spice up your resources
- Make quality products that appeal to many classroom environments
- Check trends and keywords on TpT
- Consider making a teacher blog and social media
- Make videos showing how to use your products
- Have freebies available
- Offer great customer service
- Print, test, proofread, and edit your products
- Make a document with product description, social media, hashtag, etc. templates to make product uploads easier and consistent



CUSTOMIZE YOUR TPT STORE PAGE WITH IMAGES:

BANNER (ABOVE PRODUCTS)	COLUMN BANNER (BOTTOM LEFT)	QUOTE BANNER (UPPER) & LOGO
Dashboard > Marketing > Customize > Store page leaderboard	Dashboard > Marketing > Customize > column banner	Logo > My account > Store profile
DEMENSIONS		
- Old Banner Size: 706 x 90 pixels - New Banner Size: Width: 1200px (min) – 3600px (max) Height: 320px (min) – 960px (max) - Column Banner Size: 160 x 200 pixels - Profile Image: 250 x 250 pixels (will be cropped to circle) - Quote Banner: 452 x 157 pixels - Product Images/Thumbnails: 750 x 750 px		PPT CONVERSIONS- - BANNER: 7/7.5 X 1 IN - NEW BANNER: 12.5- 37.5 IN X 3.3 – 10 IN - COLUMN BANNER: 1.6 X 2.1 IN - PROFILE IMAGE: 2.7 X 2.7 IN - QUOTE BANNER: 4.7 X 1.6 IN - PRODUCT IMAGES/THUMBNAILS: 7.8 X 7.8 IN - PPT PPI: 96 PIXELS PER INCH
HELPFUL WEBSITES FOR TPT STORE PAGE & IMAGES		
<u>PIXEL CONVERTER</u> <u>HOW TO CUSTOMIZE YOUR TPT SHOP</u> <u>NEW TPT BANNER TEMPLATES ON CANVA</u> <u>NEW TPT STORE PAGE UPDATE INFORMATION</u>		



HERE ARE SOME TEMPLATES I USE THAT YOU ARE WELCOME TO "COPY" *(change around to make it yours, please ☺)* OR USE FOR INSPIRATION.

PRODUCT DESCRIPTION TEMPLATE:

TITLE

short description (copy from instruction page from product)

INCLUDED:

- blah

HOW TO USE:

Brief description on how to use

✨ don't forget to change my links and add yours!

WANT MORE?

Click here to access more TEXT HERE and LINK (Bundles, related products, categories)

ENJOY!

Check out my blog at [LINK](#), AMAZON STORE FRONT, or my [TPT STORE](#) for more!!

Please press the green button under the logo to **FOLLOW me!** I would so appreciate it! *Freebies every Friday!*

Thank you -- NAME

FOLLOW ME

[Instagram](#) - [TikTok](#) - [Facebook](#) - [TpT Store](#) - [Blog](#)

TERMS OF USE

Check out my free [TOU document](#) to download and read prior to purchasing my resources.

** If you notice a typo, an error, or are having trouble with your download, please contact me via email (EMAIL LINK) and let me know. I will correct and re-upload for you and other customers and/or try to help in any way I can

Keywords: STRING KEYWORDS HERE

TERMS OF USE TEMPLATE:

- Check out mine for inspiration: [Caffeine and Crayons TOU](#)
- I used this **free** [TEMPLATE](#) from [Teacher Karma](#)
- [More templates](#) for TOU pages
- Don't forget a credit page for clipart, font, and whatever else you use from other creators!

SOCIAL MEDIA TEMPLATE:

title

short description

 Link in bio OR copy the URL below: 

LINK

[#teacherspayteachers](#) [#tptteachers](#) [#tpt](#) [#teachers](#) [#teachercreated](#) [#teacherresources](#) [#teachertools](#) [#lessonplans](#) [#teacherlife](#) [#tptsellers](#) [#tptseller](#) [#teacherspayteacherssellers](#) [#teacherideas](#)  [#teacherlife](#)

**add more hashtags that relate to your product*



MY FAVORITE ONLINE TOOLS:

- CANVA: Design tool
- LINKTREE: add to social media to advertise yourself and make links easy to get to
- REMOVE BG: remove backgrounds from your images
- WORDPRESS: Blog/Website Hosting
- TAILWIND: Helps with social media content and posting
- CALLIGRAPHR: Make your own fonts
- MY FAVORITE SELLERS to get font, clipart, and mockups:
 - KAITLYN ALBANY: fonts
 - AMY GROESBECK: fonts
 - CREATIVE CLIPS KRISTA WALLDEN: Clipart
 - RAINBOW SPRINKLES STUDIO: clipart
 - THE TEACHER SELLER STUDIO: mockups, flat lays, stock photos
 - KATIE BROCKMEYER CREATIVE: mockups, flat lays, stock photos
 - EDUCLIPS CLIPART: clipart
 - CREATING 4 THE CLASSROOM: clipart
 - LISA MARKLE SPARKLES: clipart
 - LITTLE BUNNIES DESIGNS: clipart
 - BUNNY ON A CLOUD: font and clipart
 - BLAME IT ON THE WEEKEND: movable mockup supplies
 - KYLA'S KRAFT: movable mockup supplies



PRODUCT DESIGN TOOLS:

- Microsoft Power Point Presentation (PPT) **a MUST HAVE for me*
- Microsoft Word
- Apple Procreate
- Adobe: Pro, Photoshop, Illustrator
- Google Slides, Docs, & Sheets *(digital resources are popular and these work great for that!)*
- Canva

A circular logo with a dark grey background. At the top, a string of colorful bunting flags (pink, orange, yellow, green, blue) hangs across the circle. In the center, there is a brown paper coffee cup with a blue lid. Overlaid on the cup and the background is the text 'caffeihe' in a white, cursive font, followed by '& crayons' in a bold, sans-serif font. The word 'caffeihe' is white, '&' is white, 'crayons' is multi-colored (pink, orange, yellow, green, blue), and the entire logo is framed by a border of small, colorful dots.

Did you know that you can add emojis to your custom categories or product descriptions? Just simply copy and paste the emojis or code where you want them! It's a create way to liven up your categories and descriptions, group together your categories, and make your resources stand out!

TM								
©								
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💫 code emojis on next page >

ADD TPT EMOJIS



CODE:



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ADD TPT EMOJIS



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RESOURCES:

- TPT: [SEOTpreneur Sandbox](#)
- WEBSITE: [Up2dateskills.com](#)