Etsy Listing Checklist (SEO & Photos)

HonestMarginCo

Listing _____ Date _____

Search

- [ ] Title starts with what the buyer would type
- [ ] Title reads naturally, not stuffed
- [ ] All 13 tags used
- [ ] Tags are multi-word phrases
- [ ] Tags cover synonyms and occasions
- [ ] Category is the most specific one
- [ ] All attributes filled in
- [ ] Section chosen

Photos and video

- [ ] First photo is clear at thumbnail size
- [ ] First photo shows what it is at a glance
- [ ] Uses all photo slots
- [ ] Scale / size shown
- [ ] Lifestyle photo
- [ ] Details and close-ups
- [ ] What is included
- [ ] Short video (5-15 s)

Description

- [ ] First sentence says what it is and who it is for
- [ ] Sizes, materials, what is included
- [ ] Processing and delivery times
- [ ] Care or how-to-use notes

Price and shipping

- [ ] Price covers costs, fees and your time
- [ ] Checked with an Etsy fee calculator
- [ ] Shipping profile set
- [ ] Free shipping priced in (if offered)

Final checks

- [ ] Spelling and details checked
- [ ] Quantity and variations set
- [ ] Personalisation instructions (if any)
- [ ] Previewed on mobile

Tags (13)

Tag	Tag	Tag

Let a spreadsheet do the sums: Etsy Seller Profit Tracker for Excel & Google Sheets