



ETSY LISTING CHECKLIST

Grant Joiner



/C/GRANTJOINER



/GRANTJOINER



/GRANTJOINERUK

Etsy Listing Checklist

Product Images

Your listing images or photography should clearly show the items that are for sale. Use multiple images, with at least one shot of the product shown on a neutral background and another in use (if applicable or possible) or a lifestyle shot. Try and make your primary image eye catching so that it encourages buyers to click through from the Etsy search results to your listing.

Titles

Listings that are popular with buyers always perform better in the search results, fact. So ensure your title is short, easy to understand but includes at least one of your most descriptive keywords.

Categories

Categories act like tags on Etsy so adding more specific categories creates more chances for your listings to get found.

Description

Always include at least one of your main keywords within the first line or sentence of your description. In addition repeat your main keyword 5 or 6 times within your description - keep in mind it's got to read right and make sense to the buyer. Try and keep your description concise and bullet point key features or attributes of the item, such as the size, use, application or instructions.

Tags

Think of every one of your 13 tags as an opportunity to reach your buyer, so use them all. After all an unused tags is a missed, free opportunity. Your tags should be multi-word keywords or phrases of at least 2 or more words. If you're stuck then think about search engines and what you would type in Google to find your product.

Materials

Materials are similar to tags but hold less weight in the search results, but are used heavily when filtering or refining. Materials describe specific characteristics of your item and could include the paper, material, envelope, fabric or metal type.

Price

There is no doubt that shoppers compare prices and do so when looking at the search results page. Research your category and competitors before setting a price.

Shipping

High postage costs may turn off buyers. Research has shown that Etsy shopper favour free shipping as they see this as a known and upfront cost. Experiment with your product pricing to try and offer free shipping - if only in your home country.

Policies

Ensure all your shop policies are complete so that you are letting potential buyers know what they can expect when they make a purchase from your shop. It is said that Etsy shops with completed policies to rank higher on search results than those that don't.