

Etsy Listing Optimization Checklist 2026

Check every part Etsy and buyers actually use before you publish. ShopFoundry · shopfoundry.app

Element	Check	Why it matters
Title	Key term in first 50–60 chars; reads as a phrase; one buyer intent	Decides matching and click appeal in results
Tags	All 13 filled, multi-word, varied roots, no duplicates	Each tag is another search you can appear in
Attributes	Every category attribute set accurately	Etsy matches attributes to filtered searches
Category	Most specific category chosen	Acts like extra tags for matching
Photos	Clear first photo; multiple slots; scale/detail/lifestyle	Drives the click and reduces returns
Video	Short 5–15s video where possible	Lifts engagement and buyer confidence
Description	Primary phrase in first lines; scannable bullets	Adds context and answers buyer questions
Shipping & policies	Processing time, returns and About filled	Completeness feeds buyer trust
Conversion	Fair price, reviews, accurate details	Clicks without buys don't help a listing

Before / after titles by product type

Product	After (optimized example)
Digital download	Printable Daily Planner PDF, Undated A4 + Letter Productivity Insert
T-shirt	Funny Cat Mom T-Shirt, Cat Lover Gift, Unisex Cotton Tee
Jewelry	Dainty Gold Initial Necklace, Personalized Letter Pendant, Gift for Her
Sticker	Waterproof Vinyl Laptop Stickers, Cute Plant Sticker Pack, Water Bottle Decal
Wall art	Abstract Botanical Wall Art Print, Boho Living Room Poster, Digital Download
Keychain	Personalized Name Keychain, Acrylic Keyring Gift, Custom Bag Charm
Personalized gift	Personalized Cutting Board, Custom Engraved Wedding Gift for Couples

'Etsy' is a trademark of Etsy, Inc. This checklist is educational, is not endorsed by Etsy, and does not guarantee ranking, traffic or sales. Examples are illustrative. Based on Etsy's Seller Handbook and Help Center as of June 2026. Full guide: shopfoundry.app/guide/etsy-listing-optimization-checklist