

# Etsy SEO Checklist 2026

The ShopFoundry Etsy SEO Framework — every listing, before you publish

## Listing optimization (9 essentials)

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- Title** — Key term first, readable, one clear intent (max 140 characters)
- Tags** — All 13 slots filled, multi-word, varied roots, no duplicates (20 char each)
- Category** — Most specific category — it acts like extra tags
- Attributes** — Fill every attribute (color, material, occasion) — they're matched
- Photos** — Accurate first photo that matches the search; use all 10 slots
- Description** — Natural keywords in the first lines (Etsy reads light context)
- Video** — Add a 5–15s video where possible — lifts engagement
- Shipping** — Free / low shipping where margin allows (US ranking boost)
- Reviews & policies** — Complete Shop Policies & About; strong reviews build trust

## The 7 ranking factors

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1. Relevancy — keyword match in tags, title, category, attributes
2. Listing Quality Score — clicks, favorites and purchases after the click
3. Recency — temporary boost for new & renewed listings
4. Customer & Market Experience — reviews, policies, About section
5. Shipping Price — free shipping boost (US)
6. Language & Translations — use your shop's language
7. Shopper Habits (CSR) — results personalized per buyer

## Key specs

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**13 tags** · **20 chars/tag** · **140-char title** · **10 photos + 1 video** · **free-shipping boost**