

Etsy Listing Photo Checklist

Recommended 20-photo order for high-converting Etsy listings

1

Main product

Your thumbnail. Horizontal or square, product centered, room to crop. Wins the click in search.

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2

Lifestyle / in use

The item in a real setting so buyers picture owning or using it.

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3

Scale

Next to a hand, coin, or familiar object so size is obvious.

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4

Close-up / detail

Texture, material, print, or engraving at 2000px+ so buyers can zoom.

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5

Variations

Colors, sizes, or styles available so shoppers see their option exists.

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6

What's included

Everything in the order laid out, especially for sets and bundles.

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7

Packaging

How it arrives. Builds gift-readiness and trust before purchase.

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8

Size guide

Dimensions or a sizing chart as an image so key facts are easy to find.

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9

Features / how to use

A labeled or step shot that answers the most common buyer question.

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10

Brand story

Your studio, process, or a thank-you card that makes the shop memorable.

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Source: Etsy allows up to 20 photos + 1 video per listing; first photo horizontal/landscape or square, 2000px+ recommended. Etsy Help — Requirements and Best Practices for Images in Your Etsy Shop. Slot order is a recommended template.

ShopFoundry · shopfoundry.app/etsy-listing-photo-size