



GET FOUND IN ETSY SEARCH

Ultimate Etsy *SEO* Checklist

Optimize every listing so the right shoppers actually find it.

A practical, tick-as-you-go checklist covering keywords, titles, tags, attributes, descriptions, and photos — plus a listing scorecard and a monthly audit to keep your shop ranking.

FOR

Beginner & Intermediate
Sellers

FORMAT

Print & Check Off Per
Listing

INSIDE

11 Checklists, Scorecards &
Audits



Contents & How to Use

How to use this checklist

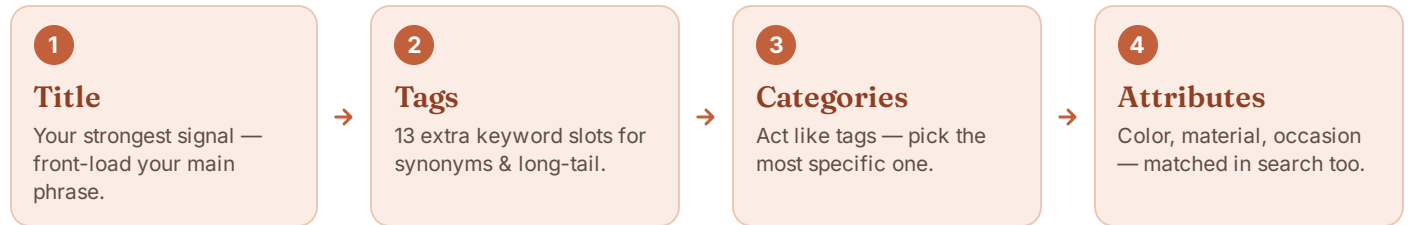
- 1 Work one listing at a time.** Print a copy per product and tick each box. A handful of fully-optimized listings beats a shop full of half-done ones.
- 2 Follow the order Etsy reads.** Keywords → title → tags → categories & attributes → description → photos. Each section builds on the one before it.
- 3 Score, then improve.** Use the Listing Quality Scorecard to find each listing's weakest area and fix that first.
- 4 Re-audit monthly.** SEO isn't set-and-forget. The monthly audit keeps your listings fresh as searches and seasons shift.

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Etsy SEO Basics

Etsy search works in two steps. First it **matches** a shopper's words to your listing's keywords. Then it **ranks** the matches by how likely each one is to sell. Good SEO wins both: be found, then be chosen.

WHERE ETSY LOOKS FOR YOUR KEYWORDS



WHAT DECIDES YOUR RANKING

- ☐ **Relevancy**
Exact-phrase matches rank above loose ones.
- ☐ **Recency**
New & recently-edited listings get a temporary boost.
- ☐ **Shipping price**
Low/free shipping is favored in results.
- ☐ **Listing quality score**
Clicks, favorites & sales vs. views.
- ☐ **Shop & customer experience**
Reviews, complete profile, good policies.
- ☐ **Listing language**
Write in your shoppers' language; translate well.

ETSY LISTING LIMITS TO KNOW

TITLE

140 characters

TAGS

13 × up to 20 chars

PHOTOS

up to 10 + 1 video

DESCRIPTION

10,000 characters

Q RESEARCH TIP

Only the first ~40 characters of your title show on mobile and in search results — so your most important keyword has to come first, not buried at the end.

NOTES — MY PRIMARY KEYWORD FOR THE LISTING I'M OPTIMIZING

Keyword Research Checklist

Every optimized listing starts with the words real buyers type. Gather a generous list of phrases before you touch the title or tags.

- ☐ **Brainstormed how a buyer describes this item**
Their words, not your clever product name.
- ☐ **Used Etsy's search bar autocomplete**
Start typing your product — note the suggestions.
- ☐ **Checked "related searches" on results pages**
More real phrases shoppers actually use.
- ☐ **Collected long-tail phrases (3–4 words)**
"personalized dog mom mug" beats "mug."
- ☐ **Listed synonyms & regional terms**
e.g. "sweater" vs "jumper," "purse" vs "bag."
- ☐ **Added occasion & recipient terms**
"gift for her," "teacher gift," "birthday."
- ☐ **Noted search volume / competition**
From Etsy stats or a tool like eRank/Marmalead.
- ☐ **Shortlisted 15–20 strong candidate phrases**
Enough to fill a title and all 13 tags.

CANDIDATE KEYWORD PHRASE	LONG-TAIL? (Y/N)	VOLUME / NOTES

Q RESEARCH TIP

Etsy's own autocomplete is the best free keyword tool there is — it shows you exactly what shoppers are typing, ranked by popularity, straight from the source.

⊗ COMMON MISTAKE

Targeting single broad words like "necklace" or "mug." You'll compete with millions of listings. Long-tail phrases have fewer searches but far higher intent — and you can actually rank for them.

Title Optimization Checklist

Your title is your single strongest ranking signal — and the first thing a shopper reads. Make it keyword-rich and human-readable. Limit: 140 characters.

☐ **Primary keyword phrase is in the first ~40 characters**

That's all that shows on mobile and in search.

☐ **Main phrase appears intact (exact match)**

Etsy ranks exact phrases above scattered words.

☐ **Reads naturally to a human, not a robot**

Read it aloud — if it sounds stuffed, rewrite.

☐ **Includes 2–3 keyword variations**

Capture more searches without repeating words.

☐ **Phrases separated by commas**

Helps readability and signals distinct concepts.

☐ **No vague filler ("beautiful," "amazing," "nice")**

Every word should be a word someone searches.

☐ **Accurately describes the actual product**

Misleading titles tank conversion & ranking.

☐ **Uses a healthy share of the 140 characters**

100–140 is the sweet spot; don't waste space.

☐ **DRAFT YOUR TITLE (THEN COUNT THE CHARACTERS)**

Character count: _____ / 140

🔍 RESEARCH TIP

Front-load the exact phrase buyers search, then add descriptors: *Primary Keyword, variation, material/style, occasion, recipient*. The front carries the most ranking weight.

⊗ COMMON MISTAKE

Keyword stuffing — cramming the same word in five times. It reads as spam, hurts clicks, and Etsy's algorithm discounts it. Variety beats repetition.

☐ **NOTES — KEYWORD VARIATIONS TO WORK INTO THIS TITLE**

Tag Optimization Checklist

Tags are 13 extra chances to match a search. Use every one. Each tag holds up to 20 characters — enough for a real multi-word phrase.

- ☐ **All 13 tag slots filled**
Every empty slot is a missed search.
- ☐ **No wasted repeats of one word**
Vary the phrasing across tags.
- ☐ **Synonyms & alternate phrasings included**
"wall art" + "wall decor."
- ☐ **Occasion & gift tags included**
"gift for mom," "housewarming."
- ☐ **Multi-word phrases, not single words**
"custom dog mug" > "dog."
- ☐ **Not just a copy of the title**
Tags should expand coverage.
- ☐ **Regional spellings/terms added**
"color" + "colour," etc.
- ☐ **Long phrases split where sensible**
Two tags capture more searches.

☐ FILL ALL 13 TAGS

1	2
3	4
5	6
7	8
9	10
11	12
13	

RESEARCH TIP

Etsy reads a 33-character phrase like "sterling silver gemstone necklace" as two tags: "sterling silver" + "gemstone necklace." Both rank on their own and combine for the long-tail search.

COMMON MISTAKE

Using single-word tags or repeating the same word ("octopus art," "octopus print"). Try "octopus art print" + "sea creature decor" to match more unique searches.

☐ NOTES — EXTRA TAG IDEAS TO TEST ON MY NEXT REFRESH

.....

.....

Category & Attribute Checklist

Categories and attributes are matched in search just like tags — and they're often overlooked. Fill them completely and you free up tag slots for other keywords.

☐ **Chosen the most specific category available**

"Dangle Earrings," not just "Earrings."

☐ **Every relevant attribute is set**

Color, material, size, style, shape, etc.

☐ **Occasion & recipient attributes filled**

"Birthday," "For her," "Wedding."

☐ **Room / holiday attributes set where offered**

Extra matching for home & seasonal goods.

☐ **Attributes don't contradict the title**

Keep color, material & size consistent.

☐ **Didn't waste tags on info already in attributes**

Use those freed slots for new keywords instead.

Q RESEARCH TIP

Because categories and attributes act like extra tags, anything you set there is one more keyword you *don't* have to spend a tag slot on. Fill them fully, then use your 13 tags for everything else.

⊗ COMMON MISTAKE

Leaving attributes blank or picking a broad top-level category. You're invisible to shoppers who filter by color, size, or occasion — a huge slice of buyers with high purchase intent.

☐ **NOTES — ATTRIBUTES I TEND TO SKIP BUT SHOULD FILL**

Product Description SEO Checklist

Your description converts browsers into buyers — and its first lines are indexed by Google, sending free traffic to your listing. Limit: 10,000 characters.

- ☐ **First sentence leads with the main keyword + benefit**
Etsy and Google both weight the opening.
- ☐ **Keywords used naturally throughout**
Woven into real sentences, never stuffed.
- ☐ **Covers what it is, size, materials & use**
Answer the obvious questions up front.
- ☐ **Answers common buyer questions**
Pre-empt the "does it...?" messages.
- ☐ **Scannable — short paragraphs & line breaks**
Walls of text get skipped on mobile.
- ☐ **Includes care, processing & shipping info**
Builds trust and reduces returns.
- ☐ **Ends with a clear call to action**
"Add to cart," "message me to personalize."


RESEARCH TIP

Treat the first ~160 characters as a mini ad: lead with your primary keyword and the main benefit. That snippet is what Google shows — and often what decides the click.


COMMON MISTAKE

Pasting the same generic description on every product. Duplicate, keyword-thin copy helps no listing rank and reads as low effort to buyers.

☐
NOTES — QUESTIONS BUYERS KEEP ASKING THAT MY DESCRIPTION SHOULD ANSWER

Photo Optimization Checklist

Photos don't carry keywords, but they drive the clicks and conversions that feed your quality score — which **does** affect ranking. Use all 10 image slots.

- ☐ **Strong first photo (your thumbnail)**
Bright, clear, fills the frame — wins the click.
- ☐ **Scale reference**
Show the size next to a known object.
- ☐ **All variations shown**
Colors, sizes, styles offered.
- ☐ **Infographic with key specs**
Dimensions, materials at a glance.
- ☐ **Bright, natural-looking light**
No dark, yellow, or cluttered shots.
- ☐ **Lifestyle / in-use shot**
Helps buyers picture owning it.
- ☐ **Close-up detail shot**
Texture, stitching, finish, quality.
- ☐ **Packaging / unboxing shot**
Signals quality & giftability.
- ☐ **Consistent style & branding**
A cohesive grid looks professional.
- ☐ **Video added**
Listings with video convert better.

Q RESEARCH TIP

Your first photo is the only one shoppers see in search. Treat it like a billboard: simple background, product large and sharp. A higher click rate directly lifts your ranking.

⊗ COMMON MISTAKE

A dark, busy, or zoomed-out first photo. If the thumbnail doesn't earn the click, perfect keywords won't save the listing — it never gets the chance to convert.

☐ NOTES — PHOTOS TO RESHOOT OR ADD FOR THIS LISTING

Listing Quality Score Checklist

Etsy ranks listings partly on a hidden **quality score** — how often a listing's views turn into clicks, favorites, and sales. Strengthen the signals below, then score the listing.

- ☐ **Thumbnail earns the click**
Strong first photo & clear title.
- ☐ **Reviews are strong & recent**
Social proof lifts conversion.
- ☐ **Shipping is free or affordable**
Etsy favors low shipping in search.
- ☐ **Price is competitive for the niche**
Checked against similar listings.
- ☐ **Processing time is reasonable**
Faster ships convert better.
- ☐ **Listing is 100% complete**
All fields, attributes & photos done.

☐ **SCORE THIS LISTING (1-5 EACH)**

1 = needs work 3 = okay 5 = fully optimized

SEO AREA	RATE 1-5
Keyword research	1 2 3 4 5
Title	1 2 3 4 5
Tags (all 13)	1 2 3 4 5
Category & attributes	1 2 3 4 5
Description	1 2 3 4 5
Photos	1 2 3 4 5
Total SEO score	_____ / 30

☒ **COMMON MISTAKE**

Chasing rank while ignoring conversion. Etsy shows listings that *sell*. A flood of keywords with a weak photo and no reviews will keep sliding down the results.

☐ **NOTES — MY WEAKEST AREA ABOVE & THE ONE FIX I'LL MAKE FIRST**

Competitor Research Worksheet

Search your main keyword and study who ranks on page one. Their listings are a free blueprint of what Etsy is currently rewarding in your niche.

COMPETITOR A

SHOP / LISTING NAME

PRICE

REVIEWS / SALES

☐ TITLE KEYWORDS THEY LEAD WITH

.....

☐ TAGS / PHRASES THEY TARGET (VISIBLE VIA TOOLS)

.....

☐ PHOTO STYLE & THE GAP I COULD FILL

.....

COMPETITOR B

SHOP / LISTING NAME

PRICE

REVIEWS / SALES

☐ TITLE KEYWORDS THEY LEAD WITH

.....

☐ TAGS / PHRASES THEY TARGET (VISIBLE VIA TOOLS)

.....

☐ PHOTO STYLE & THE GAP I COULD FILL

.....

Q RESEARCH TIP

Sort your keyword's results by "Most Recent" as well as default (Relevancy). New listings climbing fast show you what's working *right now*, not just long-established shops.

⊗ COMMON MISTAKE

Copying a top shop's exact title and tags. You'll only ever be a weaker clone. Find the gap they're missing and rank for

Monthly Etsy SEO Audit

SEO drifts as searches and seasons change. Once a month, run this audit so your listings stay sharp while competitors let theirs go stale.

- ☐ **Reviewed Shop Stats search terms**
Which keywords actually bring views?
- ☐ **Refreshed weak titles & tags**
Swap underperformers for new phrases.
- ☐ **Re-checked top competitors**
Anything new ranking above you?
- ☐ **Found low-view / low-converting listings**
Your priorities for a refresh.
- ☐ **Updated seasonal & occasion keywords**
Ahead of the relevant holiday.
- ☐ **Confirmed attributes still complete**
Nothing dropped or left blank.

☐ **MONTHLY TRACKING**

LISTING	VIEWS	FAVORITES	CONV. %	ACTION THIS MONTH

Q RESEARCH TIP

Change **one** thing at a time (e.g. just the title), then check stats in 2–4 weeks. If you rewrite everything at once, you'll never know which change actually moved the needle.

☐ **NOTES — THIS MONTH'S WINS, LOSSES & WHAT TO TEST NEXT**

One-Page Master SEO Checklist

The whole system on one page. Print one per listing and tick your way to an optimized, findable product.

1 KEYWORDS

- ☐ Long-tail buyer phrases gathered
- ☐ Etsy autocomplete & related searches checked
- ☐ Synonyms, regional & occasion terms listed
- ☐ 15–20 candidate phrases shortlisted

2 TITLE

- ☐ Primary phrase in first ~40 chars
- ☐ Exact match, intact & readable
- ☐ 2–3 variations, comma-separated
- ☐ Uses 100–140 chars, no filler

3 TAGS

- ☐ All 13 slots filled
- ☐ Multi-word, no single throwaways
- ☐ Synonyms & regional variants
- ☐ Not a copy of the title

4 CATEGORY & ATTRIBUTES

- ☐ Most specific category chosen
- ☐ All attributes set (color, size, etc.)
- ☐ Occasion & recipient filled
- ☐ Consistent with the title

5 DESCRIPTION

- ☐ Keyword + benefit in first line
- ☐ Natural keywords, scannable
- ☐ Care, processing & shipping info
- ☐ Clear call to action

6 PHOTOS

- ☐ Strong thumbnail first photo
- ☐ Lifestyle, scale & detail shots
- ☐ All variations shown
- ☐ Video added

7 QUALITY

- ☐ Competitive price
- ☐ Strong recent reviews
- ☐ Free / low shipping
- ☐ Listing 100% complete

8 MONTHLY

- ☐ Review Shop Stats
- ☐ Refresh weak titles/tags
- ☐ Update seasonal keywords
- ☐ Re-check competitors



Optimized, Findable, Ready to Sell

You've covered every signal Etsy search reads. Work the checklist on each listing, score it, and re-audit monthly — that's how shops climb and stay there.

— KEEP GOING · FREE ETSY SELLER TOOLS —



Etsy Fee Calculator

See your exact take-home after every Etsy and payment fee, so your prices stay profitable as you grow.



Etsy Income Goal Calculator

Work out how many sales — and at what price — you need to hit your monthly income goal.



Etsy Product Research Worksheet

Before you optimize a listing, validate the product itself — demand, competition, and profit — with our free fill-in worksheet. Find it with all our tools at SimpleLifeCalc.com.



Scan for free Etsy calculators, worksheets, and seller resources.

SimpleLifeCalc.com

Created by [Simple Life Calculator](https://SimpleLifeCalc.com)

[Free Etsy SEO, pricing & profit tools at SimpleLifeCalc.com](https://SimpleLifeCalc.com)

Tools and guidance for smarter handmade-business decisions.