Etsy SEO Checklist

Go through it for every new and old listing

Keyword research

- [ ] Write down how a buyer would search for your item, in their words, not yours.
- [ ] Type your main keyword into Etsy search and note the autocomplete suggestions.
- [ ] Prefer specific long-tail phrases ("personalized leather dog collar") over one word.

Listing details

- [ ] Title: put the most important keyword phrase first, keep it readable for humans.
- [ ] Use all 13 tags, mix phrases and synonyms, don't waste tags on repeats.
- [ ] Pick the most specific category and fill in every attribute (color, material, occasion).
- [ ] Description: repeat the main keywords naturally in the first sentences.
- [ ] Photos: clear first photo on a clean background, then details, scale and lifestyle.

Shop-level signals

- [ ] Offer competitive or free shipping where possible (it affects search placement).
- [ ] Answer messages fast and ship on time to collect great reviews.
- [ ] Fill in your About section, shop policies and FAQ.
- [ ] Check Etsy Stats monthly: improve listings with views but no sales.
- [ ] Promote listings outside Etsy too (Pinterest, Instagram, your blog).