



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

The Etsy Listing Quick-Win Starter

Score one listing against 13 points, rewrite its title with 3 proven formulas, find better keywords, and plan its photos — in one sitting.

Get found and get chosen on Etsy. A documented process, not a ranking promise.



Get found, then get chosen — starting with one listing

Most Etsy advice is a pile of tips with no order to it: fix your title, add tags, take better photos. This free starter gives you the order. Pick one listing — ideally a best-seller — and in one sitting you'll score it against a 13-point checklist, rewrite its title with three proven formulas, find sharper keywords, and plan its photos. Two jobs, in order: keywords get you found in search; photos, price, and trust get you chosen from there.

AN HONEST WORD FIRST

Etsy's search algorithm is private and it changes. Anyone promising a #1 spot is guessing. This is the set of best practices Etsy itself recommends and a process for applying them — not a guarantee of rankings, traffic, or sales. Do the work, watch your own numbers, keep what works. (Not affiliated with or endorsed by Etsy, Inc.)

PART 1 · GET CHOSEN

Score your listing: the 13-point checklist

Give your listing one point for each element you can honestly check off. Under 8 means several key pieces are missing — rework it. 8 to 10 is solid. 11 or higher is pulling its weight. Fix your lowest marks first.

- 1. Title formula — The title leads with the exact phrase a buyer would type, reads like a real sentence (not a comma-stuffed pile), and uses most of the 140 characters available.
- 2. First 40 characters — The most important keyword and the clearest description of the item live in the opening ~40 characters of the title.
- 3. Tag stack (use all 13 tags) — All 13 tags are used, each is a multi-word phrase (not a single word), and together they cover synonyms, occasions, recipients, and styles a buyer might search — not 13 ways to say the same thing. Overlapping a tag with words in your title is fine; the goal is to cover more search variations across the 13 slots.
- 4. Photo order — The strongest, clearest image is first (the thumbnail), and the next few are ordered to answer a shopper's questions in the order they'd ask them.
- 5. Alt text — Every photo has descriptive alt text that names the item and a key detail in plain language — for example, 'Handmade sterling silver name necklace on a white background,' not the vague 'jewelry' or the keyword-stuffed 'necklace gift personalized custom handmade'.
- 6. Description hierarchy — The first line or two hook the buyer and state what it is and who it's for; details, specs, and shipping follow in a scannable order with short paragraphs or bullets.
- 7. Listing FAQs — The two or three questions buyers actually ask about this item are answered right in the description (sizing, care, customization, timing).
- 8. Shop sections — The listing is filed in a clear, keyword-named shop section, and your sections add up to an organized storefront a browser can navigate.
- 9. Policy completeness — Shop policies are filled in and current — returns/exchanges, the privacy basics, and how you handle problems — so the listing inherits a complete, trustworthy policy set.
- 10. Processing time — The processing time is set honestly and as tight as you can truly keep, because faster, accurate processing helps both conversion and your reputation.
- 11. Shipping profile — The listing uses a sensible shipping profile with accurate prices (or free shipping where the math works), so the buyer isn't surprised at checkout.
- 12. Return window — A clear return/exchange stance is stated (a window that accepts returns, or a plainly explained no-returns policy for made-to-order items) so the buyer knows where they stand.
- 13. Listing video — The listing has a short video — the product turning, being held, worn, or used — that shows scale, texture, and that it's real.

PART 2 · GET FOUND

Rewrite your title: 3 of the 12 formulas

The title is the single highest-leverage field on a listing. Lead with the exact phrase a buyer would type, win the first ~40 characters, and use most of the 140 — and make it read like a real phrase, not a keyword pile. Pick the formula that fits and fill the [\[blanks\]](#).

FORMULA 01

The Buyer-Intent Lead

THE PATTERN

[\[Primary Keyword\]](#) + [\[Key Attribute\]](#) + [\[Material\]](#) + [\[Recipient or Occasion\]](#)

When to use it: Your default formula — reach for it when you know the exact phrase buyers type for this product.

WORKED EXAMPLE

- Personalized Name Necklace, Dainty Gold Layering Necklace, Gift for Her
- Hand Poured Soy Candle, Lavender Scented Candle in Amber Jar, Relaxation Gift

FORMULA 02

The Gift-Occasion Angle

THE PATTERN

[\[Gift Phrase\]](#) + [\[Recipient\]](#) + [\[Product\]](#) + [\[Occasion or Style\]](#)

When to use it: When the product is bought as a present and shoppers search by who it's for or the occasion.

WORKED EXAMPLE

- Birthday Gift for Mom, Personalized Ceramic Mug, Custom Coffee Cup with Name
- Bridesmaid Proposal Gift, Soft Cotton Robe, Personalized Getting Ready Robe

FORMULA 05

The Problem-Solution

THE PATTERN

[Outcome or Problem Solved] + [Product] + [Key Feature] + [Recipient]

When to use it: When the product fixes a clear, searchable problem — lead with the relief, not the object.

WORKED EXAMPLE

- Tarnish Free Waterproof Necklace, Everyday Gold Chain You Can Shower In
- Self Care Gift Box for Stress Relief, Natural Soap and Bath Salt Set for Her

PART 3 · GET FOUND

Find your keywords: a sample worksheet

Keywords are how buyers describe what they want. Long-tail phrases (“personalized birthstone necklace for mom”) face less competition and convert better than broad single words. In the full kit you score 200 of these and the Excel sheet ranks them; here's a sample to start. Remember each Etsy tag can be up to 20 characters, so longer phrases live in the title.

Keyword	Type	Best placement	Why it works
JEWELRY & ACCESSORIES			
personalized name necklace	long-tail	title+tag	high buyer intent; gift shoppers search the exact phrase
dainty gold necklace	long-tail	title+tag	popular minimalist style with strong everyday demand
custom birthstone ring	buyer-intent	title+tag	personalization signals a ready-to-buy shopper
handmade earrings	broad	tag	wide reach; pair with specific styles in title
initial necklace	long-tail	tag	short phrase fits a tag; common gift search
sterling silver hoop earrings	long-tail	title+tag	material plus style matches precise buyer needs
CANDLES			
soy candle handmade	long-tail	title+tag	material plus handmade signals quality to buyers
scented candle gift	buyer-intent	title+tag	gift framing pulls ready-to-buy shoppers
wood wick candle	long-tail	tag	specific feature with a dedicated fan base
personalized candle	buyer-intent	tag	custom text raises intent and order value
aromatherapy candle	long-tail	tag	wellness shoppers search by benefit
candle gift set	buyer-intent	title+tag	sets lift spend and signal gifting

How to score them in the full kit: rate each keyword 1–5 on Relevance, Buyer intent, Competition (5 = wide open), and Your fit; the Priority column adds them and ranks your best ones. Star anything 14+.

PART 4 · GET CHOSEN

Plan your photos: the 10-shot framework

Etsy gives you ten photo slots and one video, and your first photo is the thumbnail that wins (or loses) the click in search. Give every slot a job. The full kit adds what to feature for your specific craft.

- 1. The Hero — The thumbnail that earns the click in search. Your product, well-lit, filling the frame on a clean, uncluttered background.
- 2. Scale & Size Reference — Answers the unspoken 'how big is this, really?' so the shopper isn't surprised by the package. Prevents returns and hesitation.
- 3. Detail & Texture Close-Up — Shows the craftsmanship a flat photo hides. Stitching, grain, glaze, sparkle, surface finish, and the small touches that justify a handmade price.
- 4. In Use / On Model — Helps the shopper picture the product as theirs, worn, held, or working in real life. This is where desire turns into a decision.
- 5. Full Set / What's Included / Angles — Sets clear expectations by showing everything the buyer receives and the product from its other sides. Removes 'is this just one?' doubt.
- 6. Styled Lifestyle / Context — Places the product in an aspirational scene that matches your brand and your buyer's taste. Sells a feeling, not just an object.
- 7. Variations & Options — Shows the colors, sizes, scents, or finishes a buyer can choose, so they immediately understand the range without reading every variation.
- 8. Packaging / Unboxing — Previews the arrival experience and signals gift-readiness and care. A thoughtful package raises perceived value before purchase.
- 9. Process / Proof of Handmade — Builds trust and connection by proving a real person made this. Behind-the-scenes shots separate you from mass-produced listings.
- 10. The Answer Graphic — An info graphic that answers the number one question you get asked, whether that's sizing, care, ingredients, or how it works.

Ready to rework your whole shop?

This starter is one listing's worth. The Etsy Listing Optimization Kit is the whole shop, on a plan: a 200-keyword worksheet (scored and auto-ranked in Excel across 10 crafts), all 12 title formulas + 60 ready-to-adapt titles, the full 13-point checklist that scores every listing for you, 12 description templates, a 10-shot photo plan for your craft, an A-B test tracker, and a 30-day rework calendar that paces three listings a day — plus a Start Here guide on how Etsy search really works. PDF guides + a working Excel workbook. Evergreen, so it works any year.

GET THE FULL ETSY LISTING OPTIMIZATION KIT

Available on the Ardent Workshop storefront. [See the full kit >](#)

The shop behind the rankings

Optimized listings do one job: they bring more orders in. And every promise a good listing makes — “ready to ship,” “made to order,” “only a few left” — is only as good as your grip on what you actually have, what's been ordered, and where each order is.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps your stock, orders, and customers in one place — so the promises on your optimized listings are easy to keep. There's a free plan to start. [Start free at ardent seller.app >](#)

A note on results. This kit is a set of documented best practices and a repeatable process — not a guarantee of rankings, traffic, or sales. Etsy's search algorithm is proprietary and changes; apply it, measure your own numbers, and keep what works.

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