

BEFORE SELLING WALL ART

Wall Art Design Checklist

Quality gate before you list

VISUAL DESIGN

- Composition balanced — subject fills 60–80% of the frame
- Colours distinct at 200×200px thumbnail size
- No text overlays — wall art speaks visually
- High-contrast, intentional edges
- Focal point obvious within one second

TECHNICAL SPECS

- Dimensions match the aspect ratio exactly (no rounding)
- Saved as RGB, not CMYK
- DPI is 300+ for print quality
- File under 25 MB (most under 5 MB)
- Format is JPG or PNG — never BMP/TIFF/PSD
- No transparency halos or artifacts
- Colour profile is sRGB

MOCKUPS

- At least 3 mockup scenes with room variety
- Design shown clearly — no obscuring shadows or angles
- Each mockup under 2 MB
- Professional mockups, not phone-in-frame
- No colour shift between design and composite

LISTING CONTENT

- Title: primary keyword, under 140 chars, descriptor + type
- Tags: primary + long-tail + buyer intent, no repeated words
- Description first line has keyword + value
- Use case, file format, and dimensions stated
- Notes it is a digital instant download (no physical item)

FILES & COMPETITIVE CHECK

- ZIP is organized with clear file names
- A short "how to use / print" instruction file included
- Thumbnail more interesting than the top 5 competitors
- Price within market range (not 50% above or below)
- Design solves a real aesthetic buyers want now

Tired of doing this by hand? **Elistit drafts the whole listing for you.**

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