

BEFORE YOUR FIRST LISTING

Etsy Shop Setup Checklist

30 steps to a launch-ready digital shop

1 · ACCOUNT FOUNDATIONS

- Verify your email address (Etsy blocks publishing until confirmed)
- Enable two-factor authentication — use an authenticator app, not SMS
- Choose a shop name that is searchable, brandable, and trademark-clear
- Set up Etsy Payments + payout bank account (allow 3–5 days to verify)
- Confirm shop location and listing currency
- Complete seller identity verification if your region prompts it

2 · SHOP BRANDING

- Shop icon — 500×500px, legible at 75px thumbnail size (logo mark, not a mockup)
- Shop banner — 1200×300px minimum, one clean image + descriptor
- Shop title — 55 chars, keyword-led, not a repeat of your shop name
- About section — 150–300 words; disclose AI use if applicable
- Shop announcement — current and useful, not a stale "Grand Opening"
- Featured listings — pin up to 4 of your strongest items

3 · POLICIES (DO NOT SKIP)

- Digital download refund policy — explicit no-return language
- Delivery method and timing stated clearly
- Commercial vs personal use licence — precise wording
- AI disclosure policy (required by Etsy since 2024)
- Messages auto-reply with your typical response time
- Audit source assets for prohibited content (fonts, stock, IP)
- GDPR / privacy notice for EU buyers

4 · TECHNICAL SETUP

- Google Drive folders: /Listings /Delivered /Mockups /Backups
- Connect Etsy via OAuth in your production tool (draft-only, you publish)
- Understand the one-workspace-per-shop model before scaling
- Configure brand voice + visual identity once, per workspace
- Run an end-to-end file delivery test before going live
- Test the full draft-to-publish cycle as a buyer would see it

5 · FIRST LISTINGS STRATEGY

- Launch with 10–20 listings before any promotion
- Start with one or two product types — give Etsy a coherent signal
- Niche from day one ("minimalist botanical line art", not "wall art")
- Set a pricing anchor across the catalogue, not random per-listing prices
- Use mid-tail tags and titles while the shop has no sales history

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

[ELISTIT.COM](https://elistit.com)