

AFTER YOU HIT PUBLISH

Etsy Listing Launch Checklist

What to do in the first 72 hours

HOOR 0-2 · VERIFICATION

- Listing appears in your shop without delay
- Title displays correctly — no truncation, keywords visible
- All mockups loaded (none broken)
- All 13 tags display and are formatted
- Digital file attachment shows, no errors

HOOR 2-6 · SOCIAL PROOF

- Share in niche Discord / Facebook groups (check self-promo rules)
- Email your list if you have one
- Create a Pinterest pin linking to the listing
- Post to Instagram story + reel with a link

HOOR 6-24 · MONITOR

- Check Etsy Stats — views, favorites, conversion rate
- Search your primary keyword; note and bookmark your position
- Respond to any questions immediately (response time ranks)
- Check thumbnail standout on mobile vs competitors
- Confirm price is competitive against the top 5
- Verify the listing shows in category browse

HOOR 24-72 · ADJUST & POLISH

- Update tags using the real search terms from Etsy Stats
- Rewrite first description line if views are high but sales low
- Adjust price: +10-15% if CR > 5%, -5-10% if under 1%
- Add a 4th/5th mockup if conversion is weak
- Check for accidental duplicate listings
- Pin the listing to your shop front

WEEK 1-2 · POSITIONING

- Check views/sales daily; respond to messages within 2 hours
- Don't change price or tags daily — let the algorithm learn
- Track your first 3 sales (date, time, search term)
- Create 2-3 variations of a design that converts
- Plan the next 3 designs while momentum is high

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

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