

RUN BEFORE YOU PUBLISH

Pre-Listing SEO Checklist

25 checks for title, tags & description

KEYWORD RESEARCH

- Primary keyword identified (one main target)
- Long-tail variations listed (5-7 of the primary)
- Search volume verified — primary has 50+ monthly searches
- Competitor keywords checked — save top 5 titles & tags

TITLE OPTIMIZATION

- Primary keyword in the first 15 characters
- Title under 140 characters (Etsy limit)
- No keyword stuffing — reads naturally
- Specific over generic ("Minimalist Botanical Wall Art Print")
- Includes a product descriptor (what it IS)

TAG STRATEGY - 13 TAGS

- Tags 1-3: primary phrase, long-tail variation, related niche
- Tags 4-7: buyer intent, style, use-case, specific detail
- Tags 8-10: competitor term, seasonal/trend, alternative phrasing
- Tags 11-13: broad-but-relevant, long-tail format, marketplace term
- No repeated words across tags · all 2-3 words each

DESCRIPTION WRITING

- Keyword in the first 80 characters + clear value prop
- File format stated ("High-resolution PNG, 2000×3000px")
- DPI for print mentioned ("Print-ready 300 DPI")
- Dimensions / sizes listed
- Use cases included ("bedroom, living room, gallery wall")

ATTRIBUTES & FINAL AUDIT

- Style attribute selected (1-3 relevant)
- All primary colours marked
- Searched your keyword on Etsy — know where you would rank
- Compared title/tags to top 3 competitors
- Read the description aloud — sounds natural, not stuffed

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

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