

Etsy Listing Launch Checklist

A practical two-page pass from raw product photos to a listing that is ready to publish. Check the boxes on paper or use it beside the free Borderless Desk image tool.

2000px+ listing image baseline	center-safe first-photo subject	clear noun readable title opening	one promise what the buyer gets
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1. Product promise

- 1** Name the exact item.
Write one plain sentence: what it is, who it is for, and the main material or format.
- 2** Choose one primary buyer intent.
Pick the search problem this listing should answer. Do not make one listing target every possible use.
- 3** Confirm the deliverable.
List quantity, dimensions, materials, personalization, file type, or included pieces before writing promotional copy.

2. Images

- 4** Prepare a sharp first photo.
Use at least 2000px in both dimensions where possible. Etsy says the first photo should be at least 635px wide and high.
- 5** Protect the crop.
Keep the subject near the center with enough border for square, portrait, and landscape thumbnail placements.
- 6** Build a useful image sequence.
Cover the hero view, scale, detail, material, use context, options, packaging, and one trust-building proof point.
- 7** Check color and file behavior.
Export in sRGB. Avoid transparent PNG areas because Etsy warns they can appear black.

Tool shortcut: borderless-desk.pages.dev/tools/etsy-image-resizer/

Finish the listing, then create a review loop.

Publishing is the beginning of the measurement cycle. Keep the first version clear, record what changed, and improve one variable at a time.

3. Discovery copy

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Write for a human first.

Open with a clear item noun and important distinguishing traits. Remove repeated words and vague promotional filler.

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Complete structured details.

Select the most accurate category and attributes, then use relevant tags and natural description language to add context.

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Match image and text.

The first photo, title, attributes, description, and variations should describe the same product without contradictions.

4. Buyer confidence

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Remove purchase uncertainty.

State price, processing time, shipping, returns, personalization limits, sizing, care, and digital-download instructions where relevant.

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Test the listing as a buyer.

Open the page on mobile, inspect the thumbnail, read the first title line, and complete a variation selection without guessing.

5. After publish

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Record the baseline.

Save the publish date, title, first photo, price, and major attributes so later changes can be evaluated.

14

Review without overreacting.

Check indexing and early impressions first. Wait for enough evidence before rewriting several elements at once.

15

Choose the next experiment.

Change one high-impact element - usually the first photo, title clarity, price presentation, or missing product detail.

Official references

Images: help.etsy.com/.../115015663347 · Titles: etsy.com/.../1399426136697 · AI and listing information: etsy.com/.../1402347260856