

AltTagEtsy

Etsy Listing SEO & Alt Text Checklist

A practical worksheet for clearer photos, stronger listings,
and a shop you can maintain without guesswork.

Print it or keep it open while you edit. Check boxes as you go.
Every section ends with a next step on AltTagEtsy if you want help.

[Home](#) · [Alt text cheat sheet](#) · [Listing Pack \(\\$29\)](#) · [Waitlist](#)

Disclaimer: AltTagEtsy helps with clearer listing copy and image text. We do not promise search ranks, traffic, or sales. Etsy's rules change — always follow the Etsy Seller Handbook.

How to use this checklist (2 minutes)

1. Pick **one listing** you sell often.
2. Work sections **A** → **F** in order (start with alt text — it's quick and often skipped).
3. Tick every box that is true *today*. Unticked boxes are your next edit session.
4. When you want the short rules page or someone else to draft a batch, use the links below.

Live helpers on the site

Free one-page rules → [alt-text-cheat-sheet](#)

We draft alt text for a batch of listings (\$29) → [listing-pack](#)

Soft-launch updates → [waitlist](#)

Home → [altagetsy.com](#)

A. Alt text (every listing image)

Alt text is a short description of what the **photo** shows — for shoppers who can't see it and for tools that read image text. It is **not** a second title, a dump of all 13 tags, or a ranking guarantee.

Etsy lets you add a text alternative per listing image. If you leave it blank, Etsy may add AI-generated alt text (editable anytime). Prefer your own when you can — you know the product.

Six rules

- I describe the **photo**, not the shop pitch.
- I lead with the **product**, then material / colour / angle.
- Each image has **one main idea** (main ≠ detail ≠ lifestyle).
- I did **not** paste shop name, SKU, full title, or the full tag list.
- It reads like a sentence a human would say aloud.
- I only claim what the photo actually shows.

Format tips

Aim for **1–2 short sentences**. Use buyer language (“sterling silver hoop earrings”), not jargon. Mention what's distinctive in *this* frame. Same product, different photos → **different** alt text.

Fill-in template

[Product] in [material/colour], [view or setting]. [One distinctive detail].

Weak	Better
Best selling mug gift for her coffee lover SEO	Speckled stoneware mug with a wide handle, shown empty on a wooden table
Handmade jewelry	Gold-filled hammered hoop earrings, side view against a white background
Wedding decor boho	Ivory macramé wall hanging with long fringe, photographed flat on linen
(blank / generic AI)	Navy linen tote bag filled with groceries, worn on one shoulder outdoors

Pre-save check

- A screen-reader user would understand this photo.
- Alt is different from other images on the same listing.
- No unsupported claims.

Next step — Section A

Want the one-page rules open while you edit? → [Alt text cheat sheet](#)

Prefer we draft alt text for a batch (you paste into Etsy)? → [Listing Pack \(\\$29\)](#)

B. Photos (before keywords)

Shoppers decide from images first. SEO fields can't fix a dark, cropped, or confusing photo set.

- First image is a clear hero of the product (clean background or honest context).
- At least one detail/close-up of texture, stitching, print, or mechanism.
- At least one scale or lifestyle shot (hand, table, worn, packaged).
- Lighting is even; colour looks true to the item you ship.
- No heavy filters that misrepresent the product.
- File sizes are reasonable for mobile (compress without crushing detail).
- Every photo has its **own** alt text from Section A.

Next step — Section B

After photos are solid, get a Listing Pack so alt text matches each shot → [listing-pack](#)

C. Title (clear + searchable)

A good title names what you sell in words buyers search. It is not a sentence of hype.

- Primary product noun is near the **front** (what it is).
- Material, style, or use-case words buyers actually type are included once.
- No ALL CAPS shouting or keyword salad.
- No duplicate stuffing of the same word.
- Length feels scannable on mobile (don't hide the product behind fluff).
- Title matches what the photos and description deliver.

Quick pattern: [Product] — [material/style] — [size or use if it helps]

Next step — Section C

More listing hygiene tips and soft-launch updates → [waitlist](#)

D. Tags (all 13, honest mix)

Etsy gives you 13 tags. Use them. Mix short and longer phrases buyers might type — don't invent queries nobody searches.

- All **13** tag slots filled.
- Mix of short-tail and longer phrases (e.g. "mug" + "speckled ceramic coffee mug").
- Tags describe the product, not unrelated high-volume words.
- No competitor shop names or trademark misuse.
- Tags align with title, photos, category, and attributes.
- I removed tags that no longer match this listing after a redesign.

Next step — Section D

Home base for AltTagEtsy tools and offers → [alttagetsy.com](#)

E. Description & attributes

Descriptions help humans decide; attributes and category help Etsy place the listing.

- Opening lines state what it is, who it's for, and key specs.
- Materials, dimensions, and care are easy to find (not buried).
- Natural wording — not a wall of comma-separated keywords.
- Category is the **most specific** accurate option.
- All relevant attributes filled (colour, size, material, occasion, etc.).
- Shipping, processing time, and personalisation notes match shop policy.
- No claims you can't fulfil (stock, customisation speed, "guaranteed rank").

Next step — Section E

Questions on a specific listing? Email gill@alttagetsy.com

Or join the waitlist for product updates → [waitlist](#)

F. Shop-level hygiene

Listing SEO sits on top of a trustworthy shop. Do once, then light refresh.

- Shop announcement is current (promo, shipping note, or seasonal truth).
- About section tells a short real story (who makes / curates, why it matters).
- Policies are complete and match what you actually do (returns, shipping, custom).
- Shop sections are named clearly for browsing (not vague “Stuff”).
- Top listings have recent photos and accurate inventory.
- You reply to messages and reviews in a professional, timely way.

Light monthly rhythm (optional)

Week 1: Refresh top 5 listings (photos + alt + title).

Week 2: Fill gaps on 5 mid-tier listings (tags + attributes).

Week 3: Update announcement / about if anything changed.

Week 4: Note what sold and what stalled — plan next month’s edits.

Next step — Section F

When consultancy booking is live, you’ll find it from the site contact path.

Until then → [waitlist](#) · [Listing Pack \(\\$29\)](#)

If you only have 30 minutes

1. Fix **hero photo + alt text** on your best seller.
2. Fill **all 13 tags** and the most specific **category/attributes**.
3. Rewrite the **first 3 lines** of the description.
4. Skim **shop policies** for anything outdated.

Keep going with AltTagEtsy

Free cheat sheet → [alt-text-cheat-sheet](#)

Listing Pack (\$29) — we draft alt text for a batch → [listing-pack](#)

Soft-launch emails only → [waitlist](#)

Start here → [alttagetsy.com](#)

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