Fivewise

The Etsy Listing Makeover Kit

25 practical prompts and steps for better product photos, titles, tags, descriptions and short product Reels.

Photos | Titles | Tags | Descriptions | Reels



Fivewise

START HERE

Fix one listing at a time

Most listings don't need a full rebuild. They need clearer photos, a title that says what the item is, tags that match how people search, and a description that answers questions before they're asked.

This kit gives you 25 steps in five sections. Each one is a prompt you can paste into a Fivewise tool, plus a short note on how to use the result. Swap anything in [brackets] for your own details.

How to use this kit

- Pick one listing, ideally one that gets views but few sales.
- Work through the five sections in order. Plan about an hour.
- Change one thing at a time when you can, and check Etsy Shop Stats over the next few weeks.
- Use the one-page checklist on page 9 for every listing after that.

A quick honest note

Nobody can promise rankings or sales on Etsy, and this kit doesn't. These are good-practice steps that make a listing clearer for shoppers. Always check AI output for accuracy: materials, sizes and claims must match your real product.

THE FIVE TOOLS THESE PROMPTS USE

Image Studio

Product photos, lifestyle scenes and mockups. Sections 1 and the checklist photos.

Clip Engine

Turn a longer making-of or packing video into short Reels and listing clips.

Social Posts

Titles, tags, on-screen text and captions for Etsy and social posts.

Ebook Architect & Website Builder

Descriptions, FAQs and a simple product page that links back to your listing.

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SECTION 1 · PRODUCT PHOTOS

Photos that show the item clearly

Etsy allows up to 20 photos per listing. The first photo does most of the work in search results, so start there.

1 Clean hero shot — Image Studio

> Using my uploaded photo of [product], create a clean product image on a soft [warm white / light grey] background with natural daylight, a gentle shadow, and the full product in frame. Keep the product's real colors, shape and details unchanged.

Use it as photo 1. Check the color against the real item before you publish.

2 Lifestyle scene — Image Studio

> Place my [product] in a realistic [setting, e.g. sunlit kitchen shelf] scene that suits a [buyer, e.g. home baker]. Keep the product the focus, at true scale, with props that don't distract.

3 Scale and size — Image Studio

> Show my [product] next to a common object like [a hand / coffee mug / pen] so its real size of [dimensions] is easy to judge. Keep proportions accurate.

Add a size line in the description too. Size questions are among the most common.

4 Detail close-up — Image Studio

> From my photo, create a close-up crop that highlights [texture / stitching / engraving / finish] with sharp focus and soft light.

5 Mockup for variations — Image Studio

> Create a mockup showing my design on [product type] in these options: [colors / sizes], laid out evenly with simple labels.

For print-on-demand or digital items, label mockups so buyers know what they'll get.

SECTION 2 · TITLES

Say what it is, plainly

Titles can be up to 140 characters. Etsy suggests staying under about 15 words, leading with what the item is, and skipping repeats and words like "perfect".

6 Find your buyer's words Social Posts

> List 15 short phrases a shopper might type to find a [product] made of [material] for [use or buyer]. Use plain, everyday wording. No brand names.

7 Draft three titles Social Posts

> Write 3 Etsy titles for my [product]. Start with what it is, then the key detail: [material, size, style, personalization]. Under 15 words, no repeated words, no hype words, under 140 characters.

8 Front-load the important part Social Posts

> Rewrite this title so the first 40 characters clearly say what the item is: "[current title]".

Search results and mobile screens often cut titles short.

9 Remove clutter Social Posts

> Edit this title to remove repeated words, filler, pipes and all-caps, keeping only the details a buyer needs: "[current title]".

10 Check it out loud

Read the new title out loud. If it sounds like a sentence a person might say about your item, it's ready. If it sounds like a keyword list, cut it back.

SECTION 3 · TAGS

Use all 13 tags well

You get 13 tags, each up to 20 characters. Multi-word phrases work better than single words, and phrases already covered by your category or attributes don't need repeating.

11 Generate a long list Social Posts

> Give me 30 Etsy tag ideas for a [product] for [buyer/occasion]. Each must be 20 characters or fewer, 2–3 words, using letters, numbers and spaces only.

12 Cover different angles Social Posts

> Sort these tag ideas into groups: what it is, what it's made of, style, who it's for, and occasion. Then pick the best 13 with no near-duplicates: [paste list].

13 Add long-tail phrases Social Posts

> Suggest 5 more specific tag phrases that describe what makes my [product] different, such as [technique / material / design detail]. Max 20 characters each.

14 Cut the repeats

Remove any tag that matches your category or an attribute you've already set, and any tag that's only a plural of another. Fill the freed slots with new angles.

15 Review with real data

After a few weeks, open Shop Stats and see which search terms brought visits. Keep tags that match those terms and refresh the ones that brought nothing.

SECTION 4 · DESCRIPTIONS

Answer questions before they’re asked

Shoppers skim. Put the most useful facts at the top and keep it easy to scan on a phone.

16 Strong opening lines

Ebook Architect

> Write 2 opening sentences for my [product] listing that say what it is, who it's for and the main reason to choose it. Friendly, plain, no hype.

17 Scannable details block

Ebook Architect

> Turn these facts into a short bulleted list with labels for Size, Materials, Care, Personalization and Processing time: [paste facts].

18 Mini FAQ

Ebook Architect

> List the 5 questions buyers most likely ask about a [product] and write short, accurate answers using only these facts: [facts].

Use only true information. Leave out anything you can't confirm.

19 Story in three sentences

Ebook Architect

> Write 3 sentences about how I make [product] by hand in [place/studio], mentioning [process detail]. Warm and specific, not salesy.

20 Reuse for your shop site

Website Builder

> Create a simple product page for [product] using this description, photos and FAQ, with a link back to my Etsy listing.

SECTION 5 · SHORT PRODUCT REELS

Short videos that show the item in use

Etsy listing videos usually play without sound and are short — recently about 3 to 15 seconds, though you should check Etsy's current limits. The same clips can become Instagram Reels, TikToks or YouTube Shorts with captions.

21 Plan a 10-second shot list

Social Posts

> Write a 10-second, no-sound shot list for my [product]: 1) wide shot, 2) close-up detail, 3) item in use, 4) scale reference. One line per shot.

22 Cut a long video into clips

Clip Engine

> From my uploaded [studio / unboxing / making-of] video, make 3 vertical clips of 8–15 seconds each that show the product clearly, with no talking needed.

One phone video of you making or packing an order can give you several clips.

23 On-screen text

Social Posts

> Write 3 short on-screen captions (6 words max each) for a silent video of my [product] that point out [key feature], [size] and [personalization].

24 Social captions

Social Posts

> Write an Instagram caption and a TikTok caption for this clip of my [product]. Two short sentences each, plain and friendly, and end with "Find it in my Etsy shop."

A simple plan you can keep

Once you have a few clips, use them more than once. A short weekly rhythm is enough.

25 A simple weekly rhythm

Social Posts

> Make a 4-week posting plan with 2 posts a week using these clips and photos: [list]. Mix in-use, detail and behind-the-scenes posts.

Pick a pace you can keep. Regular, honest posts beat a burst you can't sustain.

Filming tips that cost nothing

- Film near a window in daylight and turn off overhead lights.
- Keep the phone steady. Lean it on a stack of books if needed.
- Film vertical for social clips. Etsy also accepts other orientations.
- Show hands using the item. It makes size and texture easier to judge.
- Keep each clip on one idea. Short and clear works well.

Before you upload

- The product in the video matches what the buyer will receive.
- Colors look true and nothing important is cropped off.
- No music is required for Etsy, since its listing videos play without sound.

ONE-PAGE CHECKLIST

Listing makeover checklist

Print this or keep it open while you edit. Tick each box for every listing.

Listing: _____ Date: _____

PHOTOS

- [ ] Photo 1 is a clean, well-lit hero shot with the full item in frame
- [ ] At least one lifestyle photo, one scale photo and one detail close-up
- [ ] Variation mockups are labeled; colors match the real item

TITLE

- [ ] Starts with what the item is; under ~15 words and 140 characters
- [ ] No repeated words, all-caps or hype words

TAGS

- [ ] All 13 tags used; each 20 characters or fewer
- [ ] Multi-word phrases covering item, material, style, buyer and occasion
- [ ] No tags that duplicate the category or attributes

DESCRIPTION

- [ ] Opening lines say what, who for, and why
- [ ] Bulleted size, materials, care, personalization, processing time
- [ ] Short FAQ; every fact checked for accuracy

VIDEO AND FOLLOW-UP

- [ ] A 3–15 second silent listing video showing the item in use
- [ ] Clips shared to social with short captions
- [ ] Shop Stats reviewed after a few weeks; tags and photos refreshed

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NEXT STEP

Try these prompts in Fivewise

Fivewise puts five creative tools in one workspace: Image Studio, Clip Engine, Social Posts, Website Builder and Ebook Architect. Every prompt in this kit was written to work there.

If you'd like to try them on your own listings, you can set up an account at:

app.fivewise.ai

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