

Are Etsy Ads Worth It?

Readiness Checklist

Use this checklist **before running Etsy Ads** to avoid wasting budget and to make sure your product listings are ready to convert.

SEO Optimization (Free Visibility)

☐ **Keyword in Title**

Use search-friendly words that a real customer would type (not poetic names).

☐ **Relevant Tags (13 Max)**

Include synonyms and long-tail phrases to help Etsy categorize your listing.

☐ **Clear, Searchable Categories & Attributes**

Select accurate options to help Etsy understand your product.

Listing Quality

☐ **High-Quality Thumbnail Photo**

Bright, focused, clean background — first image sells the click.

☐ **At Least 5 Listing Photos**

Show different angles, scale (with a hand or model), and details.

☐ **Video (Optional, but Effective)**

A 5–15 second product video can boost engagement.

Product Description

☐ **What is it?**

Clear and simple opening sentence.

☐ **Who is it for? / What's it for?**

Include use cases or occasions (e.g., gift for dog moms, wedding decor, etc.)

☐ **Size, Material, Variations, Shipping**

Answer questions that could stop a purchase.

Shop Basics

☐ **5+ Listings Published**

Etsy's algorithm favors shops with a little history.

☐ **Shop Banner, Logo, About Section Filled**

Builds trust with potential buyers.

☐ **Shipping Settings Completed**

Set realistic timelines and transparent costs.

Ready to Run Ads?

☐ You've selected **1-2 best-performing listings** (based on favorites, views, or confidence)

☐ You've set a **daily budget of \$1-\$2**

☐ You plan to **track results for 7 days** before scaling

☐ You understand ads won't fix unoptimized listings — they only **boost what's already working**