Etsy listing makeover: before / after

DEMO EXAMPLE. "Pine & Ember" is a made-up shop and listing written to show the process. No real shop, sales or ranking results are claimed. Checks are simple rule checks against Etsy's published listing limits (140-char title, 13 tags of ≤20 chars, 10 photos).

BEFORE

Candle

Tags: candle, gift, handmade

Nice candle. Smells good. Made by me. Message me with questions!

Photos:

1. 1 dim photo on kitchen counter

Title length (Etsy max 140)	6 chars	✗
Key search terms in first 40 chars	Candle	✗
Tags used (13 allowed)	3	✗
All tags ≤20 chars	8	✓
Multi-word long-tail tags	0	✗
Description words	11	✗
Size / burn time stated	no	✗
Care + shipping info	no	✗
Photo slots used (10 allowed)	1	✗

Checks passed: 1 / 9

AFTER

Pine Forest Soy Candle, 8 oz Amber Jar, Fir + Cedarwood Scent, Wood Wick, Cabin Gift for Hikers

Tags: pine candle, soy candle, wood wick candle, cabin decor, hiker gift, cedarwood candle, fir balsam candle, amber jar candle, mountain gift, christmas tree scent, housewarming gift, rustic candle, camping gift

Bring the trailhead home. Notes of Douglas fir, cedarwood and a little campfire smoke, poured in small batches.

WHAT YOU GET
• 8 oz amber glass jar with matte black lid
• 100% soy wax, crackling wood wick
• About 40 hours of burn time

SCENT
Top: Douglas fir, Heart: cedarwood, Base: soft smoke + vanilla

CARE
Trim the wick to 1/8" before each burn. Burn 2–3 hours at a time. Never leave unattended.

SHIPPING & GIFTS
Ships in 1–2 business days in recyclable packaging. Add a gift note at checkout.

Photos:

1. Hero: lit candle on a wood stump, natural light, square crop
2. Scale: candle in hand
3. Lid off, wick + wax close-up
4. Lifestyle: cabin windowsill
5. Label + scent notes card
6. Gift-wrapped option
7. Size chart vs. a coffee mug

Title length (Etsy max 140)	95 chars	✓
Key search terms in first 40 chars	Pine Forest Soy Candle, 8 oz Amber Jar,	✓
Tags used (13 allowed)	13	✓
All tags ≤20 chars	20	✓
Multi-word long-tail tags	13	✓
Description words	91	✓
Size / burn time stated	yes	✓
Care + shipping info	yes	✓
Photo slots used (10 allowed)	7	✓

Checks passed: 9 / 9

What a real makeover includes: rewritten titles + 13 tags per listing from buyer search phrases, structured descriptions (what you get, size, care, shipping), a photo shot list for your phone, and shop "About"/policies text. Delivered as a copy-paste doc.