


Creating the Perfect Listing On Etsy

Presented by Vintage Adventures



**NICKEL
PLATEARTS**





Introduction



- ▶ What is Etsy?
 - ▶ Largest global online ecommerce marketplace for handmade, unique, and creative goods
 - ▶ Etsy has over 7.5 million sellers selling over 100 million items to over 95 million buyers
- ▶ Who Sells on Etsy?
 - ▶ Crafters, artists, artisans, designers, woodworkers, collectors, etc.
- ▶ What things are sold on Etsy?
 - ▶ Wide variety of items from
 - ▶ Bags, Jewelry, Clothing, Home Décor, Furniture, Art, Toys, Craft Supplies, Tools, Digital Design Files
 - ▶ Much more...



Etsy

Introduction

- ▶ Who is Vintage Adventures?
 - ▶ Vintage Adventures is a small, locally owned company
 - ▶ We sell hand painted, laser cut wood wall art and a variety of other hand crafted home décor items, and crafts
- ▶ Vintage Adventures began in 2015 as a side hobby/business for Chris and Amie Knuckles
- ▶ First started selling refurbished and repurposed furniture on Facebook and locally at a couple vendor malls
- ▶ Opened Etsy shop in May of 2020
- ▶ Currently in the top 2% of Etsy sellers globally



Creating the Perfect Etsy Listing

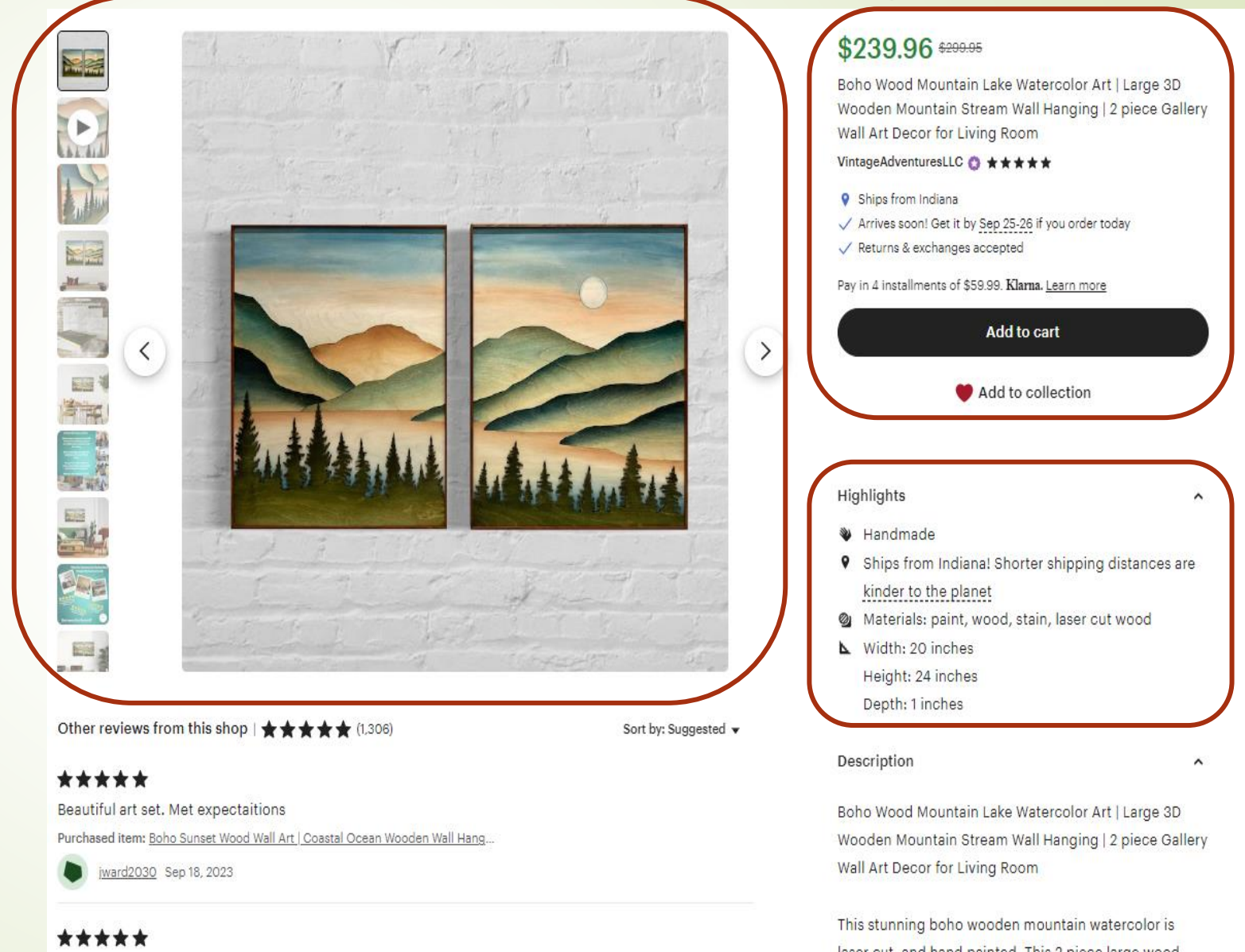
- ▶ What is the “Perfect Etsy Listing”
 - ▶ Leads the customer down the buying journey
 - ▶ Answers potential buyer questions
 - ▶ Shows off the product in the best way possible
 - ▶ Helps the buyer understand and relate to you
 - ▶ Provides the buyer with comfort
 - ▶ Creates excitement and anticipation
 - ▶ Includes a call to action for the buyer



**Or, quite honestly – a Perfect Etsy Listing is
ANY LISTING THAT SELLS**

Let's Take a Tour of an Etsy Listing – Part 1

- Photo Carousel
 - Allows buyers to cycle through up to 10 images and one video of the product
- Pricing and Important Product Information
 - Product Price
 - Product Title
 - Seller and Seller Star Rating
 - Quick Shipping and Return Information
- Product Highlights
 - Handmade (or Vintage, Supply, Etc.)
 - Materials
 - Product Dimensions



The screenshot shows an Etsy listing for a two-piece gallery wall art set. The main image displays two framed watercolor paintings of a mountain landscape with a lake and trees, mounted on a white brick wall. To the left of the main image is a vertical photo carousel with 10 thumbnails, including a play button icon. To the right is a product information panel. Below the main image, there are navigation arrows and a section for reviews, including a 5-star rating and a review from 'jward2030' dated Sep 18, 2023. The product title is 'Boho Wood Mountain Lake Watercolor Art | Large 3D Wooden Mountain Stream Wall Hanging | 2 piece Gallery Wall Art Decor for Living Room'. The price is \$239.96, with a crossed-out original price of \$299.95. The seller is 'VintageAdventuresLLC' with a 5-star rating. Shipping information indicates it ships from Indiana and arrives by Sep 25-26. The listing includes an 'Add to cart' button, an 'Add to collection' button, and a 'Highlights' section listing features like 'Handmade', 'Ships from Indiana!', and 'Materials: paint, wood, stain, laser cut wood'. The dimensions are 20 inches wide, 24 inches high, and 1 inch deep.

\$239.96 ~~\$299.95~~

Boho Wood Mountain Lake Watercolor Art | Large 3D Wooden Mountain Stream Wall Hanging | 2 piece Gallery Wall Art Decor for Living Room

VintageAdventuresLLC ★★★★★

📍 Ships from Indiana

✓ Arrives soon! Get it by Sep 25-26 if you order today

✓ Returns & exchanges accepted

Pay in 4 installments of \$59.99. **Klarna.** [Learn more](#)

Add to cart

❤ Add to collection

Highlights

- 👤 Handmade
- 📍 Ships from Indiana! Shorter shipping distances are kinder to the planet
- 🔪 Materials: paint, wood, stain, laser cut wood
- 📏 Width: 20 inches
- 📏 Height: 24 inches
- 📏 Depth: 1 inches

Description

Boho Wood Mountain Lake Watercolor Art | Large 3D Wooden Mountain Stream Wall Hanging | 2 piece Gallery Wall Art Decor for Living Room

This stunning boho wooden mountain watercolor is laser cut, and hand painted. This 2 piece large wood

Other reviews from this shop | ★★★★★ (1,306) Sort by: Suggested

★★★★★

Beautiful art set. Met expectations

Purchased item: [Boho Sunset Wood Wall Art](#) | [Coastal Ocean Wooden Wall Hang...](#)

[jward2030](#) Sep 18, 2023

★★★★★

Let's Take a Tour of an Etsy Listing – Part 2

Other Reviews

- Allows buyers to scroll through past buyer reviews

Product Description

- Gives buyers information about your product offering

Photos From Reviewers

- Allows buyers to scroll through photos of other buyers product reviews

The screenshot displays an Etsy listing for a wooden wall art set. The top section shows 'Other reviews from this shop' with a 5-star rating and 1,306 reviews. Below this are four individual reviews, each with a 5-star rating and a short text comment. The first review is from 'jward2030' dated Sep 18, 2023, describing the art as beautiful and meeting expectations. The second is from 'Lori' dated Sep 16, 2023, calling it a great piece. The third is from 'A.' dated Sep 13, 2023, praising the quality and uniqueness. The fourth is from 'Victoria Morgan' dated Sep 12, 2023, calling it gorgeous. Below the reviews is a 'Photos from reviews' section with four thumbnail images showing the art in various home settings. To the right of the reviews is the 'Description' section, which includes a title, a paragraph of text describing the art, a section for 'CONSTRUCTION AND MATERIALS', and a final paragraph about the finishing process.

Other reviews from this shop | ★★★★★ (1,306) Sort by: Suggested ▾

★★★★★
Beautiful art set. Met expectations
Purchased item: [Boho Sunset Wood Wall Art](#) | [Coastal Ocean Wooden Wall Hang...](#)
jward2030 Sep 18, 2023

★★★★★
Great piece of art. I love these colors.
Purchased item: [Sunset Sunrise Boho Wood Wall Art](#) | [Laser Cut Wall Art](#) | [Sunset...](#)
Lori Sep 16, 2023

★★★★★
High quality,unique,lovely wall art 🎨
Purchased item: [Round Mountain Sun Trees Wood Wall Art](#) | [Boho Mountain and...](#)
A. Sep 13, 2023

★★★★★
Gorgeous 💖 ✨
Purchased item: [Round Sun Mountain Scene Wood Wall Art](#) | [Boho Circle Woode...](#)
Victoria Morgan Sep 12, 2023

1 2 ... 327

Photos from reviews

Description

Boho Wood Mountain Lake Watercolor Art | Large 3D Wooden Mountain Stream Wall Hanging | 2 piece Gallery Wall Art Decor for Living Room

This stunning boho wooden mountain watercolor is laser cut, and hand painted. This 2 piece large wood mountain stream is perfect to make a huge visual statement wherever it is displayed. The feeling of nature and the outdoors will amaze and delight everyone who sees it.

.....

CONSTRUCTION AND MATERIALS:

Crafted with precision and care, each piece is created by laser-cutting, hand painting, and affixing each design shape from birch plywood.

We have mastered using our own secret watercolor technique to emphasize and highlight the wood grain of each individual piece. The colors and grain of the wood vary from one piece to the next, making each artwork one-of-a-kind!

We attach each design cutout piece to a plywood backing with industrial adhesives for long-term durability, and then seal it with a topcoat to protect against minor scratches and dings.

The artwork is finished by hand-framing it with premium pine wood strips, which are stained with a custom brown stain to complement the colors of the artwork.

Let's Take a Tour of an Etsy Listing – Part 3

- Shipping and Return Policies
 - Shows buyers your stores policies
- Meet Your Sellers
 - Gives buyers information about you and your store
- More From This Shop
 - Shows buyers other popular products from your store
 - Can click to see more

The screenshot displays the shipping and return policies section of an Etsy listing. It includes the estimated arrival date (Sep 25-26), a timeline showing the order process from Sep 18 (Order placed) to Sep 25-26 (Delivered), and the shipping cost (Free). It also mentions that Etsy offsets carbon emissions and provides information on returns and exchanges (Accepted, 30 days). The seller is Vintage Adventures Design, and the listing is for a product in Noblesville, IN.

Shipping and return policies

Estimated arrival
Sep 25-26

Sep 18 Order placed Sep 23-25 Order ships Sep 25-26 Delivered!

Cost to ship
Free

Etsy offsets carbon emissions from shipping and packaging on this purchase.

Returns & exchanges
Accepted

Return & exchange window
30 days

Etsy Purchase Protection: Shop confidently on Etsy knowing if something goes wrong with an order, we've got your back for all eligible purchases — [see program terms](#)

Deliver to United States, 46060
Ships from Noblesville, IN

View shop policies

Meet your sellers

Vintage Adventures Design
Owner of [VintageAdventuresLLC](#)
Follow shop

Message Vintage Adventures Design

This seller usually responds within a few hours.

More from this shop Follow

See 110+ items

Sunset Sunrise Boho Wood Wall...
VintageAdventuresLLC
\$111.96
~~\$99.96~~ (20% off)
FREE shipping

Mountain Landscape Wood Wal...
VintageAdventuresLLC
\$239.96
~~\$299.96~~ (20% off)
FREE shipping

Mountain Wood Wall Art | Boho ...
VintageAdventuresLLC
\$239.96
~~\$299.96~~ (20% off)
FREE shipping

Round Desert Mountain Wood ...
VintageAdventuresLLC
\$63.96
~~\$79.96~~ (20% off)
FREE shipping

Boho Wood Mountain Lake Wat...
VintageAdventuresLLC
\$239.96
~~\$299.96~~ (20% off)
FREE shipping

Mountain Landscape Sun Trees ...
VintageAdventuresLLC
\$180.00
~~\$225.00~~ (20% off)
FREE shipping



ONE HUGE CAVEAT

DO NOT use any of this information to immediately make changes to your current Etsy listings!

Why?

- ▶ Etsy's algorithm is already working on your listing using the information you have given it for how ever long the listing has been in place.
- ▶ If you make changes to the listing, the algorithm takes notice and 'pauses' to analyze the changes and then, in turn, may change in how/when it presents your product with the new information.

Instead...

- ▶ Make a duplicate listing and save it as a draft
- ▶ Make your changes and publish the new listing alongside your current one until it builds up its own traffic and sales

Understanding the Customers Buying Journey

- Think of Etsy as One Giant Shopping Mall
- Millions of Customers Walk Through the Mall Daily
- Some Browsing, Others are Actively Seeking an Item
- You MUST Separate Yourself VISUALLY From Your Competitors



Etsy is a VISUAL journey...good product pictures are the KEY to getting sales!!

It All Starts With Your Primary Product Picture

- ▶ Think of your primary picture as your store 'window display'
- ▶ As customers in the 'mall' are walking through, your window display is what needs to catch their eye
- ▶ Keep the primary product picture simple
- ▶ Show off your product in a way that customers know exactly what you are selling
- ▶ This is what gets shoppers to stop in front of your store and decide whether to walk in or not
- ▶ Keep in mind, the shopper is still in the hallway – surrounded by thousands of other stores



The Shopper Walks In...

- ▶ When the shopper clicks on your listing, they are essentially walking through your doors into your store
- ▶ They want to know more about that item
- ▶ Anticipate possible product questions they may have
- ▶ Use the rest of your product pictures to lead them through the buying process to make the purchase!



Product Video

- ▶ Are they necessary?
 - ▶ Yes
 - ▶ And No
- ▶ Depends on the product you are selling
- ▶ If you do have a video
 - ▶ Keep them short
 - ▶ Keep them focused on the product
 - ▶ If possible, show the product in use
 - ▶ Think QVC





Your Remaining 9 Product Pictures

The customer is now in your store and looking directly at your product

- ▶ They start to formulate questions
 - ▶ Use the remaining pictures to answer customer questions
- ▶ 1 picture showing size or relating size information
 - ▶ 2 pictures showing product detail
 - ▶ What sets your product from the thousands on Etsy
 - ▶ 2 pictures showing the product in use
 - ▶ Staged in a normal use environment
 - ▶ 1 picture to sell yourself, your story, your expertise
 - ▶ Customers buy when they can connect; when they can relate; when they can see the creator



Your Remaining 9 Product Pictures

The customer is now in your store and looking directly at your product

- ▶ They start to formulate questions
 - ▶ Use the remaining pictures to answer customer questions
- ▶ 1 picture showing how the finished product will be shipped to them
 - ▶ Or, a picture explaining your shipping carrier, policies, etc.
 - ▶ 1 picture as a call to action to see your other products
 - ▶ Maybe they like what they see but, want to see more of what you offer
 - ▶ Show them examples of your other products with a link
 - ▶ 1 picture to brag on yourself and your store
 - ▶ Highlight your customer reviews and customer review pictures
 - ▶ Adds credibility to your product

Primary Product Picture



Product Detail Picture



Showing Product In Use



Selling Yourself and Showing Your Reviews

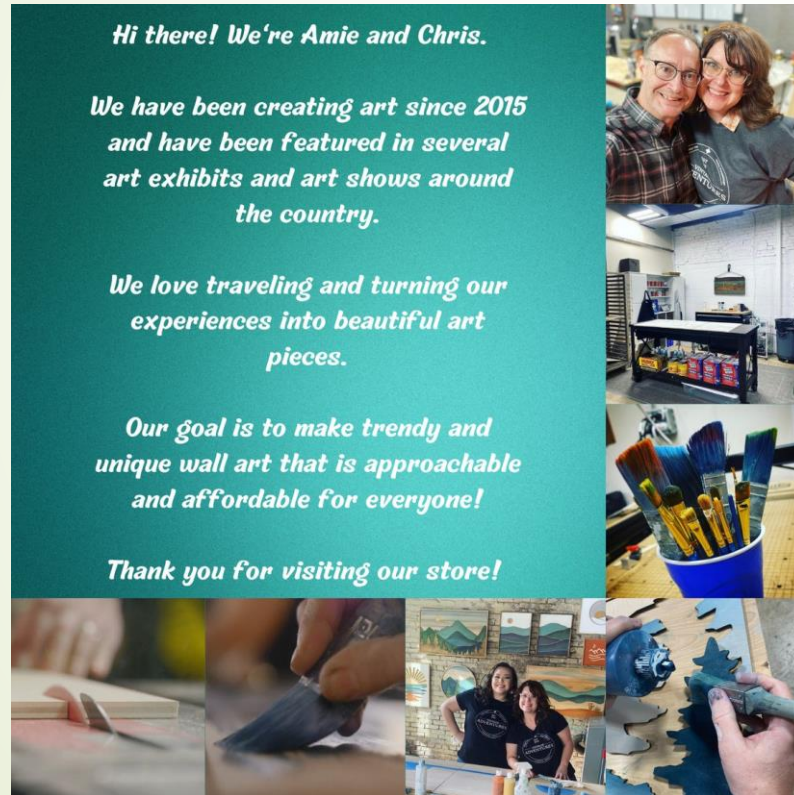
Hi there! We're Amie and Chris.

We have been creating art since 2015 and have been featured in several art exhibits and art shows around the country.

We love traveling and turning our experiences into beautiful art pieces.

Our goal is to make trendy and unique wall art that is approachable and affordable for everyone!

Thank you for visiting our store!



What Our Customers Are Saying About Vintage Adventures Artwork



Love Love Love these!!!

Quality is exceptional! I absolutely love it!

I bought this as a set of three. The artwork material creams quality and is beautiful!

Perfect! Exactly what we hoped for. Very high quality with great colors...we love it.

Beautiful!! Very well crafted, looks elegant and easy to install!

Perfect! Exactly what we hoped for. Very high quality with great colors...we love it!

Over 1000 5-Star Reviews!!!



Shipping Preview and Call to Action



Product Descriptions

- ▶ When customers don't get their questions answered visually using your pictures, they might actually have to read to get the information
- ▶ Product descriptions should be formatted similar to the visual purchasing journey
- ▶ Create sections with headers to help guide customers to the information they need quickly
- ▶ Great descriptions:
 - ▶ Make the item more attractive
 - ▶ Allows you to provide important information before purchase
 - ▶ Removes any barriers or concerns the customer may have about the item, the quality, or you as a creator
 - ▶ Generates excitement and triggers emotions



Product Description Example

The boho wooden mountain watercolor you are considering is truly a work of art. The 2 piece large wood mountain stream is perfect for making a huge visual statement and is sure to draw attention wherever it is displayed.

One of the most remarkable things about this piece is the way it captures the feeling of nature and the outdoors. The intricate details and vibrant colors bring to life the beauty of the mountains and the soothing sounds of a flowing stream. Whether you are a lover of the great outdoors or simply appreciate the beauty of nature, this piece is sure to amaze and delight everyone who sees it.

Overall, the boho wooden mountain watercolor is a must-have for anyone who wants to add a touch of natural beauty and tranquility to their home or office. With its stunning design and high-quality craftsmanship, it is sure to be a conversation starter and a cherished piece for years to come.



Product Description Example

CONSTRUCTION AND MATERIALS:

Crafted with precision and care, each piece is created by laser-cutting, hand painting, and affixing each design shape from birch plywood.

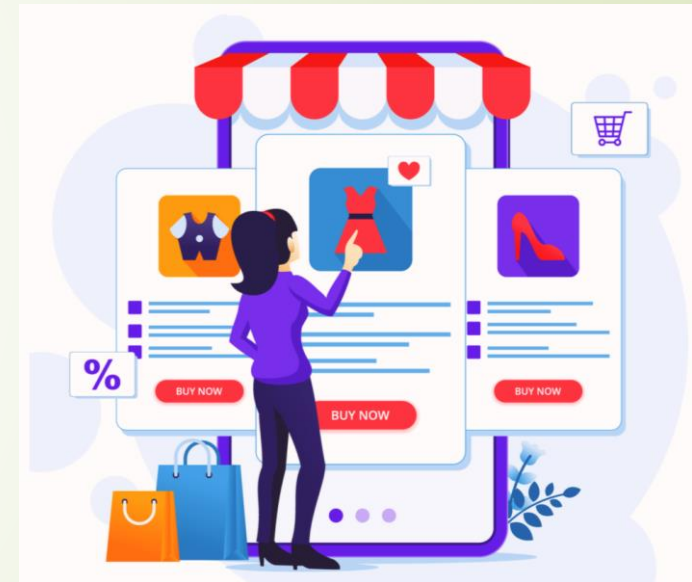
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We attach each design cutout piece to a plywood backing with industrial adhesives for long-term durability, and then seal it with a topcoat to protect against minor scratches and dings.

The artwork is finished by hand-framing it with premium pine wood strips, which are stained with a custom brown stain to complement the colors of the artwork.

MOUNTING:

We make mounting your wall art a breeze with two alligator tooth hangers included on each piece!



Product Description Example

SIZING:

Each panel is 24" tall x 20" wide x 1" deep

- The two pieces together measure: 24" tall x 40" wide x 1" deep

SHIPPING:

At our workshop and studio, we craft each order by hand with care and attention to detail. We take our time to ensure that we create the highest quality piece for you, which typically takes 5-7 BUSINESS DAYS from the time we receive your order.

We will make sure your order is carefully packaged and shipped to you using either UPS Ground or USPS Priority Mail, whichever is best for your address, so that it arrives in perfect condition!

If you need faster delivery, please don't hesitate to reach out to us and we'll be glad to work together to find the best solution for you.



Product Description Example

CONTACT US:

If you have any questions or worries, please don't hesitate to get in touch with us! We want to make sure you're completely satisfied with your purchase before, during, and after you receive it.

We invite you to come and visit us at our retail store located at 823 Conner Street in Noblesville, Indiana. We are situated right on the historic square in Downtown Noblesville and would love to meet you!

We also invite you to take a look at another of our designs here: <https://vintageadventuresllc.etsy.com>

Thank you again for your interest and we look forward to crafting your piece!



Next UP...

Now that we've created a "Perfect Listing", how do we get people to see it??

Let's talk...

