

The 10-Shot Etsy Listing Checklist

Etsy gives every listing ten photo slots; the listings that convert use all ten. Score one listing per column, one row per slot. Shoot everything at 2000+ pixels on the shortest side so zoom works.

	SHOT	FRAMING NOTE	THE BUYER DOUBT IT KILLS	✓
1	Main thumbnail	One product, clean backdrop, nothing cropped. This competes at postage-stamp size in search.	"Which result do I click?"	☐
2	Lifestyle	The product doing its job in a real room, natural light.	"Will it look good in my home?"	☐
3	Scale	In a hand, or beside a mug, coin, or book.	"How big is this really?"	☐
4	Detail	Close enough that texture and edges are the subject.	"Is it actually well made?"	☐
5	Group	All variations or bundle contents in one frame, even gaps.	"What exactly am I getting?"	☐
6	Packaging	What arrives in the mail, gift-readiness visible.	"Can I ship this straight to her?"	☐
7	Back / inside	The angle a buyer would check in person before paying.	"What are they not showing me?"	☐
8	Size chart	A simple graphic with dimensions; text large enough for mobile.	"Will it fit?"	☐
9	Process	Your hands making it. Handmade is the price justification.	"Why does this cost more than mass-market?"	☐
10	Styled scene	The screenshot-worthy shot; this one gets shared and pinned.	"Do I want to show this off?"	☐

Consistency beats perfection: mixed backgrounds make a shop read like a garage sale. **Photoroom** batch-cleans fifty photos to the same background in one session. Then let **eRank** tell you which keywords bring buyers to the photos.