



ETSY LISTING OPTIMIZATION REPORT

Sample client deliverable - Starter Package (3 Listings)

Client	Willow & Pine Studio
Shop type	Personalized home decor & gifts
Package	Starter - 3 Listings
Prepared	23 September 2026

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1. Executive Summary

Thank you for choosing ListRise. We reviewed the three Etsy listings you selected with a focus on search relevance, buyer clarity, keyword coverage, listing presentation, and practical opportunities that can be implemented without changing the underlying products.

Main opportunity

Your products are visually strong and giftable, but the current listing copy relies heavily on broad phrases such as **personalized sign** and **custom gift**. The revised approach gives each listing a clearer primary search theme, expands relevant long-tail coverage, and makes the first part of the title easier for shoppers to understand.

Priority recommendation: update one listing at a time, record the date of each change, and monitor Etsy Stats over time. Search visibility and sales are influenced by many factors, so these recommendations are intended to strengthen relevance and buyer clarity rather than guarantee rankings or sales.

Listings reviewed

Listing	Primary opportunity	Priority
Personalized Family Name Sign	Target housewarming/wedding intent more clearly	HIGH
Custom Birth Flower Print	Expand recipient + occasion keyword coverage	HIGH
Personalized Pet Memorial Print	Improve emotional intent + product clarity	MEDIUM

Listing 1: Personalized Family Name Sign

Current title

Personalized Sign Custom Family Sign Family Name Sign Custom Home Decor Wedding Gift Personalized Gift New Home Gift

Search strategy

Primary target phrase	personalized family sign
Supporting phrases	family name sign, housewarming gift, custom home sign, wedding keepsake, new home gift, surname wall decor
Buyer intent	The likely shopper already knows they want personalized family/home decor, often for a housewarming or wedding.

Recommended title

Personalized Family Name Sign, Custom Surname Wall Decor, Housewarming Gift, Wedding Keepsake, New Home Gift

13 recommended tags

family name sign	personalized sign	surname wall decor
housewarming gift	new home gift	wedding keepsake
custom home sign	family wall art	couple gift
personalized decor	custom surname	homeowner gift
anniversary gift		

Recommended description

A personalized family name sign created for meaningful homes and milestone gifts.

Add your family surname and chosen details to create a custom piece designed for a new home, wedding, anniversary, or family celebration.

Personalization: Enter the surname and any date/text exactly as you would like it displayed.

Perfect for: housewarming gifts, newlyweds, anniversaries, new homeowners and personalized family decor.

Please review all personalization details carefully before submitting your order.

Thumbnail / image recommendation

Use a clean lifestyle image as the first photo with the surname readable at mobile thumbnail size. Avoid covering the product with large promotional text. Follow with a close-up, size/options graphic, personalization example, and gift/lifestyle image.

Why these changes

The recommendation keeps the product accurate while giving Etsy and shoppers clearer language about what the item is, who it is for, and the occasion/use case. Repetition was reduced so the available title and tag space can cover more relevant search language.

Listing 2: Custom Birth Flower Print

Current title

Birth Flower Print Personalized Flower Print Custom Floral Gift Birthday Gift Mum Gift Best Friend Gift Custom Wall Art

Search strategy

Primary target phrase	birth flower print
Supporting phrases	personalized birth flower, birth month flower, mum birthday gift, custom floral print, best friend gift, personalized wall art
Buyer intent	The listing can serve both shoppers searching directly for birth-flower products and shoppers looking for a personalized birthday/family gift.

Recommended title

Personalized Birth Flower Print, Custom Birth Month Floral Wall Art, Birthday Gift for Mum, Best Friend or Family

13 recommended tags

birth flower print	birth month flower	personalized floral
custom flower print	mum birthday gift	best friend gift
family flower art	custom wall print	birthday wall art
personalized gift	floral keepsake	mother gift
botanical print		

Recommended description

Celebrate someone special with a personalized birth flower print.

Choose the birth month flower and add the requested name or wording to create a meaningful floral keepsake for birthdays, family celebrations, or everyday home decor.

Personalization: Provide the name/text and birth month required.

Gift ideas: Mum, daughter, sister, best friend, grandmother or a personalized family keepsake.

Colours may appear slightly different between screens and printed materials.

Thumbnail / image recommendation

Lead with the finished personalized artwork, not a generic floral mockup. Make the name and flower clearly visible. Add a second image explaining personalization and another showing the available flower/month options.

Why these changes

The recommendation keeps the product accurate while giving Etsy and shoppers clearer language about what the item is, who it is for, and the occasion/use case. Repetition was reduced so the available title and tag space can cover more relevant search language.

Listing 3: Personalized Pet Memorial Print

Current title

Pet Memorial Gift Dog Memorial Print Cat Memorial Gift Personalized Pet Loss Gift Rainbow Bridge Pet Portrait

Search strategy

Primary target phrase	pet memorial print
Supporting phrases	personalized pet memorial, dog remembrance gift, cat memorial gift, pet loss keepsake, rainbow bridge gift, pet remembrance
Buyer intent	This shopper is often searching with strong emotional and recipient intent, so clarity and sensitivity are more important than stuffing the listing with broad gift terms.

Recommended title

Personalized Pet Memorial Print, Dog or Cat Remembrance Gift, Custom Pet Loss Keepsake, Rainbow Bridge Memorial

13 recommended tags

pet memorial print	pet loss gift	dog memorial gift
cat memorial gift	pet remembrance	rainbow bridge gift
custom pet print	pet loss keepsake	dog remembrance
cat remembrance	memorial wall art	personalized pet
sympathy pet gift		

Recommended description

A personalized memorial print created to honour a much-loved pet.

Add your pet's name and requested memorial details to create a thoughtful remembrance piece for your own home or as a sympathy gift for someone experiencing pet loss.

Personalization: Enter the pet name and any dates or short wording required.

Suitable for: dog remembrance, cat remembrance, pet-loss sympathy gifts and memorial keepsakes.

Please double-check names and dates before submitting personalization.

Thumbnail / image recommendation

Keep the first image calm and uncluttered. The pet/name should be immediately understandable. Avoid excessive badges or text that compete with the memorial artwork. Include a clear personalization guide in the image sequence.

Why these changes

The recommendation keeps the product accurate while giving Etsy and shoppers clearer language about what the item is, who it is for, and the occasion/use case. Repetition was reduced so the available title and tag space can cover more relevant search language.

5. Priority Action Plan

Implement the recommendations in a controlled order so you can keep track of what changed.

Priority	Action	Reason
1 - HIGH	Update the three recommended titles and tags	Creates clearer search themes and broader relevant phrase coverage
2 - HIGH	Improve first-image clarity on Listings 1 and 2	Shoppers need to understand the product quickly in search results
3 - MEDIUM	Add clear personalization instructions to images/descriptions	Reduces uncertainty before purchase
4 - MEDIUM	Review categories and all relevant attributes inside Etsy	Accurate categories/attributes provide additional listing context
5 - MONITOR	Record change dates and monitor Etsy Stats	Helps evaluate performance over time without assuming one change caused every movement

What to monitor

Track visits, traffic sources, search terms where available, favourites, orders, and conversion trends over a meaningful period. Seasonal demand, competition, pricing, product appeal, reviews, and external traffic can all affect performance.

Important: ListRise provides research and optimization recommendations. We do not guarantee search placement, traffic, orders, revenue, or other marketplace outcomes.

6. Your Copy-and-Paste Checklist

For each listing, use this checklist when applying the report:

- Replace the title with the recommended version after confirming every product detail is accurate.
- Replace/review all 13 tags and ensure they accurately describe the product.
- Check the Etsy category and complete every relevant attribute available for the item.
- Update the description while preserving any essential sizing, materials, shipping, licensing, or care information from your original listing.
- Review the first image at mobile-thumbnail size and improve clarity where recommended.
- Record the date the changes were made and monitor performance over time.

Thank you for choosing ListRise

If you have questions about this report or would like clarification on one of the recommendations, reply to your delivery email. Your Starter package includes one reasonable revision/clarification round.

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This is a fictional sample report created to demonstrate the intended ListRise client deliverable. The shop and listing examples are illustrative, not real client data.