



Open. List. Sell.

The new Etsy seller field guide, 2026 edition

Everything a first-year Etsy seller asks, answered with 2026 numbers and real Shop Manager screens. Where to start, how to set the shop up, what every fee costs, how to build a listing that search can find, and what to do in the first 30 days so the shop is not invisible.

EDITION

August 2026

CHAPTERS

18 plus appendices

SCREENS

35 real Etsy interfaces

PRICE

Free, from the Society

PREPARED BY SELLER SECRET SOCIETY

Etsy shop audits, listing SEO and growth systems for handmade sellers.

FREE FIELD GUIDE / NOT FOR RESALE



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00

How to read this book

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Most new Etsy shops do not fail. They are invisible. This book exists to fix that before you open, not six months after.

Every year a few hundred thousand people open an Etsy shop. Most of them build a reasonable product, take reasonable photos, write a reasonable description, and then wait. The waiting is the mistake. A shop with no plan for being found is a shop that will collect views in the single digits per day, and the seller will conclude that Etsy is dead. Etsy is not dead. It is crowded, it is more regulated than it was, and it rewards a specific kind of preparation that almost nobody does.

This guide is that preparation. It is written for the seller who has not opened yet, or opened in the last few months and has not found traction. It assumes no prior knowledge. It does assume you are willing to spend an afternoon on research before you spend a month on product.

Two ways to use it

If you are	Read	Skip for now
Not open yet	Parts I and II in order, then Part III before your first listing	Part V
Open, under 30 days	Chapter 09 (tags), Chapter 11 (pricing), then Part IV	Chapters 04 and 06
Open, no sales after 60 days	Chapter 18 first. Audit yourself, then fix in the order it gives you	Part I

How the book is built

Every number in it was checked in August 2026 against Etsy's own Help Center, the Seller Handbook, and a live Shop Manager account. Every screenshot is a real 2026 Etsy interface, captured from a working shop with private figures blurred. Where Etsy varies something by country, the table says so. Where the advice rests on data from shops we have audited, the numbers are quoted rather than described.

Each chapter ends with a checklist. Do the checklist. A book read is worth very little; a checklist finished is a shop that is further along than nine out of ten around it.

IN THE SOCIETY

The Society is a free community of sellers working through exactly this process. Every chapter's checklist lives there as a thread you can post your progress in: skool.com/seller-secret-society-6617



0.5

What changed: the 2026 reality

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

If the advice you found on YouTube was recorded before 2025, a good part of it is now wrong. This is the short list of what moved.

What	When	What it means for a new seller
New CEO	1 Jan 2026	Kruti Patel Goyal replaced Josh Silverman. Direction so far: more enforcement, more seller tooling, more AI in buyer-facing search.
Seller Policy rewrite	9 Jul 2026	Clearer violation explanations and listing-level appeals. You can now contest one removed listing without contesting your whole account.
Creativity Standards revised	10 Jun 2025	Templated designs, unmodified nature items, vintage digital scans and certain services lost their allowances. Every item must fit Made, Designed, Handpicked or Sourced by a seller.
Policy Violations page	2025	Shop Manager now shows every removed listing with the policy it broke and an appeal button. A 90-day appeal window applies.
Marketplace Insights	Sep 2025	Free Etsy search volume, 15 searches per week, inside Shop Manager. The first time sellers have had Etsy's own numbers.
AI listing tools	Sep 2025	AI title suggestions, attribute auto-fill, review summaries, an AI writing assistant for messages. Useful, not authoritative.
ChatGPT Instant Checkout	29 Sep 2025	US buyers can buy a single Etsy item inside ChatGPT. Your listing copy is now read by a language model as well as a shopper.
AI disclosure	Since Jul 2024	If AI generated the product itself, you must say so in the listing. The editor has a dedicated choice for it.
Setup fee	2024 onward	A one-time fee of 15 USD at shop opening, shown as up to 29 USD in some regions. Non-refundable.
Regulatory Operating Fee	Raised 22 Jun 2026	Applies to sellers in certain countries, France and Hungary among others, on top of standard fees.
Instant Transfers	Dec 2025	US sellers can pull funds in minutes for 1 percent, capped between 0.25 and 1.00 USD, up to 500 USD per transfer.
Photos per listing	2026	The listing editor now accepts up to 20 photos and 2 videos, up from 10 and 1. Fill them.

THE ONE-LINE VERSION

Etsy in 2026 is stricter about what you sell and more generous about the data it gives you. Sellers who use the data and respect the rules are winning. Sellers doing what worked in 2021 are being removed or ignored.



PART I

Before you open

Three decisions that determine the next year, made in an afternoon.



01

Is Etsy still worth it in 2026?

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Yes, for a specific kind of seller. No, for the kind most guides describe.

Etsy has around 90 million active buyers and several million active sellers. That ratio has not moved much in years. What has moved is who wins. In 2019 a generic product with decent photos could ride the growth. In 2026 there is no growth to ride. Traffic goes to listings that match a buyer's exact search and convert it. Everything else sits on page 12.

Who wins

- **Specific sellers.** Not 'wall art' but 'vintage botanical prints for a nursery'. Specificity is what search rewards and what buyers remember.
- **Sellers with a catalogue, not a product.** Ten related listings give search ten chances to match you and give the buyer a reason to browse. One listing gives neither.
- **Sellers who read their numbers.** Stats, Marketplace Insights and the Payment account tell you exactly what to fix. Most sellers never open them.
- **Repeat-purchase categories.** Supplies, printables, personalised gifts, classroom materials. A buyer who comes back is a buyer you did not pay to acquire.

Who loses

- **Price racers.** If your plan is to undercut, you are competing with sellers whose cost base you cannot see and whose margin may be zero.
- **Template resellers.** Unmodified templates, clip-art bundles and bulk AI art are precisely what the 2025 Creativity Standards removed.
- **One-and-done listers.** A shop with four listings and no plan to add more is a hobby page, and Etsy's ranking treats it as one.

What kind of shop

Type	Startup cost	Margin	Time per order	2026 risk
Digital downloads	Very low	90 percent plus	Zero	Crowded; AI and template rules bite hard; price floor around 3 to 5 USD
Handmade physical	Materials and tools	30 to 60 percent	High	Shipping cost and time; strongest fit with Etsy's identity
Print on demand	Low	15 to 35 percent	Low	Production partner must be declared; thin margins after ads
Vintage (20 plus years)	Sourcing	Varies	Medium	Authenticity claims are policed; photography matters more than anywhere
Craft supplies	Stock	20 to 50 percent	Medium	Repeat buyers; must be genuine supplies, not finished goods relabelled



Five myths, with the number that kills each

Myth	Reality
Passive income	A digital shop we audited published 48 listings in 60 days and earned 96 views total. Nothing about that was passive.
Just list 100 items	Catalogue depth helps only when each listing targets a searched phrase. 100 listings with the same 13 tags is one listing, 100 times.
AI art sells itself	AI-made products require disclosure and are the most removed category under Creativity Standards. The ones that sell are curated, edited and specific.
Etsy does the marketing	Etsy search brought 18 percent of visits to a mature shop we run. The rest was Etsy's other pages, ads, and traffic the shop brought itself.
Cheap wins	Listings at 2.62 to 3.94 USD in the shop above had zero sales in 60 days. On Etsy a very low price reads as low quality, not as a bargain.

IN THE SOCIETY

Not sure which type fits you? The Society runs a weekly product-research dossier ranking niches by demand against competition. Free members get every issue: skool.com/seller-secret-society-6617

DO THIS NOW

- Write one sentence: 'I sell [specific thing] for [specific person].' If you cannot, you are not ready to open.
- Pick one shop type from the table. Do not mix handmade and digital in one shop in year one.
- Decide how many hours a week you will actually give it. Under five: digital only.
- List the ten products you will launch with. Not one. Ten.



02

What you can actually sell here

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Etsy's Creativity Standards are the rule that removes more new shops than any other. Read this chapter twice.

Since June 2025 every item on Etsy must fit one of four categories, and the seller must be able to show it. The standards are not about quality. A beautiful item in the wrong category is removed; a plain one in the right category stays.

Category	What qualifies	What does not
Made by a seller	You or your shop members physically made it, or made the digital file from scratch	Items bought finished and resold; AI output with no meaningful human work
Designed by a seller	You created the original design; a declared production partner produced it	Stock designs, templates you did not alter, clip-art assemblies
Handpicked by a seller	Vintage items 20 plus years old, or curated craft supplies you selected	New items described as vintage; mass-market goods
Sourced by a seller	Craft supplies and tools you source for makers	Finished consumer products described as supplies

Removed in 2025 and still removed

- Templated digital designs with no original work: standard planners, resume templates copied from stock, 'editable' files that are really someone else's layout.
- Vintage digital scans: scanning an old public-domain print and selling the file.
- Unmodified natural items: a stone, a shell, a branch, sold as found.
- Services unrelated to a product: consulting, coaching, 'I will design your logo' without a deliverable Etsy can see.

AI: what you must declare

If an AI tool generated the product itself, the listing must say so. The editor's 'How it's made' tab has a direct choice: 'Created by me' or 'With an AI generator'. Using Photoshop, a mockup generator or a spell-checker does not trigger it. Generating the artwork, the text of the product or the design does.



Screen: Shop Manager > Listings > Edit > How it's made. The AI disclosure choice, August 2026.

WHAT WE SEE IN AUDITS

The shops that get removed for AI are rarely the ones that disclosed. They are the ones that uploaded 200 generated images in a week with no editing, no series logic and no disclosure. Curated, edited, disclosed AI-assisted work is allowed and sells. Bulk is what Etsy is hunting.

Production partners

If anyone outside your shop makes the physical item, a print-on-demand supplier, a printer, a caster, they are a production partner and must be declared in Settings and on each listing. Undeclared partners are a common removal reason for POD shops.

Trademarks: the trap nobody warns you about

A product can pass every Creativity Standard and still be removed for intellectual property. In August 2026 we scanned a 700-listing shop and found 32 listings at critical risk. Three had to be deleted outright because the artwork itself infringed. The rest were fixable: a word in a title or tag.

Trap word	Why it bites	Safe alternative
I Spy, Hidden Pictures	Registered marks for activity books	seek and find, hidden object
America 250	Federal commission mark	250th anniversary, 1776 to 2026
Any character, film, team or brand	Owners run automated takedowns	Describe the style, not the property
Disney, Barbie, Nike, Taylor Swift, Stanley	The most enforced on the platform	Do not use, including 'inspired by'

The Policy Violations page

Shop Manager now lists every removed listing with the policy it broke and, where allowed, an appeal button. Listing-level appeals, new in July 2026, have a 90-day window. Check this page weekly. A removal you did not notice is a pattern Etsy notices for you.



Shop Manager **Policy violations**

Find out if your listings aren't following our policies, and learn how it may affect your shop.

Search for listings or policies Time period: All Appeal status: All

Listing	Policy violated	Listing status	Appeal status
	Intellectual Property Policy	Listing removed On Aug 19, 2026	Not available View details
	Unauthorized or Counterfeit Goods Policy	Listing removed On Jul 19, 2026	Not available View details
	Intellectual Property Policy	Listing removed On Jun 1, 2026	Not available View details
	Seller Policy	Listing removed On May 23, 2026	Not available View details

Get to know our policies
These policies help protect our community and keep Etsy the marketplace for original items from real people.

The Ultimate Guide to Etsy Policy
Learn why policies are created, how to avoid listing removals, and what we're doing to increase transparency.

Etsy's Creativity Standards Policy
Understand what can and can't be sold on Etsy, the marketplace for original items from real people.

4 Best Practices for Listings on Etsy
What to know when listing your items, along with actions you can take to avoid policy missteps.

Screen: Shop Manager > Policy violations. Each removal names the policy and its date.

IN THE SOCIETY

The Society's trademark scan checks a shop's titles, tags and descriptions against 900 plus risky marks before Etsy does. Ask about it at f5design.studio

DO THIS NOW

- Assign each of your ten launch products to one of the four categories. Write the category down.
- For every product, answer: could I show Etsy how I made or designed this? Keep the source files.
- If AI touched the product, decide now whether you will disclose. If the answer is no, do not list it.
- Search each product name on USPTO TESS or TMview before you write the listing.
- Bookmark Shop Manager > Policy violations. Check it every Monday.



03

Pick a product people are already searching for

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

The single biggest predictor of a first sale is whether the product matches a phrase buyers already type.

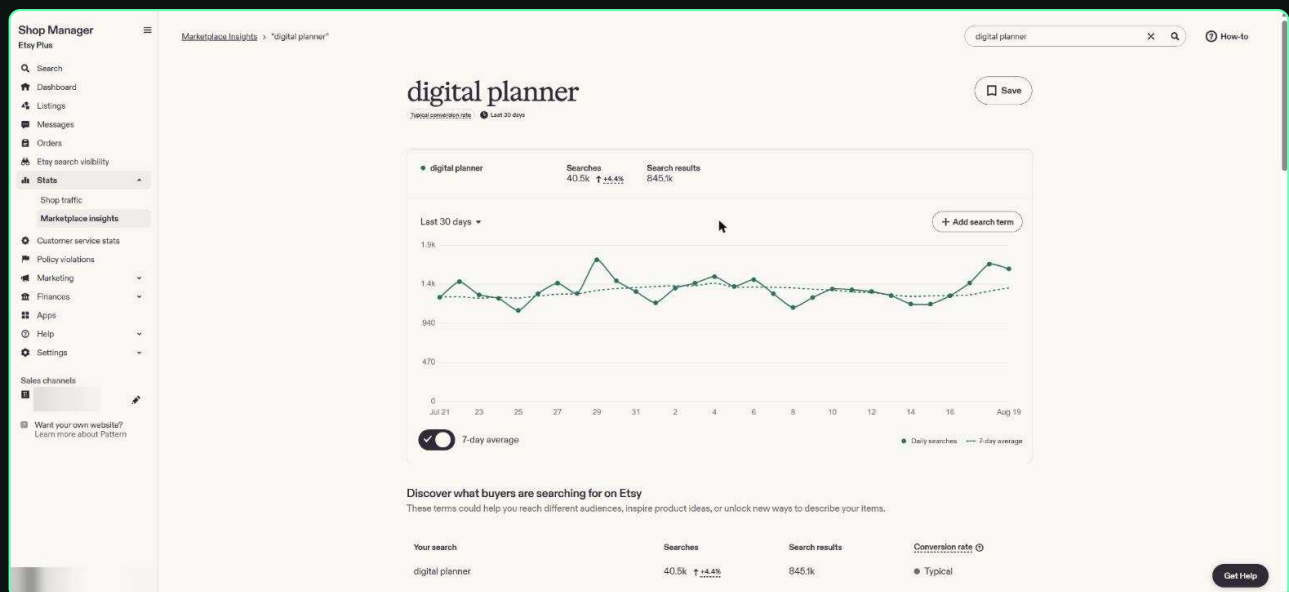
Most first products are chosen because the seller likes making them. That is necessary and not sufficient. The second filter is demand you can measure, and in 2026 you can measure it for free inside Shop Manager.

The demand-to-competition method

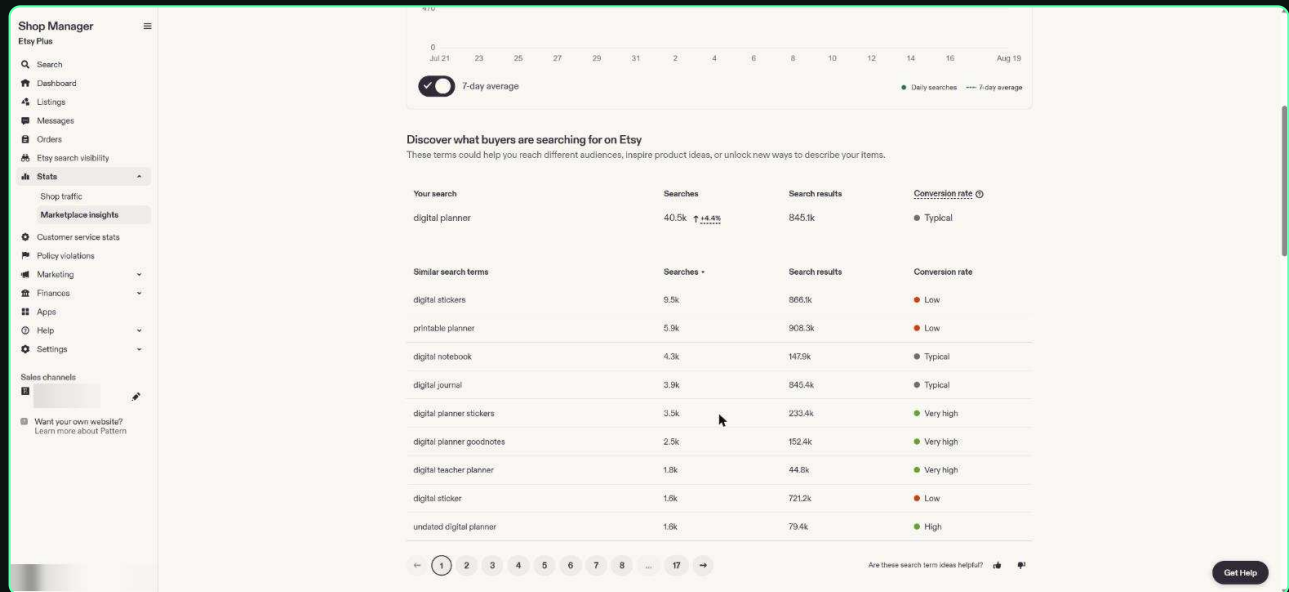
For each candidate product, find the main phrase a buyer would type, then record two numbers: how many times it is searched per month and how many listings compete for it. Divide. The ratio is your odds.

Searches / month	Competing listings	Ratio	Read
40,500	845,100	0.05	'digital planner'. Huge demand, hopeless for a new shop
5,900	908,300	0.006	'printable planner'. Worse: low conversion and saturated
2,500	152,400	0.016	'digital planner goodnotes'. Very high conversion flag. Workable
1,800	44,800	0.04	'digital teacher planner'. Very high conversion, a tenth of the competition
1,600	79,400	0.02	'undated digital planner'. High conversion. A real opening

Those are live Marketplace Insights numbers from August 2026. Notice that the phrase with the most searches is the worst bet, and that the conversion flag matters as much as volume. A 'very high' conversion phrase with 1,800 searches will outsell a 'low' conversion phrase with 9,500.



Screen: Shop Manager > Stats > Marketplace insights. Searching a term shows volume, trend and competing results.



Screen: The same screen, scrolled. Similar terms with searches, results and a conversion rating. This table is your product list.

Free tools, in the order to use them

Tool	What it gives	Limit
Marketplace Insights	Etsy's own search volume, results count, conversion rating, 12 months of trend	15 searches per week. Spend them on candidates, not curiosity
Etsy search bar	Autocomplete shows what buyers type after your seed word	No volume; use it to generate phrases for Insights
Google Trends	Seasonality and whether interest is rising or falling	Not Etsy-specific
Pinterest Trends	Visual-product demand, often six weeks ahead of Etsy	Needs a free business account
eRank (free tier)	Competitor tags, keyword difficulty scores	Volume estimates are modelled, not Etsy's

A worked example

Seed: 'classroom posters'. Autocomplete adds 'classroom posters preschool', 'classroom rules poster', 'classroom routine posters'. Insights shows routine posters at a fraction of the competition of rules posters with a higher conversion flag. A routines poster set we list on that exact phrase is the top-viewed listing in a 750-listing shop, with 606 views and 25 orders in the first twenty days of August. The phrase chose the product.

Choose ten, not one

Your launch catalogue should be ten listings that share a buyer but target ten different phrases. Ten routine-poster variants for one classroom. Ten nursery prints in one style. Ten earring designs in one material. Search gets ten doors into your shop; the buyer who enters one sees nine more reasons to stay.

IN THE SOCIETY

The Society's weekly dossier runs this exact method across Etsy, Pinterest, Google and Reddit and ranks the results. It is free to members: skool.com/seller-secret-society-6617

**DO THIS NOW**

- List 15 candidate phrases from the Etsy search bar autocomplete.
- Run the best 10 through Marketplace Insights. Record searches, results, conversion rating.
- Keep phrases with at least 500 searches, a 'typical' or better conversion rating, and results under 100,000.
- Pick the ten products that map to the ten best phrases. Those are your launch catalogue.
- Save the searches in Insights so you can watch the trend monthly.



PART II

Opening the shop

The setup flow as it actually looks in 2026, fee by fee and screen by screen.

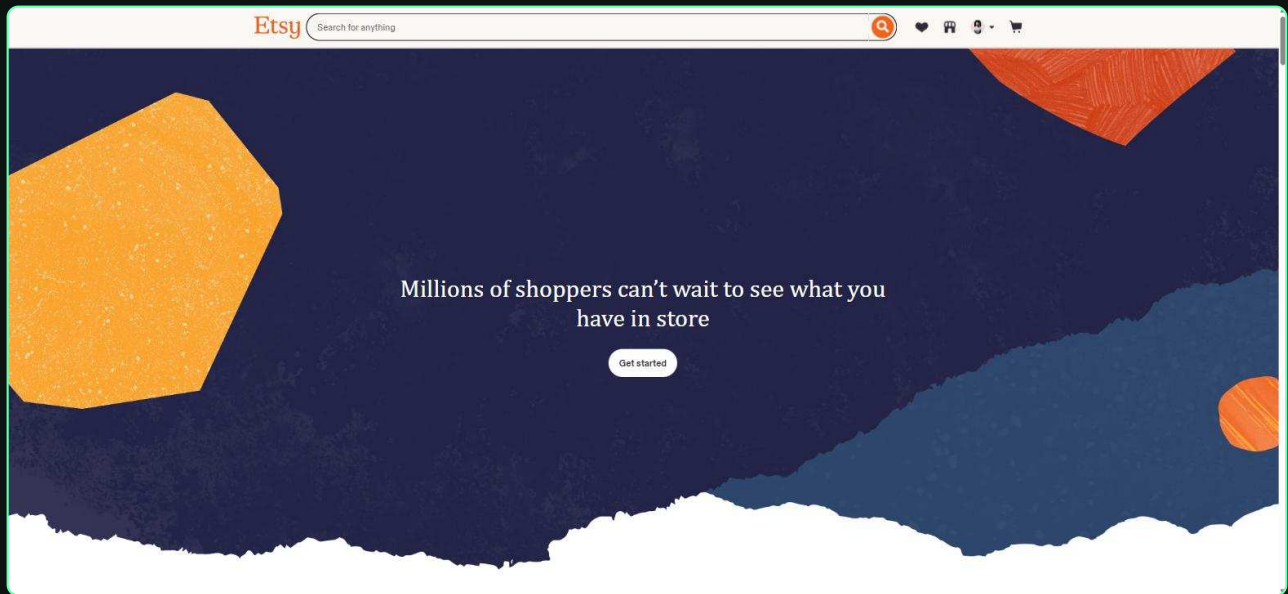


04

Account and shop setup, step by step

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Forty minutes if you have everything ready. A week if you do not. Here is what to have ready.



Screen: etsy.com/sell. The entry point. 'Get started' or 'Open your Etsy shop' begins the flow.

Before you click 'Open your Etsy shop'

Have ready	Why
Government photo ID	Etsy verifies identity for new shops, usually at or soon after opening. A mismatch between ID name and bank name stalls payouts
Bank account in your name	Etsy Payments deposits only to an account matching the verified identity
A credit or debit card	Used for the setup fee and for billing fees when sales do not cover them
Your shop name, plus two alternatives	4 to 20 characters, letters and numbers only, no spaces. Taken names are common
One finished listing with photos	You cannot complete setup without creating at least one listing
Tax ID or equivalent	Required in the EU, UK and for US sellers above reporting thresholds. Etsy asks during or soon after setup

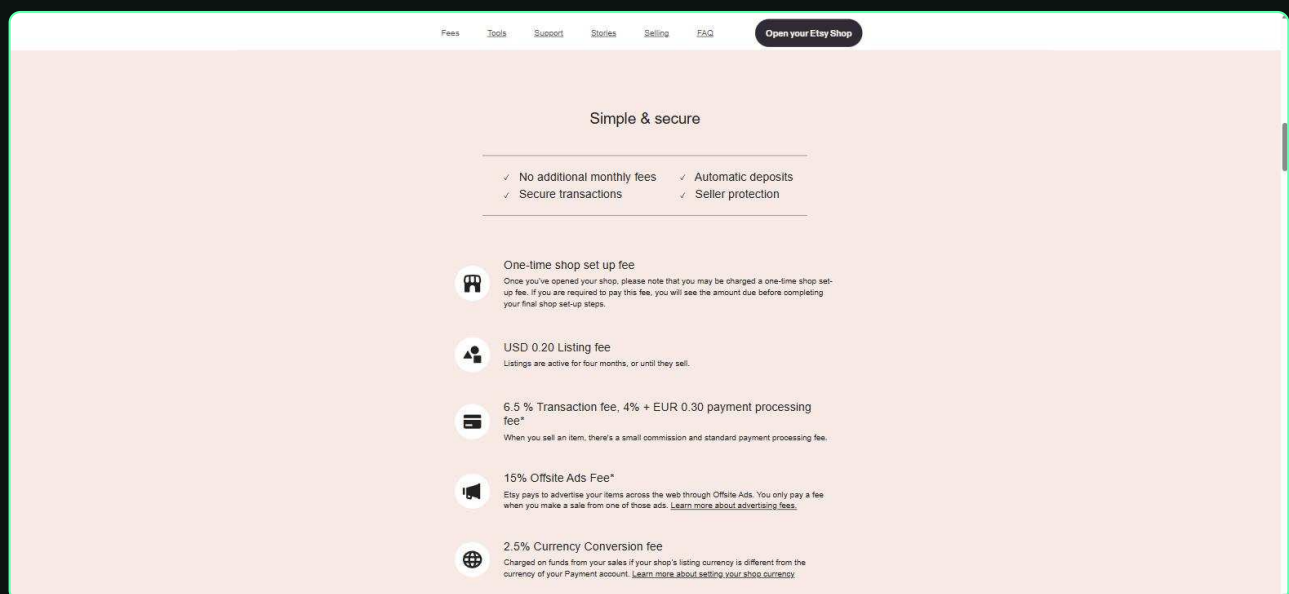


The flow

Step	Screen	Watch for
1	Shop preferences	Language, country and currency. Currency is hard to change later; pick the one your buyers use, usually USD, even if you are outside the US
2	Name your shop	Checked live for availability. Pick for branding and searchability, not cleverness. See below
3	Stock your shop	Create your first listing. Do it properly; this listing is live the moment the shop opens
4	How you'll get paid	Etsy Payments: country, bank details, ID details. Exactly as they appear on the documents
5	Set up billing	Card for fees. The one-time setup fee is charged here
6	Shop security	Two-factor authentication. Turn it on; Etsy may require it
7	Open your shop	Shop is live. Identity verification may follow by email within days; respond inside the deadline

The setup fee

Etsy charges a one-time, non-refundable shop setup fee when a new shop opens. The standard amount is 15 USD; some regions and verification cases see up to 29 USD. It is shown on screen before you confirm. There is no monthly subscription unless you choose Etsy Plus.



Screen: etsy.com/sell, fees section as shown to an EU visitor. Note the one-time setup fee and the 4 percent plus 0.30 EUR processing rate.

Choosing a shop name

- Say what you sell or who you are. 'MapleNurseryPrints' beats 'Luminosa Studio' when a buyer is scanning results.
- Avoid any word that is a brand or could become one. Names with 'Etsy' in them are forbidden.
- Check the name on Instagram and as a domain before you commit. You will want both later.



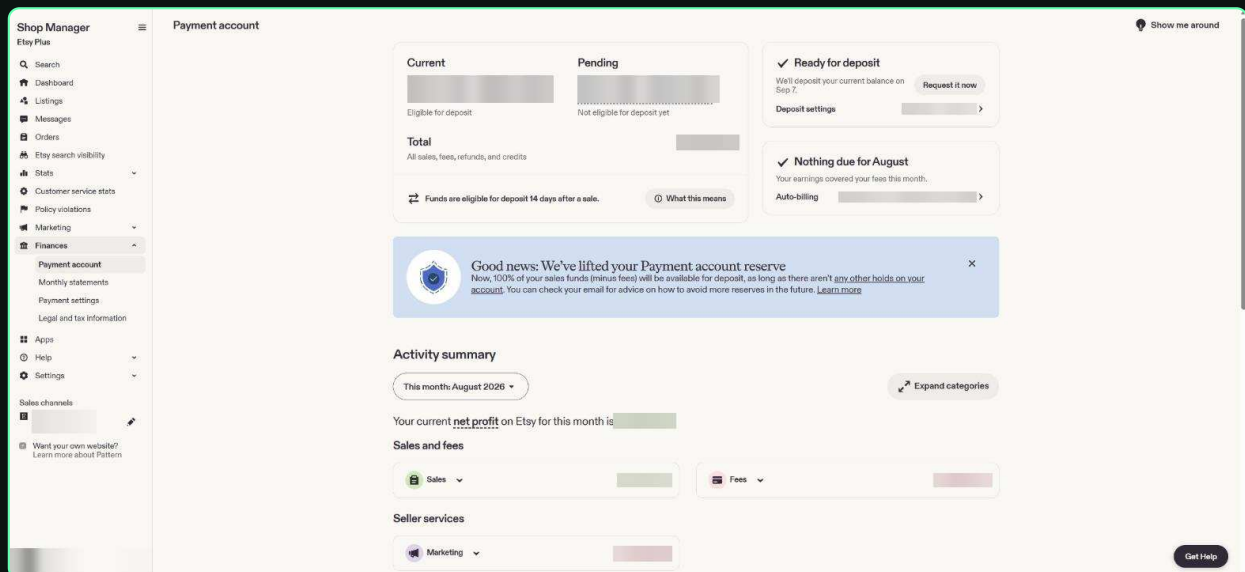
- You can change the name once without Etsy's help, more than that needs a request. Treat it as permanent.

Region notes

If you are in	Expect
United States	3 percent plus 0.25 USD processing. Sales tax collected by Etsy in most states. 1099-K reporting
European Union	4 percent plus 0.30 EUR processing. Prices display VAT-inclusive to EU buyers. Regulatory Operating Fee in some countries. GPSR responsible-person rules for physical goods
United Kingdom	4 percent plus 0.20 GBP processing. Regulatory Operating Fee applies
Canada, Australia	3 percent plus 0.25 in local currency
Elsewhere	Etsy Payments availability varies by country; if unavailable in yours, you cannot currently open a shop

The first-payout hold

New shops see funds held before the first deposit, commonly for 14 days after each sale in the early weeks, sometimes as a reserve on a percentage of sales. This is normal, it is not a penalty, and it lifts as the shop builds history. Do not fund inventory against money Etsy has not released.



Screen: Shop Manager > Finances > Payment account. 'Funds are eligible for deposit 14 days after a sale' is the default early hold. Amounts blurred.

IN THE SOCIETY

Stuck at a setup step? The Society has a pinned thread of country-specific snags and their fixes: skool.com/seller-secret-society-6617

**DO THIS NOW**

- Gather ID, bank details and card. Confirm the name is identical on all three.
- Shortlist three shop names; check Etsy, Instagram and the .com for each.
- Build your first listing in a document before you start the flow: title, 13 tags, description, 10 photos.
- Set currency deliberately. Change it later only with a very good reason.
- Enable two-factor authentication during setup.
- Calendar a reminder: 'check email for Etsy verification' every day for the first week.



05

Every fee, explained with one sale

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Sellers who do not understand the fees price wrong. Sellers who price wrong never find out why the shop is unprofitable.

The fee list, 2026

Fee	Amount	When
Listing fee	0.20 USD	Each time a listing is published, renewed (every 4 months or after a sale) or each extra quantity sold in one order
Transaction fee	6.5 percent	On item price plus shipping plus gift wrap, at every sale
Payment processing	3 percent + 0.25 USD (US); 4 percent + 0.30 EUR (EU); 4 percent + 0.20 GBP (UK); 3 percent + 0.25 (CA, AU)	On the full order total including tax, at every sale
Offsite Ads	15 percent (under 10,000 USD / 12 months); 12 percent (over)	Only when a buyer clicks an Etsy-placed external ad and buys within 30 days. Optional below 10,000 USD, mandatory above
Currency conversion	2.5 percent	When your listing currency differs from your payment account currency
Regulatory Operating Fee	Country-specific percentage	Sellers in the UK, France, Italy, Spain, Turkey, Hungary and others. Raised June 2026
Setup fee	15 USD, up to 29 USD	Once, at shop opening
Etsy Plus	10 USD / month	Optional. 15 listing credits, 5 USD ad credit, banner and restock options
Pattern	15 USD / month after 30-day trial	Optional standalone website
Instant transfer (US)	1 percent, min 0.25, max 1.00 USD	Optional, per transfer, up to 500 USD

One 12.00 USD sale, walked through

A US digital download priced at 12.00 USD, no shipping, sold to a US buyer with 0.80 USD sales tax collected by Etsy. Etsy collects and remits the tax; you never see it, but processing is charged on it.

Line	Calculation	Amount
Buyer pays	12.00 + 0.80 tax	12.80
Listing fee	flat	-0.20
Transaction fee	6.5 percent of 12.00	-0.78
Processing fee	3 percent of 12.80 + 0.25	-0.63
Sales tax remitted	pass-through	-0.80



Line	Calculation	Amount
You receive		10.39
Take rate	1.61 / 12.00	13.4 percent
If the sale came through Offsite Ads	15 percent of 12.00	-1.80, you receive 8.59, take rate 28.4 percent

The same sale from the EU

Same listing, same price, seller in Germany, buyer in the US. Processing is 4 percent plus 0.30 EUR on the order total, and if your payment account is in EUR while the listing is in USD, 2.5 percent currency conversion applies. The take rate before ads rises to roughly 17 percent. This is why EU sellers should not copy US pricing advice without adjusting.

The fee most sellers miss

Listing fees look trivial at 0.20 USD. They are not trivial across a catalogue. On one real monthly statement from a 750-listing digital shop, listing and renewal fees cost more than double the transaction fees, because 478 listing charges served 132 sales. A listing that does not sell in four months costs 0.20 USD to renew, forever. Auto-renew is the right default for your first year, but every quarter, deactivate what has not sold.

Screen: Shop Manager > Finances > Monthly statements. Every fee is a line with its formula: '6.5 percent of item total', '4.0 percent of the order total plus 0.30'.

FREE TOOL

The Etsy Statement Decoder at f5design.studio reads your monthly statement CSV in the browser, nothing uploaded, and shows your real take rate and where the money went. It was built because no calculator can show you that listing fees outweigh transaction fees.

IN THE SOCIETY

Post your first statement's take rate in the Society's Finances thread. The range across members is 12 to 40 percent and the difference is always the same three things.

**DO THIS NOW**

- Work your own planned price through the table above with your region's processing rate.
- Decide now whether you will opt out of Offsite Ads. Under 10,000 USD in sales you can. Most new sellers should stay in; the traffic is worth the fee on conversions you would not otherwise get.
- Set a calendar reminder for the 1st of each month: download the statement.
- Price so that you keep at least 70 percent after all fees. If you cannot, the price is too low or the product is wrong for Etsy.

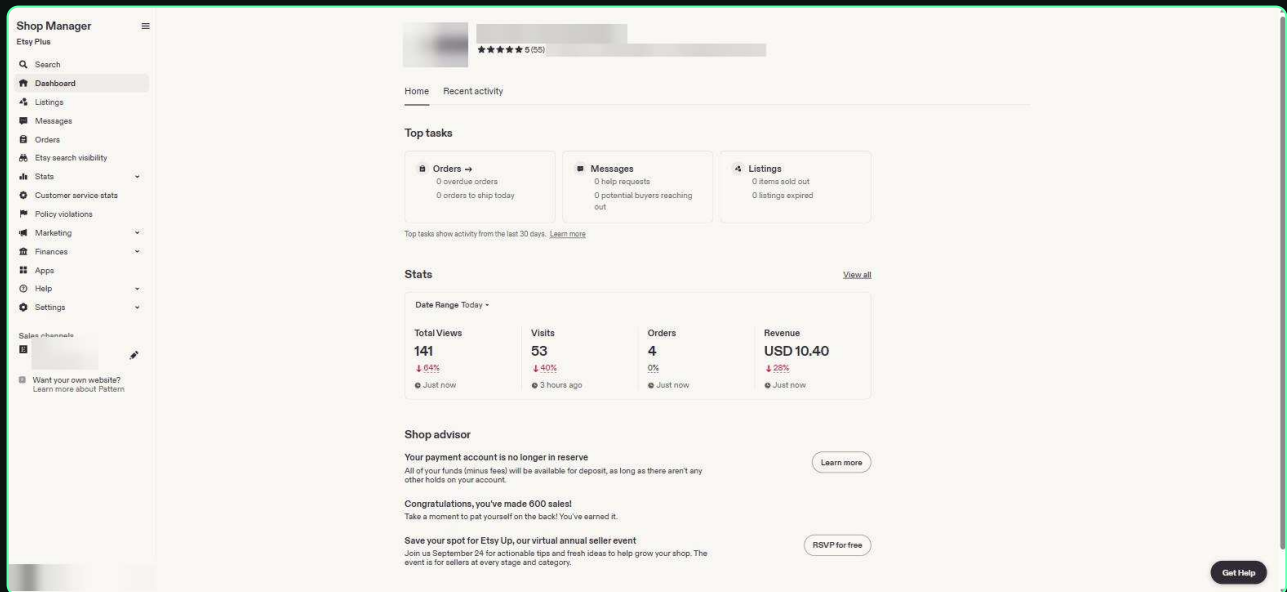


06

Shop Manager tour

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Eleven menu items. You need five of them in month one. Here is which, and what each is actually for.



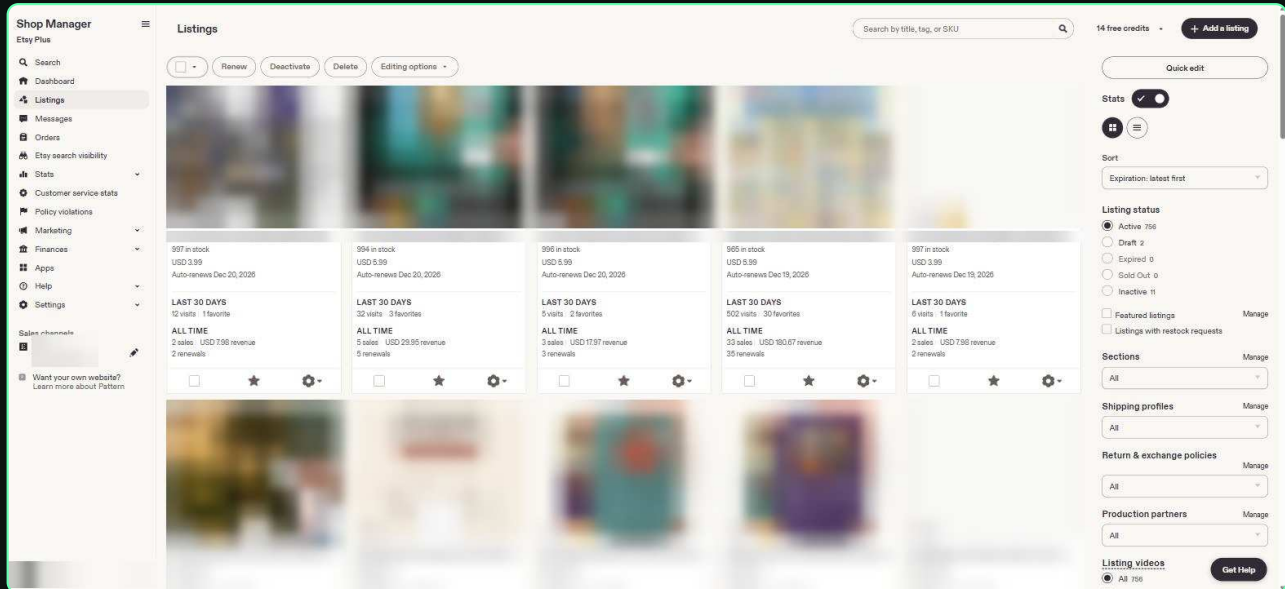
Screen: Shop Manager > Dashboard. Top tasks, today's stats, and Shop advisor messages. Shop identity and figures blurred.

Menu	What it is	Month one
Dashboard	Overdue orders, unanswered messages, today's views and orders, Etsy's advice feed	Open daily, but do not manage from it
Listings	Your catalogue. Grid or list, with 30-day stats per listing when the Stats toggle is on	Live in it
Messages	Buyer conversations. Response time counts toward Star Seller	Reply within 24 hours, always
Orders	New, completed, by ship date. Digital orders complete themselves	Check daily
Etsy search visibility	Etsy's own checklist of what lowers your ranking: titles, photos, policies, service	Read once, fix everything it flags
Stats	Shop traffic (views, visits, conversion, sources, search terms) and Marketplace insights	Weekly, not daily. Daily numbers lie
Customer service stats	Response rate, on-time shipping, review average, case rate. Star Seller progress	Glance monthly
Policy violations	Removed listings and appeals	Every Monday
Marketing	Etsy Ads, Offsite Ads, Sales and discounts, Social media, Share and Save	Sales and discounts only, until chapter 16
Finances	Payment account, monthly statements, payment settings, tax information	Statement on the 1st



Menu	What it is	Month one
Settings	Shop info, options, shipping, policies, partners, languages, subscription	Complete everything in chapter 07

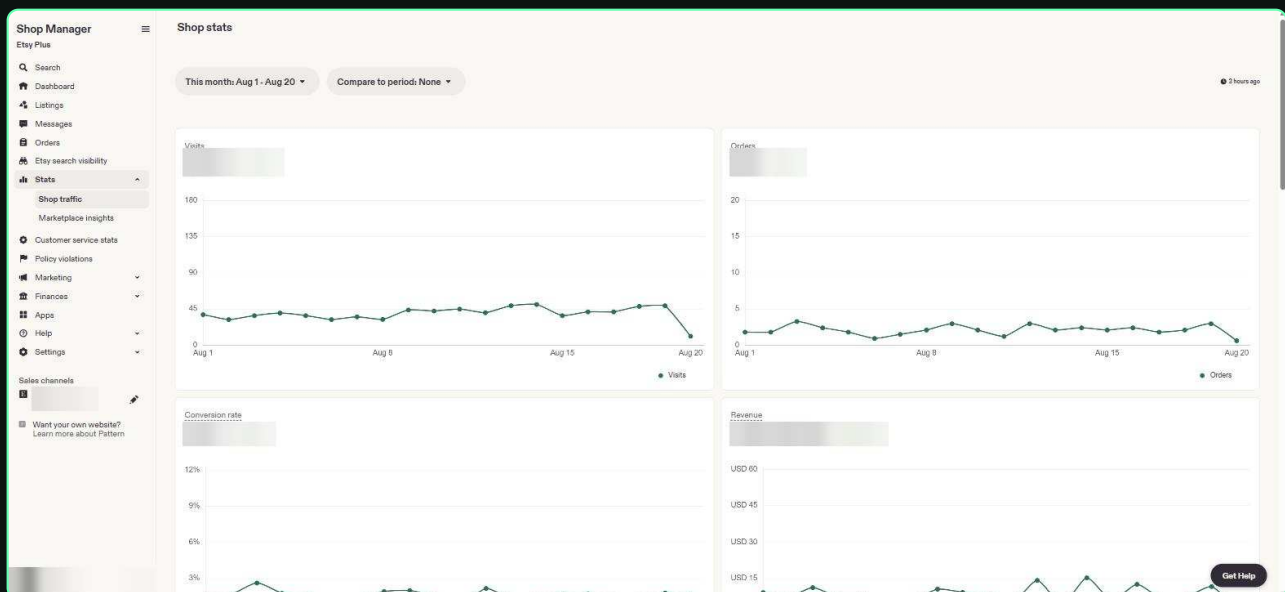
Listings, the page you will live in



Screen: Shop Manager > Listings with Stats on. Each card shows 30-day visits and favourites, all-time sales and renewals. Renewal count is how many times you have paid 0.20 USD for that listing.

Turn the Stats toggle on and leave it on. A listing card then shows you the only three numbers that matter in its first months: visits, favourites and sales. Sort by 'Expiration: latest first' to see what you published most recently; sort by 'Views' to see what search is actually showing.

Stats, and what not to do with it

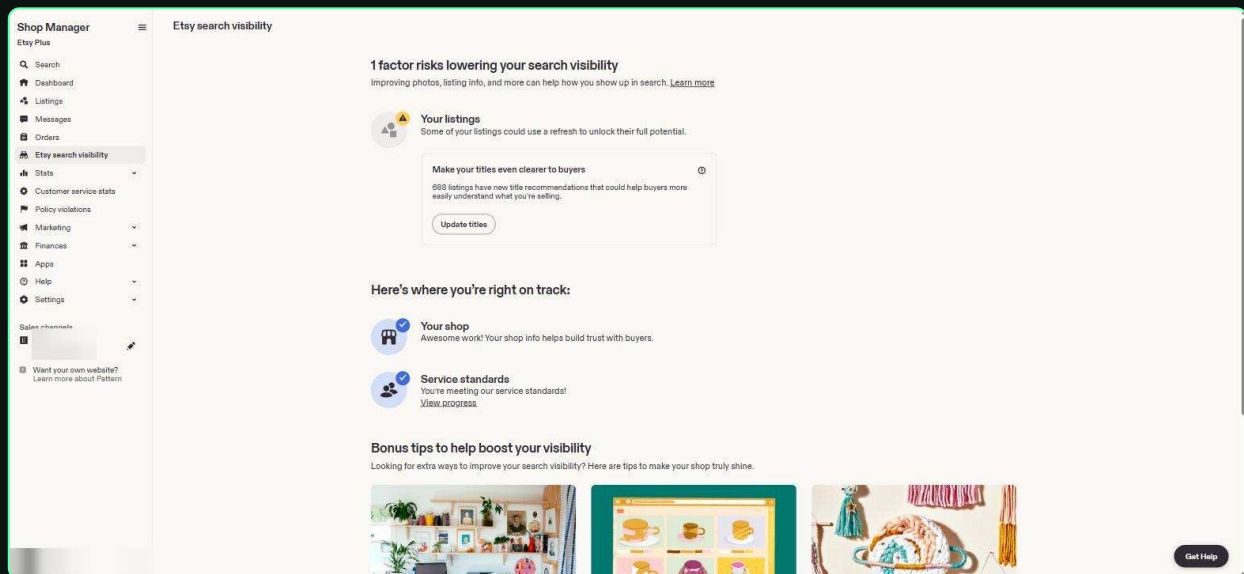


Screen: Shop Manager > Stats > Shop traffic. Visits, orders, conversion rate and revenue, with year-on-year comparison. Figures blurred.

New sellers refresh Stats hourly and make decisions from it. Do not. A new shop's daily numbers are small enough that one visit is a 50 percent swing. Read it weekly, compare month to month, and act on the search terms report (chapter 13), which is the only part of Stats that tells you what to change.



Etsy search visibility



Screen: Shop Manager > Etsy search visibility. Etsy flags the factors it believes are lowering your ranking. Here: 688 titles it wants rewritten. This page is Etsy telling you what its ranking dislikes about your shop. Fix the shop-level items immediately (missing policies, missing About, missing banner). Treat the AI title suggestions with caution; they are fine at clarity and poor at keyword strategy. Chapter 09 explains why.

IN THE SOCIETY

Screenshots of your Dashboard on day one are worth keeping. Members post theirs in the Society's 'Day 1' thread and the 90-day comparison is the most motivating thing in the community.

DO THIS NOW

- Turn on the Stats toggle in Listings and sort by Views.
- Open Etsy search visibility and fix every shop-level flag.
- Set notification emails for new messages and new orders in Settings > Options.
- Bookmark five pages: Listings, Messages, Orders, Policy violations, Marketplace insights.



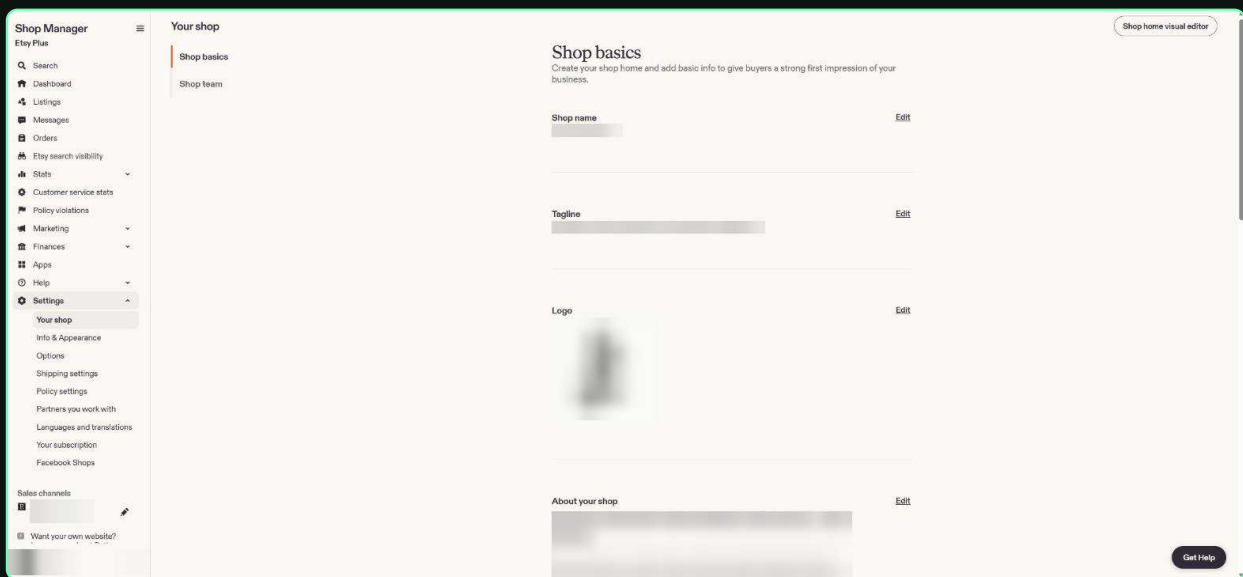
07

Shop branding and policies

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

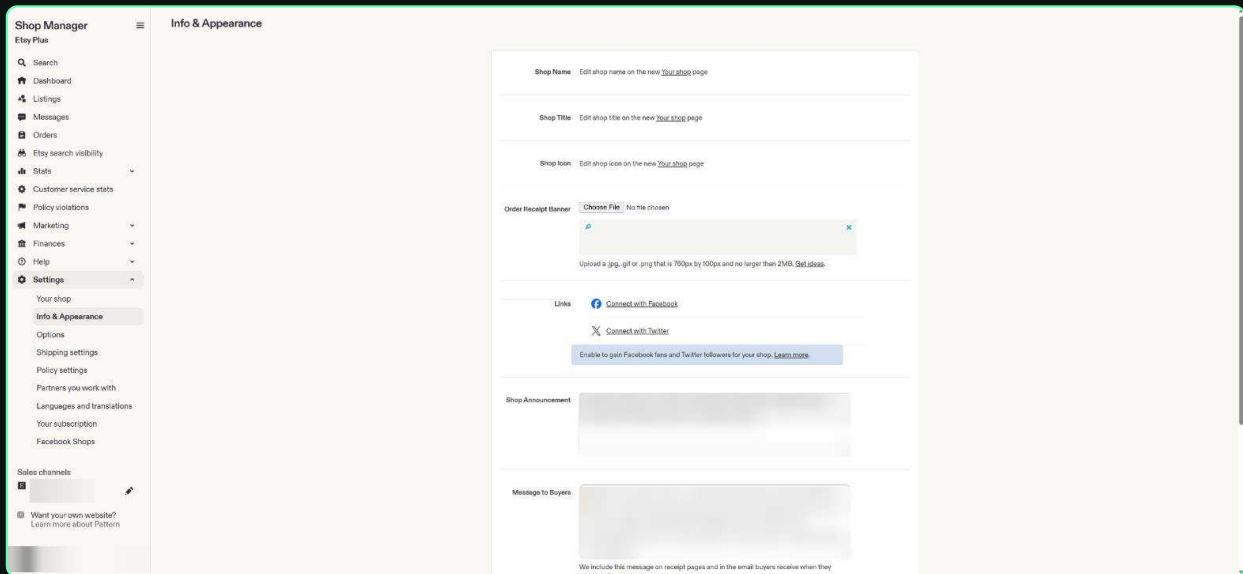
Buyers decide whether to trust you in the two seconds between the listing photo and the shop icon. Fill everything.

Your shop page



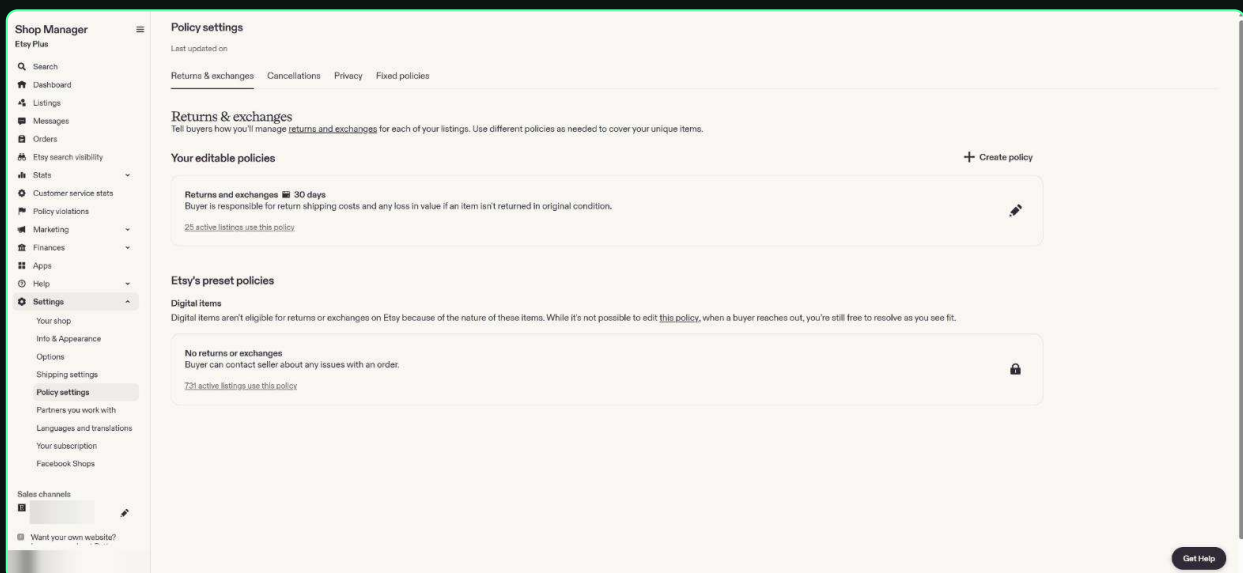
Screen: Shop Manager > Settings > Your shop. Name, tagline, logo, About. This page feeds the public shop header.

Element	Spec	Advice
Shop icon	500 x 500 px minimum, square	A logo or a product close-up that reads at 40 px. Not a photo of you unless you are the brand
Banner	Big: 1200 x 300 px; Mini: 1200 x 160 px	One product family, one line of text. Mobile crops the sides; keep the message central
Tagline	55 characters	What you sell and for whom. Indexed by Google; use real words
About section	Text, up to 5 photos, 1 video	Who makes it, where, how. Etsy's search visibility check flags a missing About
Shop announcement	Free text, top of shop page	Current sale, processing time, a one-line promise. Change it seasonally
Message to buyers	Sent in the receipt email	Thank, tell them how to download or when it ships, ask kindly for a review



Screen: Shop Manager > Settings > Info & Appearance. Announcement and Message to buyers. Sample text blurred.

Policies

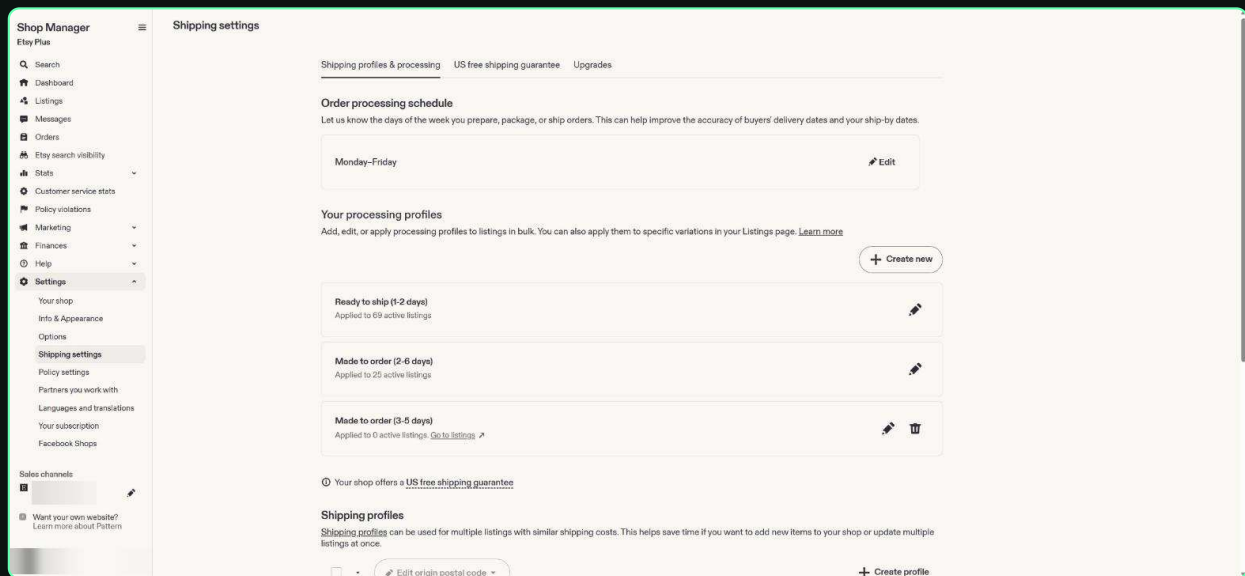


Screen: Shop Manager > Settings > Policy settings. Digital items carry Etsy's fixed no-returns policy; physical items need an editable one.

Etsy search visibility penalises shops with no return policy on physical items. Create one even if it is '30 days, buyer pays return shipping'. Digital items automatically use Etsy's fixed policy: no returns, buyer can contact you. You can still refund at your discretion, and for a first bad review you usually should.



Shipping profiles and processing time



Screen: Shop Manager > Settings > Shipping settings. Processing profiles define how long you take before shipping; shipping profiles define cost and carrier by destination.

- Create one processing profile per realistic lead time. '1 to 2 days' for ready stock, '3 to 5' for made to order. Etsy measures you against it.
- Set the processing schedule to the days you actually work. Weekends off is fine; missing a ship-by date is not.
- US sellers: calculated shipping is more accurate than flat rate for anything over 1 lb. Offering free shipping on orders over 35 USD is a ranking factor for US buyers.
- EU sellers shipping physical goods: the GPSR requires a responsible person's contact details on the listing. Etsy has a field for it in Settings > Your shop.

Vacation mode

Do not use it in year one. Vacation mode hides your listings; when you return, search treats them as cold and they take weeks to recover. Extend processing times instead.

IN THE SOCIETY

A shop page review, banner, icon, About and announcement, is the most requested thing in the Society's feedback thread. Post yours before you open: skool.com/seller-secret-society-6617

DO THIS NOW

- Upload icon and banner. Check both on your phone.
- Write the About section: 150 words, three photos of the work being made.
- Create a return policy for physical items, even a strict one.
- Create processing profiles that match reality. Then add one day.
- Write the Message to buyers with download instructions or shipping expectations.
- EU physical sellers: fill the GPSR responsible person fields.



PART III

Listings that get found

The listing editor, field by field, and the tag method that decides whether search ever shows you.

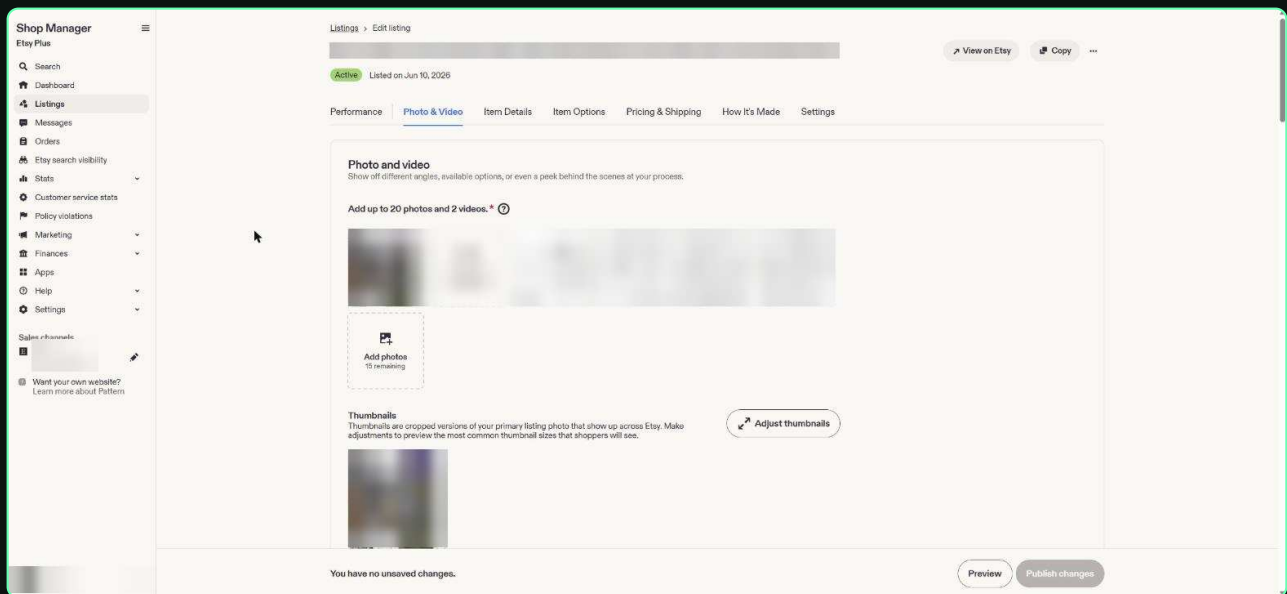


08

Anatomy of a listing in 2026

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

The editor has seven tabs. Every field in it is either a ranking signal, a conversion signal, or a compliance signal. None are decoration.



Screen: Shop Manager > Listings > Edit > Photo & Video. Up to 20 photos and 2 videos in 2026. The first photo is the thumbnail; use 'Adjust thumbnails' to check the crop.

Tab	Fields	What it decides
Photo & Video	Up to 20 photos, 2 videos, thumbnail crop, alt text	Click-through rate. The first image is 80 percent of the decision
Item Details	Category, title (140 chars), digital files (up to 5, 20 MB each), note to buyers, description	Relevance and conversion. Category also sets which attributes exist
Item Options	Variations, custom options (up to 5 input fields), tags (13 x 20 chars), attributes, materials	Relevance. Tags and attributes are the two things search reads most
Pricing & Shipping	Price, estimated earnings, offers toggle, quantity, SKU, restock requests, shipping and processing profiles	Conversion, plus shipping price is a ranking factor
How It's Made	Who made it, what it is, AI disclosure, production partners	Compliance. Wrong answers are removals
Settings	Shop section, feature toggle, Etsy Ads toggle, renewal option	Housekeeping, plus the ads decision per listing
Performance	30-day views, orders, revenue, favourites, reviews for this listing	The feedback loop



Item details

Screen: Edit > Item Details. Category, title with live character count, digital files with the 5-file limit, note to buyers. File name blurred.

- **Category.** Go as deep as Etsy lets you. 'Coloring Books' under 'Digital files' is better than 'Art & Collectibles'. Category is a relevance filter buyers apply without knowing it.
- **Title.** 140 characters. The first 40 are what shows in search results on mobile. Lead with the phrase a buyer types, not your brand. Chapter 09 has the template.
- **Digital files.** Up to 5 files, 20 MB each. If your product is bigger, deliver a PDF containing a download link, and say so in the listing.
- **Note to buyers.** Shown after purchase. Put download instructions here; it cuts messages in half.

Description

Screen: Edit > Item Details, description field. Labelled sections, a what's-included list, sizes and formats. Buyers see the first lines only until they expand.

Etsy's search reads the description for relevance now, but it reads the first lines hardest and the buyer reads almost nothing. Structure it: one sentence that repeats the main phrase, then labelled sections (What's included, Sizes, How it works, Personalisation, Shipping), then the fine print. Shops we audit with structured



descriptions run 1,200 to 2,700 characters. Under 800 reads as thin.

Tags and attributes

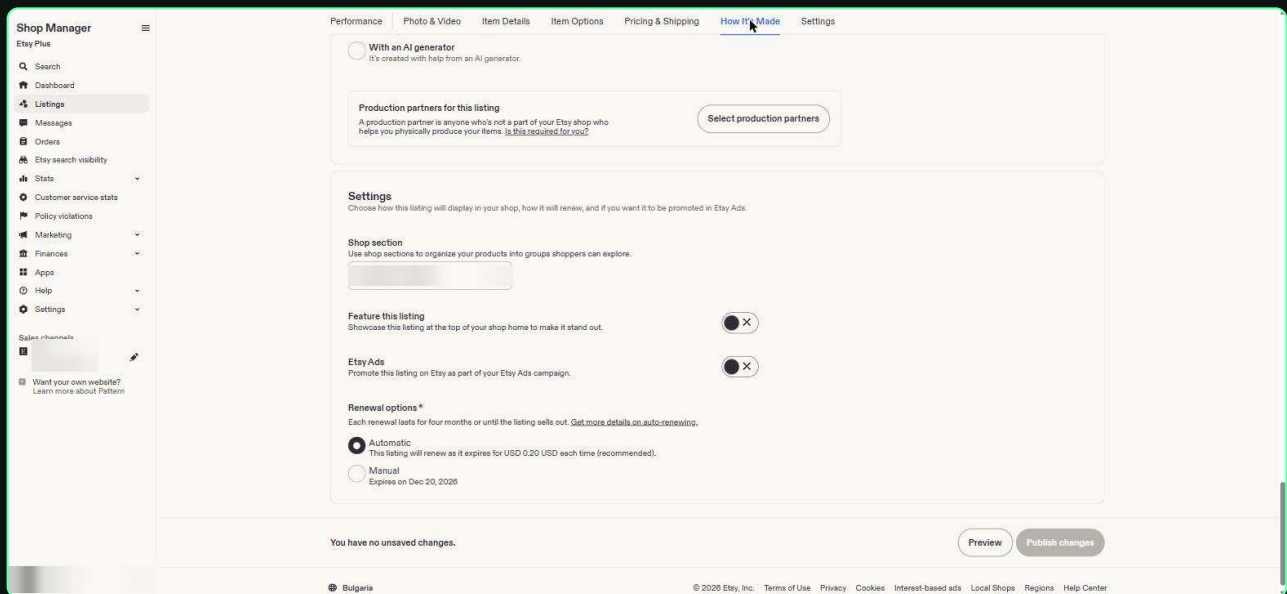
Screen: Edit > Item Options. The tag field with 13 tags in use and 'Show all attributes' below. Attributes are searchable and free; fill every one. Thirteen tags, up to 20 characters each, multi-word phrases. This is the field chapter 09 is about. Attributes (colour, occasion, holiday, room, style, recipient) are separate, category-specific, and also searched. Sellers leave them empty because they are below a fold. Open 'Show all attributes' and fill every one that is true.

Pricing

Screen: Edit > Pricing & Shipping. Price with estimated earnings after fees, the buyer-offers toggle, quantity and restock requests. Estimated earnings is Etsy's own after-fee number and it is accurate; use it instead of guessing. 'Let buyers make offers' invites offers up to 20 percent off; leave it off in month one. Quantity for digital items: set 999, each sale does not consume a listing fee beyond the renewal.

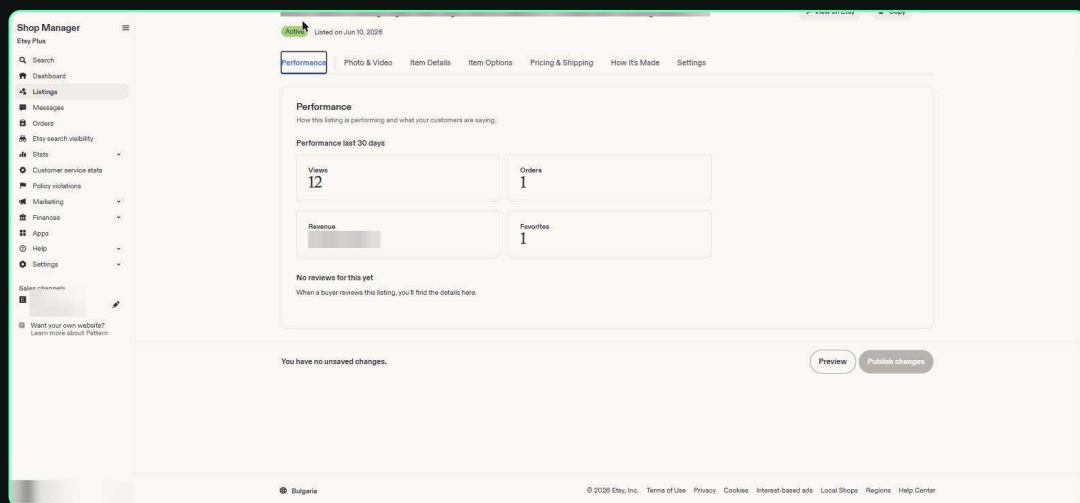


Settings and renewal



Screen: Edit > Settings. Shop section, feature toggle, Etsy Ads toggle and the renewal choice. Automatic renewal costs 0.20 USD every four months.

Performance



Screen: Edit > Performance. Thirty-day views, orders, revenue and favourites for this one listing. Revenue blurred.

IN THE SOCIETY

Members post one listing a week for a field-by-field teardown in the Society. The most common fix is the same every time: empty attributes and a title that starts with the brand.

**DO THIS NOW**

- Build one listing completely in every tab before you publish anything. Use it as the template for the other nine.
- Fill all 20 photo slots if you can: product, detail, scale, in use, what's included, sizing chart, video.
- Write the description in labelled sections. First sentence contains the main phrase.
- Open 'Show all attributes' and fill every true one.
- Check estimated earnings. If it is under 70 percent of price, re-read chapter 05.
- Answer How It's Made truthfully. Declare production partners and AI.



09

Etsy SEO that matches how search works now

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Search is a matching engine first and a ranking engine second. If the phrase is not in your listing, nothing else matters.

How a search works in 2026

Stage	What Etsy does	What you control
Query matching	Finds listings whose titles, tags, attributes, categories and (to a lesser degree) descriptions contain the words typed	Everything. This is the stage most new shops fail
Ranking	Orders matched listings by listing quality score (clicks and purchases relative to views), recency, shipping price, shop quality (reviews, cases, policies), and personalisation	Photos, price, service. Slowly
Personalisation	Re-orders for the individual buyer based on their history	Nothing

A new listing has no quality score. Etsy gives it a recency boost for a short window to collect data. If it matches phrases buyers type, it gets clicks in that window and earns a score. If it matches nothing, the window closes on zero data and the listing sinks. This is why tags decide a listing's fate in its first week.

The problem, measured

In August 2026 we audited a 60-day-old digital shop with 48 listings, 600 of 624 tag slots filled and strong photography. It had 96 lifetime views. Of its 209 unique tags, 189 had no measurable search volume. Seven in ten tag slots pointed at searches that do not happen. The shop was not failing. It was invisible, and the cause was entirely in the tag field.

Tag health in that shop	Number	Read
Tag slots filled	600 of 624	Discipline was fine
Tags with measurable volume	20 of 209	The problem in one line
Slots occupied by zero-volume tags	418 of 600	Seven in ten slots doing nothing
'instant download' used	27 times	441 searches a month against 3.6 million listings. A coin flip, 27 times
'resume template word' used	once	723 searches against 15,629 listings. Should have been on all 32 resume listings



The 13-tag construction method

Slots	Type	Example for a printable nursery print
1 to 3	Head phrases: the main thing, 2 to 3 words, proven in Insights	nursery wall art, nursery print, baby room decor
4 to 7	Long-tail: head phrase plus a qualifier (style, subject, recipient)	woodland nursery art, boho nursery print, animal nursery decor, printable nursery art
8 to 10	Occasion and buyer intent	baby shower gift, new baby gift, nursery gift set
11 to 12	Format and attribute words buyers add	digital download art, instant download print
13	One experiment: a rising phrase from Insights to test	sage green nursery

- Every tag is a phrase, never one word. Single words match everything and rank for nothing.
- Do not repeat words across tags to say the same thing ('nursery art', 'art nursery'). Search already handles word order.
- Do not spend tags on words already in your attributes (colour, holiday). Attributes are searched separately and are free.
- Do not use 'digital download' or 'instant download' as a head tag. Millions of listings carry it. One format tag at most.
- Tags are case-insensitive. Capitalised tags signal abandoned bulk edits, nothing more.

Title templates that work

Pattern	Example
[Head phrase] [Long-tail 1] [Long-tail 2] [Format or qualifier]	Woodland Nursery Wall Art Boho Animal Nursery Print Set of 3 Printable Baby Room Decor Digital Download
[Head phrase] for [recipient or occasion], [descriptor]	Classroom Routines Posters Set Preschool Kindergarten Visual Schedule Daily Procedures Wall Decor Printable Instant Download

Use the full 140 characters. Shops we audit average 111, leaving a fifth of the indexable space empty. Front-load: the first 40 characters are the mobile headline. Separators (pipes or commas) are fine; stuffing the same word four times is not and is now penalised.

AI title suggestions

Etsy's suggestions, reachable from Etsy search visibility, rewrite titles for clarity. They are good at removing nonsense and bad at keyword choice: they often drop the exact phrases your tags target. Accept the structure, keep your phrases.

IN THE SOCIETY

Paste your 13 tags in the Society's SEO thread and a member or one of us will run them through Insights and eRank. The usual finding is that 8 of 13 need replacing, and it takes ten minutes.

**DO THIS NOW**

- For your main listing, write down the 13 tags and next to each the Insights search volume. Replace any under 100.
- Rewrite the title to 130 to 140 characters with the head phrase first.
- Check no tag is a single word and no tag repeats an attribute.
- Make the description's first sentence contain the head phrase.
- Repeat for the other nine. Shared head tags are fine; every listing should also have three tags no other listing has.



10

Photos, video and mockups

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

The first photo earns the click. The next nineteen earn the sale. Video does both.

Slot	Use it for	Note
1	The hero: product, clean background, fills the frame, readable at thumbnail size	Square crop; check with 'Adjust thumbnails'
2	The product in context: on a wall, on a desk, worn	Mockups are fine for digital; say so in the description
3	What's included: every page or piece laid out	This photo answers the question that stops most purchases
4	Scale: a hand, a ruler, a familiar object	Size complaints are the top review problem for physical goods
5	Detail: texture, stitching, line quality at 100 percent	Proves it is not a stock image
6 to 8	Variations, colours, sizes, formats	One per variation if you have them
9	How it works: download steps, print settings, assembly	Cuts messages and cases
10	Reviews or social proof once you have it	Replace a weaker photo with this at review five
11 to 20	More context, more detail, seasonal versions, gift-wrapped	Fill them. Etsy's visibility check notices empty slots
Video	5 to 15 seconds: the product moving, turning, being used, being flipped through	Listings with video convert measurably better; the editor now allows two

Digital products

- Mockups must represent what the buyer gets. A planner shown on a tablet must be a tablet-ready file, not a PDF.
- Show page count and format words on the image: '40 pages, A4 and US Letter, PDF'. Buyers scan images, not text.
- If AI generated the artwork, the disclosure is in How It's Made, not on the image. Do not claim 'hand drawn' anywhere.

Handmade products

- Daylight, a window, a white or neutral board. Phones are fine; lighting is everything.
- Shoot twenty, keep ten. Same angle for the hero across all listings so the shop page looks like one brand.
- A 10-second phone video of the item being turned in your hand outperforms a studio photo for trust.



Specifications

Item	Spec
Photo size	2000 x 2000 px minimum on the shortest side; Etsy recommends 3000 px. JPG or PNG, under 1 MB each for speed
Thumbnail	Square crop of photo 1, adjustable in the editor. 4:3 and 5:4 crops also appear on some surfaces
Video	5 to 15 s, up to 100 MB, no audio played in search. MP4 or MOV
Alt text	Up to 250 characters per photo. Describe the image; Etsy uses it for accessibility and, increasingly, search

IN THE SOCIETY

The Society's photo-feedback thread is free and fast. Post your hero shot before you publish; the most common note is 'too much empty space, crop tighter'.

DO THIS NOW

- Shoot or render photo 1 for all ten listings in one session, same setup.
- Make a 'what's included' image for every listing.
- Record a 10-second video per listing. Phone is fine.
- Write alt text on the first five photos of each listing.
- Check every thumbnail crop on your phone before publishing.



11

Pricing, sales and discounts

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Price is a ranking input, a trust signal and your margin all at once. New sellers optimise only the third.

The too-cheap trap

The invisible shop from chapter 09 priced everything between 2.62 and 3.94 USD. Every front-page competitor in its niche listed at a higher price and showed a discount badge; the median was 60 percent off a 14.88 USD list price. At 2.62 with no badge, the listing read as low quality. At 14.88 struck through to 5.95, the same product reads as a deal. Same revenue, opposite signal.

A price floor that survives the fees

Step	Digital example	Handmade example
Direct cost per unit	0.00	Materials 6.00, packaging 0.80
Your time	Amortised design time: 0.50	45 min at your hourly rate: 11.25
Fee allowance	Keep 70 percent: divide by 0.70	Divide by 0.70
Discount allowance	If you will run 40 percent sales: divide by 0.60	If you will run 20 percent sales: divide by 0.80
Floor list price	$0.50 / 0.70 / 0.60 = 1.19$; round up to the category floor, 4.99	$18.05 / 0.70 / 0.80 = 32.23$; list at 34.00

Then check the floor against the front page for your head phrase. If every competitor is above your floor, move up. If every competitor is below it, your cost base is wrong for Etsy, not your price.

Sales and discounts, the four that matter

The screenshot displays the 'Sales and discounts' section of the Etsy Shop Manager. It features a table titled 'Your key sales and discounts' with columns for Type, Discount, Offers granted, Purchases, Conversion rate, and Revenue. Below the table, there are four targeted offers: 'Interested shopper offer' (25% off, 10% off), 'Abandoned cart offer' (130% off, 15% off), 'Thank you offer' (100% off, 20% off), and 'Favorited item offer' (143% off, 15% off). A 'Promo code' section is also visible at the bottom.

Screen: Shop Manager > Marketing > Sales and discounts. A shop-wide sale, four automatic targeted offers, and promo codes. Codes and figures blurred.



Tool	What it does	Setting we use
Listings sale	Strikes through the list price and shows a percentage badge in search	Launch at 20 to 30 percent for 30 days. The badge is the point
Thank you offer	Automatic code emailed after purchase	20 percent when they buy 2. Repeat buyers cost nothing to acquire
Abandoned cart offer	Emailed to buyers who left an item in the cart	15 percent, 24 hours after abandonment
Favourited item offer	Emailed to buyers who favourited and did not buy	15 percent
Interested shopper offer	Emailed to buyers who viewed repeatedly	15 percent
Promo code	A code you share yourself	A stackable 15 percent with a minimum basket, for your own audience

A warning from experience

Once a shop has trained its buyers to expect a sale, removing it stops sales. We run a 750-listing shop where a 60 percent sitewide sale has been on since June; stepping it down to 50 percent cut orders per day noticeably and it went back to 60. Pick your discount architecture at launch and treat the list price as the thing you adjust, not the percentage. Start with a modest badge and leave room to go deeper in Q4.

IN THE SOCIETY

Members share their discount settings and conversion rates in the Society's Pricing thread. The pattern holds: a 20 to 30 percent badge at launch beats no badge at a lower list price, every time.

DO THIS NOW

- Calculate your floor with the table. Then check the front page for your head phrase.
- Set list prices above the category median and launch with a 20 to 30 percent sale for 30 days.
- Turn on all four targeted offers at 15 to 20 percent.
- Create one promo code for your own audience.
- Write down the rule: 'I change list prices, not the sale percentage.'



IV

PART IV

The first 30 days

What to do each day, what numbers to expect, and how to read them without lying to yourself.



12

The 30-day launch calendar

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Ten listings by day seven. Twenty by day fourteen. Everything else follows from that.

Days	Do	Expect
1 to 2	Open the shop with listing one live. Complete every Settings page (chapter 07). Turn on the four targeted offers and a 20 to 30 percent launch sale	Identity verification email. A handful of views
3 to 7	Publish listings two to ten, one or two a day. Each gets the full chapter 08 treatment. Share the shop link once to people who know you	1 to 5 views per listing per day. First favourites. Possibly a first sale from your own network
8 to 14	Publish listings eleven to twenty. Open Stats once, on day 14, and read only the search terms report. Reply to every message within hours	Views climbing to 5 to 15 per listing per day on the best ones, near zero on others. That spread is data
15 to 21	First tag edit: for the five lowest-view listings, replace the weakest five tags with phrases from the search terms report and Insights. Do not touch the winners	First review if a digital buyer was asked nicely. Favourite rate settling around 3 to 10 percent of views
22 to 30	Add listings twenty-one to thirty if you can. Download the month's statement on day 30. Read chapter 13 and do the self-audit in chapter 18	A shop that looks alive: 20 to 30 listings, a sale badge, an About page, reviews starting. Most new shops never get here

Benchmarks for a new shop

Metric	Weak	Normal	Strong	What it means
Views per listing per day	under 1	1 to 5	over 10	Search matching. Fix tags
Favourite rate (favourites / views)	under 2 percent	3 to 8 percent	over 10 percent	Photo and price appeal. The invisible shop had 33 percent; people wanted it, nobody found it
Conversion (orders / visits)	under 1 percent	1 to 3 percent	over 4 percent	Listing quality. Our mature digital shop runs 5.2 percent
Listings per week	under 3	3 to 7	over 7	Catalogue momentum
Message response	over 24 h	under 24 h	under 4 h	Star Seller and buyer trust

The day-30 decision

At day 30, with 20 to 30 listings, you will have three groups: listings with views and no sales, listings with sales, and listings with nothing. Group one has a conversion problem (price, photos, description). Group three has a matching problem (tags, title, category). Group two you leave alone. Most sellers fix the wrong group.

IN THE SOCIETY

Post your day-30 numbers in the Society's launch thread. Members will tell you which group each listing is in, which is harder to see from inside the shop than it sounds.

**DO THIS NOW**

- Put the calendar above in your actual calendar with dates.
- Pre-build listings two to ten before opening so days 3 to 7 are publishing, not writing.
- Decide the one day a week you open Stats. Keep to it.
- Day 14: search terms report. Day 21: first tag edit. Day 30: statement and self-audit.



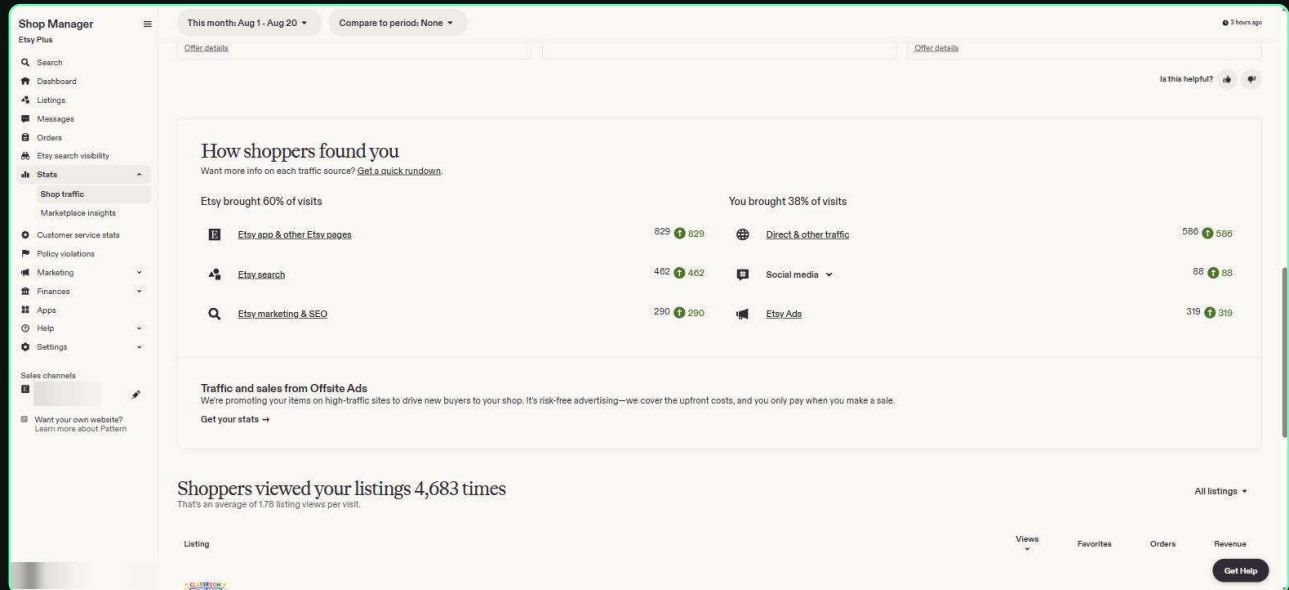
13

Reading Stats without lying to yourself

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

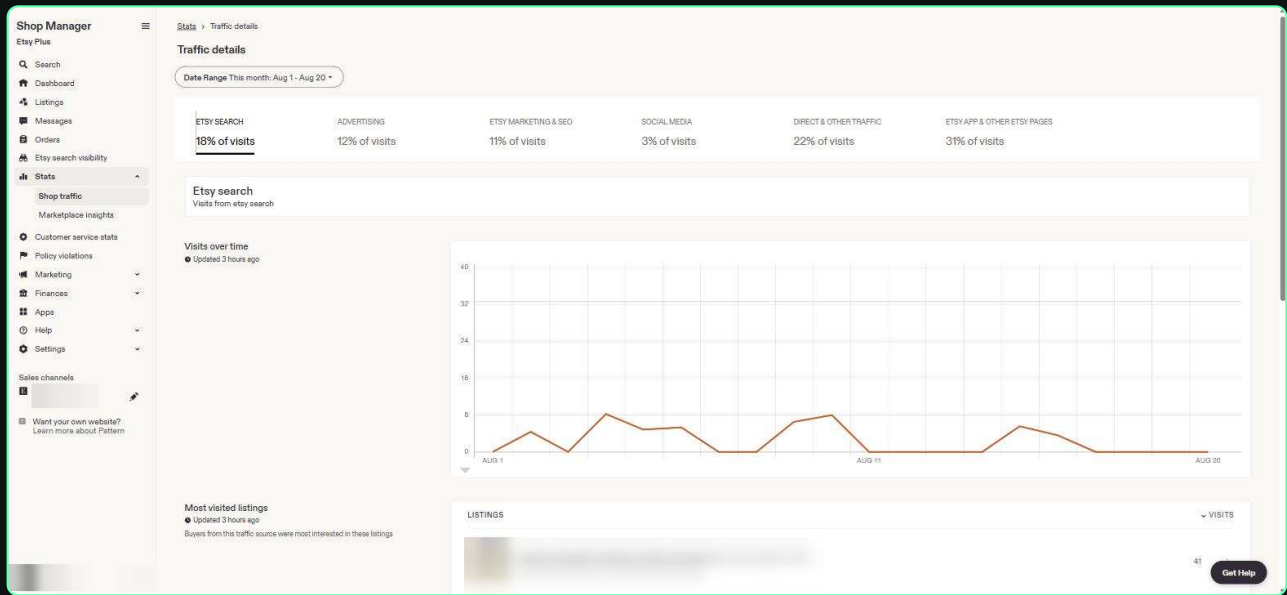
Stats answers exactly three questions. Everything else on the page is decoration.

Where the visits come from

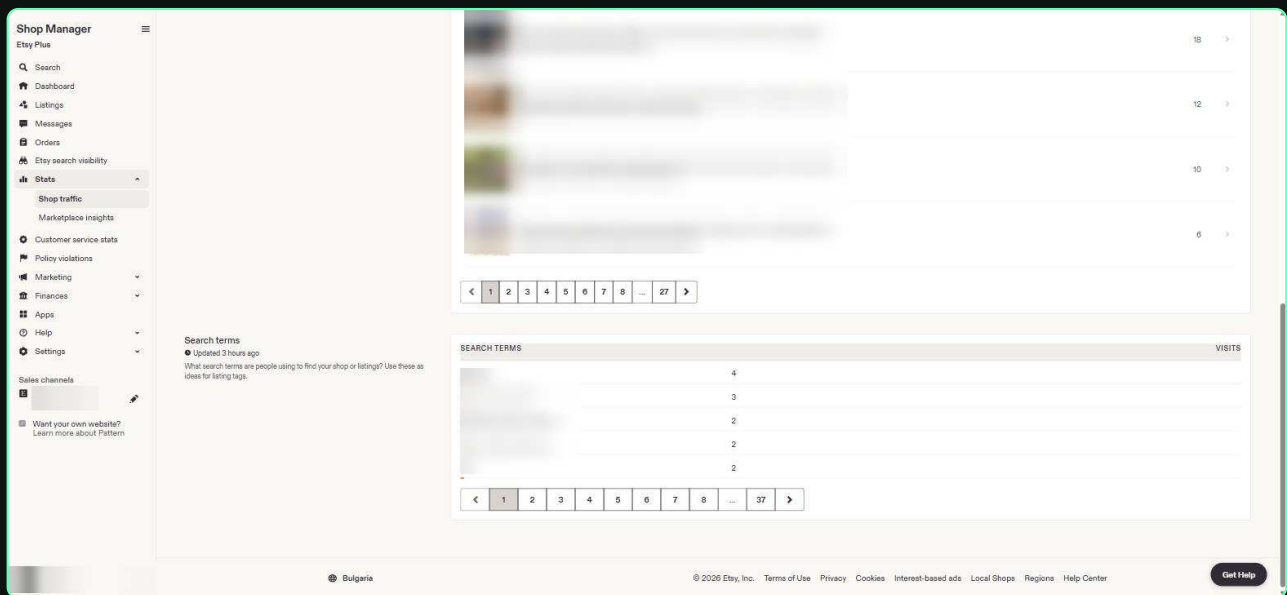


Screen: Shop Manager > Stats > Shop traffic, 'How shoppers found you'. Etsy search, Etsy marketing and SEO, Etsy app and other pages versus direct, social and Etsy Ads.

A mature shop sees Etsy search at 15 to 25 percent of visits, with Etsy's other surfaces (app, home feed, category pages, recommendations) bringing more. Your first month will be different: almost everything comes from search, because Etsy's recommendation surfaces need history. If search is under 50 percent of your visits in month one, and the rest is direct, your own sharing is carrying the shop and the tags are not working.



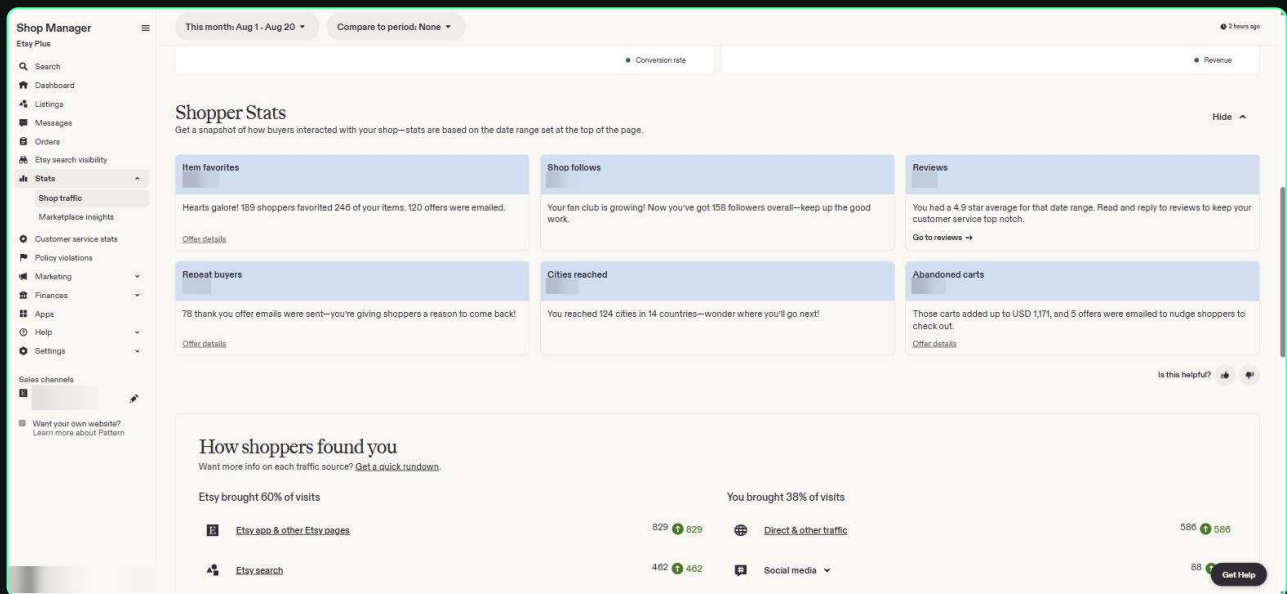
The search terms report



This table is the buyer telling you, in their own words, what they were looking for when they found you. Three uses: phrases here that are not in your tags go into your tags; phrases here that do not describe your product tell you the listing is matching the wrong search; and phrases with visits but no sales tell you a competitor is winning the click.

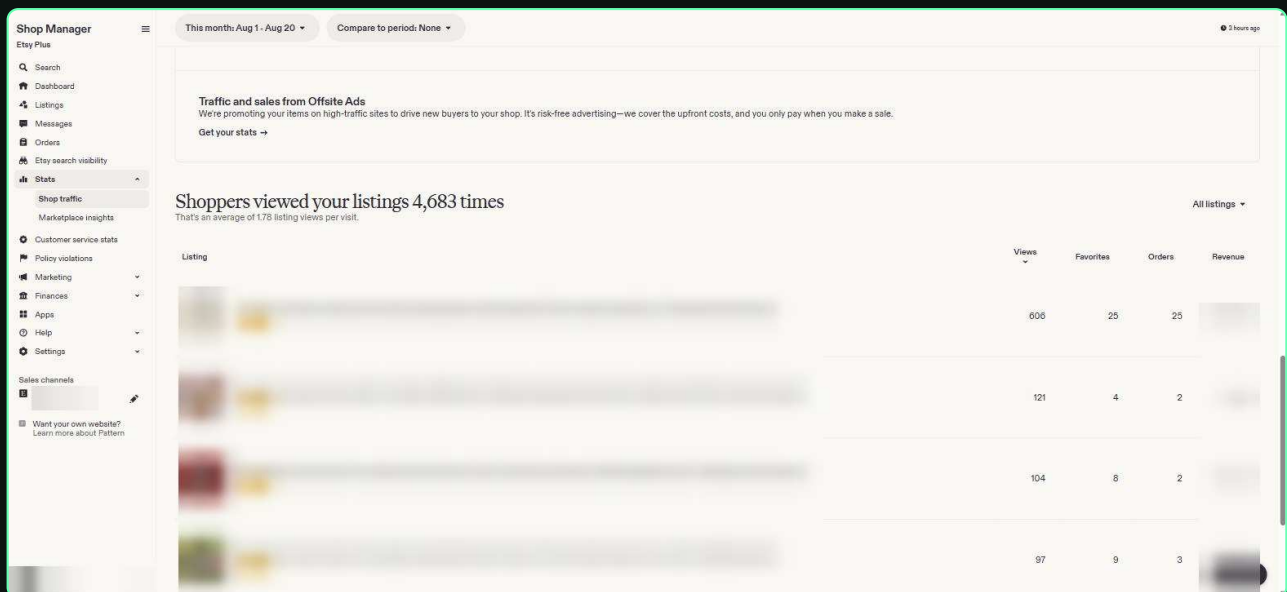


Shopper stats



Screen: Stats > Shop traffic, Shopper stats. Favourites, follows, reviews, repeat buyers, cities reached, abandoned carts. Each tile links to the offer that addresses it.

Per-listing table



Screen: Stats > Shop traffic, per-listing views, favourites, orders and revenue. Sort by views to find matching winners, by favourites-to-views to find conversion problems. Revenue blurred.



The three questions and where each is answered

Question	Report	Action if bad
Am I being found?	Views per listing; Etsy search share of visits	Tags, title, category (chapter 09)
Do people want it when they see it?	Favourite rate; listing views per visit	Photo 1, price, badge (chapters 10, 11)
Do they buy?	Conversion rate; abandoned carts	Description, what's included, shipping cost, reviews (chapters 08, 14)

IN THE SOCIETY

The Society has a Stats-reading clinic once a month. Bring a screenshot, leave with a fix list.

DO THIS NOW

- Open the search terms report. Add any phrase with 2 plus visits that is missing from your tags.
- Calculate favourite rate and conversion for your top five listings by views.
- Assign each listing to one of the three questions. Fix in that order.
- Screenshot 'How shoppers found you' monthly. The ratio changing is your progress.



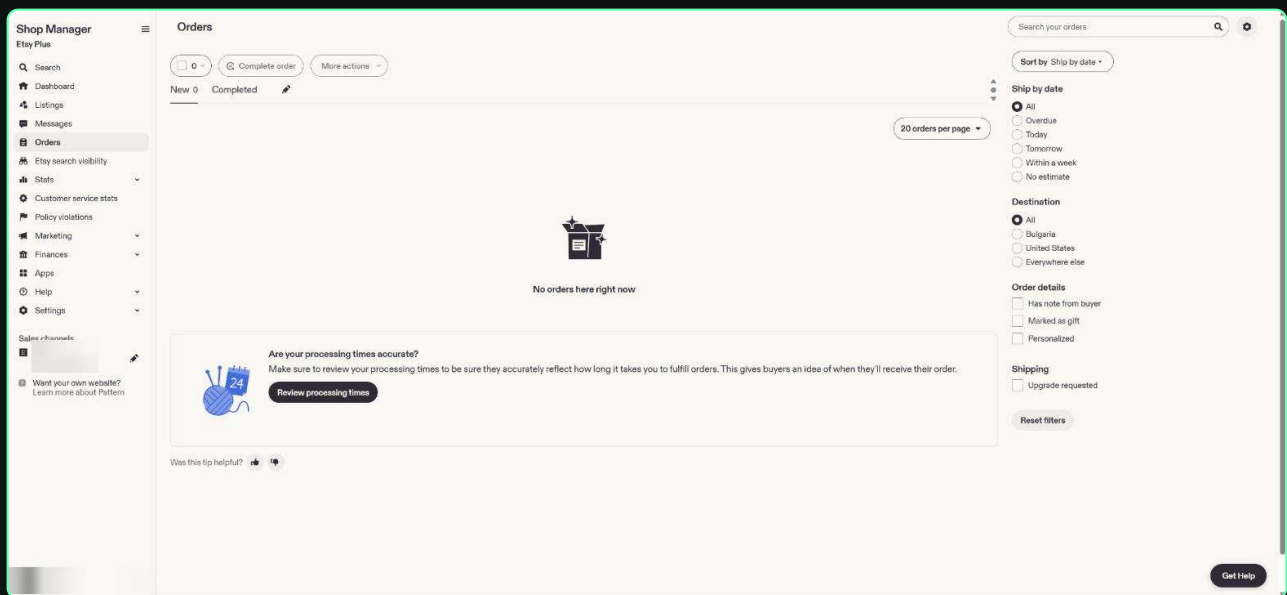
14

Orders, messages, reviews

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Service is the only ranking factor you control completely. It is also the one new sellers neglect first.

Orders



Screen: Shop Manager > Orders. New and completed, filterable by ship-by date and destination. Digital orders complete automatically on download.

- Digital: the order completes itself. Your job is the note to buyers and the message to buyers, written once in chapter 07.
- Physical: mark shipped with tracking on or before the ship-by date. On-time shipping with tracking is a Star Seller criterion and a ranking input.
- Personalised: read the personalisation field before making anything. Message the buyer if it is ambiguous. Cases from wrong personalisation are the hardest to win.

Messages

- Reply to the first message in every conversation within 24 hours; within 4 is better. Response rate is measured on first messages only.
- Save replies for the five questions you will get weekly: how do I download, what size is it, can you change the colour, where is my order, can I get a refund.
- Etsy's AI writing assistant drafts replies. Fine for tone, check every fact it inserts.
- Never move a conversation off Etsy. It voids seller protection and is against policy.

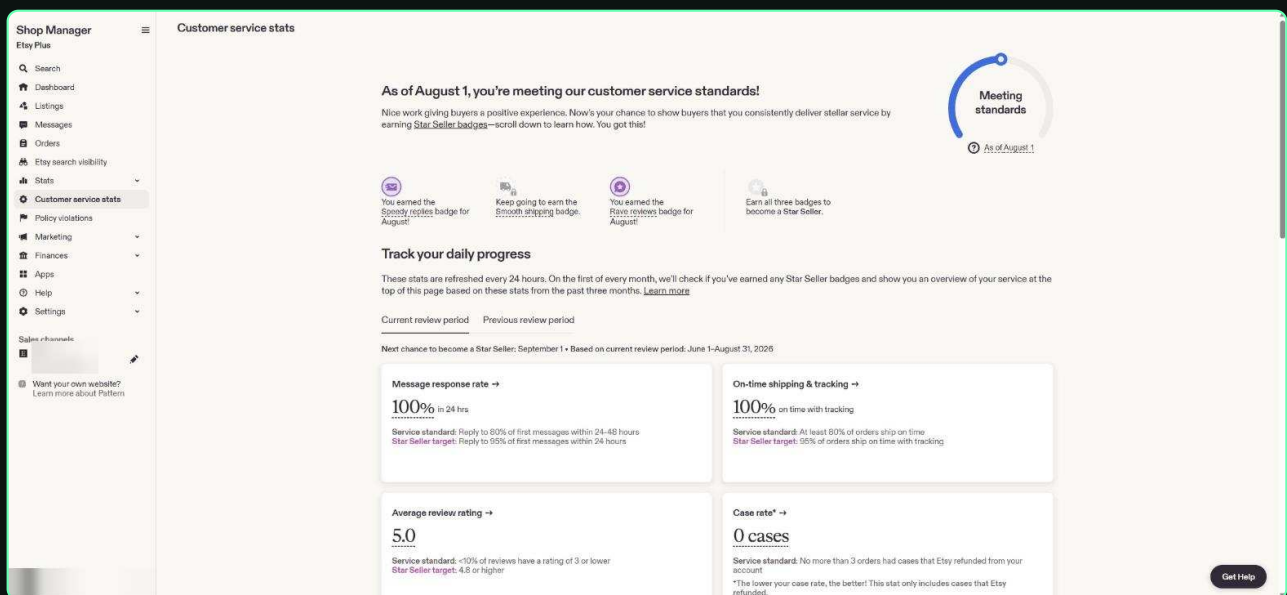


Getting the first five reviews

A listing with zero reviews converts at roughly half the rate of one with five. Reviews come from asking, once, kindly, at the right moment. The Message to buyers (chapter 07) is the right moment for digital. For physical, a thank-you note in the package and nothing else.

- Do not offer anything in exchange for a review. It is a policy violation and Etsy detects the pattern.
- Do not ask twice.
- Reply publicly to every review, good or bad, in one sentence. Future buyers read the replies.
- A bad first review: message the buyer, fix the problem, refund if you must. Many buyers edit the review. If not, reply calmly and move on.

Customer service stats and Star Seller



Screen: Shop Manager > Customer service stats. Message response rate, on-time shipping with tracking, review average and case rate, against the service standard and the Star Seller target.

Metric	Service standard	Star Seller target
Message response	Reply to 80 percent of first messages within 24 to 48 hours	95 percent within 24 hours
On-time shipping with tracking	80 percent	95 percent
Review average	Under 10 percent of reviews at 3 stars or lower	4.8 or higher
Case rate	No more than 3 refunded cases	Zero
Eligibility		Plus 10 orders and 300 USD in the 3-month review period

Cases

A buyer opens a case when a message did not resolve it. Etsy decides. Etsy's Purchase Protection covers sellers on qualifying orders up to 250 USD when the item was shipped on time with tracking, so the paperwork is the defence. Reply inside the case within 48 hours with facts and screenshots.



IN THE SOCIETY

The Society keeps a shared library of saved replies for the twenty most common buyer messages, written by members and edited by us. Free to copy.

DO THIS NOW

- Write and save five replies in Messages.
- Turn on message notifications on your phone.
- Confirm the Message to buyers asks for a review once, politely.
- Physical sellers: buy tracking on every order, no exceptions.
- Read Customer service stats on the 1st of the month.



15

Staying out of trouble

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Most suspensions are not for selling the wrong thing. They are for ignoring the first email.

Why new shops get suspended

Reason	Share of cases we see	Prevention
Unverified identity or mismatched details	Largest	Name identical on ID, bank and account. Respond to verification email within the deadline
Intellectual property report	Large	Chapter 02 trademark screen. Remove on first notice, appeal only with evidence
Creativity Standards	Large	Correct category; keep source files; disclose AI and partners
Unpaid fees	Moderate	Valid card on file; check Payment account monthly
Associated account	Moderate	A previous suspended account on the same device, card or address suspends the new one. Disclose related shops in Settings
Service failures	Small	On-time shipping, no off-Etsy payment, no review solicitation

The first 48 hours after a removal or suspension

- Read the email twice. It names the policy. Do not reply in anger; the first reply is read by a person and sets the tone of the file.
- Do not open a second shop. Do not ask a friend to list your items. Both are detected and both convert a temporary problem into a permanent one.
- Gather evidence before you write: source files, design timestamps, supplier invoices, the listing as it stood, any trademark search you did.
- Appeal once, through the link in the email or the Policy violations page, with facts in order and nothing else. Listing-level appeals have 90 days; account appeals are shorter.
- Keep selling normally on unaffected listings if the shop is open. Activity is read as good faith.

Three clocks that run at once

Clock	Typical length	What happens when it runs out
Verification deadline	Days, stated in the email	Shop suspended until completed
Appeal window, listing level	90 days from removal	Decision becomes final
Payment reserve or hold	14 to 45 days after the event	Funds release or, after a closure, are held up to 180 days for disputes



Habits that keep you out of this chapter

- Monday: Policy violations page.
- Monthly: Payment account for holds and unpaid fees; Customer service stats.
- Every new product: trademark search, source files saved in a dated folder.
- Every email from Etsy with 'action required' in it: same day.

IF THE WORST HAPPENS

The Society's Listing Appeal Evidence Kit is a set of fill-in worksheets and evidence-pack templates for a removed listing, in digital and physical editions. Details at f5design.studio

IN THE SOCIETY

There is a private suspensions thread in the Society where members who have been through it help members who are in it. It is the quietest and most useful room in the community.

DO THIS NOW

- Create a dated folder per product with source files and a screenshot of your trademark search.
- Check Settings for a 'related shops' disclosure if you or anyone in your household had an Etsy account before.
- Confirm the billing card will not expire this year.
- Save the Policy violations URL as a Monday task.



PART V

Growth beyond search

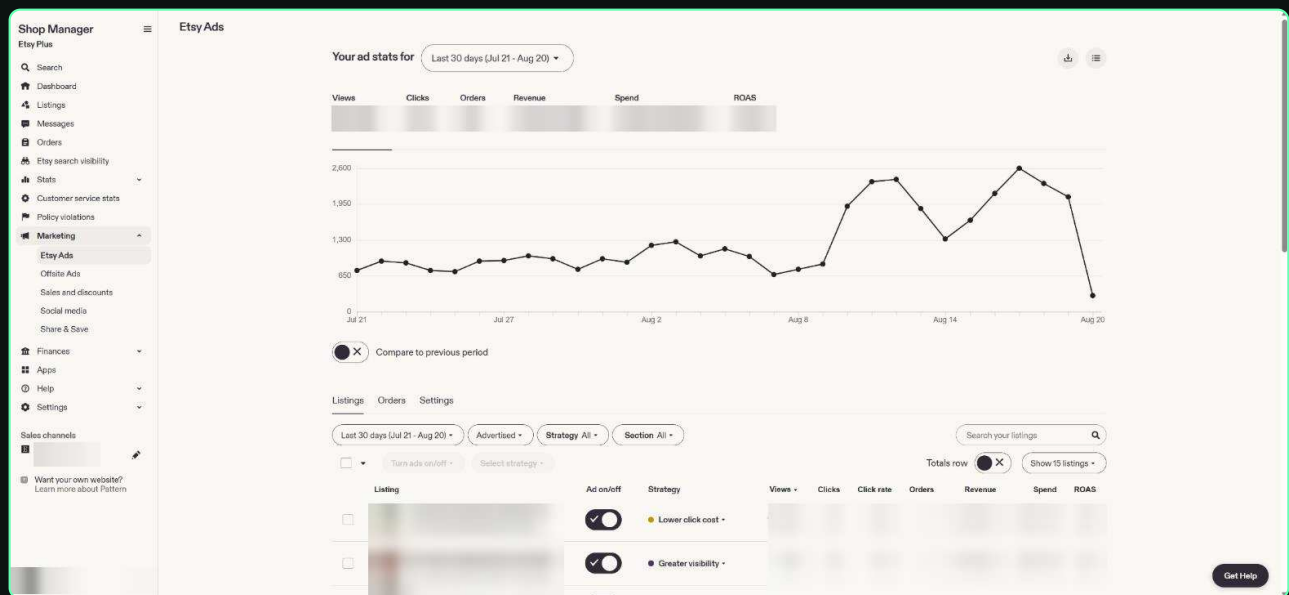
Ads when you are ready, free traffic that compounds, and the 90-day self-audit.

16 Etsy Ads and Offsite Ads for beginners

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Ads amplify a listing that converts. They bankrupt a listing that does not. Turn them on in week five, not day one.

Etsy Ads (onsite)



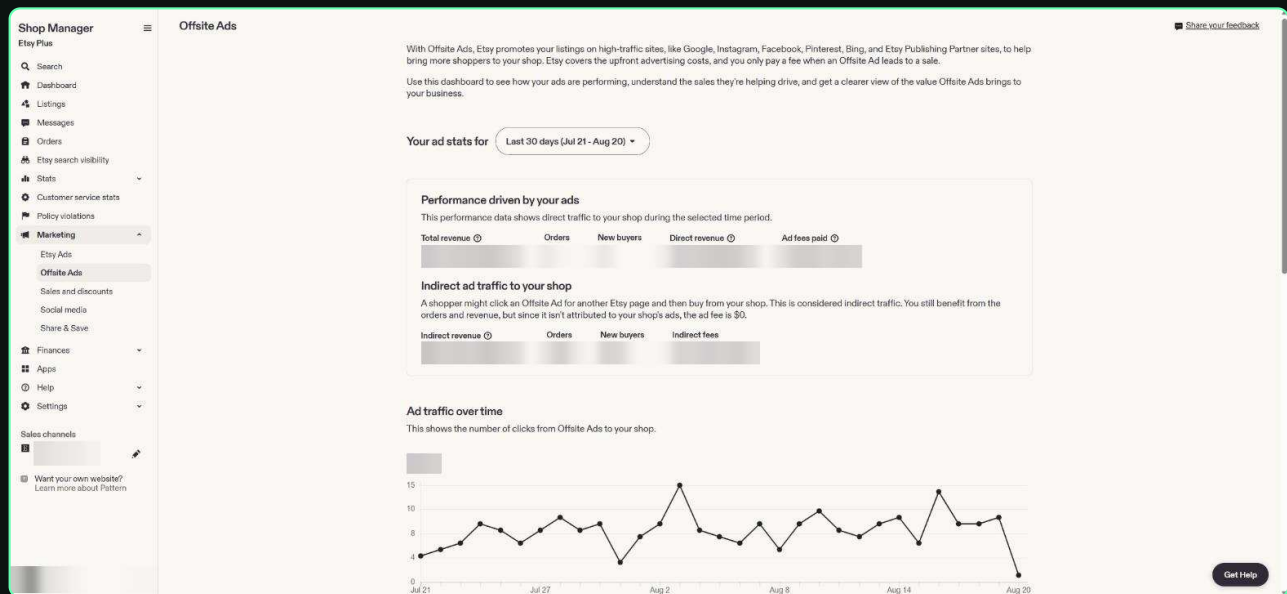
Screen: Shop Manager > Marketing > Etsy Ads. Views, clicks, orders, revenue, spend and ROAS for the campaign, then per listing with a strategy selector. Figures blurred.

Term	Meaning	Target
Daily budget	Maximum spend per day; Etsy rarely hits it early	Start at 3 to 5 USD
Click rate	Clicks / ad views	Over 1.5 percent means the thumbnail works
ROAS	Ad revenue / ad spend	Over 2 breaks even for most digital; over 3 for physical after product cost
Strategy	Per-listing: greater visibility (higher bids) or lower click cost	Lower click cost until a listing proves it converts

- Advertise only listings that have already converted organically. An ad cannot fix a listing that does not sell when found for free.
- After 14 days, turn off every advertised listing with over 30 clicks and zero orders.
- Read per-listing ROAS, not the campaign number. The campaign number in the screen above is 2.03; the best listing in it is 2.44 and one is 0.96.



Offsite Ads



Screen: Shop Manager > Marketing > Offsite Ads. Direct revenue with fees paid, and indirect revenue (buyer clicked an ad for another shop, bought from yours) at zero fee. Figures blurred.

Etsy places your listings on Google, Pinterest, Instagram, Facebook and Bing at its own cost and charges 15 percent (12 percent above 10,000 USD in trailing sales) only when a buyer clicks and purchases within 30 days. Below 10,000 USD you can opt out. Most new sellers should not: the fee applies only to sales you would otherwise not have had, and the indirect traffic it generates is free. Opt out only if your margin cannot survive 15 percent on some orders.

IN THE SOCIETY

Members compare per-listing ROAS by category in the Society's Ads thread. Digital under 2 is common and fixable; physical under 3 usually means the list price is too low for the fee stack.

DO THIS NOW

- Do not start ads before you have five organic sales across at least three listings.
- When you do: 3 to 5 USD a day, only proven listings, lower click cost strategy.
- Day 14 of ads: turn off any listing with 30 plus clicks and no order.
- Leave Offsite Ads on unless your margin after 15 percent is negative.



17

Free external traffic

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Etsy rewards listings that bring their own buyers. The 38 percent of visits a shop brings itself is not a side channel; it is a ranking input.

Pinterest

Pinterest is the one external platform where a product image is the native content. A pin links straight to the listing, lives for months, and Pinterest's search runs on the same kind of phrases as Etsy's. Twenty pins a week, each a listing photo with the head phrase as the pin title and the first description sentence as the text, is the most reliable free channel for a visual product. Use a business account and claim nothing that is not yours.

A simple blog

Buyer-intent articles ('best printable classroom posters for preschool', 'how to frame a digital print') on a free blog rank on Google within weeks in low-competition niches and link to your listings. Etsy's own pages outrank you for the product; they do not write the how-to. One article a week for a quarter is a real asset.

Reddit and communities

Zero self-promotion. Answer questions in your craft's subreddit, put the shop in your profile, never in a post. The shops that do this well get a steady trickle that converts at three times Etsy search, because the buyer already trusts the maker.

ChatGPT and AI shopping

Since September 2025 US buyers can purchase a single Etsy item inside ChatGPT. The model reads your title, description and attributes to decide whether to show you. Plain, specific, structured listing copy (chapter 08) is what it can parse. Keyword soup is what it ignores.

Email for digital sellers

A free bonus file delivered through a link in your Note to buyers, in exchange for an email address, builds a list you own. A list of 500 buyers is a launch channel for every new product that Etsy cannot switch off.

Share & Save

Etsy's own programme: share your listing with Etsy's link format and, on sales from that link, Etsy refunds 4 percent of the order (6.5 percent in the introductory period it was running in August 2026). Use the generated link everywhere you post your own shop. It is free money for traffic you were bringing anyway.

IN THE SOCIETY

The pin-wave method, 20 pins a week from 10 listings, is documented step by step in the Society with templates. Members who run it report Pinterest as their first or second external source within 60 days.

**DO THIS NOW**

- Open a Pinterest business account and pin your ten listings this week.
- Generate Share & Save links for every listing you post anywhere.
- Pick one: a weekly blog post or a weekly community answer. Not both in month one.
- Digital sellers: set up the bonus-file email capture in the Note to buyers.



18

The 90-day review

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Audit yourself the way we audit clients. Same table, same numbers, same order of fixes.

At day 90 you have enough data to see the shape of the shop. Fill in this scorecard from Listings (Stats on), Stats, and Marketplace Insights. Each row names the chapter that fixes it. Fix in the order the rows appear; that order is cheapest first.

#	Measure	How to get it	Healthy	Fix in
1	Tags with measurable volume	Insights check on your 30 most-used tags; count those over 100 searches	Over 70 percent	09
2	Title length used	Average characters across listings	Over 125	09
3	Listings with all attributes filled	Spot-check 10	10 of 10	08
4	Photo slots used	Average per listing	Over 10, with video	10
5	Price versus front page	Your median list price against the front page median for your head phrase	At or above, with a badge	11
6	Views per listing per day	Stats, 30 days, divided by listings and days	Over 2	09, 03
7	Favourite rate	Favourites / views, 30 days	Over 4 percent	10, 11
8	Conversion	Orders / visits, 30 days	Over 1.5 percent	08, 14
9	Etsy search share of visits	Stats, How shoppers found you	Over 30 percent and rising	09
10	Reviews	Count and average	5 plus, 4.8 plus	14
11	Listings published in the last 30 days	Listings sorted by expiration	10 plus	12
12	Policy violations	The page	Zero open	02, 15
13	Take rate	Statement: total fees / gross sales	Under 20 percent before ads	05



Reading the result

Pattern	Diagnosis	First move
Rows 1 to 4 red, 7 green	Invisible, wanted. The most common and the cheapest to fix	Rewrite tags on the ten lowest-view listings this week
Rows 1 to 4 green, 6 green, 7 and 8 red	Found, not wanted. Photo 1 or price	Reshoot hero images; add a sale badge
Everything green, 11 red	A good shop that stopped growing	Ten new listings on phrases from the search terms report
Row 12 red	Stop everything else	Chapter 15, today

What a professional audit adds

This self-audit covers what you can see from inside the shop. A full audit pulls the competitor set for each head phrase, scores every tag in the catalogue against live volume, checks every title and description against trademark risk, and returns a rewritten title, 13 validated tags and a description per listing. For a shop that has done everything in this book and is still under its numbers at day 90, that is the next step.

SELLER SECRET SOCIETY SHOP AUDIT

A full Etsy shop audit with rewritten listing copy for every active listing, priced by listing count, plus an optional trademark scan. Details and a sample report at f5design.studio

IN THE SOCIETY

Post your 13-row scorecard in the Society's 90-day thread. A pattern we see constantly: members who post it fix rows 1 to 4 within a week, because someone else has just done the same thing.

DO THIS NOW

- Fill all 13 rows. Write the numbers down, not impressions.
- Identify the pattern from the reading table.
- Make the first move this week, not this quarter.
- Re-run the scorecard at day 180. Keep both.



A

Appendix A: 2026 fee tables by region

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Fee	US	EU	UK	CA / AU
Listing	0.20 USD	0.20 USD	0.20 USD	0.20 USD
Transaction	6.5 percent	6.5 percent	6.5 percent	6.5 percent
Payment processing	3 percent + 0.25 USD	4 percent + 0.30 EUR	4 percent + 0.20 GBP	3 percent + 0.25 local
Offsite Ads	15 / 12 percent	15 / 12 percent	15 / 12 percent	15 / 12 percent
Currency conversion	2.5 percent if applicable	2.5 percent if applicable	2.5 percent if applicable	2.5 percent if applicable
Regulatory Operating Fee	None	Varies by country; France and Hungary raised Jun 2026	Applies	None
Setup fee	15 USD	15 USD, up to 29 USD	15 USD, up to 29 USD	15 USD, up to 29 USD
Etsy Plus	10 USD / month	10 USD / month	10 USD / month	10 USD / month
Instant transfer	1 percent, 0.25 to 1.00 USD	Not available	Not available	Not available
Tax display	Sales tax added at checkout, collected by Etsy	Prices shown VAT-inclusive to EU buyers	VAT-inclusive	GST added where applicable

Checked against Etsy Help Center, Etsy's sell page as shown to an EU visitor, and a live EU Shop Manager in August 2026. Etsy changes fees with 30 days' notice by email; read those emails.



B

Appendix B: the listing checklist

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

BEFORE YOU PRESS PUBLISH

- Category is the deepest one that fits.
- Title is 125 to 140 characters, head phrase first, no word repeated more than twice.
- 13 tags, all multi-word, all checked in Insights, none duplicating an attribute, at most one format tag.
- Every attribute that is true is filled.
- Description opens with the head phrase and has labelled sections: What's included, Sizes or Formats, How it works, Shipping or Download.
- Photo 1 fills the frame and reads at thumbnail size; thumbnail crop checked on a phone.
- At least 10 photos including what's-included and scale; one video.
- Alt text on the first five photos.
- Price is above your floor and at or above the front-page median; launch sale badge applies to it.
- Estimated earnings is at least 70 percent of price.
- Quantity set (999 for digital). SKU if you use one.
- Shipping profile and processing profile assigned (physical).
- Digital files uploaded and tested by downloading them yourself.
- Note to buyers contains download or delivery instructions.
- How It's Made answered truthfully; AI and production partners declared.
- Shop section assigned.
- Renewal set to automatic. Calendar a quarterly review of what has not sold.
- Trademark search done for every proper noun in the title and tags.



Appendix C: glossary

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Term	Meaning
Attribute	A category-specific, searchable property of a listing (colour, occasion, room). Separate from tags and free
Case	A formal dispute a buyer opens when messaging failed. Etsy decides
Conversion rate	Orders divided by visits
Creativity Standards	Etsy's rule that every item is Made, Designed, Handpicked or Sourced by a seller
Favourite	A buyer's heart on a listing or shop. A signal of appeal and a trigger for the favoured-item offer
Head phrase	The main 2 to 3 word search a buyer types for your product
Listing quality score	Etsy's internal estimate of how well a listing converts relative to its views. Drives ranking
Long-tail	A longer, more specific search phrase with less volume and less competition
Marketplace Insights	Etsy's free search-volume tool inside Shop Manager. 15 searches per week
Offsite Ads	Etsy-placed external advertising, charged only on resulting sales
Processing time	Days between order and shipment. Measured against your profile
Production partner	Anyone outside the shop who physically makes the item. Must be declared
Renewal	Re-publishing a listing after four months or a sale. Costs a listing fee
ROAS	Return on ad spend: ad revenue divided by ad cost
Share & Save	Etsy's programme refunding part of the fee on sales you bring through your own links
Star Seller	Monthly badge for shops meeting response, shipping, review and volume thresholds
Take rate	Total fees divided by gross sales
Visit	A session by one buyer in your shop; one visit can contain several listing views



D

Appendix D: tools, free first

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Need	Free	Paid, if you outgrow free
Etsy search volume	Marketplace Insights (Shop Manager)	eRank, Alura
Competitor tags	Read their listings; tags are visible at the bottom of every listing page	eRank competitor tools
Seasonality	Google Trends, Pinterest Trends	eRank Trend Buzz
Fees and take rate	Etsy Statement Decoder at f5design.studio; Etsy's own estimated earnings	Craftybase, Link My Books
Mockups	Canva free tier, Adobe Express	Placeit, Smartmockups
Photo editing	Phone editor, Canva, Photopea	Lightroom
Trademark search	USPTO TESS, EUIPO TMview	Society trademark scan at f5design.studio
Bookkeeping	Monthly statement CSV and a spreadsheet	Craftybase, QuickBooks
Community	Seller Secret Society on Skool: skool.com/seller-secret-society-6617 ; r/SellerSecretSociety ; Etsy Community Forums	
Keeping up	Etsy Seller Handbook; Etsy's announcement emails; Shop Manager > Etsy search visibility	



Where this book came from, and where to go next

SELLER SECRET SOCIETY / NEW SELLER FIELD GUIDE

Seller Secret Society is a community and a small studio that audits Etsy shops. This book is the part of that work we can give away: the method, the numbers and the screens. Everything in it is what we would tell a friend opening a shop this month.

The Society, free

skool.com/seller-secret-society-6617. Every chapter checklist as a thread, the weekly product-research dossier, photo and listing feedback, a Stats clinic, a private suspensions room, and several hundred sellers at every stage. Free tier, no catch. The paid tier adds direct review of your shop.

The free tools

f5design.studio. The Etsy Statement Decoder, articles on suspensions, fees and listing appeals, and the tools we build when a member asks for one often enough.

The subreddit

r/SellerSecretSociety. Zero self-promotion, including ours. Questions, answers and the occasional argument.

When you want us to do it

A full shop audit with a rewritten title, 13 validated tags and a description for every listing, priced by listing count, and a trademark scan that checks the catalogue against 900 plus marks before someone else does. Details, prices and a sample report at **f5design.studio**.

THE ONE LINE VERSION

Open with ten listings on ten searched phrases. Fill every field. Price above the floor with a badge. Read the search terms report on day 14 and fix tags on day 21. Ask for the review once. Check Policy violations on Mondays. Do that and by day 90 you are ahead of nine shops in ten.



SELLER SECRET SOCIETY

Most new shops do not fail. They are invisible.

Seller Secret Society / skool.com/seller-secret-society-6617 / f5design.studio

SELLER SECRET SOCIETY

Etsy shop audits, listing SEO and growth systems for handmade sellers.