

@shopnoteswithtess

Free guide

The Etsy product *photo* checklist

Shoot clear photos, answer buyer questions, and test your first image with one listing.

How to use this guide

1. Pick one active listing and save its current photos.
2. Follow Steps 1–6, then use the checklist and first-week plan.
3. Set up tonight, shoot in daylight, and allow two weeks for your photo comparison.

Make your first photo *clear*

Buyers can discover your listing through Etsy search without following you on Instagram. Your title names the item, and your first photo helps them decide whether to open it. Etsy's search guidance



01 **Name what you sell**

Start your title with a clear item description, such as "Blue ceramic mug." Make sure your first photo shows that exact item and makes the quantity clear.

02 **Clear the background**

Use plain card, a clean tabletop or a simple wall. Remove tools, packaging and decorative props from your first shot. Check that pale edges remain visible against your background.

03 **Fill most of the frame**

Move closer until your item is easy to recognise on a small screen. Leave space around every edge so handles, corners and straps survive cropping.

04 **Preview the thumbnail**

Keep your item centred. Use Etsy's thumbnail adjustment tool and check the available previews, including the square crop. Reposition the image if any important part disappears. Etsy's image guidance

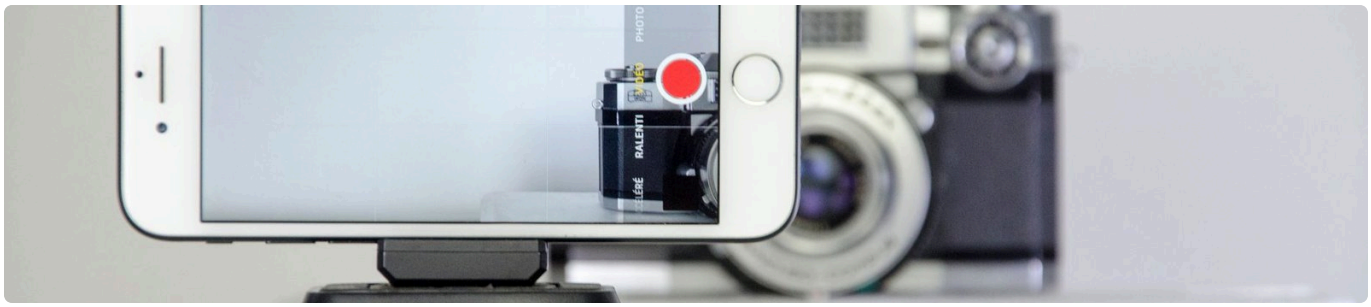
05 **Repeat your shop's look**

Choose one background, similar camera angles and similar lighting across your first photos. Save a setup photo so you can recreate the look for your next listing.

> Quick test: shrink your photo on your phone. Can you name the item immediately without reading the title?

Get *sharp* photos with window light

You can build a simple photo setup with your phone, a window and white card. Prepare it tonight, then shoot when daylight reaches the room.



01 **Clean and set your phone**

Wipe the lens with a clean lens cloth. Use your main camera at full photo resolution. Turn off beauty filters and avoid digital zoom; move the phone closer instead.

02 **Use one light source**

Place your item beside a window with soft daylight. Turn off flash and overhead lights. If direct sun creates hard shadows, move back or soften it with a sheer curtain.

03 **Bounce light into shadows**

Stand white card or foam board opposite the window. Move it closer until the dark side of your item shows detail. Keep the card outside the frame.

04 **Steady the camera**

Use a phone tripod or secure your phone against a stack of books. Set a short timer so tapping the shutter does not shake the shot.

05 **Focus on the item**

Tap the important detail on your screen. Adjust exposure until pale areas retain texture. Take three versions, then zoom in to check lettering, stitching or edges for blur.

06 **Keep a large original**

Save your original files. Etsy recommends at least 2000 pixels in both width and height; check your exported image after cropping. Enlarging a small, blurry file will not restore detail. Etsy's size guidance

> Setup note: window [left/right], background [ ], phone position [ ], white card position [ ], daylight time [ ].

Show ten views for buyer *confidence*

Fill your first ten photo slots with this set, giving each image a different job. Etsy currently allows additional photos, so add useful extras when needed. Etsy's listing guide



01 **1–2: Hero and scale**

Photo 1: show the whole item clearly on your plain background. Photo 2: show it in a hand or beside a familiar object, such as a pencil, so buyers can judge its size.

02 **3–4: Use and texture**

Photo 3: show the item in use, such as your print on a desk. Photo 4: move close enough to reveal paper grain, stitching, glaze or another material detail.

03 **5–6: Back and side**

Photo 5: show the back or underside. Photo 6: show the side, depth, fastening or base. Pick angles that answer questions your front view leaves open.

04 **7–8: Options and packaging**

Photo 7: show available colours or variations with matching labels. If there are none, show everything included. Photo 8: show the packaging buyers receive; for downloads, show the included file previews instead.

05 **9–10: Measurements and proof**

Photo 9: add a simple dimensions graphic with readable numbers and units. Photo 10: show a useful extra detail, such as a maker's mark, interior or vintage flaw. Include additional flaw photos whenever needed.

06 **Optional: Add a short video**

Slowly rotate the item, open its clasp or show the fabric moving. Keep your camera steady and your lighting consistent. Use the video to answer a question about shape, movement or function.

> Example for a mug: front, hand, coffee setting, glaze, underside, handle, colours, box, dimensions, maker's mark.

Fill these notes for buyer *trust*

Copy these templates and replace every bracket before you upload. Check the image requirements for your product type in Etsy's listing image rules.



01 **What your buyer receives**

"You receive [quantity] [item], made from [material]. Format: [physical item/digital download]. Included: [list]. Display props excluded: [list]." For prints, state whether a frame is included.

02 **Colour and real appearance**

"Colour: [plain colour name]. Closest colour reference: photo [number]." Compare your images with the item in daylight. Avoid filters that change its appearance. Keep at least one unedited photo of your physical item against a real background.

03 **Honest condition**

"Condition: [description]. Visible wear: [specific flaw]. Location: [where]. Shown in photo [number]." For vintage items, photograph chips, scratches, fading and repairs clearly. Show both a close view and enough context to locate the flaw.

04 **Dimensions with units**

"Width: [ ] cm. Height: [ ] cm. Depth: [ ] cm." Measure the item before adding numbers to your graphic. For prints, distinguish paper size from image size; for jewellery, include the relevant length.

05 **Options that match**

"Shown: [colour/size/version]. Available options: [list]. Your selected option includes [contents]." Use the same names in your photo labels and listing options. Remove pictures of options buyers cannot currently choose.

> Example: "One physical A4 print on matte paper. Frame excluded." Use only details that match your actual item.

Save *time* when you share your photos

Your listing photos can also explain the item on social channels. Use Step 5 to prepare posts and Step 6 to publish after your photo comparison.



01 **Step 5: Choose your photos**

Put your hero, scale, texture and dimensions images in one folder. Keep untouched originals separately. Choose pictures that answer different questions about the same item.

02 **Step 5: Make three formats**

Make a Pinterest pin from your hero photo. Arrange your selected images into an Instagram carousel and a TikTok photo slideshow. Keep text away from the edges and preview each format in its app.

03 **Step 5: Add useful words**

Write one fact per image: what it is, how big it is, what it is made from or what is included. Finish with your shop name and exact item name so someone can find it.

04 **Step 6: Choose a posting date**

Choose a date after your first-photo comparison ends. Post manually or use a scheduling tool. Starting a new promotion during the comparison changes your traffic and makes the photo harder to judge.

05 **Step 6: Review and publish**

Check colour, wording and cropping. Add your listing link where the platform supports it; otherwise give clear shop and item names. After posting, open the published version and check any link.

> Caption template: “[Item] in [material/colour]. Measures [size]. Includes [contents]. Find [exact item name] at [shop name].”

Check every image for *clarity*

Answer yes or no before you publish. Fix each no, then preview the listing again on your phone.



01 **Is the thumbnail clear and complete?**

Yes / No. You can identify the item at a glance. Important edges survive the thumbnail crops, and the background does not compete with the product.

02 **Are details sharp and colours true?**

Yes / No. Zoom in to inspect detail, then compare the images with your item in daylight. Replace blurred pictures and correct colour shifts without changing the item's appearance.

03 **Are size and angles covered?**

Yes / No. Your set includes a scale reference, readable measurements with units, and useful back or side views. Check that each measurement matches the item.

04 **Are condition and format honest?**

Yes / No. Wear and damage are visible. Physical items and downloads are clearly identified. Your photos show what buyers receive, and your set includes the appropriate real product image.

05 **Do options match the listing?**

Yes / No. Colour names, sizes, quantities, packaging and included accessories agree with your listing. Props are clearly excluded where necessary.

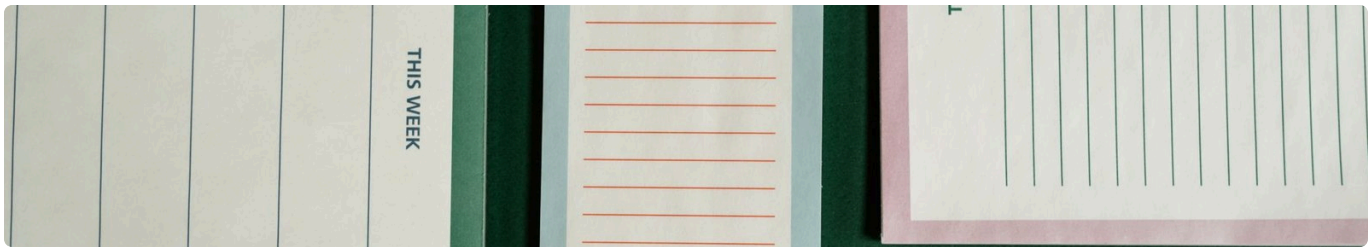
06 **Have you saved your starting numbers?**

Yes / No. You have saved your old first photo, the comparison dates, and this listing's views and favourites. You have also noted any promotion, discount or stock change.

> Final preview: open the listing on your phone, inspect every image, and read each measurement without zooming.

Your first week of *progress*

Use this week to prepare one careful first-photo comparison. Once you swap the image, give it two full weeks before judging the pattern.



01 **Day 1: Pick one listing**

Choose an active item that will stay available. If you need to change its title, price or supporting photos, finish those updates first, then collect a fresh 14-day baseline before testing the first photo.

02 **Days 2–3: Prepare your comparison**

Shoot two hero options and keep your old image. In Shop Manager > Stats, save this listing's views and favourites for the 14 complete days before your swap. Etsy's Stats guide

03 **Day 4: Swap one photo**

Once your baseline is ready, replace only the first photo and adjust its thumbnail. Log the date. Keep your title, tags, price, other photos, discounts, advertising and social posting steady.

04 **Days 5–7: Check and leave**

Check the live crop on your phone. Keep the new first photo for 14 complete days. Note stockouts, holidays and traffic changes. Save your Step 6 promotion until after the comparison.

05 **After two weeks: Compare periods**

Compare views and favourites for equal 14-day windows. Divide favourites by views when views exceed zero. More views with a steady or higher favourites-per-view figure is encouraging; lower figures deserve another look.

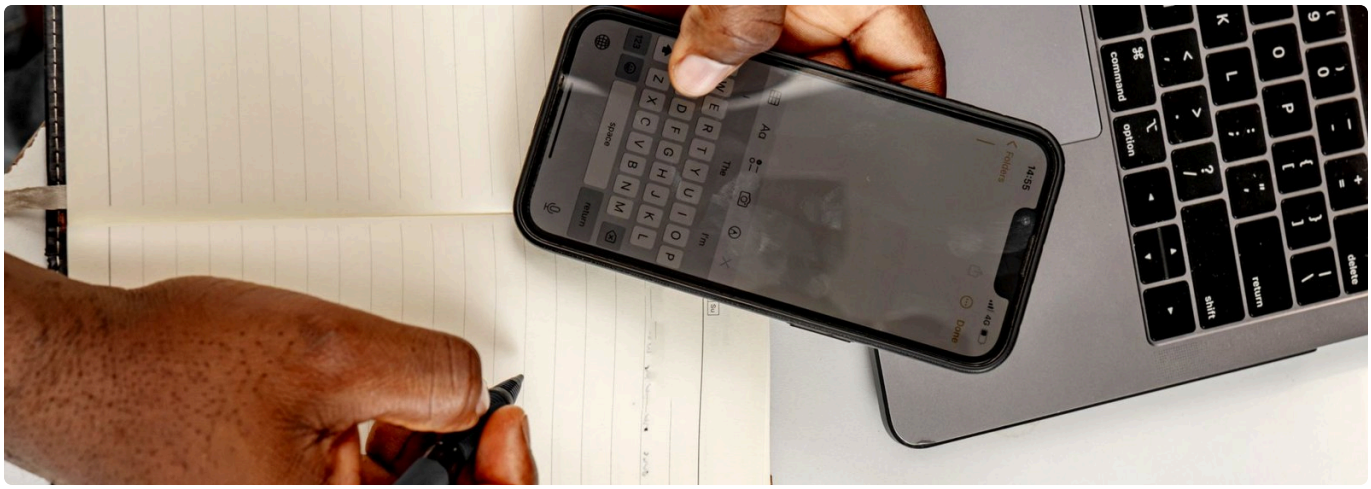
06 **Keep, retry or gather more**

Treat the comparison as a tentative signal. Views alone cannot show your search click rate, and favourites do not establish buying intent. If traffic changed or counts are tiny, extend the test. Keep the clearer image when evidence is inconclusive.

> Before: [dates], [views], [favourites]. After: [dates], [views], [favourites]. Traffic notes: [ ]. Next action: [keep/retry/extend].

An optional *shortcut* for sharing

If you want help with Steps 5–6, a site like getfondoo.com can prepare your social posts and handle scheduled sharing.



01 **Step 5: Prepare your posts**

You can supply a blog post link, a product page link or your own photos to create ready-to-post Pinterest pins, Instagram carousels and TikTok slideshows. Review the pictures and product details before using them.

02 **Step 6: Schedule your sharing**

With a paid plan, you can connect Pinterest, Instagram and TikTok and auto-post your approved content. Set your posting dates after your first-photo comparison.

03 **Try creation free**

You can try post creation free, with no card, and download posts. Auto-posting is part of a separate paid plan; its trial requires a card.

> Review colour, measurements, wording and links before approving any post.

Try it free at getfondoo.com →

Photos from Pexels by Corentin HENRY; David Kwewum; Junjira Konsang; KATRIN BOLOVTSOVA; MART PRODUCTION; Miriam Alonso; Tima Miroshnichenko; Vladimir Gladkov; https://kaboompics.com/. This guide is free to use and share.