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The Etsy SEO Guide for 2026

Etsy SEO is how your title, tags and description help Etsy show your listing to the buyers who are looking for it. This guide covers Etsy's limits, how to plan your keywords, a title formula, how to fill all 13 tags, a description that opens well, the mistakes to avoid and a checklist for your next listing.

Etsy's limits at a glance

Part	Limit	How to use it
Title	140 characters	Start with the words buyers type, keep it readable
Tags	13 tags, 20 characters each	Use all 13, with phrases the title has no room for
Description	Long, but the start matters most	Put the main keyword in the first sentence
Attributes	Set by category	Fill in colour, material and occasion so tags stay free

Plan your keywords first

Write down the main phrase a buyer would type for your product, like **silver stacking ring**. Add two or three close phrases (**dainty silver ring**, **minimalist band**) and a few long-tail ones that match your product exactly (**silver ring for women**). Type each one into Etsy's search bar and look at the autocomplete suggestions: they show what buyers search for.

A title formula that works

Main product phrase, then material or colour, then style, then who it is for or the occasion. For example: **Handmade Silver Stacking Ring, Dainty Minimalist Band for Women, Gift for Her**.

Fill all 13 tags

1. **Use phrases, not single words.** "silver stacking ring" matches more searches than "ring".
2. **Keep each tag to 20 characters.** Etsy will not take a longer one.
3. **Add what the title leaves out.** Style, occasion, who it is for and how it is used.
4. **Never repeat a tag.** Each of the 13 should match a different search.

A description that opens well

The first sentence is what shoppers read first, and search engines often show it too. Say what the product is with your main keyword, then what it is made of and who it suits. For example: **A dainty handmade silver stacking ring for everyday wear, simple enough to wear alone or with your other rings.**

Mistakes to avoid

Keyword stuffing: the same word three times makes a title hard to read. **Irrelevant keywords:** a tag that does not describe the product brings the wrong buyers. **Other brands:** brand names you do not own can get a listing removed. **Never updating:** check your listings every few months and when the season changes.

Checklist for your next listing

☐ Main keyword chosen
☐ Main phrase at the start
☐ Each tag under 20 characters
☐ Attributes filled in
☐ Title under 140 characters
☐ All 13 tags filled
☐ Keyword in the first sentence
☐ Photos match the title

Your product, its main keyword and two close phrases

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