AIFreeForever

The Etsy Title Guide for 2026

Your listing title is the first thing a buyer reads in Etsy search, and it helps Etsy match your product to what buyers type. This guide covers the 140-character rule, a title formula that works, the three title styles, examples by category, the mistakes to avoid and a page to plan your next listing title.

A title formula that works

Main product phrase, then material or colour, then style or size, then who it is for or the occasion. For example: **Personalized Name Necklace, Dainty Gold Nameplate Jewelry, Gift for Her**.

The three title styles

Style	What it does	Good for
SEO-Heavy	Fits as many search phrases as 140 characters allow	Busy categories with many similar listings
Readable & Balanced	The key phrases in a title a shopper reads at a glance	Most listings
Minimalist	Only the essential keywords, clean and short	Products with one clear name, calm shop styles

Five rules for every title

1. **Stay within 140 characters.** That is Etsy's limit for a listing title, spaces included.
2. **Put the main phrase first.** The first words are what buyers see in search, on phones too.
3. **Write for people.** A title a buyer can read wins more clicks than a list of keywords.
4. **Say only what is true.** No "gold" for a silver piece, no "handmade" for a bought item.
5. **Never use other brands.** Brand names and trademarks you do not own can get a listing removed.

Title examples by category

Category	Example title
Jewelry	Dainty Gold Name Necklace, Personalized Nameplate Jewelry, Birthday Gift for Her
Home & Living	Walnut Serving Board with Leather Loop, Handmade Wooden Cheese Board, Housewarming Gift
Art & Collectibles	Abstract Watercolor Print, Lavender and Sage Wall Art, Printable Living Room Decor
Clothing	Oversized Cotton Sweatshirt, Embroidered Floral Crewneck, Cozy Gift for Mom
Paper & Party	Undated Digital Planner, Printable Weekly Planner Pages, Teacher Planner PDF

Mistakes to avoid

Keyword stuffing: the same word three times makes a title hard to read. **All capital letters:** it looks like shouting in search. **Burying the product:** "Beautiful Unique Amazing Necklace" says nothing a buyer types. **Ignoring tags:** your 13 tags can hold the phrases that did not fit in the title.

Plan your next title

Fill this in, then make your titles on the Etsy Title Generator.

Your main product phrase, its category and its key features or materials

Who buys it, the occasion, and the style you want (SEO-heavy, balanced or minimalist)

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