



DEMO

First chapter only

AI Copywriting for Etsy Sellers

Prompts That Turn Browsers Into Buyers

AI Copywriting for Etsy Sellers

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1

The Etsy Algorithm Decoded

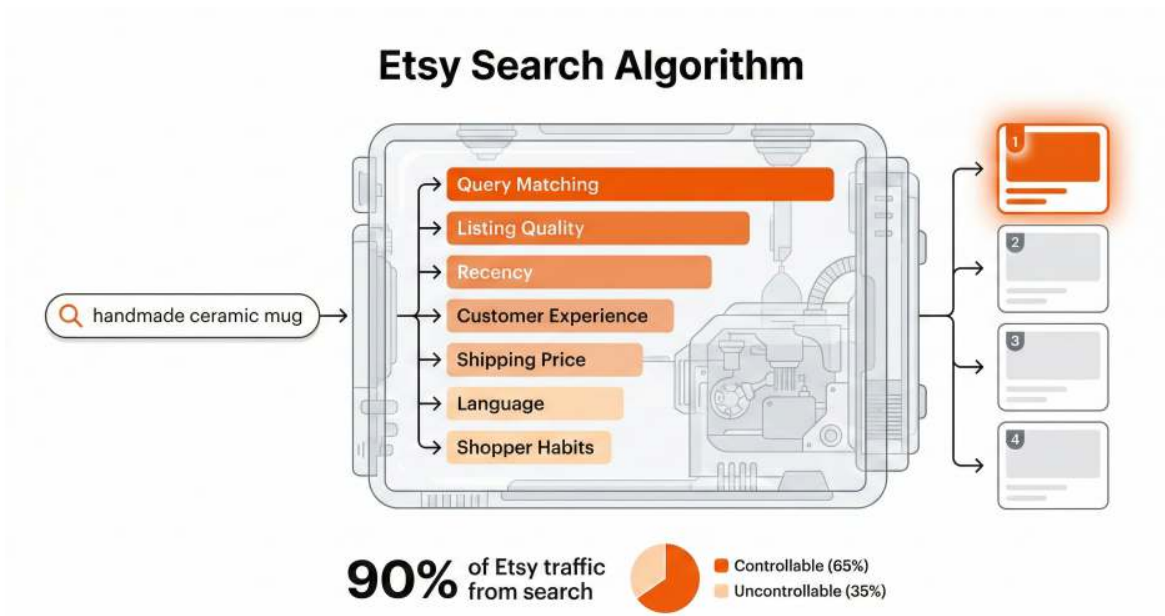


Figure 1. The Etsy search algorithm weighs seven ranking factors—query matching, listing quality, recency, customer experience, shipping price, language, shopper habits—to order results; with 90% of traffic from search, about 65% of the signal is seller-controllable and 35% is not

1.1 How Etsy Search Actually Works

Etsy is a search engine that happens to sell handmade and vintage goods. Understanding this is the single most important mindset shift for any Etsy seller. Your listing is not a product page—it is an answer to a search query. The listings that rank highest are the ones that best answer what the buyer typed into the search bar.

Etsy's search algorithm, internally called "Etsy Search," evaluates listings across multiple dimensions. While Etsy does not publish the exact formula, years of seller experimentation and Etsy's own documentation reveal the primary ranking factors.

90%

of Etsy traffic comes from search—making SEO the most important skill for any Etsy seller

1.2 The Seven Ranking Factors

Priority	Factor	What It Means
1	Query matching	Title, tags, categories, and attributes match search terms
2	Listing quality	Click-through rate, favorites, purchases relative to views
3	Recency	Recently listed or renewed listings get a temporary boost
4	Customer experience	Shop reviews, completed orders, response time
5	Shipping price	Free shipping or low shipping rates rank higher
6	Translation & language	Listings matching the buyer's language preference
7	Shopper habits	Personalization based on individual buyer history

You can directly control factors 1, 3, 4, and 5. Factor 2 (listing quality) is indirectly controlled through better copywriting—which is the focus of this entire book. Factor 7 (shopper habits) is out of your hands entirely.

Key Insight

The Etsy algorithm rewards relevance, not cleverness. A title stuffed with every imaginable keyword ranks worse than a title that precisely matches what a specific buyer is searching for. Think like a buyer, not a marketer. What exact phrase would someone type to find your product?

1.3 The Anatomy of an Etsy Listing

Every listing has five copywriting elements that affect search ranking and conversion:

1. **Title:** Up to 140 characters. The most heavily weighted text for search ranking.
2. **Tags:** Exactly 13 tags, each up to 20 characters. Second most important for search.
3. **Description:** Up to 10,000 characters. Affects conversion more than ranking.
4. **Categories & Attributes:** Structured data that Etsy uses for filtering.
5. **Photos:** Not text, but affect click-through rate, which affects ranking.

This book covers the AI-powered optimization of each element. By the end, you will have a system that produces optimized listings in minutes instead of hours.

1.4 What AI Can and Cannot Do for Your Etsy Shop

AI is a copywriting accelerator. It can generate titles, descriptions, and tags based on your product information and keyword research. It cannot replace your knowledge of your product, your customer, or your market.

AI Excels At	You Must Provide
Generating keyword variations	Knowledge of what buyers actually search
Writing compelling descriptions	Accurate product details and dimensions
Structuring copy for conversion	Understanding of your unique selling point
A/B test variant creation	Judgment about which variants to test
Seasonal trend adaptation	Awareness of your niche's specific calendar

Pro Tip

Before using any AI prompt in this book, spend five minutes on Etsy searching for your own product as if you were a buyer. Note the exact search terms you use, the listings that appear at the top, and what makes you click on one listing over another. That five-minute exercise provides the context that makes every AI prompt dramatically more effective.

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