

The 20-Minute Weekly Etsy Shop Checklist (2026)

One pass a week. Tick what you did. Skip what doesn't apply.

FIX 5 min ☐ Any title under 40 characters? Lengthen it with a buyer phrase. ☐ Do 3+ titles lead with the same word? Give each its own angle. ☐ Any listing with fewer than 13 tags? Fill them.	OPTIMIZE 5 min ☐ Did a keyword you care about slip? Look at who's above you now — new shop, ad, retitle? ☐ Read your last 10 reviews: one buyer word your titles don't use? Add it to one title. ☐ Does the first photo say what the title says?
DEFEND 3 min ☐ On a keyword you still hold: new entrants climbing? Ads crowding? Note it — don't rewrite yet.	PREPARE 3 min ☐ Any Etsy deadline in the next 3 weeks? (Check the Seller Handbook.) ☐ Next event on the calendar: do at least a quarter of your titles mention it?
LISTEN 2 min ☐ Any complaint you've seen twice this month? ☐ Did most of your keywords dip together? Then it's the market — don't panic-edit.	CREATE 2 min ☐ An event with zero listings from you? Draft one.
LEAVE ALONE last minute ☐ List 3 listings that are working. Don't touch them this week.	

Autopilot fills this in for you from your public shop page — with the evidence — every time you open it. listifyai.net/autopilot · We never edit your listings.