Etsy Wreath Listing Checklist

Check each listing before publishing. Use alongside current Etsy seller instructions; listing fields and policies can change.

Listing details

Wreath / listing name _____

Listing ID / internal SKU _____

Prepared by _____

Target publish date _____

1. Product facts and accuracy

- [ ] Identify the actual handmade item being sold
- [ ] Record finished wreath width, height, and depth
- [ ] List materials, colors, theme, and display recommendations
- [ ] Specify whether customers receive the exact photographed wreath
- [ ] Explain personalization and available choices accurately

2. Listing photos and video

- [ ] Lead photo: full wreath, clear and straight-on
- [ ] Additional angles, side depth, and close-ups
- [ ] Scale / measurement photo and optional styled image
- [ ] True-to-life team colors and no distracting edits
- [ ] Optional short video where helpful

3. Search and listing fields

- [ ] Write a readable title describing the wreath
- [ ] Select the appropriate category and current attributes
- [ ] Choose relevant search terms / tags without misleading claims
- [ ] Write complete description and care or use details
- [ ] Confirm processing time, variations, and quantities

4. Pricing and fulfillment

- [ ] Include supplies, time, packaging, fees, and profit
- [ ] Measure the actual packed box when estimating shipping
- [ ] Confirm who pays shipping and any eligible shipping settings
- [ ] Review delivery profile, return / exchange policies, and location

5. Final pre-publish review

- [ ] Proofread text and verify photos match the product
- [ ] Verify current Etsy listing, handmade, and IP requirements
- [ ] Check that no permission or affiliation is falsely implied
- [ ] Preview on desktop and mobile and test available options
- [ ] Save / publish, then verify the live listing

Change log / notes for updates

This checklist supports listing preparation and is not legal advice or a substitute for Etsy policies. Sellers must verify current platform and intellectual-property requirements.