



SAMPLE AUDIT PDF

Etsy Store Audit

A clearer read of what may be weakening trust, consistency, and buyer understanding across the shop.

This sample shows the style, structure, and judgement depth of a paid shop-level audit using a reconstructed example shop.

Shop score



INSIDE THIS SAMPLE

01

Diagnosis

Executive read of the issues most likely hurting clarity and trust first.

02

Patterns

Repeated listing and presentation patterns worth fixing in order.

03

Priorities

A tighter set of changes that should matter more than random tweaks.

04

Next step

A practical recommendation on whether to implement alone or get support.



SAMPLE PDF

Executive summary

CURRENT READ

This reconstructed shop has commercially sensible products, but the catalogue presentation is doing too little to make the shop feel confident, edited, and easy to trust.

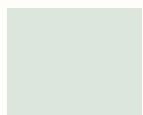
The weakness is not one bad listing. It is the repeated combination of soft thumbnail hierarchy, uneven title structure, and reassurance cues arriving too late.

Northfield Paper Co. · Shop home

Muted banner · neutral palette · broad shop message



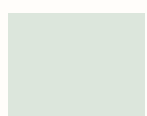
Botanical
thank-you
cards



Funny
teacher
print



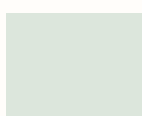
Wedding
place cards



Recipe card
set



Baby
shower
invite



Custom gift
tag pack

WHAT THE SHOP IS SIGNALLING

- The catalogue does not feel tightly edited because title structure and thumbnail pace shift too much from listing to listing.
- Some products explain themselves quickly, but others feel softer and less decisive at search-result speed.
- That lowers trust across the shop, not only on one page, because the buyer has to do too much interpretation.
- The products themselves are usable, which points the problem back to presentation and buyer confidence.

COMMERCIAL TAKEAWAY

A buyer can like one listing while still deciding the shop overall feels less polished than nearby competitors.

That is why the audit treats this as a repeated shop-level pattern, not just one isolated listing issue.



SAMPLE PDF

Priority listing patterns

EVIDENCE FROM THE SHOP, NOT GENERIC BEST PRACTICE

The issue is repeated across multiple priority listings: buyers have to work too hard to understand the product angle, gift context, or why one listing deserves attention over another.

That matters because the shop starts to feel less edited and less commercially confident, even when the product ideas themselves are sensible.

LISTING A · BOTANICAL THANK-YOU CARDS

Buyer sees first: soft thumbnail and broad product wording.

Likely consequence: the listing reads as stationery before it reads as a specific occasion-led purchase.

Fix first: lead with the use case and make the first image explain the set faster.

LISTING B · FUNNY TEACHER PRINT

Buyer sees first: strong product idea, but the title starts too generically.

Likely consequence: search intent lands, but click confidence is weaker than it should be.

Fix first: push the recipient and humour angle higher in both title and thumbnail.

LISTING C · WEDDING PLACE CARDS

Buyer sees first: a cleaner thumbnail, but weaker reassurance around quantity and finish.

Likely consequence: buyers may like the concept but still hesitate before favouriting or buying.

Fix first: bring materials, quantity and custom process cues much closer to the top.

Score area	Points
Shop first impression	14
Listing consistency	13
Buyer trust	15
Product communication	16
Catalogue clarity	16

WHY THE SCORE LANDS HERE

- The products are not the core problem. The shop is losing ground on communication speed and consistency.
- The catalogue has saleable ideas, but it does not yet feel tightly curated when viewed as a whole.
- Repeated listing-pattern issues mean a broader shop diagnosis is justified, not just one listing tweak.



SAMPLE PDF

Top priority fixes

FIX FIRST

- Standardise thumbnail hierarchy across the top six commercial listings so the catalogue stops feeling visually uneven.
- Lead titles with the strongest occasion or product-intent phrase instead of mixing formats listing by listing.
- Move reassurance higher in descriptions on the listings that rely on customisation or gifting confidence.

WHAT CAN WAIT

- Minor decorative brand refinements that do not affect buyer understanding.
- Lower-priority listings that follow the same pattern but are not currently central to sales.
- Smaller SEO tweaks before the first-impression and trust issues are corrected.

30-DAY FOCUS

Week 1: tighten title structure and thumbnail rhythm on the listings most likely to influence the shop's first impression.

Week 2: move reassurance, quantity clarity, and gift confidence higher into the priority pages.

Week 3: refine the shop home, About, and policies so buyer trust improves alongside the listings.

Week 4: review the edited shop and decide whether a lighter implementation pass is enough or broader support is justified.



SAMPLE PDF

Next step recommendation

DECISION READ

This sample ends at the point where the seller decides whether the audit is enough on its own or whether implementation support would remove more friction.

DIAGNOSIS ALONE IS ENOUGH WHEN

- The seller mainly needs clarity, prioritisation, and a better order of action.
- The team is comfortable implementing listing, trust, and shop-home changes internally.
- The catalogue already has enough commercial potential to justify a cleaner self-led pass first.

MOVE INTO GROWTH SUPPORT WHEN

- The seller wants rewritten direction and implementation help, not just the diagnosis.
- Priority listings need closer hands-on support to tighten titles, trust, and structure.
- Momentum matters more than trying to interpret the audit alone over several weeks.

WHAT HAPPENS NEXT

1. Review the highest-priority fixes first, rather than spreading attention across the whole shop.
2. Decide whether the seller wants to implement independently or use Growth Support to move faster.
3. Keep this audit as the reference point for what matters most, what can wait, and what should be pressure-tested again later.