



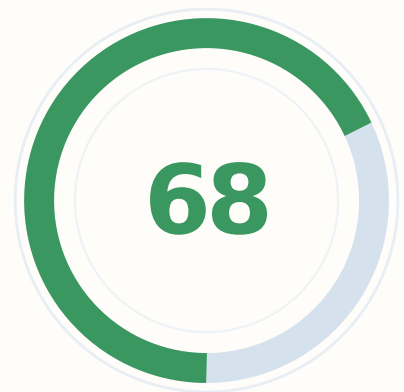
SAMPLE AUDIT PDF

Single Listing Audit

A focused human review of one Etsy listing's title, image stack, tags, buyer clarity, and hesitation points.

This sample shows how the paid single-listing audit would be structured using a reconstructed example listing rather than a real client page.

Listing score



INSIDE THIS SAMPLE

01

Read

Focused diagnosis of one listing's current click, trust, and clarity.

02

Title

A tighter direction for search phrasing and a stronger first read.

03

Images

What the first image and stack should do better before buyers scroll.

04

Fixes

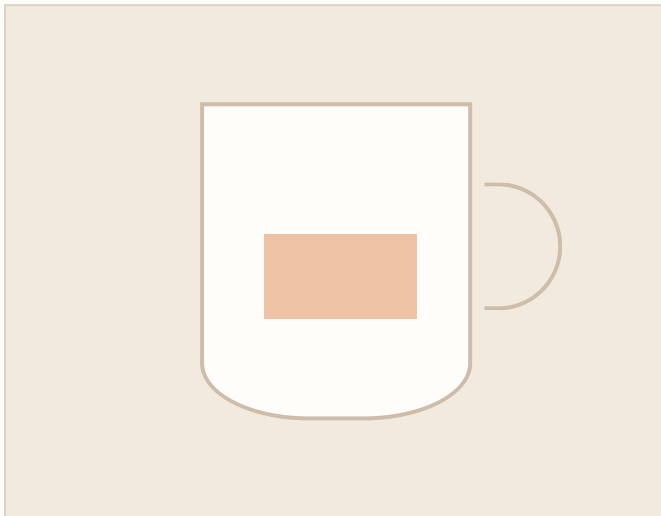
The priority changes to make first before widening out to the whole shop.



SAMPLE PDF

Listing diagnosis

Reconstructed Etsy listing view



Custom Birth Flower Mug Gift for Her Ceramic Coffee Cup

£18.95 · 3-5 day processing ·
Personalisation available

A giftable product with clear potential, but the first image and search phrasing are not carrying enough of the click yet.

1 · Product reads too small

At Etsy thumbnail size, the mug shape competes with background detail instead of dominating the frame.

2 · Gift angle is delayed

The custom/gift value is present, but it is not obvious enough before the buyer reads the full title.

3 · Description reassurance comes later

Materials, personalisation confidence, and delivery reassurance should arrive sooner on the page.



SAMPLE PDF

Title and tag direction

CURRENT TITLE

Custom Birth Flower Mug Gift for Her Ceramic Coffee Cup

SUGGESTED TITLE DIRECTION

Personalised Birth Flower Mug,
Custom Floral Gift for Her,
Ceramic Coffee Cup

EXAMPLE TAG THEMES

- birth flower mug
- personalised floral mug
- gift for her
- custom ceramic mug
- custom name mug
- botanical coffee cup
- flower gift idea
- custom gift mug

WHY THIS IS STRONGER

- The strongest phrase now leads instead of being buried in the middle of the title.
- The wording tells the buyer faster that this is a personalised gift item, not a generic mug.
- The tag themes stay close to the personalisation and floral gift angle rather than drifting too broad.

Nearby competitor thumbnails

Cleaner crop
Name visible

Gift angle
shown first

Stronger contrast
at thumbnail size

Nearby winners communicate the personalisation angle faster, crop the product larger, and remove enough visual clutter that the buyer understands the page before reading much title text.



SAMPLE PDF

Image and buyer-trust feedback

CURRENT DESCRIPTION OPENING

Beautiful handmade floral mug gift. Ideal for birthdays, friends and special occasions.

STRONGER OPENING DIRECTION

Personalise this birth flower mug with the name or month that matters, so the gift feels chosen rather than generic from the first line.

CURRENT STACK ORDER

1. Styled hero photo
2. Side angle
3. Packaging photo
4. Close-up of flowers
5. Personalisation example

RECOMMENDED STACK ORDER

1. Cleaner hero image with product larger in frame
2. Personalisation example
3. Packaging / gift context
4. Dimensions or scale reassurance
5. Lifestyle support image

BUYER-TRUST IMPROVEMENTS

- Move the personalisation reassurance above the fold so buyers know quickly how the custom element works.
- Bring material, care, and delivery confidence into the opening description section.
- Use the packaging/gift image earlier in the stack so the listing justifies the gift angle faster.

CAUSE

The first image and title split the job instead of either one carrying the listing cleanly on its own.

CONSEQUENCE

Buyers understand the product too slowly, which weakens click confidence and perceived value.

PRIORITY

Fix the title and first image together before lower-value edits further down the page.



SAMPLE PDF

Top 5 priority fixes

FIX IN THIS ORDER

- Tighten the title around the strongest search phrase.
- Rebuild the first image so it carries more of the click.
- Align tags more closely with the listing's real gift angle.
- Bring reassurance and product specifics higher into the description.
- Reassess whether the whole shop follows similar weak patterns.

IF THIS LISTING IS THE MAIN PROBLEM

- Fix this page first and monitor whether clicks, favourites, and buyer confidence improve.
- Keep the audit focused on one product rather than widening scope too early.
- Use the listing as a test case for stronger title, image, and trust decisions.

ESCALATE TO THE ETSY STORE AUDIT WHEN

- The same weak title, image, or reassurance patterns appear across multiple products.
- The seller suspects the catalogue structure is weakening buyer trust more broadly.
- One listing fix is unlikely to solve the underlying issue on its own.