

Anatomy of a successful ETSY listing

ETSY > SHOP MANAGER > LISTINGS > EDIT

Ceramic ornament, California gift, state souvenir, beach gift, laguna, long beach, cactus ornament, keepsake ornament, 2020, rona gift **Active**

Photos

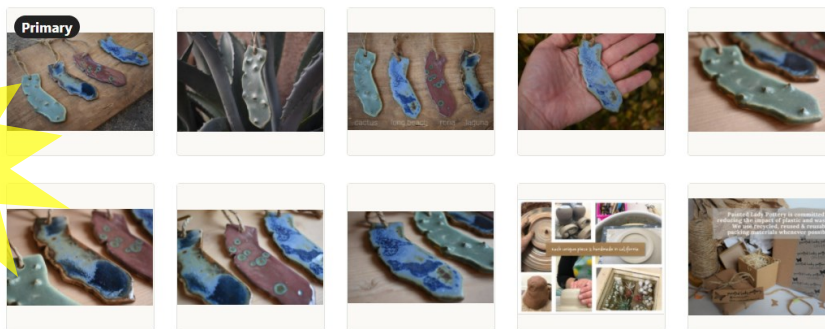
Add as many as you can so buyers can see every detail.

Photos *

Use up to ten photos to show your item's most important qualities.

Tips:

- Use natural light and show your item's most important qualities.
- Include a common view of the item being sold or used.
- Shoot against a clean, simple background.
- Add photos to your variations so buyers can see all their options.



PHOTOS

- Use all 10 photos
- Thumbnail crop
- Add video

Listing details

Tell the world all about your item and why they'll love it.

Title *

Include keywords that buyers would use to search for your item.

Ceramic ornament, California gift, state souvenir, beach gift, laguna, long beach, cactus ornament, keepsake ornament, 2020, rona gift



TITLE
match tags

About this listing*

[Learn more about what types of items are allowed on Etsy.](#)

I did A finished product 2020 - 2021

This item is handmade

Category *

Type a two- or three-word description of your item to get category suggestions that will help more shoppers find it.

Shoppers will find this item in all of these categories:



Primary color Optional

Primary and secondary color attributes are interchangeable so you can show shoppers that your item is multicolored. Skip secondary color if your item is only one color.

Secondary color Optional

Height Optional

Offer multiple options?

Width Optional

Offer multiple options?



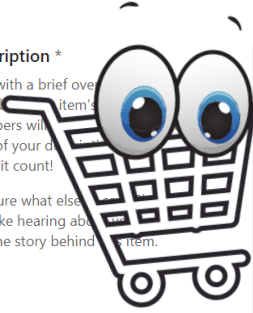
ATTRIBUTES

- free keywords!

Description *

Start with a brief overview of the item's description. Shoppers will read the first few lines of your description to make it count!

Not sure what else to write? Shoppers also like hearing about the story behind the item.



Ceramic ornament in the shape of the state of California.

When I first moved to California, like so many adventurers before me, I was astounded by the beauty around me every day. Sure, we have the best beaches in the world, everyone knows that. But the desolate expanse of the desert, the looming, silent presence of the mountains, the surprising landscape around every turn of the windy high-desert mountain roads... I am surprised by something new every day. These small, ceramic Californias are a celebration of what our beautiful home has to offer. It can be the perfect memento if you are also lucky enough to call this state your home, or if you are an adventurer just passing through.

COLORWAY CHOICE

Select from one of our beautiful beaches, or cactus motif. And exclusive for 2020: Rona! Rona - dark red with blobs of green virus spores Laguna - deep pools of dark blue and brown Long Beach - lighter blues and brown Cactus - matte green with pointy prickles

OTHER HANGING POTS

These hanging pots are just some of the hanging pots Painted Lady Pottery has available. Check out other hanging pot listings.

<https://www.etsy.com/listing/773704650>

<https://www.etsy.com/listing/849562423>



MATERIALS & PROCESS

Each of these handmade, ceramic Californias started as a soft lump of clay. They were formed by hand, then fired twice in a kiln, reaching up to 2300° F. Ornaments are then finished with a simple jute cord. Because it is handmade, each California is unique and celebrates the beauty of the earth from which it was formed.

SHIPMENT & DELIVERY

- © Items are READY MADE and will ship in 1-2 business days
- © Items ship USPS PRIORITY from Southern California
- © Delivery is usually within 3-5 days from shipping
- © Upgraded shipping is available at check out

WHAT PEOPLE ARE SAYING-

- "Wonderful! Love it! Exactly what I wanted."
- "Beautiful handmade details with very high quality."
- "I'm going to buy 10 more to give as gifts this holiday season!"

If you have any questions or are looking for something else, reach out and contact me. I love what I do and I am happy to help!

Section Optional

Ornaments

DESCRIPTION

- most important info first
- describe to a friend who can't see it
- cross-sell
- variation elaboration
- crafty insights
- social proof
- call to action



SECTION

- just for your own shop organization

search

TAGS

Tags Optional

What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

Shape, color, style, function, etc. All 13 used

- ceramic ornament
- california gift
- California souvenir
- beach gift
- california ornament
- beach souvenir
- desert memento
- Laguna beach
- Long Beach
- cactus ornament
- state gift
- rona 2020
- Coronavirus gift

- most important for SEARCH
- use all 13
- 2 word phrases
- don't waste them
- match title words EXACTLY

Materials Optional

Ingredients, components, etc. 11 left

- ceramic stoneware
- natural jute cord



MATERIALS

free keywords!



Variations

colorway

<input type="checkbox"/>	Photo	Options	Quantity	Visible
<input type="checkbox"/>		Laguna Sold out	<input type="text" value="0"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>		Long Beach Sold out	<input type="text" value="0"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>		Cactus	<input type="text" value="16"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>		Rona	<input type="text" value="6"/>	<input checked="" type="checkbox"/>



VARIATIONS

- always link photos
- add more detail in description
- create your own

Item weight *

Weight and size are required for calculated profiles. [Learn more about calculated shipping.](#)

lb

Item size (when packed) ? *

Enter the weight and size of the item plus packing materials. This will be used to determine package size.

Length: in

Width: in

Height: in

SHIPPING INFO

- add as much as you can ahead of time