TRAIN CLAUDE ON ETSY SEO *Before It Writes a Word*

The 6-step Claude Project setup that writes Etsy titles, 13 tags and descriptions in your voice, from real search data, following the rules Etsy actually publishes. Copy and paste, 20 minutes, done.

A HEATHERXSTUDIO GUIDE

RULES FILE | 3 BESTSELLER LINKS | TONE PICKER | EVERBEE DATA | LISTING PROMPT | NO-NO CHECK

WELCOME · READ FIRST

THE LISTING THAT MATCHES THE *search* WINS.

Most sellers stuff titles with top-searched keywords that are not what the listing actually is. Etsy's search ranks relevancy to what the shopper typed above everything else. This guide trains Claude to describe your real product, in your voice, with real data behind it.

Why not Etsy's AI, or any chatbot out of the box? Etsy's title tool reads your current title, first photo and description, nothing more. A generic chatbot reads even less. Neither knows your microniche, your real search phrases, or what the product is. A Claude Project you train once knows all of it.

HOW TO USE THIS GUIDE

1 Create the Project, paste the rules file	**2** Paste 3 bestseller listing links	**3** Choose your tone
4 Connect EverBee, pull research	**5** Run the listing prompt per product	**6** Run the no-no check, then publish

What you need: a Claude account with Projects, links to three bestseller listings (yours, or your niche's), an EverBee account (optional), and your never-use list (template on the last page). Replace anything in [square brackets] with your own words.

ONE HONEST LINE BEFORE YOU START

Claude is a second pair of eyes, not a lawyer and not Etsy. It can miss a trademark or get a rule wrong. Step 6 and your own read are what keep the shop safe.

WHAT ETSY ITSELF SAYS

SEARCH READS THE *whole listing*.

Title, tags, attributes, description, first photo and reviews all count now. The title no longer has to carry everything, so fill in every field and keep the title streamlined. This is Etsy's own table.

KEYWORD TYPE	EXAMPLES	IN TITLE?	WHAT TO DO
Noun	dress, mug, blanket	**Yes**	State what the item is, once
Objective descriptors	neon pink, extra large, reclaimed wood, vintage	**Yes**	Top three for the category (color, material, size) plus what sets it apart
Holiday or recipient	birthday candle, Halloween costume	Sometimes	Only if essential to what the item is
Gifting phrases	gift for him, birthday present	No	Avoid repeating them. Tags carry these
Subjective descriptors	beautiful, perfect, wonderful	No	Move to tags, attributes or description
How it is sold	on sale, free shipping	No	Remove completely. Etsy badges these
Repeated words	unisex adult poncho, unisex cotton poncho	No	Remove the repeats

ETSY'S OWN BEFORE AND AFTER

Before: Dad T-Shirt | Father Shirt | Personalized Father's Day Gift | Personalized Dad T-Shirt | Dad Statement Shirt | Father Shirt with Kids Names
After: Personalized 100% Cotton Dad T-Shirt: Custom Kids' Names S-XL

THREE MORE FROM THE ARTICLE

Keep titles under 15 words (a word count, not a character limit). Download a CSV of your listings before bulk edits. Changes take time to show in search, and titles can be reverted.

Source: Etsy Seller Handbook, "New Guidance for Listing Titles, and a Tool to Help," April 27, 2026. Confirm current limits on Etsy's site, they change.

STEP 01 · 5 MINUTES

01 *Create the Project, paste the rules*

In Claude, open Projects, click New project, name it [Shop name] Etsy SEO, open its instructions and paste this whole block. Claude reads it before every listing.

The Rules File, copy and paste into Project instructions

```
You are my Etsy listing writer for [SHOP NAME]. I sell [PRODUCT TYPES] to [WHO BUYS].

RELEVANCY RULE (above every other rule)
Relevancy to what the shopper actually typed is the most important signal on Etsy. Describe what the
product IS. Never add a popular keyword that does not truly describe this listing.

TITLE RULES
1. Name the item once (noun: blanket, mug, shirt).
2. Top three objective traits first: color, material, size. Subjective words (beautiful, perfect,
wonderful) never go in the title.
3. Under 15 words.
4. One event or occasion phrase (Christmas gift, Mother's Day gift) only when it truly fits.
5. Commas or plain spaces, 3 to 5 keywords before each comma. Never | bars or long dashes.
6. No price, shipping or sale words. Etsy shows those itself.
7. No word repeated more than twice anywhere in the whole listing (title + tags + description).

TAG RULES
8. Exactly 13 tags, each as close to 20 characters as possible. Multi-word phrases, never single
words.
9. Keywords do not need to stay in order. "golden retriever dog mama gift" becomes "golden retriever"
+ "dog mama gift". Etsy mixes and matches tags to the search.
10. "gift" or "present" appears exactly once across the tags, with who it is for (dog mom gift).
11. At least one tag is the occasion phrase. Mix long-tail, occasion, recipient, style, product.
12. Only tags that are true for this exact product.

DESCRIPTION RULES
13. First two lines carry the main keywords and the hook.
14. Then: benefits, details (size, material, care), shipping and processing, a gift note.
15. Only true claims. Short paragraphs. Write it the way I talk (see my tone and examples).

NEVER USE
16. Nothing from my never-use list. No brand, franchise, character, celebrity, team or league names,
song lyrics, medical or safety claims.
17. Unsure if a phrase is trademarked? Flag it [CHECK] instead of using it.

OUTPUT: three title options, then 13 numbered tags with a character count after each, then the
description, then a one-line rule check listing anything you could not satisfy.
```

STEP 02 · 3 MINUTES

02 *Paste 3 bestseller listing links*

Claude learns your pattern from winners, not from the internet's average. Paste the links to your three best-selling listings. No sales yet? Search your niche on Etsy, look for the Bestseller badge, and paste three of those instead.

Bestseller Pattern Prompt, paste as a new chat in the Project

```
Here are 3 bestseller listings. Open each link and study the title, the tags you can see,
and the description. Learn the pattern: how the title is ordered, which objective traits
come first, which occasion and recipient phrases appear, and how the description opens.
Do not copy any of it word for word into my listings.

Summarize in 5 bullets what makes these listings work, then save that summary as "My
listing pattern" and use it for every listing you write for me.

LISTING 1: [paste the Etsy link]
LISTING 2: [paste the Etsy link]
LISTING 3: [paste the Etsy link]

These are [MY OWN listings / bestsellers in my niche that I admire]. My niche is [e.g.
personalized dog blankets].
```

IF CLAUDE CAN'T OPEN A LINK

Some Etsy pages block automated reading. If Claude says it can't open one, copy that listing's title and description from the page and paste them under the link.

THEN DO THIS

Copy Claude's 5-bullet "My listing pattern" into the Project instructions under the rules. Paste your never-use list into the Project now too (template on the last page).

STEP 03 · 1 MINUTE

03 *Choose your tone*

Pick the one that sounds most like you, paste the block into the Project instructions, fill the blanks. Claude writes every description in that voice. Change it any time.

TONE	SOUNDS LIKE	GOOD FOR
Warm and cozy	A friend handing you a blanket on a cold night	Blankets, home decor, grandparent gifts
Bright and playful	A text from your funniest friend, exclamation points allowed	Pet gifts, mugs, novelty shirts
Clean and simple	Short, factual, no fluff	Minimalist decor, personalized gifts, higher price points
Heartfelt	A handwritten card inside the box	Memorial, anniversary, Mother's Day, new baby
Bold and direct	Confident, a little sassy, one-liners	Nurse, teacher, dog mom and statement designs

My Tone block, paste under the rules

```
MY TONE
Write my descriptions in a [TONE FROM THE TABLE] voice: [one sentence on how you want to sound].
Three words that describe my shop: [word], [word], [word].
Words and phrases I always say: [3 to 5, e.g. "cozy up", "you deserve this"].
Words I never say: [3 to 5, e.g. "perfect", "must-have", "elevate"].
Keep sentences short. No emojis unless I ask. Never sound like a robot or a press release.
```

NOT SURE WHICH TONE?

Paste the three bestseller links from Step 2 and ask: "Which tone from this table do my descriptions already use? Pick one and write my tone block for me."

STEP 04 · 5 MINUTES, OPTIONAL

04 *Connect EverBee, pull real research*

EverBee has a Claude connector, so Claude can read real Etsy search data instead of guessing. No API key, nothing to install.

1
On EverBee's "EverBee MCP for Claude" page, copy the connector URL

2
In Claude: Customize, Connectors, add custom connector, name it EverBee, paste the URL

3
Click Connect and sign in with your EverBee account

Research Prompt, one product at a time

```
Using EverBee, research this product before we write the listing.

Product: [e.g. personalized fleece blanket with a dog's name]
My niche: [e.g. dog moms, golden retriever owners]
Occasion I'm aiming at: [e.g. Christmas gift, Mother's Day]

Find:
1. The search phrases buyers actually use for this product, with volume and competition.
2. Which occasion and recipient phrases are growing for it right now.
3. What the top listings for it put first in their titles (objective traits only).
4. Three long-tail phrases under 20 characters that fit this exact product.

Save the result as a short research file called "[Product] research" so we can reuse it.
Do not invent numbers. If EverBee returns nothing for a phrase, say so.
```

NO EVERBEE?

Verify any number you rely on inside EverBee itself. If you skip it, paste the phrases from Etsy's own search-bar autocomplete into Step 5 and say "here is my keyword research."

STEP 05 · 2 MINUTES PER LISTING

05 *The listing prompt*

The one you run for every product. Fill in the facts honestly and completely: Claude can only describe what you tell it. More objective detail means a more relevant listing.

Listing Prompt, title + 13 tags + description

```
Write the full Etsy listing for this product using my rules, my listing pattern, my tone
and the research in this project.

PRODUCT FACTS (only true things)
What it is: [e.g. fleece throw blanket]
Size: [e.g. 50 x 60 inches]
Material: [e.g. soft polyester fleece, printed on one side]
Color or design: [e.g. cream background, watercolor golden retriever, name in brown
script]
Personalization: [e.g. buyer adds the dog's name at checkout]
Who it's for: [e.g. dog moms, golden retriever owners]
Occasion: [e.g. Christmas gift, dog mom birthday]
Made and shipped: [e.g. printed to order in the USA, ships in 3 to 5 business days]
Care: [e.g. machine wash cold, tumble dry low]
What sets it apart: [e.g. hand-lettered style name, not a plain font]

Research to use: [paste the phrases from Step 4, or "use the [Product] research file"]

Give me:
1. Three title options, under 15 words, noun once, top three objective traits first,
occasion phrase if it fits, commas only, no repeats.
2. 13 tags, numbered, each as close to 20 characters as possible, character count in
brackets after each. One tag with "gift" or "present" plus who it's for. At least one
occasion tag. Nothing repeated more than twice across the whole listing.
3. The description in my tone: first two lines carry the main keywords and the hook, then
benefits, details, shipping and processing, gift note.
4. A rule check: any rule you could not satisfy and any phrase you marked [CHECK].
```

FOLLOW-UPS YOU WILL USE OFTEN

"Rewrite title 2 so it reads like a product a person would say, same facts." · "Cut the description to 120 words, keep the first two lines exactly." · "Tag 7 is not true for this product. Replace it with an objective trait tag."

STEP 06 · 1 MINUTE PER LISTING

06 *The no-no check before you publish*

Run this on every finished listing. Claude is not 100% accurate and it is not a lawyer, so treat the answer as a first pass and search the USPTO trademark database yourself for anything it flags.

Compliance Check Prompt, be strict

```
Check this finished listing before I publish it. Be strict.

Title: [paste]
Tags: [paste all 13]
Description: [paste]

Check for:
1. Any brand, franchise, character, celebrity, team, league or song-lyric phrase,
including close spellings.
2. Anything on my never-use list.
3. Medical or safety claims, or promises the product can't keep.
4. Price, shipping or sale words in the title.
5. Subjective words in the title (beautiful, perfect, wonderful).
6. Any word used more than twice across title, tags and description.
7. Any | bars or long dashes.
8. Any tag over 20 characters, or not true for this product.
9. Does the title describe what the product actually is, in under 15 words?

Answer as a table: issue, where it is, the fix. End with PASS or FIX. Then tell me which
phrases I should search on the USPTO site myself.
```

COMMON FLAGS

Brand and franchise names · characters, celebrities, teams, leagues · song lyrics and quotes · keyword stuffing and misleading tags · medical or safety claims

CHECK BEFORE YOU LIST

USPTO trademark search · your never-use list · Etsy's prohibited items and IP policy · a real attorney for anything big · when in doubt, leave it out

YOUR NEVER-USE LIST · TEMPLATE

PASTE IT IN. *Add to it as you go.*

Never-Use List, paste into the Project

```
MY NEVER-USE LIST
Brand and franchise names: [e.g. any film, show, game or toy franchise]
Character and celebrity names: [add yours]
Teams, leagues and tournaments: [e.g. league names, team names, "world cup", "super
bowl"]
Song lyrics and famous quotes: [add yours]
Phrases that got a takedown notice before: [add yours]
Claims I never make: [e.g. cures, heals, therapeutic, anti-anxiety, safe for babies]
Words that sound like AI: [e.g. elevate, perfect, must-have, stunning, exquisite]
```

THE BIGGER PICTURE

SEO IS ONLY *one part* OF THE EQUATION.

SEO	Photo	Relevancy	Product
gets you found	gets the click	keeps the shopper	makes the sale

The best SEO in the world on a weak product is a low click rate and zero conversions. Run the rule check and the trademark check, then put the same energy into the photo and the product.

GO DEEPER

WANT IT ALL *already built?*

These six prompts are the manual version. The AI Magic plugin is the same system, pre-trained and pre-downloaded into Claude, so you never start from a blank screen.

AI MAGIC BY HEATHERXSTUDIO

A Claude plugin with 10+ trained skills for Etsy and print-on-demand sellers: keyword research, listing writing with these exact rules, design briefs, mockup planning, customer replies and compliance checks. Plus the Masterclass, an install kit and a 20+ prompt pack.

RESEARCH · DESIGN BRIEF · MOCKUPS · SEO LISTING · IP CHECK · ETSY DRAFT, LIVE

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Masterclass, Plugin, or the Bundle. Lifetime access. Works with a paid Claude plan. Linked below the video, or type the address above.

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