Marketplace Adaptation Guide

The toolkit's templates lean Shopify. This guide maps each template type onto Etsy, eBay and Amazon, field by field, so one pack serves every store you run.

Etsy

- Title: Etsy allows long titles — front-load the main keyword, then gift and occasion words.
- Tags: you get exactly 13 tags. Move the toolkit's tag worksheet entries in first, then trim.
- Personalisation box: paste your reply template for custom orders here, shortened.

eBay

- Title limit is 140 characters. Use the SEO worksheet's short-title variant, not the Shopify one.
- Item specifics are eBay's ranking fields. Copy them from the listing template's attribute rows.
- Delivery replies: eBay buyers message inside eBay. Keep the toolkit's tone, add the tracking link every time.

Amazon

- Bullet points replace the description block. Split the template's description into five benefit bullets.
- Backend search terms: 250 bytes, no repeats. The tag worksheet gives you the raw list — dedupe before pasting.
- A+ Content needs brand registry. Until then, the image and FAQ templates do the heavy lifting.

One Rule for All Three

Adapt the template once per marketplace, then save that version as your new master. Never paste a Shopify-shaped listing into Amazon unchanged.

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