Pinterest Pin Title & Description Swipe File for Etsy Sellers

Original title formulas and description frameworks for Etsy listings. Fill in the brackets with your own product facts — never invent sizes, prices or materials.

Every formula below follows the same rule the app itself uses: only facts from your listing. Replace [product], [occasion], [audience] and [benefit] with real words from your listing, then check the pin before it goes out.

Title formulas — one per selling angle

1. Gift idea

- [Product] — a Gift [Audience] Will Actually Use
- The [Occasion] Gift for Someone Who Has Everything: [Product]

2. Seasonal

- [Season] [Product]: Made for [Occasion]
- Why [Product] Belongs on Your [Season] List

3. Solves a problem

- Tired of [Problem]? This [Product] Fixes It
- [Product] That Finally Solves [Problem]

4. How to use

- How to Use [Product] (3 Easy Ways)
- [Product]: What It Does and How to Style It

5. Personalization

- Personalized [Product] With [Name / Initial / Date]
- Make It Theirs: Custom [Product] for [Occasion]

6. Comparison

- [Product] vs Store-Bought: Why Handmade Wins
- What Makes This [Product] Different

7. Ideas list

- 7 [Product] Ideas for [Occasion]
- [Product] Inspiration: 5 Ways [Audience] Use It

8. Lifestyle

- Slow Mornings Start With [Product]
- A Little Everyday Luxury: [Product] in Real Homes

Description framework (200–500 characters)

- Sentence 1 — the hook: name the product and who it is for.
- Sentence 2 — the benefit: what it does or how it feels to use.
- Sentence 3 — the facts: material, size or what is included (only real facts).
- Sentence 4 — the nudge: the occasion it fits and a soft call to see the listing.
- Then add 4–6 keywords and a board name that match the words buyers type.

Example (filled in)

Title: "Handmade Ceramic Mug — a Gift Coffee Lovers Will Actually Use". Description: "A wheel-thrown ceramic mug for slow mornings, glazed in speckled coral. Holds 350 ml, dishwasher safe, and made to order in our small studio. A thoughtful birthday or housewarming gift for the coffee lover in your life." Keywords: ceramic mug, handmade mug, coffee gift, pottery mug, housewarming gift. Board: Kitchen Gifts.

Alt-text formula

"[Product] in [colour/material], [where it is used], [one detail]." Example: "Speckled coral ceramic mug on a wooden table next to a book." Alt text helps Pinterest understand the image — write what is actually in the photo.

Five tones — pick one per batch

- Warm: friendly, like a note from the maker.
- Elegant: calm, refined, few adjectives.
- Playful: light, a little humour, no hype.
- Practical: facts first, benefits second.
- Seasonal: tied to the occasion, not the product alone.

Do / Don't

- Do: use the words buyers actually search for in titles.
- Do: give every pin a different angle, design and photo.
- Do: link each pin to its own listing, not your shop home page.
- Don't: invent sizes, prices, materials or discounts.
- Don't: post ten pins at once and then nothing for a month.
- Don't: promise sales, virality or overnight results — Pinterest does not work that way.

A free bonus from Pickzox, made to go with the PinMyListings review (pickzox.com). Original companion material, not affiliated with the vendor.