

Keyword Decisions from Recorded Evidence

An Etsy workbook for product truth, dated observations and a defensible listing-language experiment

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SAMPLE EDITION

ENGLISH / 1.0 / 2026

How to use this guide

Independent Etsy creators who want to choose accurate listing language from their own product facts and explicitly recorded observations.

Use the fictional Harbor Week printable to classify twelve observation records, reject misleading intent and prepare a traceable listing revision. Includes facts, titles, phrase decisions, tag checks and an answer key; no real demand data.

- Separate product facts, hypotheses and measured observations.
- Reject unsupported promises and consolidate repeated phrases.
- Write readable titles and candidate tags with traceable reasons.
- Prepare an honest review plan without inventing demand or causation.

Scope and limitations

- All products, observations and feedback are fictional teaching examples.
- No search-volume, competitor-sales, ranking, traffic or income guarantee.
- KitForma analyzes supplied text or owned CSV; it does not supply private competitor sales or live search-volume access.
- No listing, shopper contact or account access occurs. Etsy guidance checked 2026-10-01; revisit it before real use.

Published by KitForma. Edition 1.0. Sources checked 1 October 2026. People and businesses in worked examples are fictional. This is an independent publication, not endorsed by the platforms mentioned.

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01

Start with a product that can support the words

A keyword decision begins with the thing a buyer will receive. Our fictional product, Harbor Week, contains an original undated meal-planning page in A4 and Letter PDF sizes. The buyer prints it and writes on paper. It has a grayscale layout, blank daily spaces and no prescribed menu. It is not a physical notebook, a magnetic board, an editable design file or a nutrition service. Those distinctions eliminate several tempting phrases before any search tool is opened.

Write a product-fact sheet using statements that can be inspected in a delivered file or an explicit product decision. Separate the format from the activity: PDF describes the file, while planning weekly meals describes its intended use. A format word can prevent a purchase misunderstanding even if you have no evidence that it attracts more searches. Its value does not depend entirely on an estimated demand score.

The fact sheet is deliberately narrower than a sales pitch. It records what exists, what the buyer does and what is excluded. If you later add editable fields, revise the fact sheet before revising the keywords. Do not allow a promising phrase to become a product claim simply because it appears frequently in a research session. The direction should run from supported product truth to language, then to observed response.

Etsy's Creativity Standards describe the kinds of seller involvement expected for eligible items. Research terms do not override product eligibility or accurate representation. ^[S4] This workbook assumes that you own or have the necessary permission for the original work you offer. It does not establish rights to another creator's design, supply a policy exemption or decide whether an individual real listing is acceptable.

Read the product-fact fixture and underline every word that would change if Harbor Week became a fillable online form. Several facts would change together: the buyer's first action, compatible software, export behavior and support instructions. That exercise reveals why a phrase such as fillable meal plan cannot be inserted as a harmless synonym. It describes a materially different experience, so it needs different evidence.

Truth before traffic

List three accurate descriptors for Harbor Week and three descriptors that would mislead. Give a product fact, not a search-score argument, for every decision.

Sources and tools

[S1] Etsy Seller Handbook: Keywords 101

<https://www.etsy.com/seller-handbook/article/382774281517>

Checked: 2026-10-01

[S2] Etsy: How Do I Use Marketplace Insights?

<https://help.etsy.com/hc/en-us/articles/35122361353239-How-Do-I-Use-Etsy-s-Marketplace-Insights-Tool>

Checked: 2026-10-01

[S3] Etsy: How to Use Stats for Your Shop

<https://help.etsy.com/hc/en-us/articles/115015774268-How-to-Use-Etsy-Stats-for-Your-Shop>

Checked: 2026-10-01

[S4] Etsy Creativity Standards

<https://www.etsy.com/legal/creativity/>

Checked: 2026-10-01

Etsy keyword & shop data research

Optional account-required local review of supplied listing text and your own export. It is not a source of competitor sales or actual marketplace search volume.

<https://kitforma.com/en/etsy-market-research/>

Word frequency

Count words in the text you supply; counts describe that text, not searches or buyers.

<https://kitforma.com/en/word-frequency/>

Phrase frequency

Inspect repeated phrases in your working corpus; keep the corpus identity with the result.

<https://kitforma.com/en/text-ngram-counter/>

Inside the complete guide

Keep evidence types separate

Use the platform's measurements without borrowing certainty

Group phrases by the job a buyer expects

Consolidate repetition without creating demand

Write a title for recognition, then check tags

Prepare a change that can be reviewed later

Interpret observations without turning them into a story

Capstone: the Harbor Week language decision

Answer key and a repeatable evidence habit