



Etsy Coloring Page Seller Checklist

+ Keyword
Brainstorm Sheet



By Becca Pretty Prints

Before You Publish Another Coloring Page Listing...

Use this mini workbook to plan smarter titles, tags, and listing details before you hit publish.

Welcome...

This workbook helps you create Etsy listings that actually get found by buyers.

No more guessing what keywords to use or wondering why your beautiful coloring pages aren't selling.

**“Cute is nice.
Click-worthy is
better.”**

How to use this

1. 2. 3.

Fill out the checklist for every new listing

2.


Brainstorm keywords using the framework


3.


Craft click-worthy titles and tags

4.

Launch with confidence


**What this
helps with**


**How to
use it**


Best for

Etsy Coloring Page Seller Checklist



Product Basics

- Product Type: _____
- Target Customer: _____
- File Format Details (e.g., PDF, JPG, Size): _____
- Number of Variations: _____
- Printable/Digital Delivery: _____
- License Terms: _____



Listing Setup

- Listing Photos (Main, Lifestyle, Detail, Scale, About): _____
- Mockup Images: _____
- Description Completeness (Hooks, Details, Policies, FAQs): _____
- Shop Policies (Returns, Exchanges, Shipping): _____
- Pricing Strategy (Competitive, Profit Margin, Sales): _____
- Shipping Profile Settings: _____
- Listing Title (Descriptive, Engaging): _____



Keyword + SEO

- All 13 Tags Used: _____
- Title Optimized (Core Keywords, Long-Tail Phrases): _____
- Relevant Attributes Selected: _____
- Category Accuracy: _____
- Search Term Research Completed: _____
- Competitor Keyword Analysis: _____
- Trends and Seasonal Keywords: _____
- Etsy SEO Tool Check: _____

Cute is nice.
Click-worthy
is better.

Keyword Brainstorm Sheet

Use these prompts to find keyword angles your buyers might actually search.

1



Main Keyword

.....
.....
.....

2



Related Keywords

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.

3

Best Long-Tail Phrases

1. _____
2. _____
3. _____
4. _____
5. _____

4

Title Draft

Etsy allows up to 140 characters

.....
.....
.....

5



13 Etsy Tag Ideas

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____
7. _____ 8. _____ 10. _____
11. _____ 12. _____ 13. _____

Use natural phrases. Don't repeat the same thing 12 different ways.

Bonus Keyword Starters

Use these as idea-jumpers,
not copy-paste magic.

Adult Coloring Pages

- coloring page for adults
- stress relief coloring
- mindfulness art
- intricate mandala
- detailed floral
- relaxation activity
- anxiety relief
- meditation coloring
- adult coloring book page
- printable relaxation

Kids Coloring Pages

- kids coloring sheet
- printable coloring page
- children's activity
- simple coloring
- fun for kids
- preschool printable
- easy coloring page
- educational activity
- classroom printable
- family fun

Color miial Printings

- [adulty] coloring coloring page
- childkeness art
- sumple coloring
- vintage coloring
- preschool printable
- easy coloring page
- children activity
- educational activity
- classroom printable

Seasonal / Niche Add-Ons

- [season] coloring page
- holiday printable
- birthday activity
- boho coloring
- vintage style
- modern design
- cute animal
- nature theme
- fantasy coloring
- personalized gift

Steal the structure, not your own originality.

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Keyword Brainstorm Framework

Use these prompts to find keyword angles your buyers might **actually** search.

What is it?

Describe your coloring page in simple terms _____

- *mandala, floral pattern, animal portrait, geometric design*

What kind is it specifically?

Get more specific about style and type _____

- *intricate mandala, simple floral, realistic cat, abstract geometric*

Who is it for?

Think about your ideal customer _____

- *adults, kids ages 5-8, stress relief, beginners, advanced colorists*

Theme / niche

What theme or category does it fit? _____

- *mindfulness, nature, holidays, fantasy, boho*

Use case / occasion

When or why would someone use this? _____

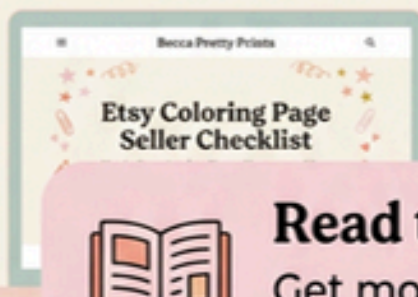
- *relaxation, gift, therapy, classroom activity, rainy day fun*

Tip: Each answer becomes a potential keyword or tag!

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Now Go Turn That Cute Idea Into a Click-Worthy Listing

You don't need perfect. You need clear keywords, a strong title, and a listing buyers actually understand.



Read the full blog post

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You've got this!

beccaprettyprints.com