

The GYC Listing Checklist

Fillable PDF text. The pass/fail standard every listing must meet before publishing, and the re-check for existing listings. One page front and back. Referenced throughout Stages 2, 3, and 6.

Listing: _____

Date checked: _____

☐

New Listing

☐

Refresh

Photos (Stage 2, Step 4)

- ☐ Hero shot: bright, clean background, product filling the frame, earns the click at thumbnail size
- ☐ Angles: front, back, side
- ☐ Detail close-up: texture, stitching, glaze, or grain visible
- ☐ Scale shot: in hand or beside something familiar
- ☐ Lifestyle shot: the product in its natural habitat
- ☐ Options shown in one frame (if colours/sizes/personalisation offered)
- ☐ Packaging shot (if giftable): the parcel as it arrives
- ☐ Informational photos from templates: dimensions, materials, USP, text readable at thumbnail size
- ☐ Edited for true-to-life colour: no heavy filters, whites look white

Video (Stage 2, Step 5)

- ☐ 5 to 15 seconds, silent: process clip, hold-and-turn, or design timelapse/flip-through

Price (Stage 2, Step 3)

- ☐ Cost sheet exists in the Pricing Calculator: materials + waste, packaging, labour, overhead
- ☐ Price set with the divide-by-0.89 method, not a guess
- ☐ "Safe to run 20% sale?" shows Yes
- ☐ Sanity-checked against 5 competitors

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Title & tags (Stage 2, Step 6)

- ☐ Primary keyword first, exactly as shoppers type it
- ☐ Title readable by a human: no keyword soup
- ☐ All 13 tags used, multi-word phrases
- ☐ Tag mix: title keywords + synonyms + occasions/recipients/styles

Description: the GYC formula (Stage 2, Step 6)

- ☐ Opening paragraph: most compelling selling point, 2 to 3 keywords woven in naturally
- ☐ Supporting paragraph: benefits, focused on the customer (2 to 3 sentences)
- ☐ 3 to 5 benefit bullets: advantage first, feature second
- ☐ Shipping/delivery expectations (if relevant, essential in gifting season)
- ☐ Gift wrapping & packaging info (if giftable: custom note, no invoice, wrap shown in photos)
- ☐ Product details in bullets: dimensions, materials, care, personalisation, processing time
- ☐ Guarantee line (optional)
- ☐ Social proof (optional, with permission)
- ☐ Written in your brand voice



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Human-made proof (Stage 2, Step 5)

- ☐ One process photo in the gallery
- ☐ One maker's detail line in the description
- ☐ Who-made-it fields accurate; production partner and AI disclosures complete
- ☐ Design genuinely original (and no trademarked/fandom content)

The barrier sweep (Stage 2, Step 6)

- ☐ Read as your persona: every likely question answered inside the listing
- ☐ Competitor 2-to-4-star complaints visibly solved
- ☐ Sizing, colour accuracy, and arrival timing addressed

Verdict:

- ☐ Passes -> Publish ☐ Fix first: _____

*Every listing that passes this page is a salesperson working around the clock.
Anything unticked is a doubt a shopper will find before you do.*