

Listing Photos That Make Great Pins

A checklist for Etsy photos that still look good when they become a tall Pinterest pin.

Why photos decide the pin

Every pin starts from your listing photos. A pin is tall (2:3) and seen small on a phone, so a photo that works as a square Etsy thumbnail can lose its product when it's cropped or shrunk. A few habits make every future pin better.

The checklist

Framing

- ☐ Leave space around the product so a tall crop doesn't cut it off.
- ☐ Have at least one photo where the product fills most of the frame.
- ☐ Have at least one portrait (tall) photo if your product allows it.

Light & clarity

- ☐ Bright, even light. Daylight near a window is enough.
- ☐ Sharp focus on the product, not the background.
- ☐ True colours: shoppers on Pinterest compare closely.

Variety (this is what gives you more pins)

- ☐ A clean product shot on a plain background.
- ☐ A lifestyle shot: the product in use, in a room, worn, on a table.
- ☐ A detail shot: texture, engraving, materials.
- ☐ A scale shot: in a hand or next to a familiar object.
- ☐ For personalized items: an example with a name or text.
- ☐ For printables: the print framed on a wall or the page on a desk, not just the flat file.

Clean images

- ☐ No big text, watermarks or collages baked into the photo. The pin adds its own headline.
- ☐ No borders or white frames around the photo.
- ☐ Upload at least 2000 px on the long side so pins stay sharp.

Order your photos on purpose

PinMyListings uses your listing's photos for its pin designs, starting with the first ones. Put a clear, bright product photo first and a lifestyle photo second, and you'll get pins that show both what it is and how it's used. You can switch any pin to another photo in one click.

Quick win: pick your 5 best-selling listings and add one lifestyle photo and one detail photo to each. That alone gives you more varied pins for the products that already sell.

PinMyListings bonus pack · Sunmesa Labs · No results are guaranteed: Pinterest traffic builds over weeks and depends on your products and consistency.