

— ETSY SHOP AUDIT · PUBLIC VERSION

A best-seller, ready for its next stage.



Prepared for

KatherineDream

etsy.com/shop/KatherineDream

CLIENT

Real client audit, shared with
the owner's permission

DATE

October 23, 2026

PREPARED BY

Stallion's Team

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Facts

Findings come from the public Etsy shop and from third-party research tools, read on October 23, 2026. Sales, reviews and listing counts shown are the public Etsy figures.

Our view

Boxes labelled "Our view", the scores and the plan are Soft Stallions' professional opinion, based on those facts.

Public version

This copy leaves out third-party tool figures and competitor names. The shop owner received the full report with every number.

Your shop health check



A top Etsy shop that is still growing, but a competitor with about half the listings now sells more per month. The next gains come from a tidier catalog, complete listings (video, attributes, alt text) and keywords buyers actually search.

TOTAL SALES

536,699

REVIEWS

29,480

RATING

4.7 stars

ACTIVE LISTINGS

1,395

ON ETSY SINCE
2018

Sales momentum

75

Selling more than a year ago, but a leading competitor now sells more each month.

Reviews and trust

88

536,699 sales and 4.7 stars from 29,480 reviews. A top Etsy shop.

Photos and thumbnails

85

Cohesive editorial thumbnails that read well at small size.

Search keywords

50

Only one preset phrase among the shop's tags has strong search demand.

Listing titles

45

Most best-selling titles are over 110 characters; many hit the 140 limit.

Tags

50

All 13 tags used, but most top tags have very little search demand.

Catalog structure

40

The 10,000+ bundle is listed 6 times; other exact duplicates.

Pricing

60

Everything permanently 75% off; bundles sell near \$5.63.

Storefront and branding

50

Busy banner, promo-only headline, announcement from March 2024.

Listing completeness

35

Three key listings: no video, no attributes, missing alt text.

BIGGEST OPPORTUNITY (OUR VIEW)

Six copies of the same 10,000+ bundle split the shop's attention between them. Merging them is the single biggest lever in this shop.

Still growing, with **one clear engine**

Sales trend and sales mix, in our words. The owner's copy has the month-by-month figures.

About +25%

sales in July to September 2026
against the same months of 2025

Winter dip

December to February is the
slowest season, every year

1 guide

the best-selling listing is a guide,
not a preset

About 1 in 4

sales among the top listings come
from the Digital Product Ideas
guide

Top 5

listings bring in nearly two thirds of
the best sellers' sales

Most viewed

the guide gets more daily views
than any listing in the shop

OUR VIEW

The shop is healthy and growing: summer 2026 beat summer 2025 by about a quarter. The winter dip repeats each year, so Christmas and winter listings should be refreshed before November, not during it.

OUR VIEW

The shop has quietly become two businesses: presets for photographers, and guides for people who want to start selling digital products. The guide is the growth engine. It deserves its own shop section, a better thumbnail series and 3 to 5 related guides rather than more preset bundles.

Figures are rounded from third-party sales estimates and our own arithmetic.

The shop competes **with itself**

Duplicates found among the 50 best-selling listings alone:

PRODUCT	COPIES	RECOMMENDATION
10,000+ Lightroom Presets Bundle	6 listings	Keep the strongest, retire or rework the rest
10 Autumn presets	2 listings with identical titles	Merge into one; rename the other as a different pack
Christmas presets	2 listings with identical tag sets	Give each its own tags and buyer angle
100,000+ Digital Product Ideas	2 versions	Keep the best seller; turn the other into a different guide
750 Wedding bundle	2 versions, plus a 12- and 26-preset pack	One wedding bundle, two clearly different packs

FIX FIRST

Why it matters

Etsy tends to show a limited number of listings from one shop for a search. Six near-identical bundles take those places instead of six different products.

CAREFUL

How to merge safely

Do not delete the best performer. Keep it, move its best photos and tags in, and deactivate weaker copies one at a time while watching sales for two weeks.

OUR VIEW

With 1,395 listings, the catalog is bigger than buyers can browse. We would aim for fewer, clearer products: one hero per theme (Summer, Wedding, Film, Moody, Autumn, Christmas), each linked to smaller packs.

The Etsy display behaviour is our understanding, not an Etsy statement.

Long titles, short winners

Title length of the 25 best-selling listings (characters, our count).



The only two titles under 110 characters belong to the shop's two best sellers. That is a pattern worth testing, not proof on its own. Long titles also repeat words ("Preset, Presets Lightroom, Lightroom Preset"), mix capitals at random and contain typos such as "LIGHROOM".

BEFORE (138 CHARACTERS)

~~10,000+ MEGA Lightroom Preset Bundle,~~
~~Spring and Summer Mobile Presets, Natural~~
~~Creamy Preset, Boho Photo Instagram Filter,~~
~~Desktop Preset~~

AFTER (94 CHARACTERS)

10,000+ Lightroom Presets Bundle for
Mobile and Desktop, Natural, Creamy and
Boho Photo Filters

BEFORE (140 CHARACTERS)

~~15 MOODY Presets, Lightroom Presets,~~
~~Lightroom Mobile Presets, Dark Black~~
~~Preset, Nature, Moody Photo Filter, Noir,~~
~~Muted, Cinematic, Rustic~~

AFTER (82 CHARACTERS)

15 Moody Lightroom Presets for Mobile
and Desktop, Dark Cinematic and Noir
Photo Filters

OUR VIEW

Rewrite titles to one pattern: main phrase first, then format (mobile and desktop), then two or three style words. About 80 to 100 characters, no repeats, normal capitals. Move the extra words into tags and attributes.

Titles from the public Etsy listings. Character counts are ours.

Most tags chase searches that barely exist

Demand and competition are our ratings, based on keyword research tools (US, monthly Etsy searches).

CURRENT TAG	HOW WIDELY USED	SEARCH DEMAND	OUR RECOMMENDATION
lightroom presets	On many listings	Strong	Keep, but only in hero titles
mobile presets	On many listings	Very low	Replace on most listings
natural, moody, bright, film presets	On several listings each	Very low	Swap for real buyer phrases
wedding presets	On several listings	Moderate	Build one strong wedding hero
car and motorcycle tags	On a dozen listings	Almost none	Remove

KEYWORD FAMILY	SEARCH DEMAND	COMPETITION	OUR RECOMMENDATION
digital products	Very high: about 10x "lightroom presets"	Moderate	Grow the guide line around it
lightroom presets and word-order variants	High	Very high	Core preset phrase
luts / lut (video)	Medium: more than any preset tag but one	Low	Retag the existing LUT listings
sports niches (basketball, gym)	Small	Very low	Easy niches to own
wedding, cinematic, beach presets	Small	Moderate	Use in matching packs only

OUR VIEW

Filling all 13 tags is done well. The problem is choice: the most-used tags have almost no searches. Buyers type short phrases, and the biggest one, "digital products", is the phrase the best-selling guide already serves. On the preset side, demand sits in "lightroom presets" and in video LUTs, which the shop barely targets despite having over 40 LUT listings.

OUR VIEW

Tags should mirror real buyer phrases, and each listing in a theme should use a different mix so they do not all compete for the same search.

Ratings are ours; the owner's copy has the exact search and competition figures.

Easy fixes on every listing

A line-by-line check of the three listings that matter most.

	10,000+ MEGA BUNDLE	DIGITAL PRODUCT IDEAS GUIDE	750+ WEDDING BUNDLE
Reviews (listing)	4.8 (2,796)	4.6 (1,193)	4.6 (55)
Title length	138 / 140	72 / 140	139 / 140
Title flags	"preset" 3 times	"etsy", "guide" not in tags	"presets" 5 times; trailing comma
Tags	13 / 13; 1 tag at title start	13 / 13	13 / 13; one single word
Photos	19 / 20	10 / 20	18 / 20
Video	Missing	Missing	Missing
Alt text	Missing	Missing (main image)	Missing (main image)
Attributes	Missing	Missing	Missing
Description	1,758 chars; long sentences	1,422 chars; easy to read	3,309 chars; large text block

FIX FIRST

Video, alt text, attributes

Missing on all three. Attributes help Etsy match listings to filtered searches; video plays in search results. These are the cheapest wins in the whole report.

NEEDS WORK

Tags versus title

On the MEGA bundle only 1 of 13 tags appears at the start of the title and 7 of 13 are not in the description, so title, tags and description pull in different directions.

OUR VIEW

Add a 5 to 15 second before/after video, fill every attribute and write alt text for the first photo on the top 20 listings. It takes about 10 minutes per listing and needs no new design work.

Listing check on October 23, 2026. Reviews and photos as shown on Etsy.

Always on sale, rarely premium

PRODUCT TYPE	FULL PRICE	SALE PRICE	OBSERVATION
10,000+ bundles	\$21.59	about \$5.63	Permanent 75% off
750 Wedding bundle	\$17.99	about \$4.69	Permanent 75% off
850 Natural presets	\$11.24	not checked	Mid-tier bundle
Small packs (10 to 50 presets)	\$2.25 to \$3.94	\$0.59 to \$0.79 for some	Entry price
Digital Product Ideas guide	\$4.50	not checked	Best seller

COMPETITOR TYPE	TYPICAL SALE PRICE	WHAT IT TELLS US
Large preset shop	about \$3 to \$4 per bundle; one "all presets" offer	Similar low pricing, one clear top offer
Photographer's personal brand	about \$5 to \$8	A face and a name support higher prices
Newer creator shop	about \$7 for a 1,000+ bundle	Charges more per bundle from day one

OUR VIEW

A permanent 75% discount is normal in this niche, so we would not remove it. Instead, add one clearly premium product above \$8 (for example a curated "Pro Collection" with video LUTs and a short guide) and a bundle ladder: small pack, theme bundle, everything bundle. The guide can also test \$6 to \$7.

Prices from public Etsy pages, in USD. Competitor shops are not named in this public version.

Great photos, **dated shop front**

FIX FIRST

Announcement

Last updated 21 March 2024.
Promotes a "\$5 ALL IN ONE"
bundle with a raw link and the
typo "ALL INE ONE".

NEEDS WORK

Banner and icon

Collage banner with mixed script
fonts and a coupon box. The gold
script icon is hard to read at
small size.

NEEDS WORK

Headline

"Mobile Lightroom Presets ★★
BUY 2 get 2 FREE". A promo,
with only one search phrase.

NEEDS WORK

About and policies

Strong story (10+ years of
photography in Europe) but
typos ("enhace", "Profesional").
Policies last updated January
2023.

STRONG

Thumbnails

Editorial lifestyle photos with
large serif bundle names.
Consistent and readable in
search.

NEEDS WORK

Video

Video seen on one featured
listing only. Before/after video
suits presets very well.

SHOP SECTION

LISTINGS

MEGA Preset BUNDLES

585

Lightroom Presets

345

ALL IN ONE Preset Bundle

148

Film / Summer / Wedding / LUTs / Autumn / Christmas

46 / 60 / 43 / 42 / 41 / 30

Stock Photos · Digital Product Ideas · Seller Guides

32 · 10 · 9

OUR VIEW

585 listings in one "MEGA bundles" section is hard to browse. Put the guide and ebooks in a top section called "Guides for sellers", and order sections by season, with Autumn and Christmas at the top from October.

Source: public Etsy shop page, read October 23, 2026.

A smaller catalog **now sells more**

Three competing preset shops, studied on October 23, 2026. Not named in this public version.

Half

the listings at the leading competitor, which now sells more each month than this shop

About 3x

more monthly sales per listing at that competitor (our arithmetic)

6 months

old, a newer competitor already sells every day, mostly video LUTs

Large preset shop

A few big bundles named by look ("Outdoor", "Natural") with one title formula across the whole catalog, so every listing looks deliberate and none repeats another.

Photographer's brand

A face and a name in the banner, niche themes (cars, gothic, Japan), one title pattern and one price on every pack, and the current season's collections pinned first.

Newer creator shop

A clear audience ("made by a creator, for creators"), video LUTs first, higher prices and readable titles split with "|". Its tags target "luts" and "lut".

OUR VIEW

Lifetime totals hide the shift: the leading competitor out-sells this shop each month with fewer, bigger, consistently named bundles. That is the strongest evidence in this report that a smaller, tidier catalog sells more.

OUR VIEW

Two lessons. Name bundles by look and keep one formula. And treat video LUTs as a product line, not an extra: two of the three competitors earn from them, and the searches are there.

Based on third-party sales estimates and public Etsy pages. The owner's copy names the shops and has the figures.

Six things to do in the next 14 days

THIS WEEK · 20 MIN

01

Fix the announcement

Replace the March 2024 text, correct the typo, remove the raw link, state the current offer.

THIS WEEK · 2 HOURS

02

Merge the 10,000+ copies

Keep the best seller, move the best tags and photos in, deactivate the weakest copies first; watch two weeks.

THIS WEEK · 2 HOURS

03

Rewrite the top 10 titles

Use the 80 to 100 character pattern on page 6.

THIS WEEK · 2 HOURS

04

Video, attributes, alt text

Add them to the top 10 listings, starting with the guide and the lead bundle.

NEXT WEEK · 30 MIN

05

Guides section

Create "Guides for sellers" at the top for the best-selling guide and the ebooks.

NEXT WEEK · 10 MIN

06

Seasonal order

Autumn and Christmas sections first until December.

Found in search

NEEDS WORK

Duplicates and zero-search tags waste visibility.

Clicked

STRONG

Thumbnails are among the best in the niche.

Bought

STRONG

Low prices and 29,480 reviews close the sale.

OUR VIEW

None of these need new products or ad spend. They make the existing traffic work harder.

Step by step, in priority order

Days 1–30

Clean up

- ☐ Merge duplicate bundles and identical listings
- ☐ Rewrite titles on the top 50 listings
- ☐ Re-tag top 50 with real search phrases, different per listing
- ☐ Refresh announcement, About, policies, headline

Days 31–60

Grow what works

- ☐ Build 3 to 5 new guides targeting "digital products", the biggest search phrase found
- ☐ Add before/after video to the top 20 listings
- ☐ Launch one premium bundle above \$8
- ☐ Seasonal refresh: Christmas and winter by 1 November

Days 61–90

Measure and expand

- ☐ Compare views and orders with day 1 (Etsy Stats)
- ☐ Grow video LUTs: retag for "luts" and "lut", add 3 LUT bundles
- ☐ Retire listings with no views in 90 days
- ☐ Plan spring and wedding-season launches

Views

on the top 20 listings, from Etsy Stats

Orders

per month versus the same month last year

Listings

active count going down while sales stay up

OUR VIEW

Track three numbers monthly. If views and orders rise while the listing count falls, the clean-up is working.

How we built **this report**

SOURCE	WHAT WE USED	DATE
Public Etsy shop page	Sales, reviews, sections, banner, announcement, About, policies, photos, prices	October 23, 2026
Keyword research tools	Search demand and competition for the shop's tags and related phrases	October 23, 2026
Shop analytics tools	Sales trend, best sellers and three competing shops (third-party estimates)	October 23, 2026
Listing check	Titles, tags, photos, video, alt text, attributes and descriptions of three key listings	October 23, 2026

Limits

Third-party sales figures are estimates. We did not see private Etsy Stats, real conversion rates or Etsy Ads data.

About this copy

A public version of a real client audit, shared with the owner's permission. Tool figures and competitor names are left out.

Your data stays yours

We never ask for your Etsy password. For a deeper audit, share screenshots of Etsy Stats.

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info@softstallions.net
WhatsApp +1 904 982 5321
softstallions.net

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