

2025

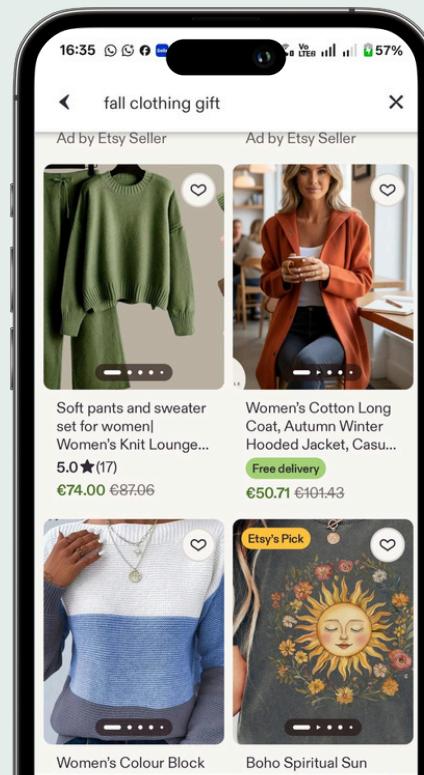
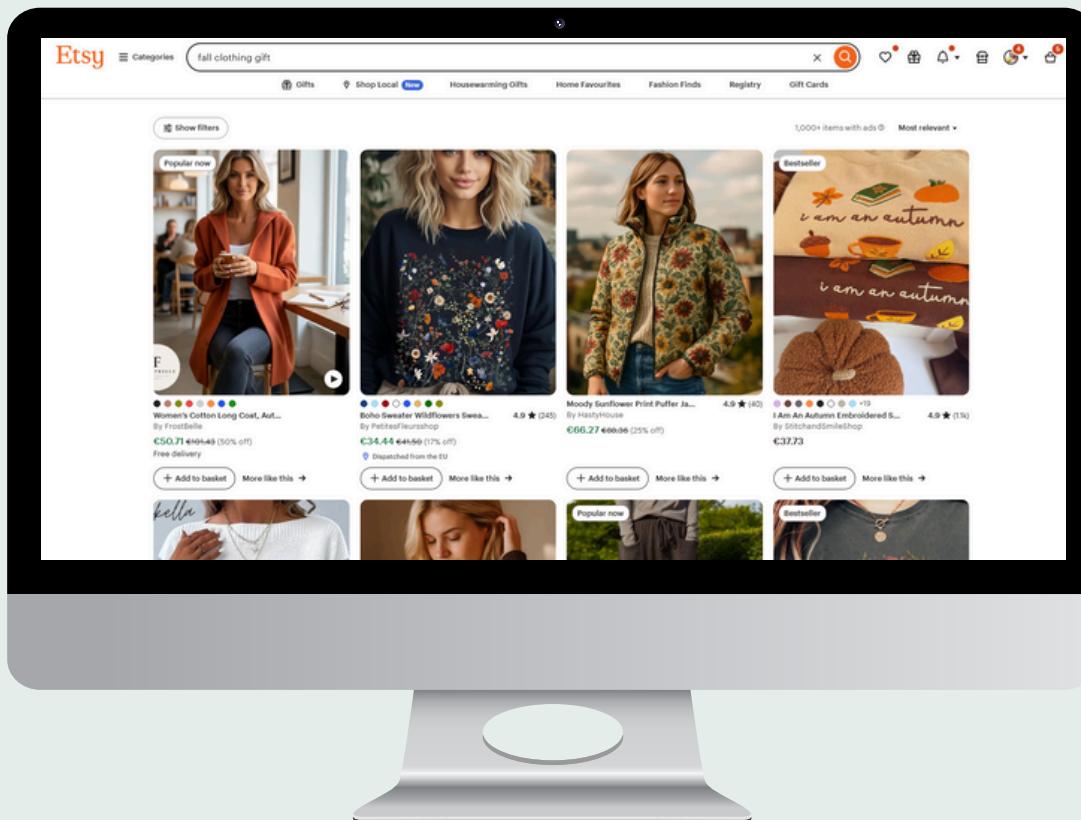
Photo Guidelines for Etsy Listings



Eranks

Etsy's Current Recommendations for Listing Photos

Etsy has always recommended using **square** or **horizontal photos** — and that's still true today. However, starting in summer 2025, Etsy began testing **vertical listing photos** on some devices.



As of November 11, 2025, here's what Etsy's Seller Handbook says:

Image orientation

"The first photo in a listing should be horizontal (landscape) or square. This ensures that the center focal point of the image appears in the cropped thumbnail views.

Your first listing photo also dictates the shape of the photos that follow. Uploading the same shape photos for all listing photos will create a more cohesive browsing experience."

Listing image best practices

"Make sure that your thumbnail images have enough of a border that they can be cropped to a square thumbnail without losing some of the product."

"Our recommendations are:

- Crop your images using Etsy's crop tool to ensure accurate framing of your item. Using an uncropped image may result in inaccuracies on the final thumbnail.*
- Try to capture images of your item further back than you think you'll need. This will give you the ability to crop in without losing parts of your item.*
- Avoid square crops. Upload horizontal or landscape images.*
- Use an aspect ratio of 4:3."*

[Click here and check the official Etsy guidelines](#)

So...should you start uploading vertical photos?

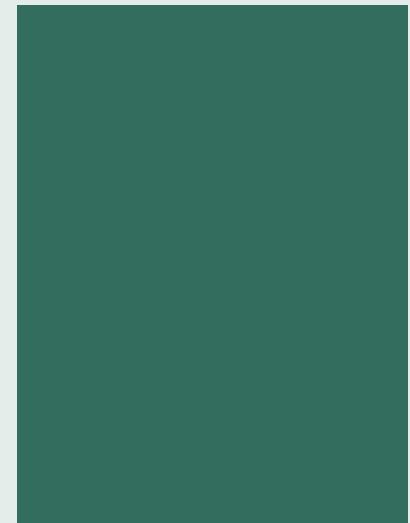
Good question! The answer depends on how you frame your product. Etsy is testing new formats, but the safest strategy is to **prepare images that work well in all three aspect ratios currently in use.**



Square (1:1)



Landscape (4:3)



Portrait (3:4)

How to make your photos work across all formats

It's simple: make sure your product is **centered** and that there's **plenty of background** space around it. That way, when Etsy crops your photo for different layouts, the background gets trimmed — *not your product*.



- Uneven margins
- Off-center product



- Even margins
- Centered product

If your original image is landscape (4:3)...



...it will be cropped like this.

This is probably the easiest and safest way to take photos that work across all ratios. Just remember to leave enough background space around your item and keep your product centered.



Portrait (3:4)



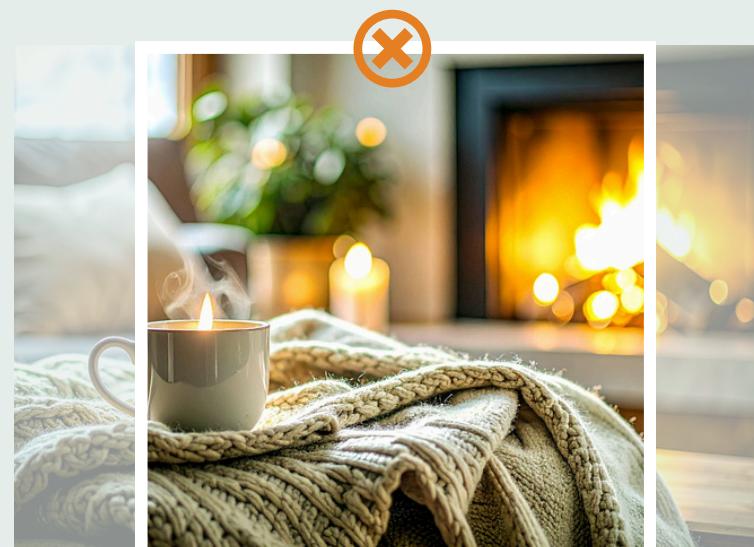
Square (1:1)



What happens when the image isn't centered?



Portrait (3:4)



Square (1:1)

If your original image is square (1:1)...



...it will be cropped like this.

This is probably the most difficult ratio to work with because it gets stretched quite a bit. To make sure it still looks good, you'll need to include plenty of background space. However, this might cause your product to "get lost" in the background.



Portrait (3:4)



Landscape (4:3)



**What happens if there's not
enough background space?**



Portrait (3:4)



Landscape (4:3)

If your original image is portrait (3:4)...



...it will be cropped like this.

This ratio usually works well too, but Etsy hasn't officially recommended using it yet. Keep an eye on the [official Etsy guidelines](#) to stay up-to-date on the platform's aspect ratio recommendations.

Square (1:1)



Landscape (4:3)





What happens when the image isn't centered?



Square (1:1)



Landscape (4:3)

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