FREE SELLER CHECKLIST · PERUNLIGHT

Etsy digital-download ZIP checklist

Clean a printable bundle, pack it into ZIP files that each open on their own, and check them before you upload.

Checked 1 October 2026
Print it, tick it, keep it with your listing notes.

Etsy's published limits for a digital listing

- **Up to 5 files** per listing, **each up to 20 MB**. ZIP files are allowed.
- **Uploaded file names:** letters, digits, periods, underscores and hyphens only, **at most 70 characters**.
- A name can't be edited after upload, and buyers see the name you uploaded.

The name rule covers the **files you upload** (each ZIP). Names *inside* a ZIP only have to work on the buyer's computer, so check them too.

Etsy doesn't say whether 20 MB means 20,000,000 or 20,971,520 bytes. Keeping each ZIP **under 20,000,000 bytes** fits either reading.

1 Clean the folder

- [ ] **Remove system files:** `.DS_Store`, `__MACOSX`, `._` files (Mac); `Thumbs.db`, `desktop.ini` (Windows); Office lock files starting `~$`.
- [ ] **Replace characters Windows refuses:** `< > : " / \ | ? *`
- [ ] **Rename reserved names** `CON` `PRN` `AUX` `NUL` `COM1–9` `LPT1–9`, with or without an extension (`CON.pdf` too).
- [ ] No name **ends with a space or a period**.
- [ ] No two names in a folder **differ only in capitals** (`Readme.txt` / `README.txt`).
- [ ] **Accented or non-Latin names:** keep them only if buyers expect them; some older unzip tools garble them.
- [ ] No **empty 0-byte files** and no **ZIP inside the ZIP**; deliver those files directly.

2 Plan standalone ZIPs

- [ ] **Group files the way buyers use them,** e.g. planner pages in one ZIP, sticker sheets in another.
- [ ] **Make each group a complete ZIP** that opens without the others.
- [ ] **Measure each finished ZIP in bytes,** not the rounded size a file manager shows. Keep each **under 20,000,000**.
- [ ] **At most 5 uploaded files** per listing.
- [ ] **Too big?** Regroup and rebuild. If one file can't fit even zipped, make that file smaller or reduce the product. Don't use split archives.
- [ ] **Name each ZIP** with allowed characters only, e.g. `Spring-Planner-Part-1-of-3.zip`
- [ ] Add a short **"How to open these files"** note in each ZIP.

3 Inspect the output

- [ ] **Extract every ZIP** into a new, empty folder.
- [ ] **Count the files** against your source folder: nothing missing, no system files.
- [ ] **Open a few files** from each ZIP, including the first and last.
- [ ] **Check the names** look right (accents, capitals), ideally on another computer or operating system.
- [ ] **Write down each ZIP's exact byte size** and keep the note with the listing.
- [ ] After a buyer report, **fix the source folder**, rebuild, and upload the corrected ZIP under its final name.

A ZIP that opens on your computer can still fail on a buyer's: a name that is fine on a Mac can be refused by Windows.

DO: STANDALONE ZIP FILES

`Part-1-of-3.zip` complete · opens alone
`Part-2-of-3.zip` complete · opens alone
`Part-3-of-3.zip` complete · opens alone

"Part 1 of 3" only describes the bundle. Each file is a whole ZIP that a buyer can open on its own.

AVOID: SPLIT ARCHIVES

`bundle.z01` piece + `bundle.z02` piece + `bundle.zip` needs all pieces

Pieces named `.z01` or `.001` need every part, saved in one folder, and an unzip tool that supports them.

Sources, checked 1 October 2026: Etsy Help, "How to Manage Your Digital Listings" (help.etsy.com); Microsoft Learn, "Naming Files, Paths, and Namespaces". Etsy can change its rules; check its help page before relying on these numbers. **Perunlight is not affiliated with or endorsed by Etsy.** Following this checklist cannot guarantee that Etsy accepts a file or that every unzip app opens it. Free to print and share unchanged.

Free walkthrough with a worked example: `perunlight.com/guides/prepare-etsy-digital-download-zip-files/`
Optional paid tool: DraupnirFlow, $12 one-time, reviews names and system files, builds size-limited ZIPs and writes a change report. Tested only in desktop Chrome 152 on Linux with fictional files.
`perunlight.com/store/draupnir-flow/`