

Introducing Listora

Drop a product. Get a listing.

An AI product studio that reads your product photos, writes the whole listing, fits it to every marketplace, and checks it against real shopper and competitor data.

Catalog

5 products

All 5 Drafts 2 Ready 3 Export all



97

Speckled Stoneware Coffee Mug, Cream Glaze with Handle, 12 oz

Home & Kitchen / Mugs

\$24

Ready



89

Amber Glass Dropper Bottle, 30 ml, Empty, for Serums and Essential...

Beauty & Personal Care / Travel Bottles &...

\$6.50

Draft



92

Concrete Soy Wax Candle, Cotton Wick, Reusable Grey Vessel, 40...

Home Decor / Candles

\$32

Ready



84

Sage Green Ceramic Bud Vase, Round Body with Narrow Neck,...

Home Decor / Vases

No price yet

Draft

18

listing fields written from
photos

5

marketplaces, every limit
checked

16

health checks before you
publish

14

markets for live price
research

The problem

Good products lose sales to thin listings.

Every product needs a title, a description, features, tags and search copy, then a new version for each marketplace and its rules. Most sellers write it all by hand, one product at a time, and it shows.

Shoppers who weigh detailed product descriptions when buying

52%

Second only to ratings and reviews, at 53%

Shoppers who returned an item because it didn't match the photos or description

33%

Returns that a clear, honest listing can prevent

Sources: Syndigo, State of Product Experience 2026, more than 8,700 consumers, via CX Dive. Rithum 2025 consumer survey of 6,000 shoppers in five countries, via Digital Commerce 360.

Where the time goes

- ✗ Writing titles, descriptions and features for every product
- ✗ Rewriting it all for Amazon, Etsy, eBay and Shopify limits
- ✗ Cutting photos out onto white backgrounds
- ✗ Guessing prices without checking competitors
- ✗ Guessing keywords shoppers actually type
- ✗ Writing ads, emails and posts from scratch

75

characters is Amazon's new title limit. From July 27, 2026, titles in every category except media must fit in 75 characters, and titles that don't may be rewritten by Amazon. Source: Amazon policy update, via M2E Pro.

Listora writes the listing, so you can get back to selling.

The market

More stores, more listings, more competition.

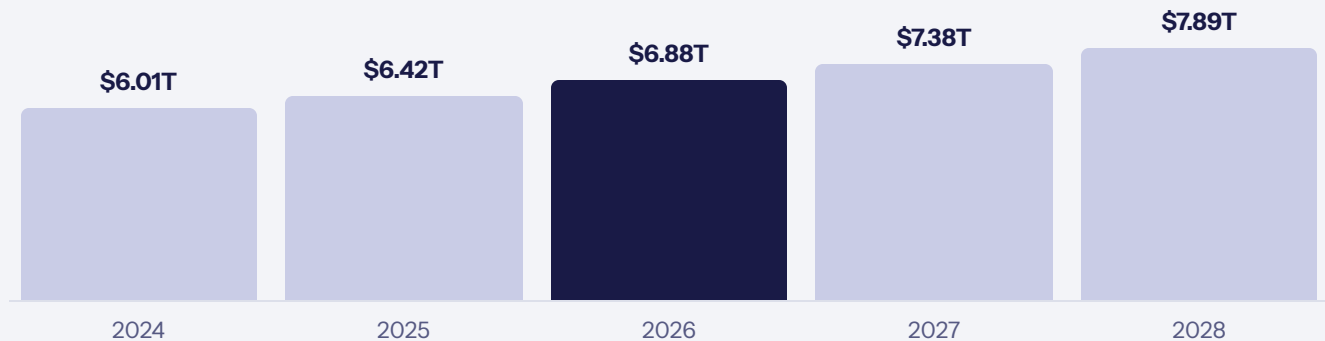
Online retail keeps growing every year, and every new product needs a listing that can compete. Sellers have already started writing them with AI.

Worldwide retail ecommerce sales

USD trillions

21.1%

of all retail sales will be online in 2026



EMARKETER forecast, February 2025, as published by Shopify. Bars start at zero; the scale tops out at \$10 trillion.

5.6M**active sellers on Etsy alone**

Etsy Form 10-K, December 31, 2025

12M+**Amazon listings created with its own AI listing tools in 2025**

Amazon 2025 Small Business Empowerment Report, via PYMNTS

34.7%**yearly growth forecast for AI in ecommerce, 2025 to 2029**

Technavio, July 2025

Sellers already write listings with AI. Listora does it for every store at once.

Why Listora

Built to pay for itself.

Listora turns an afternoon of writing into a few minutes of checking. You stay in charge of every word; the typing is done for you.

What it's worth: a store adding 100 products a month

75 h

a month writing, formatting and adapting listings by hand

67 h

saved when each listing takes a 5-minute review instead

\$20,100

a year in time, at \$25 an hour

Illustration. Assumes 45 minutes to write, format and adapt one listing by hand, 5 minutes to review Listora's draft, and \$25 an hour. Your numbers will differ.

✓ Hours back every week

Drop a batch of photos and review finished drafts instead of starting from a blank page.

✓ Priced with real data

See what comparable products sell for on Google Shopping before you set a price.

✓ Sounds like your brand

Your tone, favourite words and banned words go into every line it writes.

✓ Fewer returns

Listora never invents specs. Anything it isn't sure of goes on a list for you to confirm.

✓ One draft, every store

Shopify, Amazon, Etsy, eBay and WooCommerce versions, each within its limits.

✓ Free to run

Use a free local model with Ollama, or the AI provider you already pay for.

Less typing, fewer returns, better-priced products.

How it works

Five steps. You only check the result.

Every product follows the same path, from a phone photo to an import file your store accepts.

- 1 Drop**
Drag in photos, paste them, or choose files. One photo per product, or several angles of the same product.
- 2 Read**
A vision model studies the photos and your notes, such as materials or sizes the photos can't show.
- 3 Write**
Title and three alternatives, descriptions, five key features, tags, search phrases, page title, meta description, attributes, alt text and a social caption.
- 4 Fit**
Versions for Shopify, Amazon, Etsy, eBay and WooCommerce, with every character limit checked and flagged.
- 5 Export**
A Shopify import file, a WooCommerce import file, a full spreadsheet, JSON, or a ZIP of every image named by product.

18

fields written for every product

5

marketplaces, each within its rules

16

health checks before you publish

20

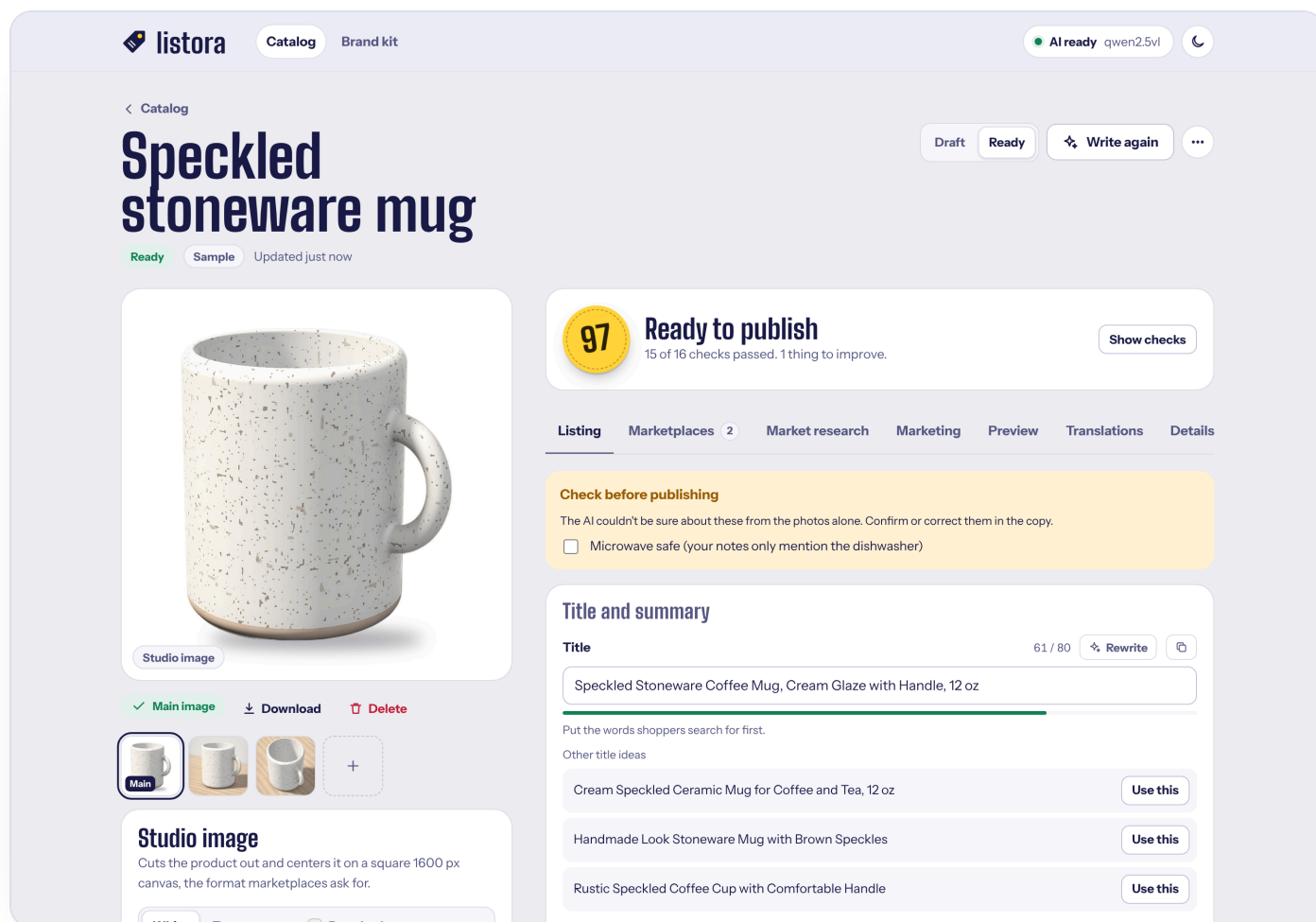
languages for translated listings

From phone photo to import file without a blank page.

Writes the listing

Photos in, a finished listing out.

Every field is ready to edit, with a counter that shows the limit and a Rewrite button for shorter, more persuasive or keyword-rich versions. Every rewrite can be undone.



Screens show Listora's built-in sample catalog. The sample product photos are 3D renders.

Never makes things up

It only states what it can see or what you told it. Likely but unconfirmed facts go on a check-before-publishing list.

Several photos, one product

Up to eight angles per product, so the listing covers the details one photo misses.

A health score you can act on

Sixteen checks, from title length to a clean main image, each with a Fix link that jumps to the field.

Bulk writing

Select a shelf of drafts and write them all at once. Listora works on two at a time.

Every field written, checked and scored before you touch it.

Fits every store

One listing, five marketplaces, every limit.

Each marketplace wants something different. Listora rewrites your listing for each one and flags anything over a limit, so nothing gets cut off or rejected.

Shopify **Amazon** Etsy eBay WooCommerce

Amazon

75-character title, item highlights, five bullets and backend search terms.

✎ Write again for Amazon 📋 Copy all 🗑️

Sample copy written by hand to show the format. Write it again to see what Listora produces.

Title 61 / 75 ✎ Rewrite 🗑️

Speckled Stoneware Coffee Mug with Handle, 12 oz, Cream Glaze

Amazon limits titles to 75 characters in every category except media (from July 2026).

Item highlights 106 / 125 ✎ Rewrite 🗑️

Dishwasher safe, small-batch stoneware, brown speckled cream glaze, raw clay foot, comfortable open handle

Indexed for search and can appear next to the title.

Bullet points 5 / 5 ✎ Rewrite 🗑️

1

SPECKLED CREAM GLAZE: warm brown flecks give every mug its own look, finished with a natural unglazed clay foot

111/250

×

2

GENEROUS 12 OZ SIZE: room for a full cup of coffee, a latte or a large tea without topping up

93/250

×

3

COMFORTABLE HANDLE: an open loop that fits two fingers, so the mug feels steady when it's full

94/250

×

4

EASY TO LIVE WITH: dishwasher safe, so it works as an everyday mug at home or at the office

91/250

×

5

SMALL-BATCH MADE: a considered gift for coffee lovers, tea drinkers, housewarmings and birthdays

96/250

×

+ Add

Store	What Listora writes and checks
Amazon	75-character title, 125-character item highlights, 5 bullets, description, backend search terms under 250 bytes
Etsy	140-character title, exactly 13 tags of 20 characters, story-led description, materials
eBay	80-character title, 55-character subtitle, item specifics, description
Shopify	Title, HTML description, tags, product type, page title, 160-character meta description, URL handle
WooCommerce	Name, 300-character short description, HTML description, category path, tags

Import-ready files. Shopify and WooCommerce exports use each platform's own import columns, including price, SKU, stock and image links.

Write once. Sell everywhere, within the rules.

Studio images

A clean product shot in one click.

Marketplaces such as Amazon want the main image on a white background. Listora cuts the product out and places it on a square 1600-pixel canvas, right on your computer.



Your photo



White background with a soft shadow



Your brand color



Transparent, for your own designs

Runs on your computer

No API key and no upload.
The cut-out model
downloads once.

Marketplace ready

Square, centered and evenly
padded, then saved as the
main image.

Batch it

Switch it on when you
upload and every product
gets one.

Keeps the original

Your photo stays in the
gallery, so you can switch
back at any time.

Professional photos without a photographer or a separate app.

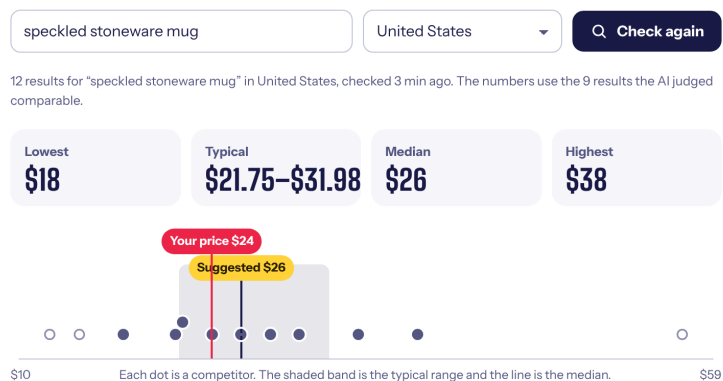
Market research

Price it against the real market.

Listora checks Google Shopping for products like yours, sets aside the ones that aren't comparable, and suggests a price with its reasoning. One click applies it.

Competitor prices

Live Google Shopping results for products like yours, with a suggested price. Uses 1 SerpApi search.



Suggested price, mid-range

\$26

Nine comparable handmade-look stoneware mugs sell for \$18 to \$38, with a median of \$26. At \$26 you sit in the middle of the market, matching the shops with the strongest reviews. A sensible range is \$22 to \$30.

[Use \\$26](#)

Words competitors use that your title doesn't

handmade

pottery

wheel thrown

gift

[Rewrite title with these](#)[+ Add as tags](#)

How to stand out

- Lead with the raw clay foot, which only one competitor mentions
- Put the 12 oz size in the title, most competitors leave it out
- Say small batch in the first bullet to justify the price

Speckled Stoneware Coffee Mug, 12 oz, Handmade

Ridgeway Pottery, 4.9 stars from 214 reviews

\$28**Cream Speckled Ceramic Mug with Handle**

Hearth & Table, 4.7 stars from 1,180 reviews

\$22**Handmade Pottery Mug, Speckled Oatmeal Glaze**

Mesa Ceramics, 5 stars from 96 reviews

\$34

Lowest, typical, median and highest

On one chart, with your price and the suggested price marked.

Only comparable products

Accessories, multipacks and unrelated items are left out of the numbers.

Words competitors use

Title gaps you can add with one click, plus ways to stand out.

Any of 14 markets

United States, United Kingdom, Pakistan, India, UAE, Germany and more.

Powered by SerpApi. Example data shown. Each check uses one SerpApi search.

No more guessing the price.

Search demand

Use the words shoppers actually type.

Listora pulls real Google search suggestions for your keywords, picks the ones with buying intent, and shows a year of search interest so you can see what's rising.

Search demand

Real Google search suggestions for up to 3 seed keywords, plus 12 months of search interest. Uses up to 4 SerpApi searches.

Seed keywords

speckled mug x stoneware mug x ceramic coffee mug x Add more

United States

Search again

Checked 2 min ago for United States.

Best phrase for your title

"handmade pottery mug"

Shoppers search for handmade and pottery far more than stoneware, and interest climbs before the holidays.

Rewrite title with it

speckled mug

Rising



Average interest 52 of 100

stoneware mug

Steady



Average interest 61 of 100

ceramic coffee mug

Steady



Average interest 73 of 100

+ Add 6 recommended phrases to search phrases

handmade pottery mug	Recommended	Add to phrases	Add as tag
speckled coffee mug	Recommended	Add to phrases	Add as tag
speckled mug with handle	Recommended	Add to phrases	Add as tag
stoneware mug 12 oz	Recommended	Add to phrases	Add as tag
speckled stoneware mug	In your listing	Add to phrases	Add as tag
ceramic coffee mug	In your listing	Add to phrases	Add as tag
speckled mug set		Add to phrases	Add as tag
stoneware mug microwave safe	Recommended	Add to phrases	Add as tag
ceramic coffee mug gift	Recommended	Add to phrases	Add as tag
speckled mug near me		Add to phrases	Add as tag

The best phrase for your title

One click rewrites the title around it.

Recommended phrases

Add them to search phrases or tags. Phrases you already use are marked.

12 months of Google Trends

Each keyword shows whether interest is rising, steady or falling.

Powered by SerpApi. Example data shown. Uses up to four searches.

Get found by the people already looking for you.

Customer insight

Answer questions before shoppers ask.

Paste reviews from your store or a competitor's listing. Listora finds what buyers love, what they complain about and what they ask, then writes an FAQ from facts it can stand behind.

Customer reviews

Find out what buyers love, what they complain about and what they ask, then fix the listing to match.

Paste customer reviews from your store or a competitor's listing. One review per line works best.

Analyze reviews

Positive overall

Buyers love the speckled glaze and how the mug feels in the hand. The most common complaint is that the handle is a little small for larger hands.

Buyers love

- The speckles look different on every mug
- Feels solid and well made
- Keeps coffee warm longer than thin mugs
- Packed carefully, arrived safe

Complaints

- Handle is small for larger hands
- Glaze color is creamier than the photos

Questions buyers ask

- Is it microwave safe?
- Does it fit under a single-serve coffee machine?
- Are the speckles part of the glaze or painted on?

Fix your listing

- Say how many fingers fit the handle
- Add a photo in daylight so the cream color is accurate
- Answer microwave safety in the FAQ

Answer these questions in the FAQ

FAQ

Questions shoppers ask before buying. Answered only from facts Listora knows; the rest wait for you.

✎ Write again + Add a question

1 question needs your answer

Is it dishwasher safe?

Yes. The glaze is dishwasher safe, so it can be an everyday mug.

How much does it hold?

It holds 12 oz, enough for a full coffee or a large tea.

Are the speckles part of the glaze?

Yes. The speckles come from the stoneware clay and glaze, so every mug is a little different.

Is it microwave safe?

Needs your answer: the photos and your notes don't say

Product FAQ. Questions it can't answer from the facts wait for you.

Review insights

Fewer surprises after delivery, fewer returns.

Marketing kit

The launch is written too.

From the same listing and brand voice, Listora writes everything you need to announce the product, with each platform's limits counted for you.

Google Ads

A responsive search ad: headlines of up to 30 characters and descriptions of up to 90.

Headlines 6 / 15

- Speckled Stoneware Mug 22/30
- Handmade Look, 12 oz 20/30
- Small Batch Pottery Mug 23/30
- A Mug With Character 20/30
- Dishwasher Safe Stoneware 25/30
- Gift for Coffee Lovers 22/30

+ Add

Descriptions 3 / 4

- A cream stoneware mug with brown speckles and a raw clay foot. Holds 12 oz. 75/90
- Made in small batches, so every mug is a little different. Dishwasher safe. 75/90
- The everyday mug for slow mornings. Comfortable handle, sturdy body. 68/90

+ Add

Keywords to bid on 4 / 15

speckled mug x stoneware coffee mug x handmade pottery mug x ceramic mug gift x

Add more

Facebook and Instagram ad

Primary text, headline and description, sized so nothing gets cut off.

Primary text 93 / 125

Slow mornings deserve a mug with character. Speckled stoneware, 12 oz, made in small batches.

Headline 26 / 40

The speckled stoneware mug

Description 28 / 30

Holds 12 oz, dishwasher safe

Launch email

Subject, preview text and a short email for your list.

Subject line 36 / 60

Back from the kiln: the speckled mug

Preview text 52 / 90

Small batch, 12 oz, and every one a little different

Email body 54 words

Hi there,

Our speckled stoneware mug is back from the kiln, and this batch came out beautifully.

- Cream glaze with warm brown speckles
- Holds 12 oz, with a handle that fits two fingers
- Dishwasher safe, made for every morning

There are only a few dozen in this batch. Pick yours before they're gone.

Google Ads

30-character headlines, 90-character descriptions

Meta ad

Primary text, headline, description

Launch email

Subject, preview text, body

Instagram

Caption and hashtags

TikTok or Reels

Hook, shot list, caption

From listing to launch in one click.

Preview

See it the way shoppers will.

Before you publish, preview the listing as a product page, a search result and a social post, in your own language or any translation.

Kiln & Co

Free returns on every order



Home & Kitchen / Mugs

Speckled Stoneware Coffee Mug, Cream Glaze with Handle, 12 oz

\$24 ~~\$28~~

A cream stoneware mug flecked with brown speckles, with a comfortable handle and a raw clay foot. Holds 12 oz.

- Speckled cream glaze: warm brown flecks give every mug its own character
- Generous 12 oz size: room for a full coffee, a latte or a big mug of tea
- Comfortable handle: an open loop that fits two fingers with room to spare
- Everyday easy: dishwasher safe, with a raw clay foot that sits steady
- Small-batch made: a thoughtful gift for coffee lovers and new homes

Add to cart

♥

Start the day with a mug that feels made by hand. The cream glaze is flecked with warm brown speckles, so no two mugs look quite the same, and the unglazed clay foot gives it a natural, earthy finish.

The straight, sturdy body holds 12 oz, enough for a full coffee or a big mug of tea, and the open handle fits two fingers comfortably. It's dishwasher safe, so it can be an everyday mug rather than one you save for weekends.

The simple shape sits well in farmhouse, Scandinavian and modern kitchens alike. Each one is made in a small batch, which makes it an easy gift for coffee lovers, tea drinkers and anyone setting up a new home.

Questions

► Is it dishwasher safe?

► How much does it hold?

► Are the speckles part of the glaze?

Kiln & Co

localhost:8000 › products › speckled-stoneware-mug

Speckled Stoneware Coffee Mug, 12 oz Cream Glaze

A 12 oz cream stoneware mug with brown speckles, a comfy handle and a raw clay foot. Dishwasher safe and made in small batches.

Translations in 20 languages

Search words are adapted to what shoppers type in each language, not swapped word for word.

Brand kit

Store name, tone, words to use and avoid, currency and studio color, set once for every listing.

Light and dark, desktop and phone

The whole studio works on a phone screen too.

No surprises after you hit publish.

How it's different

The whole listing job, not just the writing.

Chat assistants write text and marketplace tools help inside one store. Listora does the full job for every store, with real market data and checks along the way.

	Listora	Writing by hand	General AI chat	A marketplace's own AI tool
Writes from your product photos	✓	—	One at a time	Some
Versions for 5 marketplaces at once	✓	Slow	Prompt by prompt	Its own store
Checks every character limit	✓	By eye	—	Its own store
Flags facts to confirm before publishing	✓	n/a	—	Varies
Competitor prices and search data	✓	Manual research	—	Some
White-background studio images	✓	Separate app	—	Some
Ads, email and social posts	✓	Slow	Prompt by prompt	—
Remembers your brand voice	✓	✓	Per chat	—
Import files for Shopify and WooCommerce	✓	Manual	—	—
Can run entirely on your own computer	✓	n/a	—	—

General comparison of approaches, not of specific products. Features of other tools vary and change over time.

More stores covered, fewer tools to juggle.

Everything included

Every piece built, tested and private by design.

Write

- 18-field listings from photos
- Title ideas and field rewrites
- Check-before-publishing list
- Product FAQ

Fit

- Shopify, Amazon, Etsy, eBay, WooCommerce
- Live limit counters
- 16-point health score
- 20 languages

Research

- Google Shopping prices
- Suggested price
- Search suggestions and trends
- Review insights

Studio

- White, transparent or brand color
- Soft contact shadow
- 1600-pixel square canvas
- Runs on your computer

Market

- Google and Meta ads
- Launch email
- Instagram post
- TikTok or Reels script

Organize

- Searchable catalog
- Bulk writing and status
- Shopify and WooCommerce CSV
- Spreadsheet, JSON, image ZIP

Your photos stay on your computer

Studio images are made locally. With Ollama, listings are written locally too.

Only search phrases leave for research

SerpApi receives the words you search for, never your photos or catalog.

Keys stay in your settings

API keys live in your local settings and are never sent back to the browser.

Your catalog, your file

Everything is stored in one SQLite database in the project folder.

AI models	Ollama on your computer, or any OpenAI compatible provider such as OpenAI, Gemini or OpenRouter
Studio images	IS-Net and U ² -Net segmentation on ONNX Runtime
Market data	SerpApi: Google Shopping, Google Autocomplete and Google Trends
Server and data	Python and FastAPI, with SQLite
Web app	Plain JavaScript and CSS with bundled fonts, no build step and no outside scripts
Quality	End-to-end tests against stand-in AI and SerpApi servers
Runs on	Mac (one-click start), Windows and Linux with Python 3.10 or newer

Local first, and fully under your control.

Ready when you are

Drop a product. Get a listing.

Set up on your own computer with a free local AI model, or connect the AI provider you already use. Add a SerpApi key for live market research.

Setup

One double-click on a Mac

AI

Ollama, OpenAI, Gemini or
OpenRouter

Exports

Shopify, WooCommerce, CSV, JSON
and images

Book a live demo

See it write a listing from your own product photos, live.