

Suggested Listing Improvements

Based on 18 active listings - Generated July 22, 2026

1. HAND-THROWN CERAMIC BOWL

Issue: The title lacks size, color, and intended use context, and the tags are too generic to compete in search — "handmade" and "kitchen decor" add almost no search value on Etsy where everything is handmade.

Suggestion: Rewrite the title to something like "Hand-Thrown Ceramic Bowl Speckled Stoneware Soup Bowl Pottery Bowl Handmade Kitchen Gift" and replace weak tags with: wheel thrown pottery, stoneware bowl, pottery gift, soup bowl, ceramic tableware, artisan pottery, functional pottery.

2. LAVENDER FIELDS CANDLE

Issue: The title is vague and poetic where it should be descriptive — it omits material (soy wax), size or weight, and use-case keywords that shoppers actually search, making it nearly invisible against competing listings.

Suggestion: Rewrite as "Lavender Soy Candle Hand-Poured Calming Candle Floral Scented Candle Relaxation Gift" and add tags: hand poured candle, lavender gift, aromatherapy candle, floral candle, stress relief gift, self care gift. At \$16.00 it is also underpriced relative to the Cedar and Sage candle at \$18.00 for what appears to be a comparable product — raise to \$18.00 for consistency.

3. STICKER PACK - COTTAGECORE FLORALS

Issue: The tag list is extremely short at only four tags, leaving significant search coverage on the table, and the title does not specify quantity, format, or material, which reduces buyer confidence and search relevance.

Suggestion: Rewrite as "Cottagecore Floral Sticker Pack Watercolor Flower Stickers Journal Stickers Vinyl Sticker Set" and expand tags to include: watercolor sticker, planner sticker, scrapbook sticker, aesthetic sticker, laptop sticker, floral sticker pack, cute sticker set, boho sticker, nature sticker.

4. PERSONALIZED BIRTH FLOWER NECKLACE CARD

Issue: The title is confusing — it reads as a physical necklace but the tags indicate it is a printable card, creating a mismatch that will generate clicks from buyers expecting jewelry and immediate abandonment, hurting search ranking.

Suggestion: Rewrite as "Printable Birth Flower Card Digital Download Personalized Jewelry Gift Card Template Instant Download" and update tags to: birth month flower, gift card printable, jewelry card template, instant download, necklace gift card, floral gift tag, personalized printable. At \$6.00 the price is reasonable for a digital product but consider bundling with a matching envelope template to justify moving to \$8.00.

5. MAGNET SET - FARMHOUSE KITCHEN

Issue: The title gives no detail on quantity, material, size, or what images are depicted, and the tag list is only three tags — among the thinnest in the entire sample — leaving most relevant search terms uncovered.

Suggestion: Rewrite as "Farmhouse Kitchen Magnet Set Rustic Refrigerator Magnets Farmhouse Decor Gift Set of 4 or 6" (confirm quantity and add it), then add tags: fridge magnet, refrigerator magnet, farmhouse gift, rustic kitchen decor, housewarming gift, cute magnet, kitchen gift, set of magnets.

6. VANILLA OAK CANDLE

Issue: Like the Lavender Fields listing, the title is scent-forward but omits material, pour type, size, and burn time — and the tags "oak" and "cozy" are low-traffic terms unlikely to drive qualified traffic.

Suggestion: Rewrite as "Vanilla Oak Soy Candle Hand-Poured Warm Scented Candle Cozy Home Gift Wood Vanilla Fragrance" and replace weak tags with: vanilla candle, soy wax candle, hand poured candle, warm scent candle, cozy home decor, hygge gift, scented candle gift, woody candle. Also raise to \$18.00 to match the Cedar and Sage candle and signal consistent quality across the candle line.

7. PRINTABLE RECIPE CARD SET

Issue: The title does not indicate quantity, style, or size of the cards, and at \$9.00 for a digital product with no physical fulfillment cost it may be underpriced relative to the \$12.00 wedding sign, particularly if the set contains multiple designs.

Suggestion: Rewrite as "Printable Recipe Card Set of 10 Digital Download Kitchen Recipe Cards Editable Template Instant Download" and add tags: editable recipe card, kitchen printable, recipe template, cooking gift, bridal shower gift, meal planning card, recipe organizer. If the set contains 8 or more cards, consider pricing at \$11.00 to \$12.00 to align with the wedding sign and signal comparable value.

8. HAND-CARVED NAPKIN RINGS SET OF 4

Issue: The title omits the wood type and any finish or style details, and the tag list has no gift-occasion tags or material-specific terms beyond "wood carved," missing shoppers searching for holiday table decor, wedding, or housewarming gifts.

Suggestion: Rewrite as "Hand-Carved Wooden Napkin Rings Set of 4 Rustic Wood Napkin Rings Farmhouse Table Decor Handmade Gift" and add tags: wooden napkin ring, rustic table decor, holiday table setting, hostess gift, wedding table decor, housewarming gift, hand carved wood, dining decor, farmhouse napkin ring.