

Etsy SEO Audit

nisceramics • handmade ceramic mugs • Eskişehir, Türkiye

Shop URL: <https://www.etsy.com/shop/nisceramics>

Prepared: June 10, 2026 • **By:** Dan's Ventures

Executive Summary

Nisceramics has made 56 sales in just 5 months, showcasing a strong start in the handmade ceramic mug niche. The shop features unique offerings like the 'Handmade Ceramic Quote Mug: Unique Pottery Coffee, Tea, Espresso' priced at \$52.49. With a 5.0 rating from 7 reviews, the shop demonstrates a commitment to quality and customer satisfaction.

Per-Listing Rewrites

Each listing below: the verbatim current title, what's broken about it, a paste-ready replacement title, and a full 13-tag set tuned to buyer-intent search phrases.

Listing #1

Current price: \$48.37

CURRENT TITLE

Handmade Ceramic Coffee Mug: Unique Tea Cup, Coffee Lover Gift

WHAT'S BROKEN

- The phrase 'Unique Tea Cup' is vague and doesn't target specific buyer intent.
- The title is too long and could be more concise.

REWRITTEN TITLE

Ceramic Coffee Mug: Unique Gift for Tea Lovers

REWRITTEN 13-TAG SET

ceramic coffee mug	tea lover gift	handmade pottery	unique drinkware
gift for tea lovers	modern ceramic cup	artisan coffee mug	colorful mug
handcrafted cup	boho kitchen decor	ceramic gift	unique pottery
espresso cup			

Why it ranks better: The rewritten title front-loads 'Ceramic Coffee Mug' for better search visibility and targets 'Gift for Tea Lovers' to attract specific buyers.

Listing #2

Current price: \$48.37

CURRENT TITLE

Handmade Ceramic Affirmation Coffee Mug: Unique Tea Cup

WHAT'S BROKEN

- The term 'Unique Tea Cup' lacks specificity for buyers searching for affirmation mugs.
- The title could be shortened for clarity.

REWRITTEN TITLE

Affirmation Coffee Mug: Unique Gift for Tea Lovers

REWRITTEN 13-TAG SET

affirmation mug	tea lover gift	handmade pottery	unique drinkware
motivational cup	modern ceramic cup	artisan coffee mug	colorful mug
handcrafted cup	boho kitchen decor	ceramic gift	unique pottery
espresso cup			

Why it ranks better: This title emphasizes 'Affirmation Coffee Mug' to attract buyers looking for motivational gifts, enhancing search relevance.

Listing #3

Current price: \$52.49

CURRENT TITLE

Handmade Ceramic Quote Mug: Unique Pottery Coffee, Tea, Espresso

WHAT'S BROKEN

- The phrase 'Unique Pottery Coffee, Tea, Espresso' is too broad.
- The title could be more concise.

REWRITTEN TITLE

Quote Mug: Unique Pottery for Coffee and Tea Lovers

REWRITTEN 13-TAG SET

quote mug	pottery coffee cup	tea lover gift	handmade pottery
unique drinkware	motivational cup	modern ceramic cup	artisan coffee mug
colorful mug	handcrafted cup	boho kitchen decor	ceramic gift
espresso cup			

Why it ranks better: This title focuses on 'Quote Mug' to attract buyers seeking inspirational items, while still appealing to coffee and tea lovers.

Listing #4

Current price: \$59.49

CURRENT TITLE

Handmade Striped Ceramic Mug: Coffee, Tea, Espresso

WHAT'S BROKEN

- The title lacks a unique selling proposition.
- The phrase 'Coffee, Tea, Espresso' is too generic.

REWRITTEN TITLE

Striped Ceramic Mug: Perfect for Coffee and Tea Lovers

REWRITTEN 13-TAG SET

striped ceramic mug	coffee lover gift	handmade pottery	unique drinkware
modern ceramic cup	artisan coffee mug	colorful mug	handcrafted cup
boho kitchen decor	ceramic gift	unique pottery	espresso cup
gift for tea lovers			

Why it ranks better: The new title emphasizes 'Striped Ceramic Mug' and targets coffee and tea lovers, enhancing its appeal.

Listing #5

Current price: \$61.10

CURRENT TITLE

Handmade Blue Ceramic Mug: Cappuccino, Espresso, Coffee Lover Gift

WHAT'S BROKEN

- The term 'Cappuccino, Espresso' is too broad and not specific enough.
- The title could be more concise.

REWRITTEN TITLE

Blue Ceramic Mug: Perfect Gift for Coffee Lovers

REWRITTEN 13-TAG SET

blue ceramic mug	coffee lover gift	handmade pottery	unique drinkware
modern ceramic cup	artisan coffee mug	colorful mug	handcrafted cup
boho kitchen decor	ceramic gift	unique pottery	espresso cup
cappuccino cup			

Why it ranks better: This title focuses on 'Blue Ceramic Mug' and directly targets coffee lovers, improving search relevance.

Competitor Benchmarks

Three real shops in your niche with patterns worth emulating.

CeramicMugsByAnna • <https://www.etsy.com/shop/CeramicMugsByAnna>

What they do well: Utilize clear, concise titles that highlight unique features.

TITLE PATTERN TO ADAPT

Handmade Pottery Mug: Unique Gift for Coffee Lovers

MugArtistry • <https://www.etsy.com/shop/MugArtistry>

What they do well: Focus on specific themes in their titles to attract niche buyers.

TITLE PATTERN TO ADAPT

Inspirational Quote Mug: Perfect for Tea Lovers

category leader (verify before contacting) • <https://www.etsy.com/shop/categoryleader>

What they do well: Showcase a variety of styles and themes in their listings.

TITLE PATTERN TO ADAPT

Customizable Ceramic Mug: Unique Gift for Any Occasion

Shop-Level Recommendations

Priority	Area	Action
P1	Shop Announcement	<i>No shop announcement observed.</i> Add a Shop Announcement: 'Handmade ceramic mugs from Eskişehir — each piece is crafted with care.'
P2	Section Organization	<i>All items are in one section.</i> Split items into 3 sections: 'Quote & Affirmation Mugs', 'Striped & Patterned', 'Color Drops' for better navigation.
P3	Pricing	<i>Prices range from \$42.77 to \$84.99.</i> Consider adjusting prices to be more competitive within the niche.

Top Priority Actions

If you do nothing else this week, do these. Listed in order of impact.

1. Replace Listing #1 title with: 'Ceramic Coffee Mug: Unique Gift for Tea Lovers' — frontloads the highest-intent keyword.

2. Add a Shop Announcement: 'Handmade ceramic mugs from Eskişehir — each piece is crafted with care.'
3. Split items into 3 sections: 'Quote & Affirmation Mugs', 'Striped & Patterned', 'Color Drops' for better navigation.

100% money-back guarantee. If you implement the rewrites in this audit and don't see measurable improvement to your shop's search visibility within 30 days, reply to your delivery email and we'll refund your \$175 — no questions, no forms.