FREE GUIDE FOR ONLINE SELLERS

20 AI prompts for product descriptions that sell and get found

Copy, paste, replace the parts in [brackets]. Works in ChatGPT, Claude or Gemini. Built for Shopify, WooCommerce, Etsy, Amazon and Google Shopping listings.

The one rule that matters: AI writes well only from real facts. Always paste the real specs, materials, sizes and 3 to 5 customer reviews. Without them AI invents details, and a wrong size or a fake "certified" claim costs you returns, bad reviews and sometimes a suspended listing.

STEP 1. RESEARCH BEFORE WRITING

1 Find the words your buyers actually use

```
Here are customer reviews of [product] from my store and competitors: [paste reviews]. List the exact phrases buyers use to describe their problem, what they loved and what disappointed them. Group them into: pains, desired results, objections. Keep their wording, do not rephrase.
```

Descriptions written in the buyer's own words convert better than any "premium quality" phrase.

2 Spot what competitors forgot to say

```
Compare these 3 competitor descriptions of [product]: [paste]. What questions does a buyer still have after reading them? Which benefits and specs are missing? Give me 5 angles I can use to stand out, with one sentence each.
```

3 Build a keyword list from real search intent

```
I sell [product] to [audience] in [country]. Suggest 20 search phrases people type when they are ready to buy (not just research). Split into: product type + attribute, problem-based, comparison, gift/occasion. Mark the 5 most commercial ones.
```

Check volumes in Google Keyword Planner or your marketplace search bar before using them.

4 Understand who you are really writing for

```
Describe 2 typical buyers of [product] at [price]. For each: what triggers the purchase, what they fear, what they compare, and the one sentence that would make them click "Add to cart".
```

STEP 2. WRITE THE LISTING

5 Product title that ranks and gets clicked

```
Write 5 product titles for [product] using this order: product type + brand + model + key attribute (size, material, color) + main benefit. Max [60 / 140 for Amazon / 150 for Google Shopping] characters. Use the keyword [main keyword] in the first 40 characters. No caps lock, no emojis.
```

6 Benefit-first description

```
Write a product description for [product] using these facts: [specs]. Structure: 1 opening line with the main result for the buyer, 3 short paragraphs (what problem it solves, how it works, what is included), then a short spec list. Tone: [friendly / expert / premium]. 120 to 180 words. Do not add any fact that is not in my list.
```

7 Turn features into benefits

```
Here are the features of [product]: [list]. For each feature write one bullet: feature, then "so you can..." with a concrete everyday benefit. Max 15 words per bullet.
```

"Waterproof fabric" says little. "Waterproof fabric, so the baby stays dry in a sudden rain" sells.

8 Meta title and description for Google

```
Write 3 options of an SEO title (max 60 characters) and meta description (max 155 characters) for this product page: [product, main keyword, 2 key benefits, delivery or guarantee]. The description must end with a soft call to action.
```

9 Amazon or Etsy listing in one go

```
Create a full [Amazon / Etsy] listing for [product] from these facts: [specs]. Include: title within platform limits, 5 bullet points starting with a capitalized benefit, description, and [backend search terms / 13 Etsy tags]. Follow the platform style guide, no promotional claims like "best" or "No.1".
```

10 Short version for mobile and ads

```
Shorten this description to 2 sentences that a person reads in 5 seconds on a phone: [description]. Keep the main benefit and one proof (number, material, guarantee).
```

11 FAQ block that removes doubts

```
Based on these reviews and questions [paste], write 6 FAQ items for the product page of [product]. Short, honest answers. Include delivery, sizing or compatibility, returns and care if relevant.
```

Every answered question is one less message in your chat and one less abandoned cart.

STEP 3. IMPROVE WHAT YOU ALREADY HAVE

12 Rewrite supplier copy into unique text

```
This is the supplier's description that 50 other stores also use: [paste]. Rewrite it completely for my store [store name, audience]. Keep every fact, change structure and wording, add the buyer benefits. It must not repeat any sentence from the original.
```

Duplicate text across many stores makes it harder for your page to stand out in search.

13 Remove the "AI smell"

```
Edit this text so it sounds like a real shop owner wrote it: [text]. Remove clichés like "elevate", "unleash", "perfect blend", "whether you're". Short sentences, concrete details, no exclamation marks.
```

14 Handle the main objection

```
The main reason people do not buy [product] is [price / doubt about size / delivery time]. Write a short paragraph for the product page that answers this objection honestly, with one concrete proof.
```

15 Adapt the tone for a new market

```
Adapt this description for buyers in [country] in [language]: [text]. Use local units, local search phrases and a natural tone, not a word-by-word translation.
```

16 Make it easy to scan

```
Reformat this description for easy reading: [text]. Short paragraphs, a bold first line, bullets for specs, and the key benefit in the first 2 lines. Do not change the facts.
```

STEP 4. SCALE AND CHECK

17 Bulk descriptions from a spreadsheet

```
I will paste rows from my product spreadsheet: [name, brand, material, size, color, price]. For each row write a title (max 70 characters) and a 60-word description using the same structure. Return a table I can paste back into the CSV.
```

Check 5 random rows by hand. Bulk generation is where AI mistakes hide.

18 Google Shopping title optimization

```
Rewrite these product titles for Google Merchant Center: [titles]. Order: brand + product type + key attributes (size, color, material, model) + gender or age if relevant. Max 150 characters, most important words first, no promo text like "sale" or "free shipping".
```

In Shopping ads the title works as your keyword. A good title alone can bring more clicks at the same budget.

19 Alt text for product images

```
Write alt text for these product photos of [product]: [describe each photo]. Max 125 characters each, describe what is actually visible, include the product name once, no "image of".
```

20 Final check before publishing

```
Act as a strict editor. Check this listing against these facts [specs]: list any claim that is not supported, any spec mismatch between title, description and specs, words that may break [platform] policy, and spelling mistakes. Do not rewrite, only list problems.
```

This one prompt catches the mistakes that cost the most: wrong sizes, conflicting specs and policy violations.

Want a second pair of eyes on your store? I help online stores with Google Ads, Google Shopping, Merchant Center, SEO and product listings, for Shopify, WooCommerce, Etsy and Amazon sellers. Send me a message on LinkedIn with a link to one product page, and I will tell you what I would change first.

Roman · seoroman.com/en