

PRODUCT DESCRIPTION EXPERT

TURN FACTS INTO VALUE.

WRITE WITH CLARITY.

SELL WITHOUT HYPE.

- PRODUCT BRIEF SYSTEM
- TITLES + DESCRIPTIONS
- SEO + MARKETPLACE FORMATS
- QUALITY SCORECARD

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A complete route from raw product facts to accurate, persuasive and channel-ready product copy. Use the system once, then return to the worksheets and prompt pages for every listing.

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QUICK ROUTE

Complete page 4, define buyer and voice on pages 5-6, paste pages 9-10 into your AI assistant, then use the scorecard on page 18.

Description strategy

A useful description helps the right buyer understand the product, evaluate fit and make a confident decision. It must persuade through relevant truth, not invented intensity.

The product copy contract

- PRODUCT - What is it, exactly?
- BUYER - Who is evaluating it and why?
- CONTEXT - Where, when and how is it used?
- PROOF - Which facts support each statement?
- DIFFERENCE - What makes this option relevant?
- ACTION - What should the buyer understand or do next?

WHAT THE SYSTEM CAN IMPROVE

- Completeness of the creative brief
- Clarity and order of information
- Feature-to-benefit translation
- Consistency across formats
- Speed of drafting and revision
- Human verification workflow

WHAT IT CANNOT GUARANTEE

No prompt can guarantee ranking, conversion, approval, revenue or customer satisfaction. Results also depend on product quality, demand, pricing, photography, reviews, delivery, returns, competition, channel rules and the accuracy of the supplied facts.

EVIDENCE BEFORE ADJECTIVES

Replace unsupported praise such as “best,” “premium,” “safe,” “eco-friendly” or “clinically proven” with specific, verifiable information. If evidence is unavailable, remove or qualify the claim.

PREMIUM PRINCIPLE

The AI assistant should never guess specifications, certifications, materials, compatibility, origin, performance, warranty, price or availability. Unknown information must remain unknown until a human confirms it.

Product fact sheet

Gather source-of-truth information before prompting. Copy from approved specifications, supplier documents, packaging, testing records and current policy pages.

PRODUCT NAME / TYPE

Exact name and product category.

MATERIALS / INGREDIENTS

Composition and relevant quantities.

FUNCTION / USE CASE

What it does and where it is used.

COMPATIBILITY

Devices, systems, sizes or exclusions.

IN THE BOX

Every included and excluded item.

PROOF / CERTIFICATIONS

Tests, standards and approved claims.

PRICE / AVAILABILITY

Channel-specific current information.

BRAND / MODEL

Approved spelling and identifiers.

DIMENSIONS / WEIGHT

Units, tolerances and packed size.

KEY FEATURES

Observable or documented facts.

VARIANTS

Color, size, pack, finish or model.

CARE / INSTALLATION

Setup, cleaning and storage.

WARRANTY / RETURNS

Current policy and limitations.

RIGHTS / RESTRICTIONS

Trademarks, regulated terms, image rights.

STOP CONDITION

If a detail affects safety, fit, compatibility, legality, price, delivery or purchase expectations, do not let the AI assistant infer it. Ask the product owner or mark it for verification.

Buyer & search intent

The same product needs different emphasis for a first-time shopper, a technical evaluator, a gift buyer or a returning customer comparing variants.

1. NAME THE BUYER

Describe experience, situation, priority and objections - not only demographics.

2. IDENTIFY THE TASK

What is the buyer trying to complete, improve, replace, avoid or understand?

3. CAPTURE THE MOMENT

What happened immediately before the buyer searched or opened the listing?

4. RANK DECISION CRITERIA

Which facts matter most: fit, materials, size, speed, care, style, compatibility or support?

5. MAP OBJECTIONS

What could make the buyer hesitate, return the product or choose another option?

6. DEFINE THE NEXT STEP

Purchase, choose a variant, compare, ask a question, save or visit a detailed guide.

INTENT MAP

DISCOVER - understand the category | COMPARE - evaluate differences | VERIFY - confirm fit, size or compatibility | BUY - resolve final questions | USE - install, care for or reorder.

BUYER-LANGUAGE SOURCES

- Support questions
- Search queries
- Reviews and returns
- Sales conversations

DO NOT COPY

- Competitor sentences
- Customer private data
- Protected brand voice
- Unverified review claims

Brand voice system

Consistency comes from explicit rules. Define how the brand sounds, which evidence it values and which language it refuses to use.

VOICE ATTRIBUTES

Choose three: clear, warm, technical, refined, playful, direct, calm, practical.

READER LEVEL

Beginner, informed shopper, professional buyer or technical specialist.

SENTENCE STYLE

Short and direct, explanatory, editorial, specification-led or story-led.

VOCABULARY

Approved product terms, regional spelling, units and preferred benefit language.

WORDS TO AVOID

Empty superlatives, pressure tactics, jargon, clichés and unsupported certainty.

FORMAT RULES

Heading style, bullets, measurements, capitalization and CTA conventions.

VOICE FINGERPRINT

WE SOUND [THREE TRAITS]. We explain products using [TYPE OF EVIDENCE]. We speak to [BUYER] at [KNOWLEDGE LEVEL]. We prefer [SENTENCE STYLE]. We never use [BANNED LANGUAGE]. Our CTA is [LOW / MEDIUM / DIRECT] pressure.

CONSISTENCY TEST

Remove the product and brand names from three approved descriptions. If they still sound like the same company, the voice rules are probably specific enough to reuse.

From feature to buyer benefit

A feature is a product fact. A benefit explains why that fact matters in the buyer's context. The bridge must remain logical and proportionate.

FEATURE	Double-wall stainless-steel body.
MECHANISM	Two walls reduce direct heat transfer.
BENEFIT	Helps the exterior remain more comfortable to handle.
CONTEXT	Useful during commuting or desk use.
LIMIT	Performance varies with contents, lid and conditions.

STRONG BENEFIT

Specific, relevant to the intended use, directly supported by a feature, easy to understand and appropriately qualified.

WEAK BENEFIT

Generic, emotional without context, impossible to verify, unrelated to the feature or written as a guaranteed outcome.

TRANSLATION PROMPT

For each verified feature, state the mechanism, practical buyer benefit, best use context and any necessary limitation. Do not add a benefit that cannot be logically supported.

Titles & opening lines

The first words should identify the product clearly and surface the most relevant differentiator without turning the title into an unreadable keyword list.

TITLE FORMULA

[BRAND / PRODUCT TYPE] + [MODEL OR KEY ATTRIBUTE] + [IMPORTANT SIZE / VARIANT] + [RELEVANT USE OR COMPATIBILITY]. Include only information that helps identification and selection.

CLARITY FIRST

A buyer should recognize the product before reading the complete listing.

DISTINCTIVE DETAIL

Use the attribute that genuinely separates this option: material, size, model, fit or function.

CHANNEL LIMITS

Check current character limits, prohibited terms and formatting rules before upload.

READABLE ORDER

Place important information early; remove repeated synonyms and promotional filler.

OPENING LINE

Answer what it is, who it is for and why the specific feature matters.

MOBILE PREVIEW

Check truncation and comprehension on the actual marketplace or device.

AVOID

ALL CAPS, repeated keywords, subjective ranking claims, promotional pricing inside titles, competitor trademarks, irrelevant compatibility references and facts not shown elsewhere in the listing.

TEST

Can a buyer distinguish this exact item from the neighboring variants using only the visible title?

Master prompt: analyze & plan

Copy this page and page 10 into your AI assistant. Replace every bracketed field. Request PLAN ONLY when the product facts or direction still need approval.

ROLE

You are an ecommerce product-copy strategist and precise conversion writer. Create original, buyer-focused copy that uses only supplied facts, preserves brand voice and never invents specifications, claims, certifications or outcomes.

INPUTS

- PRODUCT NAME / TYPE: [INSERT]
- BRAND / MODEL / SKU: [INSERT]
- VERIFIED SPECIFICATIONS: [INSERT]
- MATERIALS / INGREDIENTS: [INSERT]
- DIMENSIONS / WEIGHT: [INSERT]
- FUNCTION / USE CASES: [INSERT]
- COMPATIBILITY / EXCLUSIONS: [INSERT]
- VARIANTS: [INSERT]
- IN THE BOX: [INSERT]
- CARE / INSTALLATION: [INSERT]
- APPROVED PROOF / CLAIMS: [INSERT]
- TARGET BUYER + INTENT: [INSERT]
- OBJECTIONS / RETURN RISKS: [INSERT]
- BRAND VOICE RULES: [INSERT]
- CHANNEL + LIMITS: [INSERT]
- PRIMARY KEYWORD / TERMS: [INSERT]
- CTA + LANGUAGE / MARKET: [INSERT]

PLANNING PROCESS

- Audit the brief and list missing or conflicting information.
- Separate verified facts, reasonable context, opinions and prohibited assumptions.
- Identify the buyer's top five decision questions.
- Rank features by relevance to this buyer and channel.
- Translate features into supported benefits and necessary limitations.
- Propose three positioning angles without changing the facts.
- Draft five readable title directions.
- Create an outline for the selected format.
- List claims, rights and platform rules requiring human review.
- If I write PLAN ONLY, stop and wait for approval.

Master prompt: write & verify

Continue from page 9 after approving the plan. These rules control the copy, channel variants, fact map and final verification output.

WRITING REQUIREMENTS

- Lead with product clarity and the most relevant differentiator.
- Use only supplied facts and approved claims.
- Connect each benefit to a feature or documented mechanism.
- Write original copy in the defined brand voice.
- Prioritize buyer questions, fit and decision confidence.
- Use concrete nouns and specific verbs; remove empty superlatives.
- Keep limitations and exclusions visible when material.
- Do not invent scarcity, reviews, awards, origin, results or guarantees.
- Do not imitate a named competitor or living writer.
- Keep keywords natural and preserve readability.

OUTPUT FORMAT

- A. Missing-information alerts
- B. Buyer intent and positioning angle
- C. Five title options
- D. One-sentence value proposition
- E. Short description
- F. Standard product description
- G. Five feature-benefit bullets
- H. Specifications / what is included
- I. Care, compatibility and limitations
- J. Meta title + meta description
- K. Channel-specific adaptations
- L. Fact-to-copy traceability table
- M. Claims, rights and policy checklist
- N. 15% tighter alternative

FINAL QUALITY CONTROL

- Confirm every measurable statement is present in the verified input.
- Check that the title identifies the exact item and variant.
- Verify that benefits follow logically from features.
- Remove repetition, jargon, vague praise and pressure tactics.
- Confirm specifications, price, availability and policy data match the live source.
- Mark any sentence that still needs legal, technical or product-owner approval.

Product-page formats

The same facts can support different lengths. Select the format according to buyer intent, channel design and product complexity - not an arbitrary word count.

MICRO / CARD

25-50 words. Product identity, primary difference and one useful outcome.

SHORT LISTING

75-150 words. Opening value, 3-5 benefits and essential fit information.

STANDARD PAGE

200-400 words. Value proposition, benefits, proof, specifications, care and CTA.

PREMIUM PAGE

400-800 words. Deeper use cases, comparisons, materials, objections, evidence and FAQs.

TECHNICAL PRODUCT

Lead with model, fit and specifications; keep benefits precise and restrained.

LIFESTYLE PRODUCT

Use context and sensory detail only when supported by materials, design and use.

LAYERED PAGE ARCHITECTURE

1. PRODUCT IDENTITY -> 2. VALUE PROPOSITION -> 3. FEATURE-BENEFIT BULLETS -> 4. PROOF / DEMONSTRATION -> 5. SPECIFICATIONS -> 6. FIT / CARE / LIMITS -> 7. CTA.

SKIMMING TEST

Can a buyer find size, material, compatibility, contents and key benefit without reading every paragraph?

DEPTH TEST

Does the longer description answer real objections, or merely repeat the same promise in new words?

Marketplace adaptation

Build one verified source brief, then adapt copy to each channel's current rules, fields, buyer behavior and interface. Never paste blindly across platforms.

OWN STORE

Control hierarchy, storytelling, FAQs, internal links, schema and comparison modules.

GOOGLE MERCHANT

Keep title, description, price, availability, identifiers and landing page consistent.

ETSY

Use clear readable titles, accurate attributes, relevant tags and descriptions that answer buyer questions.

LARGE MARKETPLACES

Check category style guides, restricted claims, title limits, bullet rules and variation policy.

SOCIAL COMMERCE

Prioritize mobile clarity, product demonstration, price transparency and current disclosure rules.

B2B CATALOG

Lead with model, specifications, applications, compliance documents and procurement details.

CHANNEL ADAPTER PROMPT

Rewrite the approved source copy for [CHANNEL]. Preserve every verified fact and the brand voice. Follow the supplied field limits and policy rules. Return a change log showing what was shortened, reordered or omitted.

SOURCE-OF-TRUTH RULE

Maintain one approved product record. When a material, size, included item, price, warranty or safety detail changes, update the source first and regenerate affected channel copy.

SEO & product data

Search optimization begins with accurate product information and buyer language. Keywords help discovery, but they cannot repair a vague, misleading or incomplete listing.

PRIMARY TERM

Use the clearest phrase that identifies the product category and buyer intent.

SUPPORTING TERMS

Add relevant material, size, use, compatibility and problem language naturally.

TITLE + OPENING

Place essential identification early without repeating synonyms.

ATTRIBUTES

Complete structured fields for color, size, material, model, GTIN and variants when applicable.

VISIBLE = DATA

Price, availability, shipping, returns and variants should remain consistent across page, feed and markup.

INTERNAL LINKS

Connect useful buying guides, comparison pages, care instructions and related products.

GOOGLE PRODUCT INFORMATION

Google explains that Product and Offer structured data can support merchant-listing experiences, while accurate product feeds help match items to relevant queries. Eligibility does not guarantee a particular search appearance.

MACHINE-READABLE ACCURACY

Structured data must match visible page content. Do not mark up ratings, availability, price, shipping, returns or variants that a shopper cannot verify on the live page.

OFFICIAL REFERENCES

developers.google.com/search/docs/appearance/structured-data/product | support.google.com/merchants/answer/7052112

Variants & catalog workflows

Scale from a verified parent brief. Each variant should preserve shared facts while making the differences and selection criteria unmistakable.

PARENT PRODUCT

Shared function, materials, core design, care and universal proof.

VARIANT DELTA

Color, size, capacity, pack, finish, model, compatibility, included items or price.

UNIQUE TITLE

Identify the exact variant early enough to prevent wrong selections.

DIFFERENCE BLOCK

Explain what changed and which buyer or use case benefits from that difference.

IMAGE MATCH

Ensure the chosen variant shows the correct images, price and availability.

CANONICAL / URL

Follow platform and technical SEO rules for variant pages and selectable URLs.

CATALOG GENERATION PROMPT

Using the approved parent brief and the supplied variant table, create one listing per SKU. Preserve shared facts exactly. Highlight only real variant differences. Return a discrepancy report for missing, duplicated or conflicting attributes.

DUPLICATE-COPY RISK

Do not create dozens of pages where only the color word changes. Add useful selection context or consolidate according to platform and SEO needs.

RETURN-RISK CHECK

Make size, compatibility, contents and exclusions impossible to confuse across variant menus, images and copy.

RULE

Every SKU must be traceable to an approved fact record and current asset set.

Claims, rights & compliance

Product copy can create legal, platform and customer-service risk. Treat high-impact statements as evidence tasks, not creative-writing opportunities.

PERFORMANCE

Measured result, conditions, method and source.

HEALTH / SAFETY

Qualified review and current regulated wording.

ENVIRONMENTAL

Specific scope, evidence and recognized definitions.

COMPARATIVE

Comparable basis, date, sample and defensible language.

CERTIFICATION

Exact certification, product scope and current status.

ORIGIN

Accurate manufacturing, assembly and sourcing language.

REVIEWS / TESTIMONIALS

Authentic permission, context and no invented consensus.

SCARCITY / PRICE

Current inventory, promotion terms and honest deadlines.

STOP-AND-REVIEW CATEGORIES

Medical, cosmetic, supplement, children's, financial, legal, safety-critical, regulated, age-restricted and environmentally sensitive products require stronger human and professional review.

INTELLECTUAL PROPERTY

Do not use competitor trademarks, copyrighted copy, protected characters, celebrity names or "inspired by" language without appropriate rights. Marketplace visibility is not permission.

RULE

If the evidence does not support the sentence, the sentence does not ship.

Revision prompt suite

Improve one problem at a time. Focused passes protect verified facts and make the reason for each change easier to evaluate.

CLARITY PASS

Simplify the copy for [BUYER LEVEL] without deleting specifications or limitations.

BENEFIT AUDIT

Map every benefit to its supporting feature. Flag weak or unsupported bridges.

SPECIFICITY PASS

Replace vague praise with verified materials, dimensions, mechanisms or use context.

VOICE MATCH

Apply the approved voice rules without changing facts, meaning or required warnings.

SEO PASS

Use supplied search terms naturally in title, opening and headings; preserve readability.

MOBILE TIGHTEN

Reduce by 15% while keeping selection, fit, care and trust information.

OBJECTION PASS

Answer the buyer's top objections using only the approved brief.

COMPLIANCE PASS

List measurable, comparative, safety, environmental and regulated claims for review.

VARIANT PASS

Make SKU differences clear and remove copy that applies only to another variant.

FACT TRACE

Return a table mapping each factual sentence to the supplied source field.

REVISION RULE

Tell the model exactly what must remain unchanged: approved specifications, evidence, limitations, brand terms, compliance text and the intended buyer. A style rewrite must never silently alter product truth.

COMPARE VERSIONS

Ask for a change log: original phrase / revised phrase / reason / fact impact.

Worked example

A fictional insulated bottle demonstrates the level of direction required. All facts below belong only to this example and should not be reused for a real product.

APPROVED BRIEF

- **PRODUCT:** 500 ml insulated bottle
- **MATERIAL:** food-contact stainless steel
- **DESIGN:** double-wall body, screw lid
- **SIZE:** 500 ml; exact dimensions supplied
- **USE:** desk, commute and day trips
- **CARE:** hand wash; not for microwave
- **IN BOX:** bottle + printed care card
- **BUYER:** commuter seeking simple reuse
- **VOICE:** clear, calm, no performance hype
- **PROOF:** material and capacity documents

COPY DIRECTION

POSITIONING: a straightforward reusable bottle for everyday carry. **PRIORITY:** capacity, secure closure, material and care. **AVOID:** guaranteed leakproof, exact temperature duration, “eco-friendly,” health claims and any promise not present in the approved tests.

Example output

TITLE + OPENING

500 ml Double-Wall Stainless-Steel Bottle with Screw Lid. Designed for everyday desk, commute and day-trip use, this 500 ml bottle combines a stainless-steel body with a simple screw-lid format. Its double-wall construction helps reduce direct heat transfer, while the compact capacity offers a practical balance between portability and daily hydration.

SUPPORTED BULLETS

- 500 ml documented capacity
- Double-wall stainless-steel body
- Screw lid for everyday carry
- Care card included
- Hand wash; do not microwave

HUMAN CHECKS

- Confirm exact grade wording
- Verify closure test language
- Add dimensions from source
- Match live images and variant
- Approve warranty and returns

WHY THIS WORKS

The description identifies the item, connects a documented feature to a modest benefit, surfaces care information and avoids performance or environmental claims that the brief cannot prove.

Turn product facts into buying clarity.

You now have a complete fact sheet, buyer framework, voice system, benefit translator, title method, two-part master prompt, channel adapters, compliance checks, revision suite and worked example.



FINAL PUBLISHING SCORECARD

- FACTS - Every measurable detail matches the approved source.
- FIT - Size, compatibility, variants and exclusions are clear.
- VALUE - Benefits are relevant and supported by features.
- VOICE - Copy is original, readable and consistent.
- DISCOVERY - Terms, attributes and product data are accurate.
- TRUST - Claims, rights, policy and disclosures are approved.

HELP KEEP PRACTICAL GUIDES ACCESSIBLE

If this toolkit saved research time or helped you prepare clearer product copy, consider supporting Digital World Pulse. Even a small contribution helps fund the next original guide.

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Your next step

Complete page 4, define buyer and voice on pages 5-6, paste pages 9-10 into your AI assistant, approve the plan and use this scorecard before publishing.

VERIFY THE FACTS. CLARIFY THE VALUE. WRITE WITH PURPOSE.