AI Product Description Writing Checklist

Boost your e-commerce sales with compelling AI-generated copy

Preparation & Input

• Clearly define your target audience for this product.

• Identify 3-5 key benefits and unique selling propositions (USPs).

• Note down essential product features (materials, dimensions, functionalities).

• Outline your desired brand voice (e.g., playful, sophisticated, technical).

Prompt Engineering

• Include target audience, key benefits, and USPs in your prompt.

• Specify desired output format (e.g., bullet points, paragraph, short & long versions).

• Request SEO keywords relevant to the product.

• Ask the AI to highlight the problem your product solves.

• Prompt for a clear call to action (CTA).

Refinement & Optimization

• Review generated copy for factual accuracy and brand voice consistency.

• Edit for clarity, conciseness, and persuasive language.

• Check for grammatical errors and typos.

• Ensure SEO keywords are naturally integrated, not stuffed.

• Read the description aloud to check flow and impact.

Quick Wins

• Start with one product to test your AI prompts.

• Use AI to generate headline variations for A/B testing.

• Ask AI to summarize existing, lengthy descriptions.