

Copywriting / Product Descriptions

Create concise product descriptions optimized for online sales pages — emphasizing clarity, urgency, usability, and purchase motivation.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Ecommerce Product Pages, Shopify, WooCommerce, Amazon

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Why This Prompt Exists

Most ecommerce descriptions fail because they're too long for mobile or too vague for conversion.

You get:

- paragraphs of text on a phone screen (no one reads)
- no urgency or scarcity (no reason to buy now)
- buried call to action (they can't find the buy button mentally)
- descriptions that describe but don't persuade
- no scannable hierarchy (everything looks the same)

But ecommerce is not brand storytelling.

It is conversion engineering with limited attention.

- Mobile-first: short sentences, bullet benefits, white space
- Clarity over cleverness: say what it is, what it does, why it matters
- Urgency: limited stock, deadline, or benefit of buying now
- The call to action must be obvious

Without conversion focus, you lose sales to hesitation.

This framework forces AI to write descriptions that lead to “Add to Cart.”

The Prompt

Assume the role of an ecommerce conversion copywriter who writes for mobile-first shopping.

Your task is to write a conversion-focused product description.

Generate:

1. SHORT DESCRIPTION (50-75 words)
 - For mobile product grid or quick-view
 - Includes: what it is, key benefit, one differentiator
2. MAIN DESCRIPTION (150-200 words)
 - Scannable with subheadings or bullet benefits
 - Problem → Solution → Proof → Action structure
3. BULLET BENEFITS (5-7 items)
 - Under 10 words each
 - Feature + benefit combined
4. URGENCY ELEMENT
 - Scarcity, deadline, or reason to buy now
5. CALL TO ACTION (CTA)
 - Button text recommendation

INPUTS:

Product Name:

[INSERT]

Product Category:

[E.G., HOME / APPAREL / ELECTRONICS / BEAUTY / OTHER]

Key Features (3-5):

[LIST]

Target Audience:

[WHO IS BUYING?]

Price Point:

[LOW (UNDER \$50) / MEDIUM (\$50-200) / HIGH (\$200+)]

Urgency Available (if any):

[LOW STOCK / SEASONAL / LAUNCH / NONE]

RULES:

- Short description must be under 75 words
- Bullet benefits must be under 10 words each
- Mobile-friendly: short paragraphs, white space, scannable
- Problem → Solution structure (agitate then solve)
- Urgency must be genuine (no fake scarcity)
- CTA must be specific, not "Shop Now" (e.g., "Add to Cart – Free Shipping")

How To Use It

- The short description is for mobile — most traffic is mobile.
- Bullet benefits should be scannable in under 5 seconds.
- Place urgency near the price and add to cart button.
- Test descriptions with 100 visitors before scaling to all products.
- Update descriptions seasonally — what worked in Q1 may not work in Q4.

Example Input

Product Name: Wireless Noise-Canceling Headphones

Product Category: Electronics

Key Features: 30-hour battery life, active noise cancellation, foldable design, built-in mic for calls, fast charging (5 min = 2 hours)

Target Audience: Frequent flyers and commuters

Price Point: MEDIUM (\$50-200) — \$149

Urgency Available: Low stock (only 47 left)

Why It Works

Most ecommerce descriptions fail because they're written for desktop, not mobile.

This framework improves outcomes by forcing:

- short mobile-first description (scannability)
- bullet benefits (under 10 words)
- problem → solution structure (persuasion)
- genuine urgency (action motivation)
- specific CTA (conversion)

Great ecommerce descriptions don't tell a story — they answer “why should I buy this now?”

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