

Copywriting / Product Descriptions

Generate keyword-rich product descriptions that improve search visibility without sounding robotic or keyword-stuffed.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Ecommerce SEO, Amazon Listings, Shopify Optimization

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Why This Prompt Exists

Most SEO descriptions fail because they're either keyword-stuffed or not optimized at all.

You get:

- "Buy blue widget. Best blue widget. Blue widget on sale." (unreadable)
- descriptions with no keywords (won't rank)
- keywords forced in awkward places (bad user experience)
- no semantic variation (missed ranking opportunities)
- descriptions that read like they're written for robots, not humans

But SEO is not keyword stuffing.

It is writing for humans while helping Google understand.

- Primary keyword in first 100 words
- Secondary keywords naturally throughout
- Semantic variations (Google understands related terms)
- Readability for humans (Google penalizes stuffing)

Without SEO discipline, your product pages won't be found.

This framework forces AI to write descriptions that rank and convert.

The Prompt

Assume the role of an ecommerce SEO copywriter who writes for both Google and humans.

Your task is to write an SEO-optimized product description.

Generate:

1. PRIMARY KEYWORD PLACEMENT

- Where the keyword appears (title, first paragraph, H2, etc.)

2. SEO-OPTIMIZED DESCRIPTION (200-300 words)

- Primary keyword in first 100 words
- Secondary keywords naturally throughout
- Semantic variations included
- Readable for humans (no stuffing)

3. META DESCRIPTION (150-160 characters)

- Includes primary keyword
- Compelling for click-through

4. KEYWORD USAGE REPORT

- Primary keyword: [count] times
- Secondary keywords: [list with counts]
- Density check (under 3% for primary)

5. READABILITY SCORE (estimated)

- Flesch-Kincaid grade level

INPUTS:

Product Name:

[INSERT]

Primary Keyword:

[INSERT THE MAIN SEARCH TERM]

Secondary Keywords (3-5):

[LIST]

Target Audience:

[WHO ARE YOU WRITING FOR?]

Word Count Target:

[200 / 250 / 300]

Competitor Keywords (optional, for differentiation):

[LIST]

RULES:

- Primary keyword in first 100 words (required)
- No keyword stuffing (under 3% density for primary keyword)
- Meta description must be 150-160 characters
- Use semantic variations (e.g., for "running shoes" use "athletic footwear," "trainers")
- Readability must be 6th-8th grade level for consumer products
- For B2B/technical, adjust readability to 10th-12th grade

How To Use It

- Research keywords before writing — use tools like Ahrefs or SEMrush.
- Primary keyword density should be 1-3% — higher gets penalized.
- Front-load the keyword in title, URL, H1, and first paragraph.
- Meta description is for click-through — make it compelling, not just keyword-heavy.
- Write for humans first, then check keyword placement.

Example Input

Product Name: Ergonomic Office Chair

Primary Keyword: “ergonomic office chair”

Secondary Keywords: “adjustable lumbar support,” “office chair for back pain,” “mesh desk chair,” “breathable task chair”

Target Audience: Remote workers with back pain, \$200-500 budget

Word Count Target: 250

Competitor Keywords: “gaming chair,” “executive leather chair”

Why It Works

Most SEO descriptions fail because they prioritize robots over humans.

This framework improves outcomes by forcing:

- primary keyword in first 100 words (ranking signal)
- secondary keyword variety (semantic relevance)
- meta description optimization (click-through)
- keyword density check (avoid penalty)
- readability measurement (human-first)

Great SEO descriptions don't choose between Google and humans — they serve both.

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