



Working template

# Shopify product description template

An editable template for writing the product page from verified facts, so copy, catalog data and sales terms never contradict each other.

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## How to use this template

Use the template to prepare Shopify product copy and tie each claim to the data that supports it. Fill in the fields, delete the blocks you don't need and check the result in your theme before publishing. Don't copy the example data into a real catalog.

I'm Francesco Guiducci, a freelance Shopify consultant and developer based in Rome. The template keeps descriptive copy, catalog data and sales terms apart, so you can update each one without creating contradictions.

The template organizes verified information. It does not replace a review of the legal requirements for your product category.

## 1 - Collect the facts before writing

| Field                             | Actual value | Source or check               |
|-----------------------------------|--------------|-------------------------------|
| Name, model and variant           | ...          | ... product specification     |
| Intended user and use             | ...          | ... specification             |
| Materials and dimensions          | ...          | ... document or measurement   |
| Compatibility and limits          | ...          | ... test, version, exclusions |
| Included items                    | ...          | ... packing list              |
| Care and maintenance              | ...          | ... instructions              |
| Performance claims                | ...          | ... evidence and conditions   |
| Shipping and support              | ...          | ... actual process            |
| Applicable returns and warranties | ...          | ... approved policy           |
| Photos and reviews                | ...          | ... rights, origin, status    |

If you have no evidence for a measurable benefit, leave the benefit out or describe the feature without attributing performance to it. Don't add reviews, ratings or certifications to fill the layout.

## 2 - Main template to complete

Replace every bracketed text with a verified fact. If a block doesn't apply, delete it.

### Product title

[Product name] [model or feature that distinguishes the item]

## Opening

[Product name] is designed for [specific use]. [Verified feature] lets you [observable benefit, with any conditions].

## What to expect

- [Feature] — [practical benefit].
- [Feature] — [practical benefit].
- [Limit or requirement to know before buying].

## Specifications

| Item               | Detail                                  |
|--------------------|-----------------------------------------|
| Dimensions         | [value, unit, tolerance if relevant]    |
| Weight or capacity | [value and unit]                        |
| Materials          | [documented composition]                |
| Compatibility      | [verified models or conditions]         |
| Included           | [list]                                  |
| Not included       | [accessories shown but sold separately] |
| Care               | [procedure and limits]                  |

## How to use it

1. [Preparation].
2. [Main action].
3. [Check the result or store the product].

## Before ordering

[Information that helps choose a size or variant]. See [link to the relevant guide].

## Delivery, returns and support

Preparation: [time range and conditions]. Transit: [separate estimate and destinations]. Costs: [where they are calculated]. Returns: [summary consistent with the policy, with link]. Support: [channel and response time you can actually sustain].

## Useful questions

[Question about compatibility or choice]? [Verified answer].

[Question about included items or maintenance]? [Verified answer].

## 3 · Adapt the template to the purchase

### Everyday product

Lead with the use and the features that decide the purchase. Skip the story when the customer mainly needs to understand size, material and what's in the box. Keep the specifications table and a short care instruction.

### Technical product

Put compatibility, requirements and limits before any promise. Replace «guarantees superior performance» with [measured performance], [test conditions] and [product version]. Link a manual only if it matches the model you sell.

### Product built on materials and craftsmanship

Describe origin and process when they are documented. «Handmade», «sustainable» and «long-lasting» need a precise meaning and adequate evidence. Use verifiable details instead of «a superior experience».

### Professional purchase

State the unit of sale, compatibility, available documentation and how to request a quote. Don't add savings percentages you haven't measured. This is a content template: it doesn't promise B2B checkout features and doesn't change your Shopify plan.

### Digital content

Replace physical dimensions and shipping with format, language, included content, software requirements, access method and license. Separate what the file teaches from a consulting service. Terms for digital content need approval case by case; don't copy a physical-product policy automatically.

## 4 · Microcopy to use only when true

| Situation                        | Text to complete                                                                      |
|----------------------------------|---------------------------------------------------------------------------------------|
| Preparation differs from transit | "We prepare orders within [time]. Delivery usually takes [time] after dispatch."      |
| Limited compatibility            | "Compatible with [models]. Not compatible with [verified exclusions]."                |
| Separate accessory               | "[Accessory] shown in the photos is not included."                                    |
| Support                          | "To check [requirement], contact [channel] with [useful non-sensitive information]."  |
| Reviews available                | "[Rating] from [number] reviews, updated [date]." Only when your system can prove it. |

Avoid "100% secure checkout", "zero risk" and "zero losses" as default phrases. Show the payment methods you actually accept. Don't equate a commercial warranty with statutory rights, and don't assign one warranty term to every category.

## 5 · Move the copy into Shopify

The theme usually provides the title, price, variant selector and buy button. Check the result before adding them to the description as well: you risk duplicating the H1, price or call to action.

In the body, use consistent subheadings, short lists and explicit units. For data repeated across many products, consider metafields connected to the theme: creating them doesn't make them visible.

- **SEO title:** [Product name and distinguishing feature] | [Brand].
- **Meta description:** [What it is, one detail that helps the choice, and the actual availability or delivery information].
- **URL:** /products/[product-handle]. Localized paths depend on the store's configuration: check the public link instead of inventing /prodotti/ or adding two language prefixes. Before changing an existing URL, check links and redirects.

## 6 · Completed teaching example

**Example.** All details are fictional and made up for practice. This is not a real product offer.

### **Riga A5 notebook, 80 pages**

An A5 notebook for everyday notes. The ruled pages keep your writing tidy, and the flexible cover takes up little room in a bag.

- Size: 148 × 210 mm.
- 80 ruled pages.
- Flexible blue cover.
- One notebook included; pen not included.

Store in a dry place. This notebook is not waterproof. If you plan to use a cover you already own, check the A5 size before ordering.

Complete before real use: supplier-confirmed specifications, images, price, delivery, sales terms and contact details. Reviews and certifications are left out because the example has none.

## 7 · Check before publishing

- ☐ No bracketed fields or example data remain.
- ☐ Every performance claim, review and certification has a source.
- ☐ Variants, images and description agree.
- ☐ Customers can tell what is included, optional or incompatible.
- ☐ Price and terms match the cart and checkout.
- ☐ Links, expandable sections and tables work on mobile and desktop.
- ☐ The description doesn't repeat the title or the buy button.
- ☐ The Italian version keeps units, limits and terms and reads naturally, not as a literal translation.

**Done when.** You ask a reader to say what they will receive and what they must buy separately. A wrong answer points to a problem to fix in the copy or the media.

To complete the work, use the Product image checklist as well.

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## Sources

- Shopify Help Center, keywords and SEO settings: <https://help.shopify.com/en/manual/promoting-marketing/seo/adding-keywords>
- Shopify Help Center, product pricing: <https://help.shopify.com/en/manual/products/details/product-pricing>
- Shopify Help Center, product media: <https://help.shopify.com/en/manual/products/product-media/product-media-types>

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