



**SwiftOtter**

MINIBOOK SERIES

# Solving The Description Dilemma

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**How AI Can Transform Your  
Product Copy in Minutes**

Joseph Maxwell



## Joseph Maxwell

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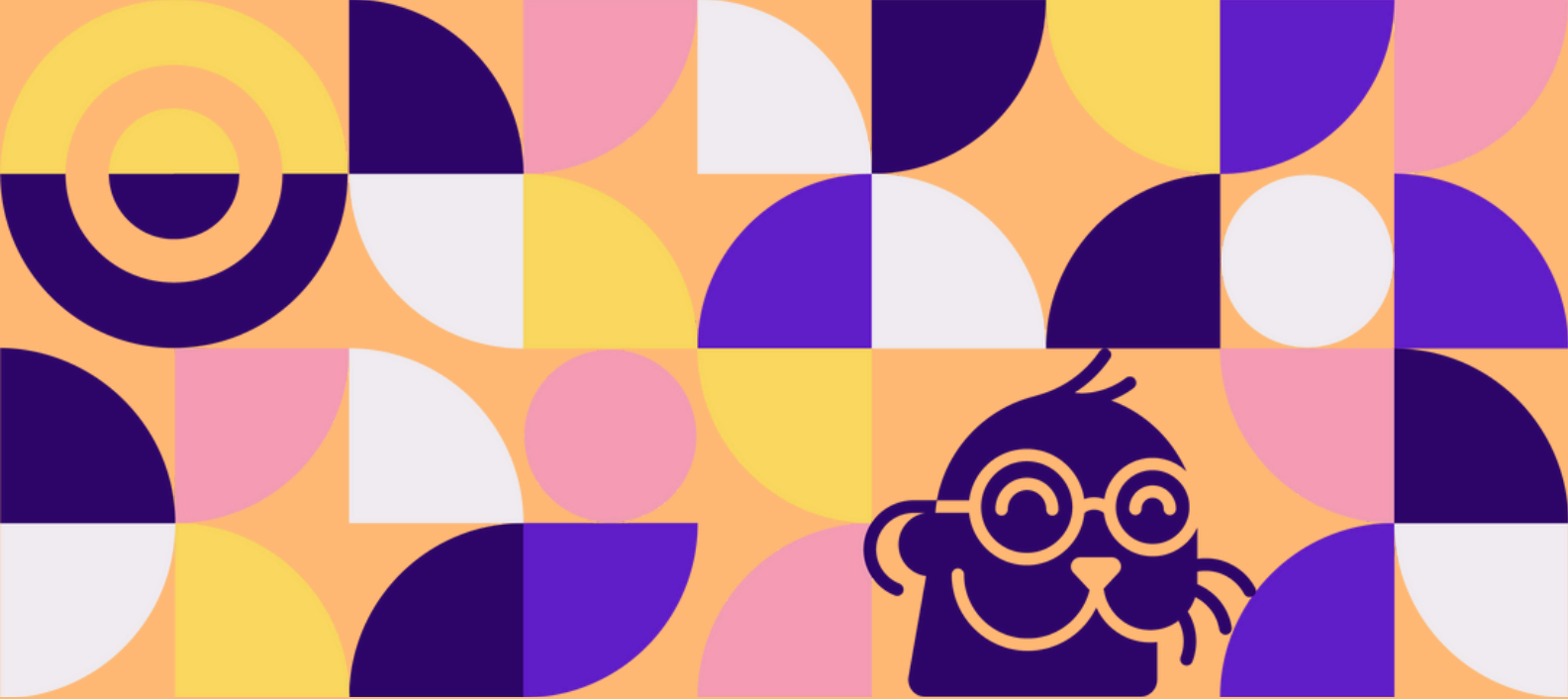
My passion is helping merchants succeed. I am privileged to lead a team of eCommerce veterans.

I started in eCommerce twenty years ago, when, as a teenager, I wrote my own “shopping cart”. It transacted mid-six figures. That’s when I discovered my love for eCommerce and the rest is history. My background is technical and infused with a strong business viewpoint—the best of both worlds.

I live on the Kansas side in Kansas City, with my amazing wife and three energetic children.

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**Quickly improve your  
product descriptions.**

**Superpowered by AI.**

# Introduction

- **20% of Purchase Failures Are Due to Missing or Incomplete Product Info**
- **87% of Consumers Say Detailed Product Content Is Extremely or Very Important**
- **88% of Shoppers Say Product Content Plays an Extremely or Very Important Role in Purchase Decision**

## **Why Your Product Descriptions Are Killing Your Sales**

Your bare-bones product descriptions aren't just ineffective—they're actively sabotaging your business. A poorly written product description can be worse than no description at all. But here's the breakthrough: *with AI, you can transform these sales-killing descriptions* into your biggest competitive advantage in just minutes.

## **The Hidden Cost of Bad Descriptions**

Every day, potential customers land on your product pages, scan your descriptions, and leave without buying. They're not just bouncing—they're choosing your competitors instead. Your descriptions are the silent salespeople working 24/7... but they are failing you.

## **The Description Dilemma**

Good product descriptions take a significant time investment to craft. But you, as an eCommerce manager, don't have that much time.

Our FIVE AI-powered recipes will give you superhuman copy editor capabilities. While there is still no substitute for your



# What is SwiftOtter?

SwiftOtter is your trusted guide through the digital wilderness. This guidebook is packed with insights from decades of leading merchants on an adventure to reach the summit of sales and operational efficiency.

Our north star is “hospitality.” Like a warm sleeping bag next to a campfire. Or a parka as you navigate a pre-dawn windstorm while climbing a mountain.

On the way, you’ll encounter our other principles, Innovation and Virtue. We don’t like boxes and always look for how to break out of them. Innovation keeps us on our toes, ensuring that you stay at the forefront of the ever-changing “web” world.

But, innovation without virtue is dangerous. Virtue keeps your, the merchant’s, best in mind. Our process and people are transparent.

As I say regularly, if you already have a good relationship with a development partner, I’m not trying to change anything. But, if you’re open to a conversation, we have tremendous talent to show off—let’s have a conversation.

Sincerely,



Joseph Maxwell



Scan to get to know me.

## Our Specialties



# Our Services

## Purchase Optimization

You might be surprised how easy it is for a customer to get bogged down, distracted and then leave your website,. We find and fix these hurdles to ensure a frictionless purchase journey.

## Website Migrations

We can move you to a platform that will last “forever”. We’ll walk you through it each step of the way.

## Design

Your website experience has look nice and be highly functional. That’s second nature for us—table stakes.

## AI Consultation

AI is a powerful tool, but on the surface, it seems hard to apply AI to eCommerce. Or is it? We are your experienced partner to optimize workflows and help customers find products more easily.

## Ongoing Support

Whether it’s one-off projects, a long-term engagement, or technical oversight, we extend our warm hospitality to you.

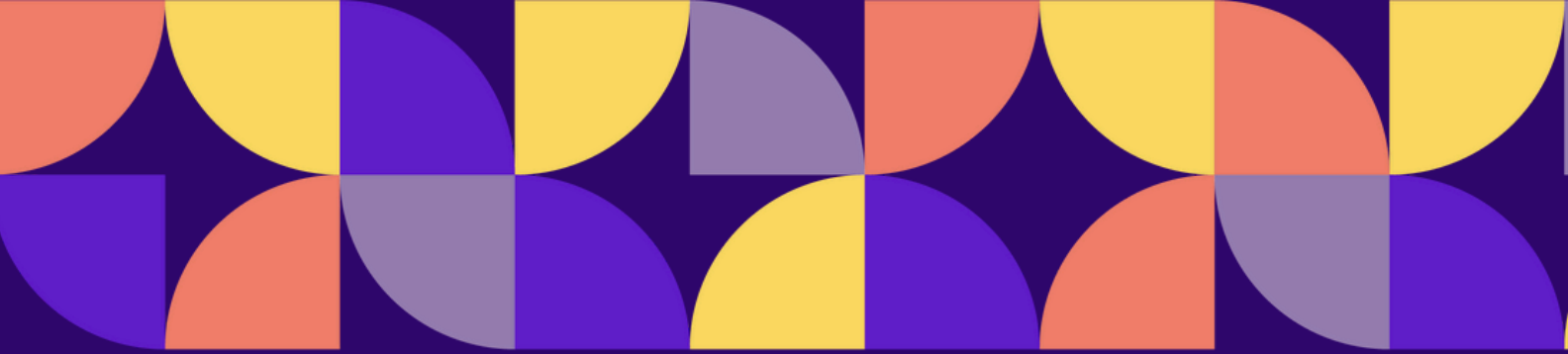
## Independent Analysis

Sometimes you just need to look at a challenge with a fresh set of eyes. Your brand. Your technology architecture.

## Our offer

We’d like the opportunity to demonstrate our hospitality to you. **Scan to find out.**





## CHAPTER 1

# Fatal Flaws

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**The Hidden Reasons Customers  
Leave Without Buying**



# Flaw #1: Nobody Actually Reads Them.

Your descriptions list features and specifications but don't answer customers' real questions.

Technical users might ask, "What are the dimensions?" but the majority ask, "Will this solve my specific problem?" When customers can't understand how your product affects them personally, you confuse and alienate your buyers.

Think about it: when you read "Made with premium aluminum alloy construction," what does that actually tell you? Nothing about durability, weight, or why it matters to your daily use. Customers scan descriptions looking for benefits that match their needs, not a list of materials and measurements.



## Flaw #2: They Can't Decide.

If customers can't determine whether a product is right for them, how can they compare it with other products? Those comparisons are crucial for most eCommerce websites. Unclear descriptions create decision paralysis, pushing customers toward competitors with clearer value propositions.

This is especially damaging when you sell multiple similar products. Without clear differentiation in your descriptions, customers can't understand why Model A costs \$50 more than Model B. They either guess wrong and return the product, or they abandon their cart entirely rather than risk making the wrong choice.

## Flaw #3: They Can't Scan.

Poorly structured descriptions force customers to work too hard to find the information they need. With walls of text, missing headers, and no visual hierarchy, customers can't quickly scan for the details that matter to them. When browsing feels like work, they leave.

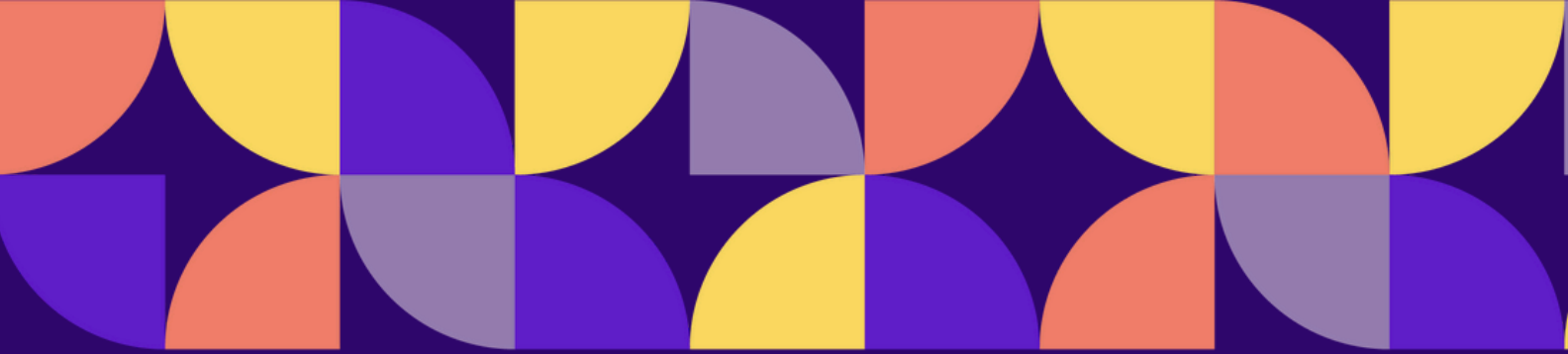
Research shows that most online shoppers scan rather than read. They're looking for specific information, and they want to find it fast. Customers can't efficiently extract what they need if your description is one long paragraph or a random list of features.

## Flaw #4: AI Can't Help Your Customers

When customers use AI assistants to research products, those AI tools need detailed information to provide helpful recommendations. Sparse descriptions mean AI can't advocate for your products, giving competitors with better descriptions a significant advantage.

As more shoppers use ChatGPT, Claude, and other AI tools to research purchases, they're asking questions like "What's the best wireless speaker under \$200 for small apartments?" If your descriptions lack the detail these AI systems need, your products simply won't be recommended, no matter how perfect they are for the customer's needs.





## CHAPTER 2

# The AI- Assisted Solution

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**Five Game-Changing Recipes**

How can I help you today?



Research

Claude Sonnet 4



## RECIPE #1

# AI-Powered SEO and Readability Analysis

## SOLUTION

Let Claude analyze your existing descriptions with surgical precision.

## THE PROMPT

Analyze this product description for SEO opportunities and readability issues. Identify missing keywords, structural problems, and areas where clarity can be improved.

*[Insert your product description here]*

Claude Sonnet 4



## THE RESULTS

- Keyword gaps you never noticed
- Readability issues that confuse customers
- Structural problems that hurt conversions
- Specific improvement recommendations

## PRO TIP

If you like the feedback and already have a detailed description, ask Claude to rewrite it. Always review the results thoroughly.

How can I help you today?



Research

Claude Sonnet 4 ▾



## RECIPE #2

# Smart Restructuring

## SOLUTION

Create the structure both customers and search engines love.

## THE PROMPT

Reorganize this product description into clear sections: Overview, Key Features, Use Cases, Specifications, and FAQ. Maintain all original information but improve flow and scannability.

*[Insert your product description here]*

Claude Sonnet 4 ▾



## THE RESULTS

- Logical information hierarchy
- Improved scannability
- Better user experience
- Search engine-friendly structure

## ACTION STEP

Don't just copy and paste—review results and tweak your prompts as you find errors.

How can I help you today?



Research

Claude Sonnet 4



### RECIPE #3

# Benefit-Focused, Persona-Based Use Cases

## SOLUTION

Transform features into persona-specific benefits that matter.

## THE PROMPT

Reformat this product description into bullet points that show how it benefits the customer who is a **[persona doing X task]**. Focus on real-world scenarios and outcomes. It should be simple and concise so it can be appended to a product description.

*[Insert your product description here]*

Claude Sonnet 4



## BEFORE

"Waterproof to IP67 standard"

## AFTER

"Perfect for outdoor adventures—take photos in rain, snow, or by the pool without worry (waterproof to IP67 standard)"

## CRITICAL REQUIREMENT

This relies on you doing your homework with customer personas. Without clear personas, this recipe won't work.



## WATCH THE VIDEO

See firsthand how persona development works for eCommerce.

How can I help you today?



Research

Claude Sonnet 4



## RECIPE #4

# Intelligent Product Comparisons

## SOLUTION

Create strategic positioning that guides customers to the right choice.

## THE PROMPT

I need a comparison guide for [type of product]. Write a guide explaining when to choose the first product over the other two, giving me exactly 3 scenarios where the first option is better. Use shortened but descriptive product names instead of 'Product #1', etc. Structure it with clear headings and scenarios.

Here are the products: **[Insert three product titles and descriptions here]**

Focus on the practical differences a **[persona]** would consider when **[specific type of task]**.

Claude Sonnet 4



## WHAT YOU'LL GET

- Strategic positioning for your preferred products
- Practical guidance customers actually need
- Strategic positioning for your preferred products
- Practical guidance customers actually need



How can I help you today?



Research

Claude Sonnet 4



## RECIPE #5

# Benefit-Focused, Persona-Based Use Cases

## SOLUTION

Answer questions before they're asked, building confidence and trust.

## THE PROMPT

Based on this product description, generate 8-10 frequently asked questions that customers would have before purchasing. Include questions about compatibility, use cases, and common concerns.

*[Insert your product description here]*

Claude Sonnet 4

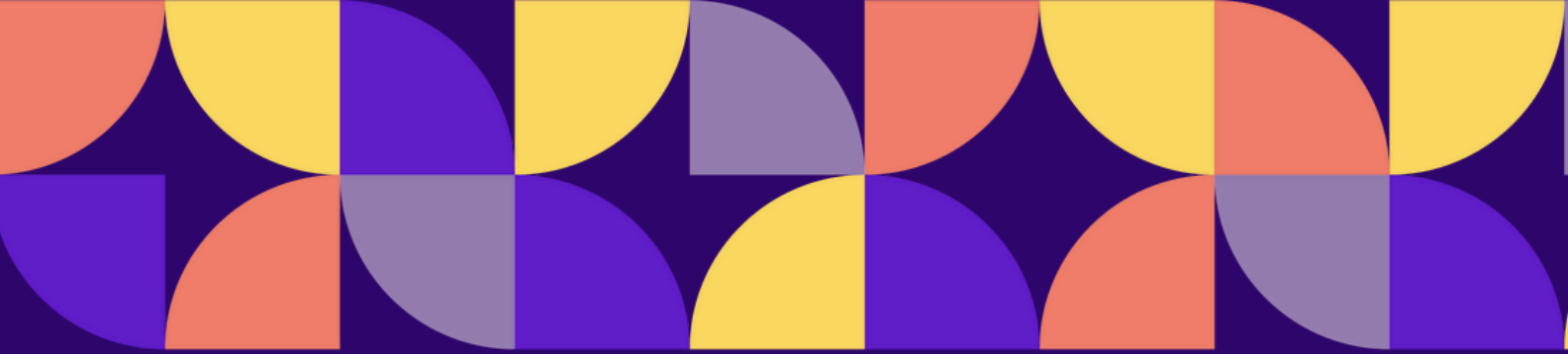


## WHAT YOU'LL GET

- Proactive problem-solving
- Reduced customer service inquiries
- Increased purchase confidence
- Better search engine visibility

## NEXT LEVEL

Consider implementing an AI-powered Q&A widget that answers questions but feeds this information back to you for continuous improvement.



## CHAPTER 3

# The Details

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## Principles and Next Steps

# Critical Success Principles Actually Reads Them.

## **Always Fact-Check AI Outputs**

AI is brilliant at structure and suggestions, but you must verify technical details and claims—every single time. One incorrect specification can destroy customer trust.

## **Start Small**

Begin with one of your less-selling products, then roll out to one product category. Don't overwhelm yourself trying to fix everything at once.

## **Measure Results**

Track your conversion rates, search rankings, and customer feedback to see which AI-generated improvements work best for your audience.

## **Maintain Your Brand Voice**

AI can structure and suggest, but your brand personality must shine through. Edit AI outputs to match your tone and style.



# Your Next Steps

*Start turning your product descriptions into true sales tools—without overwhelm.*



## Start with Recipe #1

Pick one of your lowest-performing products and run it through the SEO & readability analysis prompt. It's a low-effort, high-impact place to begin.



## Set a Measurement Baseline

Before you make changes, document where things stand. Track conversion rates, bounce rate, and keyword rankings for your target product(s).



## Schedule Weekly Reviews

Rather than chasing perfection, focus on consistent progress. Set aside 30–60 minutes each week to review and optimize a few more products.

# The Bottom Line

Bad product descriptions are costing you sales every single day. With AI, you can transform these liabilities into your biggest competitive advantage—and you can do it in minutes, not months.

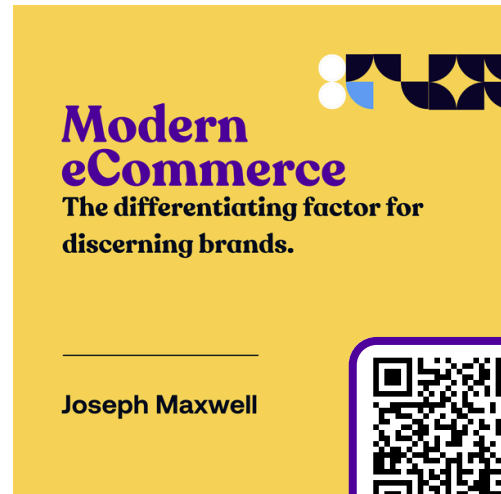
The question isn't whether you can afford to implement these changes. The question is whether you can afford not to.

Your competitors are already using AI to optimize their product descriptions. Every day you wait is another day of lost sales and missed opportunities.

**Start today. Your future self will thank you.**



# There's more at SwiftOtter.com!



**Adobe Commerce to  
BigCommerce Migration  
Guide**



**Shopify or BigCommerce?  
Which one is better for us?**

# The SwiftOtter Helpdesk Support Model

When you need **one-off help** on your eCommerce website, we have your back.

You no longer have to rely on unreliable support from gig websites to find knowledgeable and responsive experts.

Our helpdesk model provides easy, fast access to the industry's top talent for a reasonable cost. We will answer your questions, guide you through configuring something new, recommend an app, or even build a new feature.



**Scan for more information.**

# Let's work together!

Helping merchants thrive is what we do best. Whether it's your product descriptions, platform migration, or something in between, we're here to walk the journey with you.



**Ben Leach**

**VP of Sales**

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**A SwiftOtter Publication.**

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