

Shopify Product Description Template

Product Title

Insert clear product name with main keyword.

Short Hook / Tagline

1 sentence that grabs attention, e.g., 'The perfect oversized hoodie for everyday comfort.'

Key Features (Bullet Points)

- Feature 1: Fabric/Material
- Feature 2: Fit/Style
- Feature 3: Unique selling point
- Feature 4: Care instructions or extra detail

Product Description (Paragraph)

Write 3–4 sentences that tell a story about the product: who it's for, why it's unique, how it feels/looks.

Size & Fit

Explain sizing info or link to size chart — e.g., 'True to size. For oversized fit, size up.'

Care Instructions

e.g., Machine wash cold, tumble dry low.

Call to Action

Strong buying CTA, e.g., 'Add to Cart now and elevate your wardrobe today.'