



How to Make Your Product Page Sell

3 Secrets Every Shopify Store Owner Should Know

Master the Art of Writing for
Both Humans and Search Engines

Every product page has to solve two seemingly contradictory tasks:

- 1. Win over the customer:** spark emotion, tell a story, and make them click "Buy."
- 2. Be crystal-clear for Google:** include the right keywords and structure so your product shows up in front of the right people.

The problem? What appeals to humans (creativity, storytelling, emotion) often confuses the algorithm. And what makes perfect sense to Google (a dry list of keywords) usually turns people away.

Balancing both is hard. For a human, it takes hours of writing and experience. AI can solve it in seconds.

This guide shows you how to make both audiences—your customers and Google—work together to drive sales.

Secret #1: The Title

The Perfect Balance Between Creativity and Keywords

What your customer wants:

Something catchy that stands out from dozens of lookalike products. An emotional hook.

Example: "The Adventurer Bag"

What Google wants:

A clear, literal description of what you're selling.

Example: "Men's leather messenger bag, handmade"

The challenge: If you only stuff in keywords, the title looks like spam. If you only write beautifully, Google won't understand your product.

The sweet spot: "The Adventurer Bag — Men's handmade leather messenger"

A title like this attracts customers and signals Google exactly what you sell.

Secret #2: The Description

A Story That Sells and Makes Sense to Google

What your customer wants:

To imagine the product in their life. They're not buying "soy wax," they're buying "an evening of calm and comfort."

What Google wants:

A structured text (150—300 words) with synonyms and related phrases, such as:

"aromatherapy candle," "relaxation gift," "meditation candle."

The challenge: Weaving keywords into a story without losing its flow. That requires both a copywriter and an SEO expert in one.

The sweet spot: A description that inspires the shopper while quietly feeding Google all the right signals—so your product ranks for more searches.

Secret #3: Product Category

Your Exact Address for Google

What the customer sees:

A logical catalog structure that helps them navigate.

What Google sees:

Your product's "passport." The category you choose determines whether your item shows up in Google Shopping for the right search.

The challenge: Shopify now uses its own product taxonomy—but it's directly mapped to Google's.

- In Shopify, you pick a category (e.g. Apparel & Accessories > Clothing > Dresses).
- Behind the scenes, Shopify automatically passes the correct Google category code to Google Merchant Center.
- If you choose the wrong one, your product may never appear in Shopping—or worse, it'll show up in the wrong place and miss the buyers who are ready to purchase.

A simple analogy:

- **Product Type in Shopify** = a folder on your desktop ("Summer Dresses")—useful for you only.
- **Product Category** = an official address Google understands. This is what decides where your product shows up.

The sweet spot: Your product appears in Google Shopping exactly where your ideal buyer is already looking.

The Solution That Speaks to Both Humans and Robots

Each of these tasks requires a double skillset. Doing it manually means constant compromise: losing either creativity or reach.

DescribeAI was built to eliminate that trade-off.

You upload a photo, and our AI generates a product page that:

- Has a magnetic title blending creativity with keywords.
- Tells a story that sells, while staying SEO-friendly.
- Naturally includes SEO phrases invisible to customers but obvious to Google.
- Is properly categorized for maximum visibility in Google Shopping.
- Comes with smart tags to improve navigation.

Stop splitting your energy between copywriting and SEO.

Let a tool handle both brilliantly.

Try it free: your first 3 product cards are on us.

Install DescribeAI from the Shopify App Store
and start creating product pages that actually sell.

[Get DescribeAI Now](#)

© 2024 VitalityNode. All rights reserved.

DescribeAI is a product of VitalityNode