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eCommerce

SEO & AI Search Visibility Pack

A practical kit built for modern product discovery across AI and search.

What's included:

24 Essential eCommerce AI Prompts

AI-Ready Product Page Checklist

Writing Content for AI Search

Wireframe Product Detail Page

Wireframe Product Landing Page

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24 Essential eCommerce AI Prompts

Not sure where to start when testing your AI search visibility?

These prompts help you quickly assess how your products, categories, and brand appear across AI-driven search tools.

Introduction

What this document is for

Your customers are likely already using AI tools to research products, compare options, and make purchasing decisions.

This easy-to-use prompt pack helps you test how AI understands:

- Your products
- Your collections
- Your brand positioning
- Your competitors

Each prompt mirrors real buying and comparison behaviour and highlights where your product pages may need more clarity or depth.

How to use it

- Run these prompts in tools like ChatGPT, Gemini, or Perplexity
- Replace placeholders with your brand, products, and categories
- Compare AI outputs with what exists on your site today

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Product discovery prompts

These prompts are designed to test how AI understands your individual products.

1. How would you describe the product “[product name]”?
2. What is “[product name]” best used for?
3. Who is “[product name]” most suitable for?
4. What are the key features of “[product name]”?
5. What should I know before buying “[product type]”?
6. Is “[brand] [product name]” worth it?
7. What are the pros and cons of “[product name]”?
8. How does “[product name]” compare to “[competitor product]”?

Checklist

Use this checklist to review the responses:

- ☐ Are the core features accurate and complete?
- ☐ Are the main use cases described correctly?
- ☐ Does AI clearly understand who the product is for?
- ☐ Is your brand and product positioning reflected accurately?
- ☐ Are any important details missing or incorrect?
- ☐ Are competitors described more clearly or confidently than your product?

If AI responses are vague, inaccurate, or inconsistent, your product content may need clearer structure or more detailed information. Refer to the product page wireframes in this pack for guidance.

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Category and collection prompts

These prompts are designed to test how AI understands your product collections and overall category intent.

1. What are the best “[category]” brands in Australia?
2. What should I look for when buying “[category]”?
3. Best “[category]” for “[specific use case]”
4. Best “[category]” under $X
5. “[Category]” vs “[alternative category]”
6. What features matter most when choosing “[category]”?
7. What are the most popular “[category]” right now?

Checklist

Use this checklist to review the responses:

- ☐ Is your brand mentioned naturally within category recommendations?
- ☐ If not, which competitors are being surfaced instead?
- ☐ Does AI clearly understand what differentiates this category?
- ☐ Are buying considerations framed in a way that aligns with your positioning?
- ☐ Are important attributes or use cases missing from AI responses?
- ☐ Are competitors described with stronger authority or clarity than your brand?

Gaps here can often indicate unclear category copy, weak internal linking, or missing buying guidance.

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Brand and trust prompts

Use these prompts to identify authority and perception gaps.

1. Is “[brand]” a good brand?
2. What do people say about “[brand]”?
3. What makes “[brand]” different from competitors?
4. Alternatives to “[brand]”
5. Which brands do experts recommend for “[category]”?

Checklist

Use this checklist to review the responses:

- ☐ Are trust signals (reviews, expertise, longevity) clearly referenced?
- ☐ Is your brand positioning distinct and easy to understand?
- ☐ Are competitors positioned with stronger authority than your brand?
- ☐ Are recommendations vague or unsupported?
- ☐ Does AI rely on third-party sources more than your own site?

This keeps everything consistent and designer-friendly.

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Commercial intent prompts

Use these prompts to understand how AI handles purchase intent, authority, and buying recommendations.

1. Where can I buy “[product type]” online?
2. Best places to buy “[category]” in Australia
3. Is it better to buy “[product type]” online or in-store?
4. What is the best value “[product type]”?

Checklist

Use this checklist to review the responses:

- ☐ Is your brand described with clear authority and credibility?
- ☐ Are trust signals (reviews, scale, expertise, longevity) referenced accurately?
- ☐ Is your brand positioning clear and differentiated?
- ☐ Are competitors positioned as stronger or more credible than your brand?
- ☐ Are the same competitors repeatedly recommended instead of your brand?
- ☐ Are there gaps where AI lacks enough information to confidently describe your brand?

Gaps here can often indicate unclear category copy, weak internal linking, or missing buying guidance.

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Final review: what to look for overall

After running all prompts, review the responses as a whole and ask:

- ☐ Is your brand mentioned consistently across product, category, and trust-based prompts?
- ☐ Is the information accurate, complete, and aligned with how you want to position your products?
- ☐ Are competitors described more clearly or confidently than your brand?
- ☐ Do AI responses reflect the same buying considerations highlighted on your site?
- ☐ Which products or collections feel under-explained, vague, or misrepresented?

Use these insights to prioritise which pages need clearer structure, stronger signals, or updated content.

Need help interpreting the results?

This prompt pack helps you identify how your products and collections are currently understood by AI-driven search.

If you want support interpreting what you're seeing or understanding where competitors are gaining visibility, a dedicated **eCommerce SEO & AI Search Audit** can help.

Get in touch with the StudioHawk team to book your free audit.

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AI-Ready Product Page Checklist

A practical checklist for eCommerce product pages in 2026

Product pages are no longer just about rankings or conversions. They also influence how AI-driven search tools understand, compare, and recommend your products.

This checklist outlines the essential content, structural, and trust signals required to make product pages clear for buyers and interpretable by AI. It is designed for modern eCommerce teams preparing their sites for AI-driven discovery.

How to use it

This easy-to-use prompt pack helps you test how AI understands:

- clear and easy for buyers to understand
- structurally sound for SEO
- easily interpreted and surfaced by AI-driven search tools

Work through each section and address gaps before publishing or updating product pages.

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1. Product Clarity & Messaging

Goal: Help buyers understand the product quickly and confidently.

- ☐ H1 includes the exact product name
- ☐ Short intro paragraph includes:
  - product name
  - key benefit or use case
  - price or value cue
  - review signal if available
- ☐ Key features shown clearly above the fold, such as:
  - size or capacity
  - core specs
  - materials or build
  - standout differentiator
- ☐ Use-case sections or anchor links included Examples: Best for families, Small spaces, Everyday use
- ☐ FAQ section added to address common questions Examples: shipping, returns, care, warranty

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2. Product Entity Signals

Goal: Help search engines and AI tools clearly understand what the product is.

- ☐ Exact product name used consistently
- ☐ Live and accurate price visible
- ☐ Stock status clearly shown
- ☐ Star rating and review count displayed where available
- ☐ Seller or brand name clearly referenced
- ☐ Key technical specs listed in a structured format

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3. Page Structure & Technical Basics

Goal: Ensure the page is easy to read, crawl, and interpret.

- ☐ Clean, descriptive URL includes product name or model
- ☐ Title tag clearly reflects the product
- ☐ Meta description summarises key specs or benefits
- ☐ Product schema implemented where possible
- ☐ “Last updated” or freshness signal included
- ☐ Page loads quickly and performs well on mobile

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4. UX & Trust Signals

Goal: Reduce friction and reinforce confidence.

- ☐ Add to Cart button visible without scrolling
- ☐ Delivery or shipping information is easy to find
- ☐ Returns and warranty details clearly displayed
- ☐ Secure payment options shown
- ☐ Review breakdown or filtering available
- ☐ Subtle urgency signals are used where appropriate
  Examples: low stock, popular item

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5. Visuals & Comparison

Goal: Help customers visualise and compare.

- ☐ High-quality product images included
- ☐ Images show multiple angles and real-world use
- ☐ Lifestyle image included where relevant
- ☐ Comparison table or related products section included
- ☐ Optional video or short demo added

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6. AI Readiness Checks

Goal: Improve how the product is surfaced and described in AI-driven search.

- ☐ Use natural comparison and use-case language
  Examples: best for small kitchens, compact option, budget-friendly
- ☐ Social proof referenced clearly
  Examples: trusted by thousands, highly rated
- ☐ Internal link to the relevant category page included
- ☐ Product description answers common comparison questions
- ☐ Claims are accurate and defensible

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7. Ongoing Maintenance

Goal: Keep product pages accurate, competitive, and AI-readable over time.

- ☐ Price and stock reviewed regularly
- ☐ Specifications and features checked for accuracy
- ☐ Schema validated after major page updates
- ☐ Product searched in AI tools to review how it's described
- ☐ Page updated if AI outputs are inaccurate, incomplete, or misleading

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Using this checklist effectively

This checklist works best when used alongside:

- the eCommerce AI prompt pack to test real-world AI visibility
- the product page wireframes to guide structure and layout
- ongoing reviews as products, pricing, and ranges change

If AI tools struggle to accurately describe your products, it often points to missing clarity, weak entity signals, or outdated content rather than technical issues alone.

If you want help reviewing existing product pages or understanding where competitors are gaining AI visibility, a dedicated **eCommerce SEO & AI Search Audit** can help.

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Writing Content for AI Search

eCommerce Edition

AI-driven search tools don't read content the way us humans do. They extract, summarise, compare, and quote.

This guide explains how to write eCommerce content that AI can accurately understand, surface, and recommend across modern search experiences.

Use it across product pages, category pages, and any supporting eCommerce content.

How to use it

You can use this guide alongside:

- 24 Essential eCommerce AI Prompts
- AI-Ready Product Page Checklist
- Product Landing Page and Product Detail Page Wireframes

Together, these assets help ensure your content is:

- Clear for users
- Structured for AI
- Ready for modern search discovery

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1. Say exactly what the page is about, immediately

AI prioritises pages that are clear from the first few lines.

If a page is about a product or category, that should be obvious within the first 2–3 sentences.

Best practice

- Lead with what the product or category is
- Avoid long introductions or brand storytelling
- Focus on clarity before persuasion

Example

Weak

Discover premium quality kitchen solutions designed to elevate your cooking experience.

Strong

This 7L digital air fryer is designed for families and everyday home cooking, with eight preset cooking modes and a compact countertop footprint.

If AI can't immediately identify what a page is about, it's less likely to summarise or recommend it accurately.

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2. Structure content so it can be summarised accurately

AI engines read content in sections, not as one long page.

Clear page structure improves how accurately your content is interpreted and reused.

Best practice

- Use descriptive headings
- Keep paragraphs short
- Use bullet points for features, specs, and comparisons
- One idea per section

Example

Less effective

This product comes with a range of features that make it suitable for different types of users and kitchens.

More effective

Key features include:

- 7L capacity suitable for families
- 1800W power output
- Eight preset cooking modes
- Dishwasher-safe basket

If information is buried in long paragraphs, AI is more likely to miss or misinterpret it.

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3. Use explicit, entity-based language

AI relies on clear entities to understand products and categories.

Vague or expressive language can reduce visibility and accuracy in AI-driven search.

Best practice

- Use full product names consistently
- Include brand, model, size, capacity, and material where relevant
- Be specific rather than expressive

Example

Weak

This powerful and reliable appliance is built to last.

Strong

The Philips HD9252 7L Digital Air Fryer features a 1800W heating element and eight preset cooking programs.

Clear entity language makes it easier for AI tools to accurately identify, compare, and recommend your products.

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4. Include short, quotable statements AI can reuse

AI tools often pull short, factual sentences directly into answers.

Every important page should include a small number of statements that can stand alone without additional context.

Best practice

- Add 2–3 short, factual statements per page
- Ensure statements are accurate, specific, and easy to understand
- Avoid exaggerated, vague, or unsupported claims

Example

This product is designed for small to medium households and can prepare meals for up to four people.

If a sentence can't stand alone, it's unlikely to be reused accurately by AI.

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5. Clearly explain use cases and suitability

AI-driven search frequently surfaces content based on who a product is for and how it's used. This is especially important for comparison-based and recommendation queries.

Best practice

- Clearly explain who the product is best suited for
- Call out limitations, exclusions, or ideal scenarios
- Use simple, direct language

Example

This model is best suited for apartments or smaller kitchens where counter space is limited.

Clear use-case language helps AI confidently match products to the right audience and intent.

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6. Write content that supports comparison

Many AI search results are comparative by default.

Your content should help AI understand how a product or category differs from available alternatives.

Best practice

- Use comparison language where accurate and verifiable
- Highlight differences in size, price range, performance, or use case
- Avoid unsafe, exaggerated, or misleading claims

Example

Compared to 5L models, this 7L air fryer is better suited to family-sized meals.

Clear comparison signals make it easier for AI to position your products in recommendation-based results.

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7. Keep content accurate and current

AI prioritises reliable, up-to-date information.

Outdated, vague, or ambiguous content is less likely to be surfaced in AI-driven search.

Best practice

- Avoid vague timing phrases such as “recently” or “new”
- Update specifications, pricing context, and availability regularly
- Refresh content when product models or ranges change
- Where appropriate, include a visible “last updated” reference

Regular content updates help AI maintain confidence in the accuracy of your pages.

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8. Avoid fluff and over-optimisation

AI is becoming increasingly effective at identifying and filtering low-value content.

Pages that rely on exaggerated, repetitive, or overly optimised copy are less likely to be surfaced or trusted.

Avoid

- Keyword stuffing
- Repeating the same copy across multiple products or categories
- Overly promotional or sales-led language
- Unsupported superlatives

Focus on

- Accuracy
- Specificity
- Usefulness

Clear, factual content consistently outperforms overly optimised copy in AI-driven search.

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Not sure what to prioritise next?

This guide helps you make the steps towards clearer, more AI-readable eCommerce content.

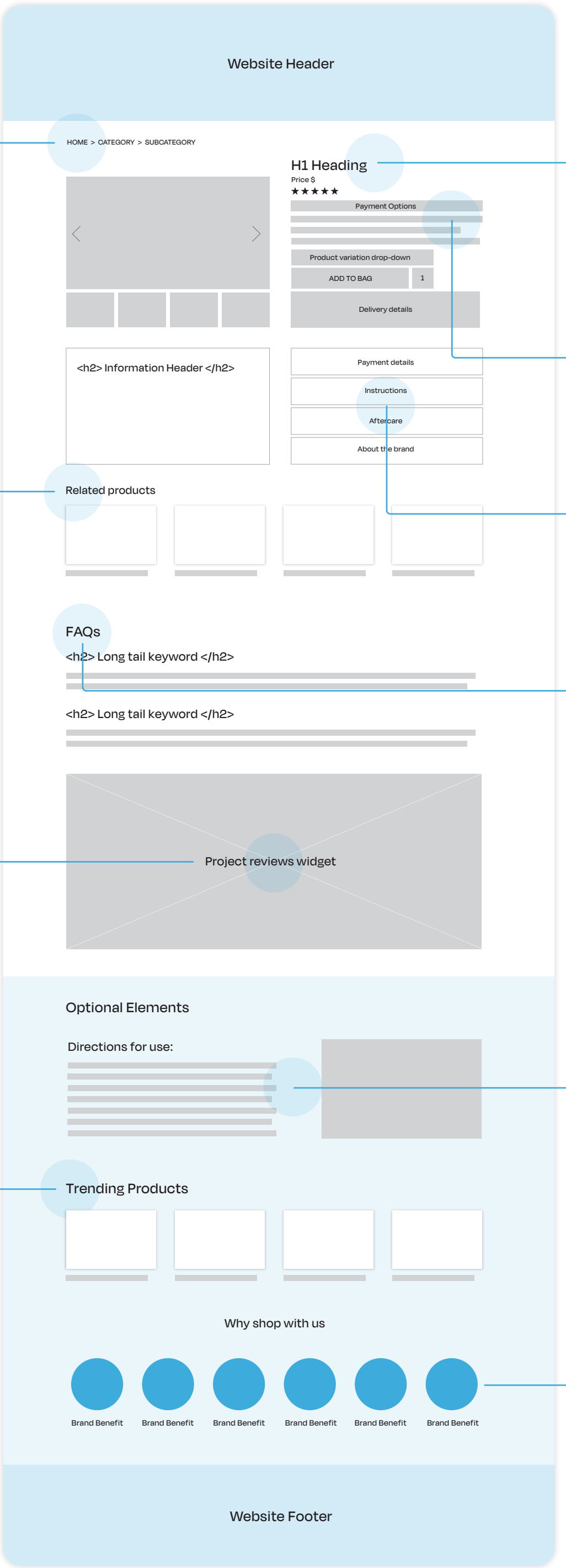
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WIREFRAME | Product Detail Page



BREADCRUMBS

Breadcrumbs showcasing "hierarchical" structure of website – Generally following tiered URL structure. This better informs search engines of the overall structure of the website.

Tip: Add "BreadcrumbList" schema markup to enrich search results, aid bots when crawling your website and to further contextualise content.

RELATED PRODUCTS

Show related or complementary products to support discovery and product comparison.

PRODUCT REVIEW

Display customer reviews to provide social proof and real-world feedback.

Reviews should be clearly visible and include ratings and review counts where available. This supports buyer confidence and helps AI-driven search tools understand product quality and sentiment.

TRENDING PRODUCTS

Showcase popular or high-performing products to support discovery and guide user attention.

H1 HEADING

H1 should use the exact product name.

Avoid creative or promotional wording.

The H1 should clearly identify what the product is, using consistent naming across the page to support product recognition and comparison in AI-driven search.

PRODUCT DESCRIPTIONS

100–200 words of unique copy per product.

Explain what the product is, who it's for, and its key features and uses.

Avoid generic or duplicated descriptions.

ADDITIONAL PRODUCT DETAILS

Use expandable or foldable sections to house supporting product info.

These can include details such as specifications, care, materials, or usage, allowing deeper information to be available without overwhelming the page content.

FAQs

FAQs adds more SEO weight to the product page. Best to start with HERO products - not all product pages need this as it can be very time consuming if an online store has SKUs upwards of 10,000.

HOW TO USE

Clear step-by-step instructions on how to use the product.

This section is important for products that require application, setup, or ongoing care. Where available, include short videos or creator content demonstrating correct use.

WHY SHOP WITH US?

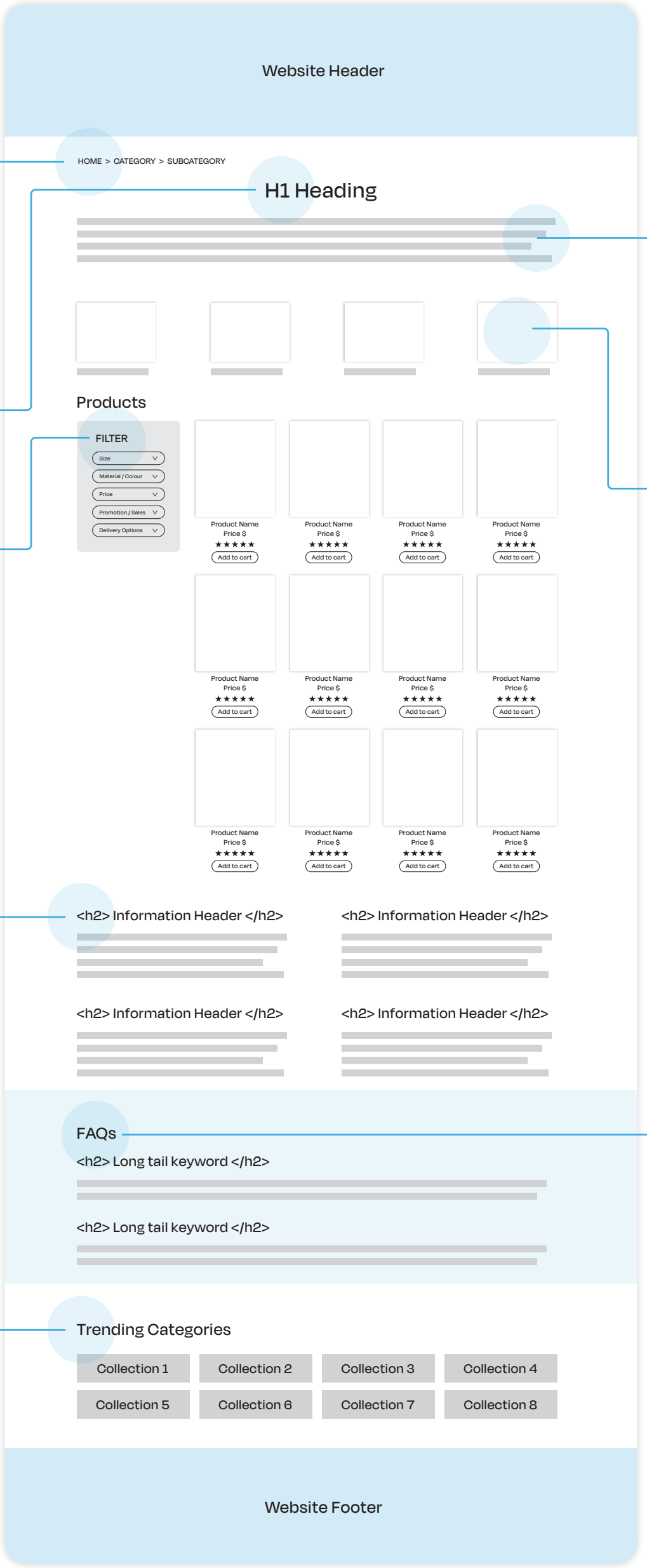
List key trust and value signals that explain why customers should buy from you.

For example:

- free or fast shipping
- easy returns
- loyalty or spend-based offers
- strong review or customer volume signals

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WIREFRAME | Product Landing Page



BREADCRUMBS

Breadcrumbs showcasing 'hierarchical' structure of website - generally following tiered URL structure. This better informs search engines of the overall structure of the website.

Tip: Add 'BreadcrumbList' schema markup to enhance search displays, aid website navigation for bots and helps contextualise content.

H1 HEADING

H1 Heading with 'primary' or main keywords. It's best practise to target one primary keyword per page.

FACET NAVIGATION

Avoid creative or branded naming (if possible). Use how customers would search for this product.

ABOVE THE FOLD

40–50 words using a mix of primary and secondary keywords.

This copy should clearly explain:

- what this product category is
- who it is for
- the main use cases or buying considerations

Use clear language that reflects how customers search and compare products.

RELATED CATEGORY INTERNAL LINKING

These links should connect this page to relevant collections and sub-categories.

They should support browsing and comparison, and help surface related product ranges.

Group links by relevance where possible (for example: Related, Popular, Alternatives).

BELOW THE FOLD

250–350 words of supporting category content.

This should explain how to choose between products in this category, highlight key differences, and common use cases or buying considerations.

The goal is to provide context for users and AI-driven search tools without repeating above-the-fold copy.

FAQs

Use FAQs in an accordion layout to answer common comparison and decision-making questions.

FAQs should focus on how to choose, key differences, suitability, and common concerns related to this product category.

INTERNAL LINKS TO 'TRENDING' CATEGORIES

Link to trending or priority product categories that are relevant to this collection.

These links should help surface important ranges, support discovery, and reinforce how categories relate to each other across the site.