



Sirref Marketing

Free Resource

# ChatGPT for Product Descriptions

september 2023

# Preliminary

## Some assumptions:

- You are using ChatGPT-4
- You have given some details about your business/project from a general standpoint.

## Some Pointers:

- Each chat window can be a world on its own. I have a window for my personal business as well as one for each of my clients.
- There is a very *real limitation* to the amount of requests you can make per hour. ChatGPT will let you know when you've hit that limit; it looks like this:



- **DO NOT CLICK "USE DEFAULT MODEL"**
- This will irrevocably send you to ChatGPT-3.5 and you will **NEVER** be able to get back to ChatGPT-4 for that conversation again. You will have to retrain your model all over again.

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## Prompt 1: Training

"I'm going to give you a few articles about SEO to ingest. Please synthesize these articles and use them moving forward in any SEO descriptions you write. You may need to ask additional information from me based on what you've learned - that is fine, please ask before we continue with descriptions."

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## Prompt 2: Descriptions

Within my company, you are an expert copywriter. We need copy for website descriptions of our different products. For a while, I am going to send you the name of a product and I want you to give me a website description, an SEO title, an SEO description, and a permalink.

For the permalink, please convert it from the sentence case to all lower case and replace each space with a hyphen. Remove anything other than alphanumeric characters.

*continued on next page...*

## Prompt 2: Descriptions *(continued)*

The format will be:

- 1)Permalink
- 2)SEO title:
- 3)SEO/Meta description
- 4)Website description

Please use the best practices from the previous articles I sent you in creating these."

## Real Work Sample



Rubble Strips Grey Flagstone Pallet



Certainly! Here's the SEO-optimized content for "Rubble Strips Grey Flagstone Pallet":

### **Permalink:**

rubble-strips-grey-flagstone-pallet

### **SEO Title:**

Rubble Strips Grey Flagstone Pallet - A Modern Touch for Landscapes

### **Meta Description:**

Discover the sophistication of our Rubble Strips Grey Flagstone. Perfect for modern designs, its neutral tones enhance any outdoor space's contemporary charm.

### **Website Description:**

Step into the future of landscaping with our Rubble Strips Grey Flagstone Pallet. Designed for the modern aesthetic, this flagstone variety boasts clean lines and a sleek, muted grey color palette. Whether you're creating an urban terrace, a contemporary garden pathway, or accentuating architectural features, this flagstone is the essence of modern elegance. Its versatile design seamlessly integrates with various outdoor decors, ensuring your spaces are always at the forefront of style. Choose Rubble Strips Grey Flagstone for a blend of durability and cutting-edge design.

# about us

Andrew started Sirref Marketing to shine the spotlight on local bests. We are located in Greenville, NC and our mission is to help the best businesses be seen over their competition. In doing so, we hope to "raise all ship" in the area by increase the bar of what good is; we want the best businesses to be seen and valued.

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## meet the team (of one)



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