EcomEye

November 2026

FREE GUIDE

Imported description: what to keep, change, add and cut

Publish the text as you imported it, and its missing sizes and unproven claims go live with it. Check each import first.

Find these facts

Check the text, the spec list and the text inside the supplier's images. Write the facts you find in your description, as text.

Product type	Facts to find
Every product	Main characteristics. Sizes with a label and a unit. What each option means. What's included. Any warning or safety information that belongs to the product. Fibre composition on textile products.
Clothing	Care instructions. Measurements per size, in cm and inch. Whether it runs small or big, if your returns show it.
Shoes	Material. Size conversion. Runs small or big, if returns show it.
Bags and jewelry	Material. Size, and the inside size of a bag.
Home and kitchen	Exact dimensions, also per part. Material and care. Number of pieces.
Gadgets	Models it works with. Limits like water resistance. What's in the box.
Beauty	Ingredients. The shade in words, with the undertone.
Toys	Age limits and other warnings that decide the purchase.

Can't find a fact?

1. Check a sample, or ask the seller for a written answer. Never let an AI guess.
2. A small fact still missing? Leave it out.
3. A main characteristic missing, like a garment's material? Don't publish yet.

Go through the imported text

Do	What you see	What to do
Keep	A true fact that agrees with the product and its specs	Leave it in.
Change	Two values for one fact	Find out which is true and use only that one.
Change	Broken grammar, capitals for emphasis, gimmicky symbols	Correct it. Google asks for this in the description you send.
Change	A vague claim, like "water resistant"	Write the rating you have proof of. No proof? Cut the claim.
Add	A fact that's only in the spec list or inside a supplier image	Write it in the text.
Add	An option without an explanation	Say in words what it means.
Cut	Supplier notes on orders, shipping or contact, and titles of other products	Delete them.
Cut	Price, sale, shipping, delivery date, store name, links, comparisons, other products, company policies	Keep them out of the description you send to Google.

⚠ Cut claims you can't prove

Cures, certificates, quality marks, promised results and words like "eco-friendly". Under EU rules, a court or authority can ask for evidence of a factual claim.

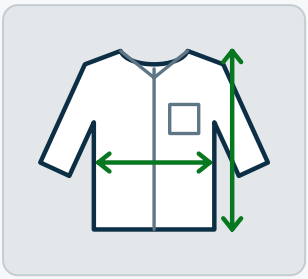
When you write it

- Use the same fields, in the same order, on every page of a product type.
- Use an AI that fills those fields from the facts you give it and leaves out what it can't support.
- Check the facts and claims before you publish, and the facts again after translating.

Example: a women's shirt

An invented product. It's an example, not a fixed order, and the layout as a whole is untested.

What you imported



Text ~~2026 NEW!!!~~ Women linen shirt ~~HIGH QUALITY~~ 100% linen, ~~eco-friendly, anti-allergic.~~ Color A1 A2. ~~Ship in 10 days, contact us. See also: sun hat.~~

Spec list 55% linen 45% cotton. Button front, turn-down collar, long sleeve, 1 pocket. Wash 30 °C, hang dry. S M L. 1 shirt.

In the image A1 white, A2 beige, size chart in cm

~~Cut~~ Keep, write as text | Say in words | Two values: check

Your description

Opening	Women's shirt with a button front and long sleeves, made of 55% linen and 45% cotton. White or beige, in S, M and L.
Bullets	• Buttons down the front • Long sleeves • Turn-down collar • One pocket
Composition	55% linen, 45% cotton.

Measurements

	S	M	L
Chest all around	100 cm (39.4 in)	104 cm (40.9 in)	108 cm (42.5 in)
Back length	66 cm (26.0 in)	67 cm (26.4 in)	68 cm (26.8 in)
Sleeve	56 cm (22.0 in)	57 cm (22.4 in)	58 cm (22.8 in)

Options	Colors: white, beige.
Care	Wash at 30 °C, hang to dry.
Included	1 shirt.

View full research here:
ecom-eye.com/research/product-description

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No guarantee and not legal advice. Based on EU rules, Google's help pages and research, read on 24 Nov 2026.