Chain Prompting for ecommerce Content Writing

How It Works

3 prompts in sequence. Each feeds the next. Same chat session.

FOR COLLECTION / Category Pages CLUSTER PAGES

PROMPT 1 Feed the Context

I'm going to give you information about my store and the collection page I need to write. Do not write anything yet.
Just confirm you understand.

Store: [e.g. RunnerHub.com.au — online running shoe retailer, Australia]

Collection page: [e.g. Men's Running Shoes]

Target buyer: [e.g. recreational male runners aged 25-45, training for 5K to half marathon]

Top 5 competitors ranking for this page:
- [URL 1]
- [URL 2]
- [URL 3]
- [URL 4]
- [URL 5]

Main keywords to target:
[paste 10 keywords from your research]

Confirm understanding and tell me:
- What stage of buying is this person at?
- What are the top 3 things they need to know before buying?
- What tone should this page use?

PROMPT 2 Build the Structure

Good. Now, based on what you know about this page, give me the heading structure only. No content.

Format:
H1:
H2: (with one line explaining what this section covers)
H2:
  H3:
  H3:
H2:
  H3:
  H3:
H2: FAQs
  H3: [question]
  H3: [question]
  H3: [question]
  H3: [question]

Make sure the structure matches buyer intent and someone who

is browsing and comparing options, not yet decided.
Flag which H2 should use a comparison table vs paragraph
vs bullet list.

PROMPT 3 — Write the Page

Structure approved. Now write the full collection page content upto 1500 words

Rules:
- H1 opens with an action verb. No "Welcome" or "Whether you're"
- Above the grid copy: max 80 words. H1 + 2 sentences only.
- Below the grid copy: 500-600 words following the structure from Prompt 2
- Write each section in the format you flagged (table/list/para)
- FAQ answers: minimum 60 words each, real answers
- End with one internal link sentence pointing to the parent category using a natural anchor phrase
- [UK/US] English
- No keyword stuffing

FOR PRODUCT PAGES

PROMPT 1 — Feed the Context

I need to write a product page. Don't write anything yet.

Store: [e.g. RunnerHub.com.au]
Product: [e.g. ASICS Gel-Nimbus 26 Men's]
Who buys this: [e.g. long-distance runners needing high cushioning]
Price point: [e.g. $299 AUD]
Key specs: [paste the main product specs]

Top 2-3 competitor product pages for this same item:
- [URL 1]
- [URL 2]

Keywords to target:
[paste 10-15 keywords]

Confirm back:
- What is the buyer's main hesitation before purchasing this?
- What 3 attributes matter most to this buyer?
- What comparison does this buyer likely need?

PROMPT 2 — Build the Structure

Now give me the heading structure only. No content yet.

Format:
H1:
H2: (one line on what this covers)
H2:
  H3:
  H3:
H2:

H2: FAQs
  H3: [question — target a long-tail query]
  H3: [question — comparison angle]
  H3: [question — practical/how-to angle]
  H3: [question — sizing/fit/care angle]

Flag which H2 needs a specs table and which needs a comparison table vs [main competitor or previous model].

PROMPT 3 — Write the Page

Structure approved. Write the full product page now.

Rules:
- H1 = product name + one key attribute
- Open sentence states what the product does — not what it "is"
- Specs table: minimum 8 rows, Name | Value format
- Comparison table: this product vs [competitor/previous model] — include 5-6 attributes
- Each H2 section: 60-100 words prose then the table/list/format you flagged
- FAQ answers: minimum 80 words each
- Last line: one contextual internal link back to the parent collection using a natural anchor
- [AU/UK/US] English
- Total: 1100-1500 words

The One Rule

Stay in the same chat. Prompt 3 only works well because Prompt 1 and 2 already happened. Starting fresh loses all the context you built.