

1 AI A DAY · @JJWONG.AI

The Listing Title Pack

The competitor-research step, the full production prompt, a 12-point QA checklist, and the batch template — for Shopee and Lazada sellers.

JJ Wong · jjwong.ai

Everything the carousel didn't have room for. Work through it once on five listings, then batch the rest.

Step 1 — Get your competitor titles first

This is the step that decides whether the output is good. Skip it and you get generic titles.

For each product you're rewriting:

1. Search the marketplace the way a buyer would — the plain term, not your brand.
2. Take the **top 5 organic results** (skip ads — those are bid position, not search relevance).
3. Copy their titles verbatim into a scratch file.
4. Note any word that appears in 3 or more of the 5. Those are the tokens the category is actually indexed on.

Five titles is enough. Twenty doesn't make it better, it just makes the prompt longer.

Do this per category, not per SKU. The competitor set for wireless earbuds covers every earbud SKU you sell.

Step 2 — The full prompt

Paste this, then paste your data underneath it.

You are a marketplace listing specialist for Shopee and Lazada Malaysia.

Rewrite the product title below using exactly these five blocks, in order:

1. Brand — spelled the way buyers type it, not the legal entity name
2. Model or SKU code — the identifier buyers search
3. Product type — the generic category term
4. Two key attributes — the two a buyer filters or decides on
5. Trust tag — e.g. Original, Ready Stock, Warranty Malaysia

Rules:

- Stay within the character limit the platform allows for this category.
- Front-load the highest-volume keyword. Mobile truncates the tail.
- One term per concept. Do not repeat synonyms (earbuds/earphone/headset).
- No emoji, no ALL CAPS, no "Best Seller", no "Hot Item", no exclamation marks.
- Never state a specification, capacity, warranty or compatibility that does not appear in the product data I give you. If something is missing, leave it out rather than guessing.
- Use British/Malaysian spelling (colour, not color).

Return 3 variants ranked by likely search volume, and for each one give a single line explaining what it's optimising for.

PRODUCT DATA:

[paste your spec: brand, model, type, attributes, warranty, origin]

TOP 5 COMPETITOR TITLES IN THIS CATEGORY:

[paste the five you collected in step 1]

Why each rule is there — worth understanding before you edit it:

RULE	WHAT IT PREVENTS
Five named blocks	The model padding with adjectives instead of search terms
"One term per concept"	Keyword stuffing, which kills click-through without helping rank
"Never state a spec not in the data"	Invented capacities and fake warranty claims
"3 variants, ranked"	A single answer you can't compare against anything
Competitor titles pasted in	Generic output — this is the grounding

Step 3 — Batch it

Use `title-batch-template.csv` in this pack.

Workflow:

1. Export your catalogue. Fill columns A–F for ten rows.
2. Paste the prompt, then paste those ten rows under `PRODUCT DATA`.
3. Ask for output as CSV with the same row order.
4. Paste the result into columns G–I.
5. Repeat in chunks of ten.

Ten rows per chunk, not fifty. Past ten the model starts drifting from the format and you spend longer fixing than you saved.

Step 4 — QA before anything goes live

Run all twelve. This takes about 90 seconds per title and it's the difference between a rewrite that helps and one that gets your listing reported.

Accuracy — check against the real product

1. Brand spelled exactly as the manufacturer spells it
2. Model code matches the actual SKU, digit for digit
3. Every stated attribute (capacity, size, colour) is true for this variant
4. Warranty claim is one you can actually honour
5. Country of origin or shipping origin is correct

Search — check against the category

6. The generic category term is present, spelled the common way
7. At least two of your competitor-common tokens appear
8. No synonym repeated (earbuds AND earphone AND headset = pick one)
9. Highest-volume term is in the first third of the title

Compliance and presentation

10. No emoji, no ALL CAPS words, no "!!!"
11. No superlative claims you can't substantiate — "best", "No.1", "cheapest"
12. Reads as a sentence a human could say out loud. If it reads like a keyword list, it is one.

Any failure on 1–5: stop, fix the source data, re-run. Never hand-patch a title whose underlying data was wrong — the same error will be in every other field.

Worked example

Product data given to the model:

Brand: JBL
Model: Tune 230NC
Type: True wireless earbuds
Attributes: Active noise cancelling, 40hr total battery, IPX4
Warranty: 1 year Malaysia warranty (authorised distributor)
Origin: Ships from Selangor

Competitor-common tokens found in step 1: TWS , Bluetooth , Original , Earbuds , ANC

Before:

JBL Wireless Earbuds — Premium Sound Quality, Best Seller!

Fails QA 7 (no category tokens), 11 (unsubstantiated "Best Seller"), 10 (!), and carries no model code — so it never appears for the highest-intent search there is.

After — variant 1, highest volume:

JBL Tune 230NC TWS Wireless Bluetooth Earbuds ANC Earphone Original Malaysia Warranty

Wait — that fails QA 8. *Earbuds* and *Earphone* are the same concept.

Corrected:

JBL Tune 230NC TWS Wireless Bluetooth Earbuds ANC IPX4 Original Malaysia Warranty

That's the real workflow. The model produced a stuffed title, QA caught it, one word came out. Expect that on roughly a third of outputs — which is exactly why the checklist exists and why you don't batch-publish unreviewed.

The one thing to remember

Block order beats block wording. Brand and model first, every time. Buyers who search a model code already know what they want — they're the cheapest, highest-converting traffic on the platform, and a title without the code is invisible to all of them.

Questions? Reply to this DM — I read them all. More at [@jjwong.ai](https://www.jjwong.ai) — one AI play for SEA sellers, daily.