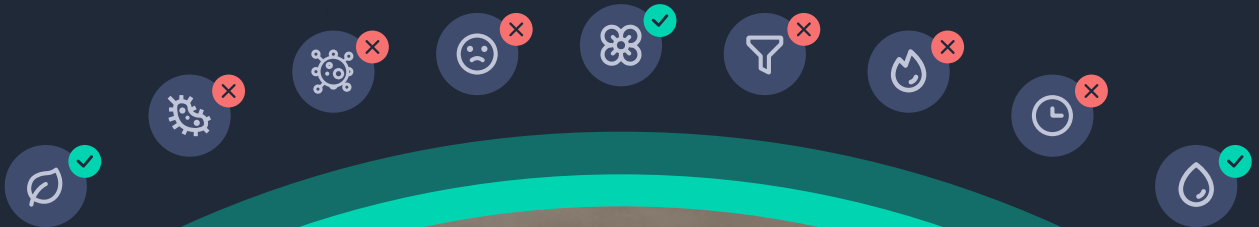


100+ words to avoid in your eCommerce Product Descriptions

Words Restricted on Amazon, Prone to Compliance Issues, and Potential Deal Breakers



Introduction

The words in your eCommerce product descriptions matter.

They can skyrocket sales or, conversely, demolish them.

These words have the capacity to either get your product removed from platforms like Amazon or entangle your company in legal issues within tightly regulated industries.

As a professional in charge of eCommerce content, you're well aware of the pressure to churn out product descriptions that not only persuade and drive sales but are also accurate and adhere to regulations.

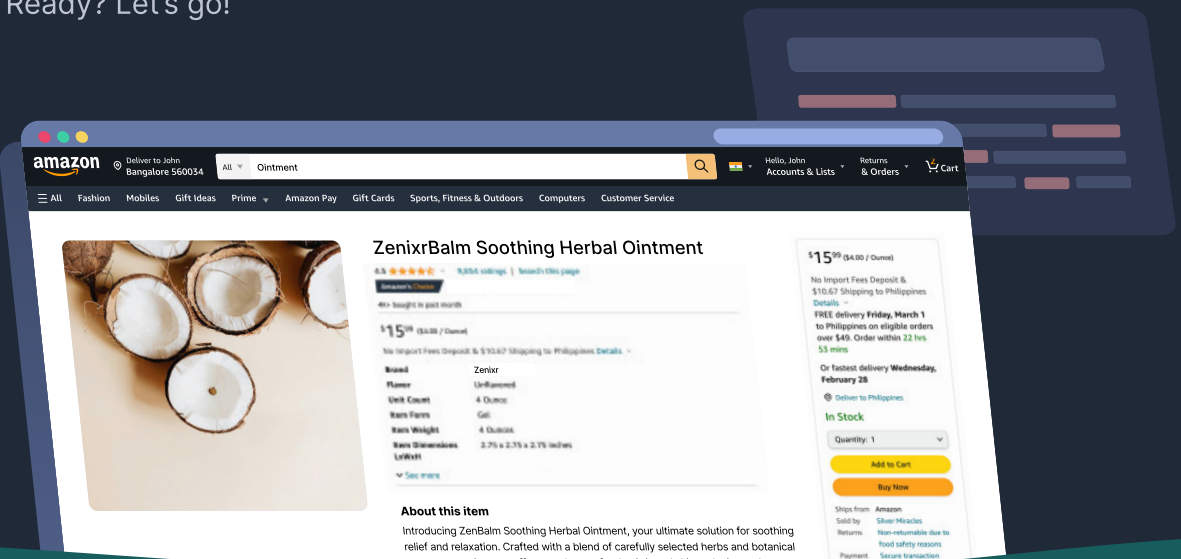
We understand that overseeing this task for even a small number of items is challenging. However, when this responsibility extends to managing hundreds of thousands of descriptions weekly across different team members, agencies, and AI tools, the complexity multiplies.

It's all too easy for inappropriate words to slip through, jeopardizing your products, your brand's integrity, and your reputation.

This is precisely why we've compiled this guide.

Its aim is to equip you with a comprehensive list of keywords to avoid in your product descriptions, regardless of where you're selling.

Ready? Let's go!



Getting Started

In this guide, we categorize words to avoid into three distinct groups:



Restricted Words on Amazon

A list of words that are not allowed in product listings on Amazon.



Compliance and Legal Issues

Words and phrases that could potentially lead to legal issues or violate compliance standards in various industries.



Deal Breakers

These are terms that might negatively influence how customers view your brand or product and could decrease the conversion rates of your listings. While not all these words are explicitly prohibited, they warrant careful consideration before being used.

Important Note: If a word appears in multiple categories, it's because it's relevant to all identified areas, underscoring its significance and the need for caution.

How to use this guide



Copy

Extract the keywords from this guide and incorporate them into your essential documents related to copy and messaging. For instance, if you maintain a brand guide, these keywords can be seamlessly integrated into that document.



Share

Distribute the keywords among your team members and external contractors to guarantee everyone is on the same page.



Automate

When leveraging AI tools such as Describely, input these keywords as Restricted Keywords Sets to ensure that the AI does not inadvertently use any words you intend to avoid.

Words Restricted on Amazon Product Listings

Amazon has a strict policy when it comes to product listings, often removing products or banning listings that include any of their restricted keywords. Below is a comprehensive list of keywords that are off-limits on Amazon.

'100% natural'

'100% quality guaranteed'

'100% value'

'acquired immune deficiency syndrome'

'add'

'added value'

'adhd'

'aids',

'all natural'

'als'

'alzheimers'

'amazon choice'

'amazon suggested'

'antibacterial'

'anti-bacterial'

'antifungal'

'anti-fungal'

'anti-microbial'

'anxiety'

'approved'

'arrive faster'

'attention deficit disorder drug'

'authentic'

'award winning'

'bacteria'

'best deal'

'best price'

'best seller'

'best selling'

'big sale'

'biodegradable'

'biological contaminants'

'bpa free'

'brand new'

'buy now'

'buy with confidence'

'cancer'

'cancroid'

'cataract'

'cells'

'certified'

'cheap'

'chlamydia'

'closeout'

'close-out'

'cmv'

'compostable'

'concusuion'

'coronavirus'

'cost'

'covid'

'covid-19'

'crabs'

'crylic fibrosis'

'cure'

'cytomegalovirus'

'decomposable'

'degradable'

Words Restricted on Amazon Product Listings Cont.

'dementia'

'depression'

'detoxification'

'detoxify'

'diabetes'

'diabetic'

'diabetic neuropathy'

'discounted price'

'disease'

'diseases'

"don't miss out"

'dotoxifying'

'eco friendly'

'ecofriendly'

'eco-friendly'

'environmentally
friendly'

'etc.'

'fall sale'

'fast relief'

'fda'

'fda approval'

'fedex'

'feedback'

'filter'

'flawless'

'flu'

'free gift'

'free shipping'

'free shipping
guaranteed'

'fungal'

'fungicide'

'fungicides'

'fungus'

'gift idea'

'glaucoma'

'gororrhea'

'great as'

'great for'

'green'

'guarantee'

'guaranteed'

'hassle free'

'heal'

'hepatitis a'

'hepatitis b'

'hepatitis c'

'herpes'

'herpes simplex
virus 1'

'herpes simplex
virus 2'

'highest rated'

'hiv'

'hodgkins lymphoma'

'home compostable'

'hot item'

'hpv'

'hsv1'

'hsv2'

'huge sale'

'human
immunodeficiency
virus'

'human papiloma
virus'

'imported from'

'indian'

'inflammation'

'influenza'

'kidney disease'

'laser'

'lasting quality'

'lgv'

'limited time offer'

'liver disease'

'lupus'

'lymphogranuloma
venereum'

Words Restricted on Amazon Product Listings Cont.

'lymphoma'

'made in'

'mail rebate'

'make excellent'

'makes awesome'

'makes great'

'makes perfect'

'makes spectacular'

'makes the best'

'makes wonderful'

'marine degradable'

'massive sale'

'meningitis'

'mildew'

'money back
guarantee'

'mono'

'mononucleosis'

'mould'

'mould resistant'

'mould spores'

'multiple sclerosis'

'muscular dystrophy'

'mycoplasma
genitalium'

'nano silver'

'native american'

'native american
indian or tribes'

'natural'

'newest version'

'ngu'

'non toxic'

'noncorrosive'

'nongonococcal
urethritis'

'non-toxic'

'now together'

'no.1 product'

'on sale'

'over- stock'

'overstock'

'parasitic'

'parkinson'

'parkinsons'

'parkinsons'

'patented'

'peal'

'pelvic inflammatory
disease'

'perfect for'

'perfect gift'

'pesticide'

'pesticides'

'pid'

'platinum'

'plus free'

'professional quality'

'proven'

'public lice'

'quality'

'ready to ship'

'recommended by'

'remedies'

'remedy'

'retail box'

'reviews'

'sad'

'sanitize'

'sanitizes'

'satisfaction'

'save \$'

'save cash'

'save money'

'scabies'

'seasonal affective
disorder'

'seen on tv'

'ships faster'

Words Restricted on Amazon Product Listings Cont.

'shop with confidence'

'special offer'

'special promo'

'spring sale'

'stroke'

'summer sale'

'super sale'

"supplies won't last"

'tbis'

'tested'

'top notch'

'top quality'

'top rated'

'top selling'

'toxic'

'toxin'

'toxins'

'traumatic brain
injuries'

'treat'

'treatment'

'tribes'

'trich'

'trichomoniasis'

'tricht'

'tumor'

'unbeatable price'

'ups'

'used'

'validated'

'viral'

'virus'

'viruses'

'warranty'

'weight loss'

'wholesale price'

'winter sale'

'within hours'

'worlds best'

The Describely Advantage

Make the most of Describely's AI capabilities and our dedicated Amazon Restricted Keyword Set to craft top-notch product descriptions without stepping over Amazon's boundaries. Interested in seeing it in action?

[Click here for a free trial.](#)

Words that Risk Compliance and Legal Issues for Your Brand

For avoiding compliance problems, especially in industries that are heavily regulated like health, finance, and beauty, it's important to steer clear of words that could imply unfounded claims, promise specific outcomes, or mislead consumers about the nature of the product. Here's a list of words and phrases that could potentially land your brand in hot water due to compliance issues:

*It's worth noting that using many of these words is entirely acceptable when you have the evidence or research to substantiate the claims.

"Cure"

Implies the product can heal diseases or medical conditions, which can be problematic unless supported by scientific evidence.

"FDA-approved"

Unless your product has been officially approved by the FDA, using this term is misleading and illegal.

"Guaranteed"

Promising specific results can lead to compliance issues, especially without evidence to back it up.

"Clinically proven"

Should only be used if true, with supporting clinical studies.

"Patented technology"

Misleading if the product does not hold an actual patent.

"Doctor recommended"

Requires substantiation from a qualified professional

"Detoxify"

Often scrutinized in health and wellness products for lacking scientific basis.

"Instant relief"

Claims immediate effects that may not be substantiated.

"100% safe"

Can be misleading as safety can vary based on user conditions or misuse.

"Natural"

Regulated in many industries, and misleading if synthetic ingredients are present.

"Organic"

Should only be used if certified, as it's a regulated term.

"Non-GMO"

Requires verification if claimed.

"Scientifically engineered"

Implies a level of scientific backing that must be substantiated.

Words that Risk Compliance and Legal Issues for Your Brand Cont.

"Therapeutic"

May imply medical benefits that need evidence.

"Free trial"

Can be misleading if not clearly disclosing the terms of the offer.

"Money-back guarantee"

Must be clearly defined and honored as stated.

"Lifetime guarantee"

Promises a long-term commitment that might not be upheld.

"No side effects"

Dangerous to claim unless thoroughly tested and verified.

"Patent-pending"

Should only be used if a patent application has been officially filed.

"Chemical-free"

Misleading, as nearly everything contains chemicals.

"Award-winning"

Misleading unless specifying the award and granting organization.

"Biodegradable"

Use only if you can substantiate the product meets this claim.

"Hypoallergenic"

Requires evidence, as reactions can vary among individuals.

"Child-proof"

Use only if packaging meets specific regulatory standards.

"Eco-friendly"

Should be substantiated to avoid misleading eco-conscious consumers.

"Anti-aging"

Claims about reversing or stopping aging need solid scientific backing.

"Boosts immunity"

Requires clinical evidence to support immune system enhancement claims.

"Superfood"

While not strictly regulated, it can mislead consumers regarding health benefits.

"Sugar-free"

Similar to "fat-free," it must adhere to legal definitions.

"Non-toxic"

Claims must be substantiated, especially for products in contact with skin or ingested.

"Zero calories"

Must be used for products that meet the regulatory criteria for calorie-free.

"All-natural ingredients"

Misleading if synthetics are used; every component must be natural.

"Fast-acting"

Claims about quick results need to be backed by evidence.

"Strengthens bones"

Health claims must be supported by clinical research.

"Improves memory"

Cognitive enhancement claims require substantial scientific proof.

Words that Risk Compliance and Legal Issues for Your Brand Cont.

"Lowers cholesterol"

Medical claims like this must be supported by solid evidence.

"Sugar control"

Implies medical benefits that must be substantiated.

"Calorie-burning"

Claims about aiding weight loss or metabolism need proof.

"Sweat-proof"

Product must undergo testing to substantiate such a claim.

"Waterproof"

Should only be claimed if the product can be submerged without damage.

"Sun protection"

SPF claims must adhere to regulatory standards and testing.

"Non-allergenic"

Claims about being allergy-free need evidence, as allergies can be very individual.

"Biologically active"

Implies a product has a specific effect on biological processes that must be proven.

"Toxin-free"

Requires substantiation, especially in beauty and food products.

"Ethically sourced"

Claims about ethical practices must be verifiable.

"Sustainable"

Use only if sustainable practices are documented and verifiable.

"Fair trade"

Should be certified by an official fair trade organization.

"Pharmaceutical grade"

Use only for products that meet this high standard of purity and quality.

"Vegan"

Products must not contain animal products or byproducts to claim this.

The Describely Advantage

When you're spinning up product descriptions with Describely's AI, you can take our list of words to steer clear of, add any specific ones you've identified, and create a custom Restricted Keyword Set. This ensures Describely keeps those no-no words out of your content. Ready to give it a whirl? [Click here for a free Describely trial.](#)

Words That Could Break the Deal and Tank Your Conversion Rates

When it comes to eCommerce product listings, certain words or phrases can inadvertently give off a cheap or scammy vibe, deterring potential customers and harming your conversion rates. These words often overpromise, lack specificity, or trigger skepticism.

Important note: The impact of these words can vary from brand to brand; what might be a deal-breaker for one could be negligible for another. If you're uncertain, consider A/B testing how specific words in your product descriptions influence your conversion rates.

"Miracle"

Implies an unrealistic solution, raising doubts about credibility.

"Guaranteed results"

Can come across as too good to be true, especially if not backed by solid evidence.

"Cheap"

While aiming to highlight affordability, it can also suggest low quality.

"Risk-free"

May raise suspicions, as almost every product carries some risk.

"Instant results"

Sets unrealistic expectations, leading to customer dissatisfaction.

"Secret formula"

Sounds mysterious and untrustworthy, as transparency is key in today's market.

"Limited time offer"

While a common marketing tactic, overuse can make it seem like a pressure sale or a gimmick.

"Hassle-free"

Overpromising, especially if your product or service actually requires some effort on the user's part.

"Revolutionary"

Unless your product truly is, using this term can seem exaggerated.

"No-brainer"

Might insult the intelligence of your audience, implying that not purchasing would be foolish.

"Freebie"

Can attract the wrong type of customer who is only interested in free products and not genuinely interested in what your brand offers.

Words That Could Break the Deal and Tank Your Conversion Rates Cont.

"Once in a lifetime"

Overused to the point of becoming meaningless, it can also pressure customers unduly.

"Unbeatable price"

Can make customers wonder why the price is so low, potentially doubting the quality.

"You won't find this anywhere else!"

Unless you can absolutely guarantee exclusivity, this can backfire if proven false.

"Money-back guarantee"

While intended to build trust, if overemphasized, it can make customers wonder about the need for such a guarantee.

"Exclusive deal"

Overused and can dilute the perceived value if not genuinely exclusive.

"Flash sale"

May imply desperation to sell, which can be off-putting.

"Best kept secret"

Suggests exclusivity but can also hint at a lack of transparency or widespread acceptance.

"Quick fix"

Implies an easy solution, which may not meet customer expectations for more complex issues.

"Act now!"

Creates a sense of urgency that can feel manipulative if overused

"This won't last!"

Similar to "Limited time offer," it pressures customers unduly.

"Game-changer"

Without substantial evidence, this can seem like an empty boast.

"Magic"

Like "miracle," it promises more than the product might deliver.

"Cutting-edge"

Overused to the point of becoming cliché, diminishing the impact of the claim.

"Unbelievable"

Can actually make customers skeptical about the truth of the statement.

The Describely Advantage

When crafting product descriptions with Describely, take advantage of the ability to create a Restricted Keyword Set. Populate it with any words that you've identified as potential deal-breakers to ensure they're automatically excluded from your content.

Next Steps and Final Thoughts

You're now equipped with three critical sets of keywords to avoid in your product descriptions: words restricted by Amazon, words that could cause compliance issues for your brand, and words that could negatively impact sales.

Here's what to do next:

1 Incorporate the Words into Your Internal Documentation

Extract the keywords from this guide and integrate them into any key documents you use for crafting your messaging. If you maintain a brand guide, these keywords should find a home there.

2 Share the Lists Among Your Team and Contractors

Ensure that your team and any external contractors are well-informed by sharing these keyword lists with them. It's crucial that everyone involved in product content creation is aware of these keyword restrictions and pitfall terms to avoid.

3 Leverage Describely to Automatically Avoid These Words

Use Describely to add these keywords to your Restricted Keywords List, safeguarding your content by preventing the AI from using any words you want to steer clear of.



Not yet a Describely user?

**Sign up here for a free trial and start optimizing
your content creation process today.**

Try Describely