I want to update the product descriptions in products\_export\_June\_25\_2025.csv. The product descriptions are in HTML and they are in the column Body (HTML). I don't want to change anything else in the csv. The product name is in the Title column, and the brand name is in the Vendor column.  
  
I want the product descriptions to be optimized for AI search optimization. I want Wehitpan.com to be a Shopify store connected to structured data feeds so that Wehitpan products show up on Chatgpt shopping. Additional directions are below.

If it is a perfume, make sure to include fragrance notes. Pull topics, quotes, and human language from fragnatica and reddit.

For all products include frequently asked questions, how to use, who this is good for, and other commonly searched queries.

Do not make up any information. If you need information, use Openai agents to get it for you for each specific product.

Use Schema.org markup with Product, Offer, and AggregateRating tags. Include details like:

* Product name and description
* Brand
* Price and currency
* Stock availability
* Images
* Ratings and reviews

Use Google’s Rich Results Test to validate your markup.

Make your product pages descriptive, benefit-driven, and human.

Avoid keyword stuffing—write naturally, like you’re speaking to a curious shopper.

Start with what the product does and why it matters.

Include unique use cases or key differentiators.

Incorporate customer questions as headers (e.g., “Is this waterproof?” or “What skin type is this for?”).

Here’s what influences product visibility:

* **Structured metadata**: The platform relies on data from product feeds or schema markup to understand pricing, availability, and features.
* **Relevance to user queries**: The AI interprets the question and surfaces products that best match the user’s stated needs.
* **Product description clarity**: The easier it is to understand your product, the more likely it is to be featured.
* **Trusted sources**: ChatGPT currently integrates with select platforms (Shopify, Amazon, etc.), prioritizing retailers with up-to-date feeds.
* Keep URLs clean and descriptive (e.g., /products/lightweight-camping-tent).
* Embed FAQs, reviews, or user-generated content where relevant.