NINEBARK CANDLE CO. · PRODUCT COPY · EXAMPLE BUSINESS (FICTIONAL)

Twenty candles that finally smell like something on the page.

The market table sells because people can smell the candle and ask you a question. The product page has to do both jobs with words. These twenty do, in your voice, and they import in one click.

02 The rules we wrote by

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Sample prepared by Acrid Team. Scent notes, quotes and numbers are invented for this sample. The structure is real: one Shopify product CSV, matched on handle, copy columns rewritten, every other column carried over unchanged.

Six rules, applied twenty times

Start where the nose starts

The first sentence is a place and a moment, not an ingredient list. "The parking lot at the start of a hike" puts the smell in the reader's head before a single note is named.

Smells like, in words people use

No "top notes of bergamot." Three or four things a person could point at: birch smoke, warm wood, a thread of vanilla. Perfume language is what the brief told us to avoid, and it is also what shoppers skim past.

Say who it is for

Every listing names a room, a season, or a kind of person. It is the question the market table answers twenty times a day ("would this work in a bathroom?") and the one the page never did.

One real quote

A line someone actually said at the market, in quotation marks, unpolished. It does what a review does, above the fold, and it sounds like a human because it was one.

The facts, once, at the bottom

Size, burn time, wick, wax, where it is poured. Same bullets on all twenty so a returning shopper can skip them. The old copy was only this part.

Titles people search, descriptions people click

SEO title: scent name, "soy candle", two main notes, brand, under 60 characters. SEO description: the smell in one sentence, size and burn, one honest hook, under 160. No keyword padding.

Length and shape

Each listing runs 110–150 words: a two-to-three-sentence lead, a **Smells like** line, a **For** line, four fixed bullets, one quote. Long enough to answer the questions, short enough to read on a phone before the thumb moves. Alt text on every image says what the candle is and smells like, which is what a screen reader and Google both want from it.

Voice check

Two people in a garage at the edge of a pine forest. Dry, specific, a little funny, never breathless. If a sentence could appear in a department-store perfume ad, it was cut. If it could be said across a folding table, it stayed.

Three of the twenty, side by side

Woodstove

BEFORE (AS EXPORTED)

8 oz soy candle. Smoke, birch, vanilla. 45 hour burn. Cotton wick. Hand poured.

SEO title · (blank)
SEO description · (blank)
Alt text · (blank)

AFTER

A stove that has been going since six in the morning, the door open for a second to add a split of birch. Warm, a little smoky, with the sweetness that dry birch has. Not campfire; indoors, with the kettle on.

Smells like: birch smoke and warm wood, a thread of vanilla at the end that keeps it from being all smoke.

For: the living room in January. People who want a fireplace and have a radiator.

+ the four fixed bullets, identical on every listing (page 2)

From the market table: "Can I just buy the smell and skip the chimney sweep." We said yes.

SEO title · Woodstove Soy Candle | Birch Smoke & Vanilla | Ninebark (55)
SEO description · Birch smoke, warm wood and a thread of vanilla. An 8 oz hand-poured soy candle that smells like a stove that has been going since morning. About 45 hours. (154)

Dog Walk, October

BEFORE (AS EXPORTED)

8 oz soy candle. Leaves, apple, wool. 45 hour burn. Cotton wick. Hand poured.

SEO title · (blank)
SEO description · (blank)
Alt text · (blank)

AFTER

Four in the afternoon, leaves down, a dog who has found something. Dry leaf litter, an apple somebody dropped, the wool of the sweater you finally got out of the closet. The most specific candle we make, named by a customer.

Smells like: dry leaves and a cut apple, wool and a little woodsmoke from a neighbor's chimney.

For: October through Thanksgiving. Entries, mudrooms, the chair by the window.

+ the four fixed bullets, identical on every listing (page 2)

From the market table: "This smells like my favorite afternoon of the year." That customer named it.

SEO title · Dog Walk, October Soy Candle | Leaves & Apple | Ninebark (56)
SEO description · Dry leaves, a cut apple and a wool sweater. The most specific candle we make, named by a customer. 8 oz hand-poured soy, about 45 hours. (136)

And the one with nothing to describe

Unscented

BEFORE (AS EXPORTED)

8 oz soy candle. No fragrance. 45 hour burn. Cotton wick. Hand poured.

SEO title · (blank)
SEO description · (blank)
Alt text · (blank)

AFTER

Just the wax. For dinner tables where the food should win, for people with headaches, for the shelf where you want the light and not the opinion. Same soy, same cotton wick, same jar, nothing added.

Smells like: nothing, which is the point. A faint, clean, waxy warmth when lit.

For: dinner tables, hospital-adjacent gifts, anyone who has asked "do you have one that doesn't smell."

+ the four fixed bullets, identical on every listing (page 2)

From the market table: "Finally." That is the whole quote.

SEO title · Unscented Soy Candle | Just the Wax | Ninebark (46)
SEO description · Just the wax: 8 oz hand-poured soy, cotton wick, no fragrance, about 45 hours. For dinner tables where the food should win. (123)

What changed, in numbers

	BEFORE	AFTER
Words per listing (average)	13	150
Listings that name a room, season or person	0 of 20	20 of 20
SEO titles written	0	20, all under 60 characters
SEO descriptions written	0	20, all under 160 characters
Image alt text	0	20
Customer quotes on the page	0	20
Perfume words (notes, accord, bergamot, sillage)	0	0

What changes, column by column

Shopify imports match on **Handle**. With "Overwrite products with matching handles" ticked, every column in the file replaces the one in the store, which is why the file carries your existing prices, SKUs, inventory counts and image links exactly as exported. The only cells that differ are the words.

```
Handle · Title · Vendor · Product Category · Type · Published · Option1 Name/Value · Variant SKU ·
Variant Grams · Inventory Tracker · Inventory Qty · Inventory Policy · Fulfillment Service ·
Variant Price · Compare At · Requires Shipping · Taxable · Barcode · Image Src · Image Position ·
Gift Card · Weight Unit · Cost per item · Status → carried over from your export, byte for byte

Body (HTML) → rewritten, all 20
SEO Title → written, all 20 (was blank)
SEO Description → written, all 20 (was blank)
Image Alt Text → written, all 20 (was blank)
Tags → replaced: scent family, room, season, "soy candle", "hand poured" (was "candle")
Title → "Pine Floor Candle" becomes "Pine Floor" (the collection page already says candle; the SEO
title carries it)
```

How to import, four steps

1. Products → Export → All products, current page, CSV. That is a fresh backup; keep it.
2. Products → Import → choose `ninebark-products-import.csv`.
3. Tick **Overwrite products with matching handles**; leave "publish new products" unticked (there are none).
4. Preview, confirm, wait for the email. Spot-check Woodstove and Unscented; if anything looks off, re-import the backup from step 1 and tell us.

Two things we did not touch, on purpose

Prices and the 4 oz tin. Both variants are exactly as exported. **Image files.** We wrote alt text for the existing photos but did not replace them; page 10 says which two photos would do the most for conversion.

Pine Floor to Birch Tap

The four fixed bullets are omitted here; they are identical on every listing (page 2).

Pine Floor

The smell of the ground under a fir tree, not the tree. Needles, a little bark, cold soil. We made it because the air outside the garage smells like this from October to April and people kept asking if we could bottle it.

Smells like: balsam fir needles first, then cedar, then something like damp earth underneath. Green, not sweet.

For: the person who likes the woods more than Christmas. Burns well in a hallway or an entry; it reads as outdoors, not as air freshener.

Market table: "This is what my grandfather's coat smelled like." Said twice, two different markets, two different people.

SEO · Pine Floor Soy Candle | Balsam Fir & Cedar | Ninebark

Woodstove

A stove that has been going since six in the morning, the door open for a second to add a split of birch. Warm, a little smoky, with the sweetness that dry birch has. Not campfire; indoors, with the kettle on.

Smells like: birch smoke and warm wood, a thread of vanilla at the end that keeps it from being all smoke.

For: the living room in January. People who want a fireplace and have a radiator.

Market table: "Can I just buy the smell and skip the chimney sweep." We said yes.

SEO · Woodstove Soy Candle | Birch Smoke & Vanilla | Ninebark

Lake Morning

Six a.m. on a dock, mist still on the water, nobody else up. Cold and clean with a little green in it. This is the one we light in the garage when it is 90 degrees and we are tired of summer.

Smells like: cold water and wild mint, fir in the background, a faint cucumber-skin freshness.

For: bathrooms, bedrooms, anyone who finds most candles too heavy. Our lightest scent.

Market table: "It smells like being awake before everyone else."

SEO · Lake Morning Soy Candle | Cold Water, Mint & Fir | Ninebark

Trailhead

The parking lot at the start of a hike: cold air, spruce, the eucalyptus from somebody's muscle rub, and the feeling that the day is about to be good. Sharper than Pine Floor, brighter than Lake Morning.

Smells like: eucalyptus up front, spruce behind it, cold air all the way through.

For: mornings, home offices, the shower windowsill. The one people buy for a friend who runs.

Market table: "Smells like the good kind of tired."

SEO · Trailhead Soy Candle | Eucalyptus & Spruce | Ninebark

Birch Tap

Late winter, buckets on the trees, the first sap of the year boiling down in the shed. Sweet, but the sweetness of sap and bark, not frosting. If Woodstove is the fire, this is what is simmering on top of it.

Smells like: maple sap and brown sugar, birch bark keeping it from going sticky, a little steam.

For: kitchens. The candle we sell most of in February and March.

Market table: "I bought this and then went and bought actual pancakes."

SEO · Birch Tap Soy Candle | Maple & Brown Sugar | Ninebark

Porch Light to Firewood Rack

The four fixed bullets are omitted here; they are identical on every listing (page 2).

Porch Light

A June evening on a porch after the mosquitoes have mostly given up. Honeysuckle from the fence, a little pipe tobacco from the chair next to you, warm air that has not cooled off yet. Our most grown-up scent and the one people are surprised they like.

Smells like: honeysuckle first, then dried tobacco leaf, then amber as it warms. Floral for the first hour, then soft and warm.

For: evenings, dinner tables, anyone who thinks they do not like floral candles.

Market table: "I don't like flowery candles." (Bought two.)

SEO · Porch Light Soy Candle | Honeysuckle & Tobacco | Ninebark

Cabin Pancakes

Saturday, somebody else is cooking, the pan is cast iron and the syrup is real. We argued about whether a candle should smell like breakfast. It sold out the first weekend, so the argument is over.

Smells like: butter in a hot pan, real maple syrup, a toasted edge. Sweet and savory at the same time.

For: kitchens, kids' rooms (they ask for it by name), the cabin you do not have.

Market table: "My kids call it the pancake candle and I have stopped correcting them."

SEO · Cabin Pancakes Soy Candle | Maple & Butter | Ninebark

Dog Walk, October

Four in the afternoon, leaves down, a dog who has found something. Dry leaf litter, an apple somebody dropped, the wool of the sweater you finally got out of the closet. The most specific candle we make, named by a customer.

Smells like: dry leaves and a cut apple, wool and a little woodsmoke from a neighbor's chimney.

For: October through Thanksgiving. Entries, mudrooms, the chair by the window.

Market table: "This smells like my favorite afternoon of the year." That customer named it.

SEO · Dog Walk, October Soy Candle | Leaves & Apple | Ninebark

First Snow

The quiet after the first real snow, when the road has not been plowed and the pines are holding it. Cold and clean, with a single clove in it somewhere, like a drink someone is making inside.

Smells like: cold pine and clean air, one clove, a little sweetness that could be snow or could be the drink.

For: December. The candle we wrap the most of. Living rooms and anyone who finds holiday candles too much.

Market table: "Holiday without the Hallmark."

SEO · First Snow Soy Candle | Cold Pine & Clove | Ninebark

Firewood Rack

The rack by the back door: split oak, last year's pine needles stuck in the bark, the smoke that gets into the wood after a season next to the stove. Drier and woodier than Woodstove; less sweet.

Smells like: split oak and dried pine needles, cold smoke, a little dust.

For: dens, garages that are really workshops, people who want wood without the sweetness.

Market table: "Finally one that doesn't smell like dessert."

SEO · Firewood Rack Soy Candle | Oak & Smoke | Ninebark

Rain on Gravel to Coffee Pot

The four fixed bullets are omitted here; they are identical on every listing (page 2).

Rain on Gravel

The driveway in the first five minutes of a summer rain, when the gravel steams and the moss on the north side of the garage wakes up. Mineral and green and a little sweet. People either get it immediately or walk away; nobody is in the middle.

Smells like: wet stone and warm dust, then moss, then a green sweetness like crushed fern.

For: bathrooms, reading corners, anyone who opens the window when it rains.

Market table: "That's the exact smell. How."

`SEO · Rain on Gravel Soy Candle | Petrichor & Moss | Ninebark`

Tomato Vine

Hands in the tomato plants in August, that sharp green smell on your fingers afterward. Basil from the next row, dirt from the one after that. Not a food smell; a garden smell.

Smells like: green tomato leaf, basil, turned soil. Sharp, green, slightly peppery.

For: kitchens and sunrooms. The candle gardeners buy for themselves and cooks buy as a gift.

Market table: "I didn't know I missed this smell until right now."

`SEO · Tomato Vine Soy Candle | Tomato Leaf & Basil | Ninebark`

Laundry Line

Sheets that dried outside, folded warm. Cotton and sun, a little lavender from the bush the line runs past. The cleanest-smelling thing we make, and the one that people say reminds them of a specific house.

Smells like: sun-dried cotton, a little lavender, warm air. Clean without being soap.

For: bedrooms, linen closets, guest rooms the night before guests.

Market table: "My mother's backyard, in a jar."

`SEO · Laundry Line Soy Candle | Cotton & Lavender | Ninebark`

Pie Safe

The cupboard where the pie cools, door cracked. Apple and cinnamon, yes, but mostly the pastry: butter, flour, the browned edge. Less sweet than you expect. We tried eleven versions before the crust was right.

Smells like: baked apple and cinnamon under a buttery crust; more pastry than fruit.

For: kitchens in November, open houses, anyone who likes the crust better than the filling.

Market table: "It smells like the crust, not the goo. Thank you."

`SEO · Pie Safe Soy Candle | Apple, Cinnamon & Pastry | Ninebark`

Coffee Pot

Not a coffee shop. A kitchen at 6:40 with the old percolator going and a pod of cardamom cracked into the grounds the way a friend's grandmother did it. Dark, warm, a little spicy, no caramel-syrup anything.

Smells like: dark roast and cream, cardamom, a little toasted sugar from the bottom of the pot.

For: kitchens, home offices, the slow part of a Sunday.

Market table: "Does it come in decaf." (It does not come in anything.)

`SEO · Coffee Pot Soy Candle | Dark Roast & Cardamom | Ninebark`

Mudroom to Unscented

The four fixed bullets are omitted here; they are identical on every listing (page 2).

Mudroom

Boots, coats, the cedar bench, a wool blanket nobody has washed since the dog claimed it. Warm, dry and a little rough. The candle most often bought by someone who says they are buying it for their husband.

Smells like: worn leather, cedar plank, wool, a trace of woodsmoke carried in on the coats.

For: entries, offices, the room with the boots in it. Our most-gifted scent for men.

Market table: "He said he doesn't like candles. It's lit every night."

SEO · Mudroom Soy Candle | Leather, Cedar & Wool | Ninebark

Blueberry Hill

The high field in late July, low bushes, berries warm from the sun, a lemon wedge from somebody's water bottle. Fruit without the candy; sun without the sunscreen.

Smells like: sun-warm blueberries and lemon peel, dry grass, a little leaf.

For: kitchens and kids' rooms in summer. The one teenagers pick.

Market table: "Not fake. It smells like the actual bush."

SEO · Blueberry Hill Soy Candle | Blueberry & Lemon | Ninebark

Night Window

A window left open on a warm night: jasmine from somewhere down the street, cool air, the moss on the sill. Our quietest floral. Light it late.

Smells like: night jasmine, cool air, moss and a little green stem. Floral but dim.

For: bedrooms, baths, the last hour of the day.

Market table: "I light it when I'm done talking to people."

SEO · Night Window Soy Candle | Night Jasmine & Moss | Ninebark

Sauna

Hot cedar boards, a ladle of water on the rocks, eucalyptus in the steam. Clean heat. The candle we recommend for a bathroom that needs to feel like somewhere else for twenty minutes.

Smells like: hot cedar and eucalyptus in steam; warm, clean, a little resinous.

For: bathrooms, after a run, the end of a cold day.

Market table: "My bathroom is 5 by 7 and this makes it a spa. Sort of."

SEO · Sauna Soy Candle | Hot Cedar, Eucalyptus & Steam | Ninebark

Unscented

Just the wax. For dinner tables where the food should win, for people with headaches, for the shelf where you want the light and not the opinion. Same soy, same cotton wick, same jar, nothing added.

Smells like: nothing, which is the point. A faint, clean, waxy warmth when lit.

For: dinner tables, hospital-adjacent gifts, anyone who has asked "do you have one that doesn't smell."

Market table: "Finally." That is the whole quote.

SEO · Unscented Soy Candle | Just the Wax | Ninebark

Five template fixes copy cannot make

1. **Put "Smells like" above the fold**
   On the product template, show the Smells-like line under the price as a one-liner before the Add to cart button. Shoppers decide in the first screen; right now it is three scrolls down.

2. **A lit photo and a hand**
   Every product has one studio shot of an unlit jar. Add a photo of it lit, in a room, and one with a hand holding it for scale. Those two photos move conversion more than anything we wrote.

3. **A "pick three" bundle**
   Market buyers take two or three. Add a bundle product (three 4 oz tins, one price) so first-time online buyers can do what market buyers do: try before committing to an 8 oz.

4. **Reviews that mention the room**
   Turn on review prompts that ask "where do you burn it?" The answers write next month's For lines and give shoppers the proof the page is making a claim about.

5. **Shipping and burn facts in a drawer**
   Move burn time, wick, wax and shipping into collapsible drawers under the description. The facts are there for the people who want them and out of the way for the people who do not.

How you will know it worked

Shopify Analytics → Online store conversion rate, product pages, 30 days before vs 30 days after the import, same season if you can. Watch two more numbers: **add-to-cart rate** on the six biggest sellers (the words did their job if this moves) and **average order value** after the bundle goes live. The owner's own number was 0.9%; we are not promising 2%, but the pages now give the shopper what the market table gives them, which is the only thing that was missing.

If you change a scent

Edit the lead, the Smells-like line and the quote; leave the bullets. Keep the SEO title under 60 characters and the description under 160; the pattern is on page 2.