

## **How To Write Product Descriptions To Grow Sales**

---

Ecommerce managers and online store owners all know the importance of product descriptions. but they are still often overlooked and not optimized to their full potential.

A product description is the marketing copy used to describe a product's value proposition to potential customers. A compelling product description provides customers with details around features, problems it solves and other benefits to help generate a sale.

It's no wonder they are worried — the quality of a product description can make or break a sale, especially if it doesn't include the information a shopper needs to make a purchase decision. Providing key product details is critical if you want the shopper to click "Add to Cart" and differentiate your ecommerce website from the competition.

Whether your products have a specific function, like a camera, or a personal purpose, like fashion, all products exist to enhance or improve the purchaser's quality of life in one way or another. As the shopper browses, they instinctively imagine having each product in hand, using it and enjoying it.

The more powerful the customer's fantasy of owning the product, the more likely they are to buy it. Therefore, I like to think of product descriptions as storytelling and psychology, incorporating the elements of both prose writing and journalism. A "good" product description will not do. Competition is getting too fierce. It must be great!

Below examples highlighting how improving product descriptions improve conversion rates as well as tips to help you craft the perfect copy.

### Writing a Product Description to Grow Sales

Product descriptions play a huge part in generating sales. But what should they say? How long should they be? What format is best? How do I make

them rank high in search engines? We suggest using the following template to ensure you are crafting the best product description.

1. Think about the who, what, where, when, why and how before writing.

Journalists utilize the Who, What, Where, When, Why and How method for getting across the facts of their stories, and following this process is the first step in crafting a compelling product description:

- Who is this product for? The target audience can be a gender (women or men), an age group (college kids, retirees), a lifestyle demographic (new mothers, car enthusiasts) or some other defined group of people.
- What are the product's basic details? This includes attributes such as dimensions, materials, product features and functions.
- Where would someone use this product? Is it meant for indoor or outdoor use, for your car or your home?
- When should someone use the product? Is it meant to be used during a certain time of day, seasonally or for a specific type of occasion? Just as important is pointing out if a product can or should be used every day or year-round, as that will speak to its long-term value.
- Why is this product useful or better than its competitors? This can be anything from quality to value to features — really think about the benefits that will speak to customers. Also consider how images can complement your product copy.
- How does the product work? This may not be necessary for every product, but if you are selling anything with moving parts or electronics, it's a must-have.

These questions are great to use as your product description template when you want to accurately describe your best items.

2. Determine the best format to describe your products.

Now it is time to craft your product description. Here are a few ideas and examples to help get you started.

The next step is determining the best format for the above information. Since some shoppers only scan text on websites, it's a good idea to have a list of bullet points that cover the most important product details. Bullet points should generally be used for specs (like dimensions) or short phrases (like features) so that they are quick and easy to read.

Unfortunately, bullet points aren't the best way to tell a product's story and convince shoppers that they're looking at a great deal. They look cold and clinical on the page instead of engaging the shopper's emotions or imagination. This is a job for prose! By writing a paragraph (three or more sentences) or two about the product, you can set the scene and help the shopper realize why their life up to this point has been incomplete without it. It may seem daunting, but after some practice, it will become second nature and even (gasp!) fun.

This is your opportunity to be a little creative and establish a voice (personality and tone) for your brand — whether that be serious, casual or even irreverent. Just imagine you're at a party, telling someone you've just met about the product. How would you describe it so that they'd understand how great it truly is?

This voice permeates every aspect of your online marketing: social media, SEO, paid search — every customer touchpoint. Unique, compelling copy makes your products more relevant for search engines and other marketing mediums that value original content.

In fact, following this simple formula below is a great way to writing compelling product descriptions:

*[Paragraph(s) of Prose] + [Bulleted List of Specs or Product Features] = [Engaging Product Description]*

3. Choose goals and KPIs to measure success of your product descriptions.

You need goals to measure the success of product descriptions.

“But this is going to take a long time,” you might be thinking, especially if you rely on product descriptions from your distributors or manufacturers. And you're right, this isn't a quick process. But, if you can commit to writing

---

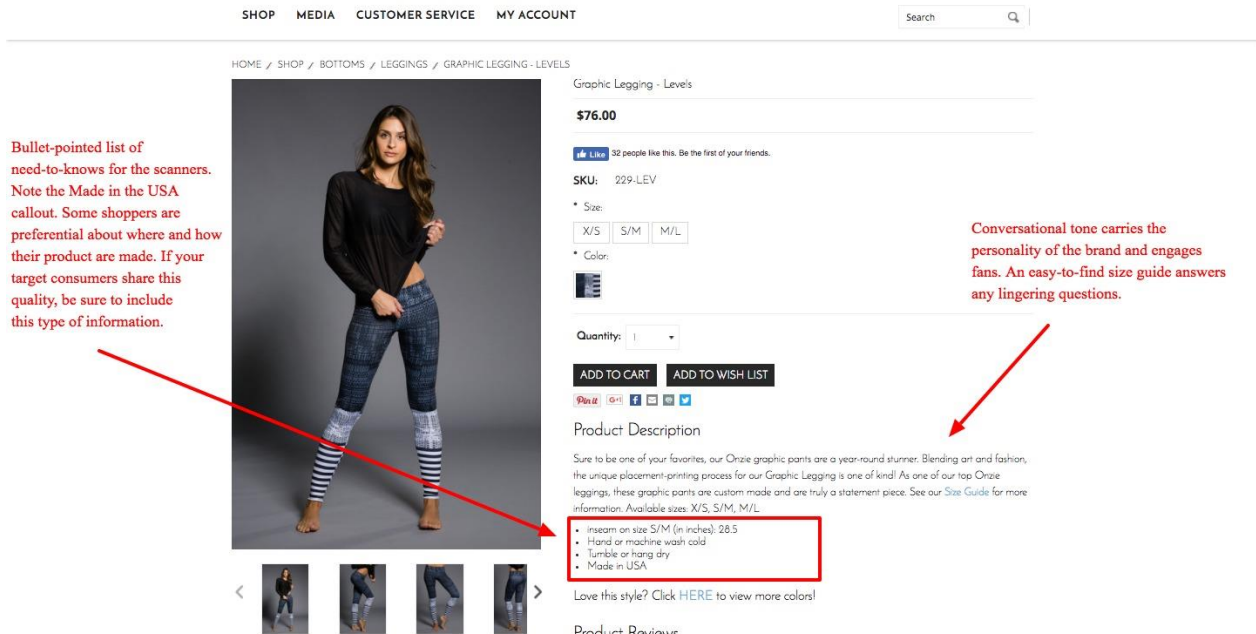
a dozen or so product descriptions a day using the formula above, you'll begin to see a variety of benefits:

- An increase in conversion rate.
- A decrease in cart abandonment.
- A lower return rate.
- Fewer calls from shoppers.
- Improve organic search rankings.

Now let's take a look at how eight real online stores sell more with product description perfection, with tidbits you can take from their expertise to increase your own conversions.

#### 4. Make your product description copy short and sweet.

Onzie is a great example of just how well the basic formula can work. Their product page layout combines conversational paragraph-long descriptions that engage their fans, as well as quick bullet-points on need-to-know specs for any shoppers just scanning the page. This sample of product description bullets is an excellent demonstration of how to concisely convey the most important information:



The screenshot shows the product page for 'Graphic Legging - Levels' on the Onzie website. The page includes a navigation bar with 'SHOP', 'MEDIA', 'CUSTOMER SERVICE', and 'MY ACCOUNT'. The breadcrumb trail is 'HOME / SHOP / BOTTOMS / LEGGINGS / GRAPHIC LEGGING - LEVELS'. The product is priced at \$76.00 and has 32 likes. The SKU is 229-LEV. Size options are X/S, S/M, and M/L. A color selection dropdown is visible. The product description is conversational, mentioning that the leggings are custom-made and a statement piece. A red box highlights a bullet-pointed list of key specifications: inseam on size S/M (in inches): 28.5, Hand or machine wash cold, Tumble or hang dry, and Made in USA. Annotations with red arrows point to the product image and the bullet-pointed list.

**Bullet-pointed list of need-to-knows for the scanners. Note the Made in the USA callout. Some shoppers are preferential about where and how their product are made. If your target consumers share this quality, be sure to include this type of information.**

**Conversational tone carries the personality of the brand and engages fans. An easy-to-find size guide answers any lingering questions.**

*Onzie's product page*

5. Use storytelling to your advantage.

Does your product have a backstory that's particularly special to you? Chances are it will be particularly special and endearing to your audience, too. Use that story in your product description to add more character to your item, engage your audience and win hearts and minds.

# SON OF A SAILOR

JEWELRY AND SUPPLY CO.

WEAR CARRY LIVE SPECIAL OUR STORY FIND US SALE BLOG

HOME > LIVE > PLAYING CARD SET WITH LEATHER CASE | KING | SON OF A SAILOR



## PLAYING CARD SET WITH LEATHER CASE | KING | SON OF A SAILOR

Brand: Son of a Sailor

\$59.00

Gift Wrapping: Options Available in Shopping Cart

\* Color:

1

ADD TO CART

[Add to Wishlist](#)



[Pin it](#) [f](#) [e](#) [t](#)

Description Related Products Also Viewed

✦ Please allow an additional lead time of 1-2 weeks for this Fall/Winter 2016 handmade product! Please message us if you have any questions or if there is a specific deadline for receiving this item, and thank you for your patience! ✦

Beautiful Monarch gold-foil playing cards are nestled handsomely in this handy leather carrying case. Each case is made from natural veg-tanned leather and secured with a solid brass Chicago screw. Choose from the classic veg-tan, tan, or black leather. Fancy a handsome pop of color? The King can also be found with a hand-painted stripe detail.

The King Playing Card Set is a part of our Supply collection where natural leather joins our classic hand-painted techniques. Supply is derived from sleek masculine pieces, earthy leather with a pop, and a focus on heritage. Drawing from Billy's Navy days, each piece in Supply has been named from a letter of the phonetic alphabet. Focused around longevity, these pieces are meant to be passed from generation to generation.

length: 3 in.  
height: 4 in.  
width: 1 in.

✦

CUSTOM COLORS

Now you can customize our classic leather King Card Set by choosing your paint colors on our custom page! Wholesale accounts, email us to get your custom order started.

### CARE INSTRUCTIONS **Help customers make your product last it's full life with helpful tidbits (it's good for SEO, too!)**

The King playing card set is hand-painted with a tough wearing leather paint that will age beautifully and is very durable. The vegetable tanned leather is sealed to resist dirt and moisture, and will tan with time and exposure to sun and light. Given the nature of materials like leather and the hand-painted

Something specific or unexpected about this product's delivery timeline? Call that out!

This is a great example of storytelling and description combining. Reading this, you feel the love put into the creation, and the longevity of the final product.

6. Don't be afraid to boast.

Take the product description formula above one step further, like water polo retailer Kap7 ( and check out their amazing backstory). Is your product differentiated through a founder's expertise? Is your product better because of years of testing? Is it hand-crafted?

Call that out!

Tell a better story in your short product description paragraph by including tidbits of detail that prove why your product is better than rest. Don't be afraid to name drop, either.

**KAP7 Size 5 HydroGrip Water Polo Ball (NCAA, CWPA and NFHS Official)**  
\$32.95  
★★★★★ (3 REVIEWS)

Highlight why your product beats the competition. Bonus points for not mentioning them!

The NCAA Men's and High Schools Boys Official KAP7 Size 5 HydroGrip Water Polo Ball has quickly become the go-to choice for amateur and elite water polo players alike. KAP7 has tapped into years of experience, proprietary technology, and the highest quality materials to develop the HydroGrip Ball. It is the best and longest lasting ball in the world. The HydroGrip has been designed to meet guidelines for local, national, and global specifications.

FEATURES:

- The Official NCAA Men's Water Polo Game Ball
- NCAA, NFHS, CWPA, American Water Polo and USA Water Polo APPROVED.
- Water reactant grip for control
- Hand buffed for added grip
- Precision wound nylon carcass
- Color options to represent your team with pride

What you include in the bullet points depends on your audience. What is the most crucial information they need to know?

*Kap7's product page*

7. When needed get technical to win trust.

If you have a more technical product, don't be afraid to get in the weeds with your product description. Prove to your customer your brand's expertise in the industry by providing all possible details they'd need to know — before they ever have to ask.

- CATEGORIES**
- Home
  - Pro Audio
  - Video
  - Musical Instruments
  - Stage Lighting
  - Accessories

**AKG C12VR LARGE DIAPHRAGM TUBE CONDENSER MICROPHONE**



**\$4,999.00**

SKU: C12VR

See Other Items By:

**AKG**

AKG

Weight: 15.40 LBS

Availability: Usually ships in 7-14 business days



Help: Offline

Quantity

**Norton** SHOPPING GUARANTEE FREE with your purchase  
 ID Theft Protection Purchase Guarantee Lowest Price Guarantee

**ADD TO CART** **REQUEST QUOTE**



For more technical products, a more technical product description is appropriate and can build trust with your audience.

**PRODUCT DESCRIPTION**

Production of the legendary C 12 ceased in 1963, and over the years, it became a highly sought-after collectors item and prized recording instrument because of its exquisite sound. The new C 12 VR is a reincarnation of this spectacular microphone. The new C 12VR is true to the original C 12s acoustical specifications with subtle refinements made possible by modern electronics and manufacturing technology. These refinements actually lower susceptibility to hum and noise as well as improve its ruggedness. The two 1-inch capsules are identical in performance to the original design with the famous AKG voice-friendly sound. The electronics section uses the same rare 6072 vacuum tube as the original to ensure the C 12 VR will deliver the trademark warmth, clarity and presence that characterized the original model. Nine different polar patterns are remotely selectable from the N 12 VR power supply. Other features include two bass roll-off filters (also remotely selectable), switchable pre-attenuation pads and an internally selectable +10 dB input sensitivity switch. The large core-section output transformer minimizes low-frequency distortion and special shock-mounting protects the circuitry and provides acoustic isolation. The C 12 VR comes in a special hard-shell metal case housing the microphone, its power supply, the shock mount, windscreens and a 10 m (33 ft) connecting cable. A copy of the frequency response graph is included along with the three-year warranty. Add magic to your sound with the AKG C 12 VR.

**Features**

- Classic 1-inch (25 mm) condenser tube performance of the original AKG C 12
- Multiple patterns (nine total) remotely controlled with silent switching
- Uses the original 6072 vacuum tube
- Uses the original 1950s dual diaphragm design for sound that has the same warmth, clarity and presence of the original
- Internal microphone switching for pre-attenuation of -10, -20 dB and boost of +10 dB to accommodate all studio requirements
- External (in control unit) two-position bass cut/roll-off

**Specifications**

- Transducer type: Dual diaphragm, 1 in. (25 mm) diameter
- Diaphragm material: Gold sputtered mylar foil.
- Frequency response: 30 Hz - 20 kHz (2.5 dB from published curves)
- Polar patterns: Omnidirectional, cardioid, and figure-8, with 6 intermediate patterns (silent switching)
- Impedance: 200 ohms (25%)
- Recommended load impedance: 1000 ohms or greater
- Output connector (from control unit): XLR (pin 2 positive)
- Output connector (from microphone): Tuchel 12-pin
- Sensitivity at 1 kHz: 10 mV/Pa for all patterns; -40 dB (dB re 1 V/Pa)
- Equivalent noise level (A-weighted): 22 dB (DIN 45412)
- Sound pressure level for 3% THD: 128 dB (equivalent to 50 Pa)
- Pre-attenuation: -10 and -20 dB (at microphone)
- Sensitivity increase: 10 dB (at microphone)
- Low frequency roll-off/bass cut: two-position (at control unit)
- Power requirement: 115/230 Vac
- Microphone size: 1.65 in. dia (42 mm) 8.9 in. long (225 mm)
- Microphone net weight: 24 oz. (0.68 kg)
- Shipping weight: 10 lb. (4.5 kg)
- Accessories included: Aluminum flight case, N 12 VR remote power supply, H 15/T elastic suspension, MK 12V R 30 ft. (10 m) connecting cable, W 42 Foam windscreens

Technical products may require both featured bullet points and additional detailed information about the product itself. Be sure to include both.



*Spectrum Audio's product page*

8. Know when to show and not tell.

Text isn't always the best way to describe your product. If you are getting too wordy, think about how you can simplify.

Images carry weight and are better remembered by customers. If possible, show off your product in a visual that explain exactly what it does.



## Solo Stove Lite

Welcome to our **BEST SELLER** — You'll love the Solo Stove Lite!

★★★★★ [354 product reviews](#)

~~\$99.99~~ **\$69.99**

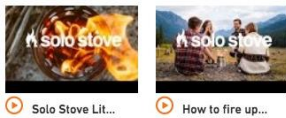
[\(Why we're discounting \\$30.00\)](#)

Quantity:

1

ADD TO CART

 **100% GUARANTEED RETURNS** | 
  **LIFETIME GUARANTEE** | 
  **GROUNDWORK VERIFIED & SECURED** | 
  **Norton SECURED**



Icons are an eye-catching alternative to bullet-pointing important information.

OVERVIEW
SPECS
FAQ
REVIEWS
WORKS WELL WITH



ECO-FRIENDLY



WOOD BURNING



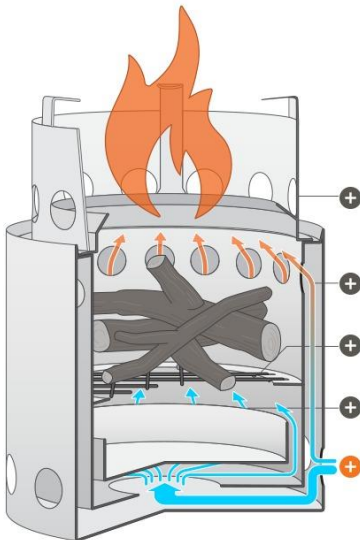
LIGHTWEIGHT



FAST & EFFICIENT



DURABLE



### Airflow

Rising hot air, and the absence of oxygen created by the combustion process, pulls air through the bottom vent holes. This air movement fuels the fire at its base while also providing a boost of preheated air through the vent holes at the top of the burn chamber.

Designed with a double wall, the Solo Stove is a natural convection inverted downdraft gasifier stove. The air intake holes on the bottom of the stove channel air to the bottom of the fire while at the same time, channels warm air up between the walls of the stove. This burst of preheated oxygen feeding back into the firebox through the smaller holes at the top of the stove causes a secondary combustion. This allows the fire to burn more complete which is why there is very little smoke during full burn. A more efficient burn also means you'll use much less wood compared to an open camp fire.

The Solo Stove doesn't just burn wood. It actually cooks the smoke out of the wood and then burns the smoke not once, but twice! The cooking ring's angled lip also increases efficiency by directing heat towards your pot minimizing heat loss. It also acts as a windshield while still allowing oxygen to flow inward. The Solo Stove is indeed one of the most efficient wood burning stoves you'll ever own.

Beyond who, what, when and where, this product description also explains the *\*how\** in incredible detail. Illustrations help!

Solo Stove's product page

9. Know when to show, tell and describe.

Other than graphics, videos can be an extremely effective way to showcase how to use a product or why it is better than others. Many brands use videos, graphics and text to drive the point home. Check out the following sample description for an online store's top-selling product.

10. Don't be afraid to be unique.

While a short paragraph description on a product page is a best practice — know when that isn't what your audience wants. Every industry and every online business is unique. Do you know your customer well enough to know they won't read that product description? Are all of your customers scanners?

Pull out the content that is most important to them, and find engaging, visual ways to get all the relevant information to them without any headache. Your buyer personas should inform the overall form and approach towards your product descriptions — include the website design on the page.

**BEST PROTEIN**

★★★★★ 37 Reviews **\$39.99**

PROTEIN	CALORIES	CARBOHYDRATES	FILLERS
24g	120	3g	0g

• THE BEST COMBINATION OF "QUALITY + VALUE"  
 • HIGH-QUALITY 100% WHEY PROTEINS  
 • HELPS BUILD LEAN MUSCLE & PROMOTES MUSCLE RECOVERY

Perfect blend of high-quality 100% whey proteins for the best tasting, best formulated, and best overall value protein.

[VIEW NUTRITION FACTS](#)

\* Flavor: BANANA DREAM \* Size: 2 POUNDS IN STOCK

1

**ADD TO CART**

*Know your audience well enough to know if a paragraph of description is too much. Here, customers have different priorities, and BPI Sports caters to those needs.*

*BPI Sport's product page*

11. Go big or go home.

Finally, this last example just blew me away. This is a great example of how far you can take the perfect product description formula above and really hit a homerun.

Joovy followed the simple formula above, but instead of simply writing out bullets, they used their bullet-pointed list to create a storyline throughout the product page.

The page is long, but engaging and visual. It answers all questions a new parent might have. And, it still uses a simple paragraph to really drive the product home in an engaging, smart voice particular to the brand.

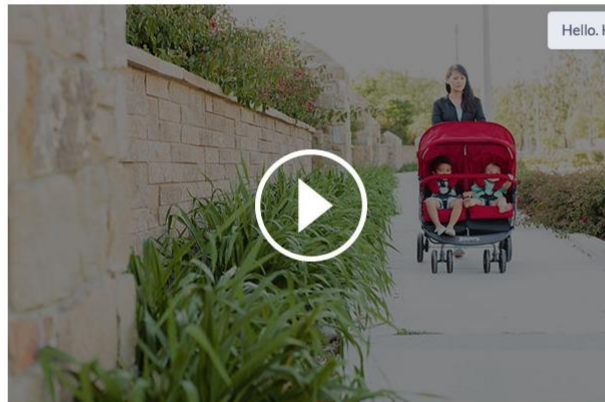
This is what a home run looks like.



Joovy turned bullet points into a visual storytelling element that moves readers down the page and puts new parents' concerns at bay.

### Fits Through Most Doorways

The ScooterX2 has a narrow width for a side-by-side stroller and it fits through most doorways.



Hello. How may I help you?



### Large Sealed Bearing Wheels

The 7" front wheels and 9.5" rear wheels provide a smooth ride in an easy to maneuver double stroller.



### *Joovy's product page*

In all, it is important to first know your audience in order to determine what kind of content will best speak to them to increase conversions.

The ecommerce product description formula works for most brands, but it is only a starting point.

Think visually. Add graphics and optimize your product images. A/B test copy and get personal on those pages. Look in Google Search Console to identify popular terms so you can improve SEO traffic to the product page. People like to buy from people they trust — and building trust is different based on what you are selling.

From the moment you use a website builder and construct your site's design, think about how images and descriptions can work in harmony to tell your story to customers.

A stroller might not sell well if the description tells of how it was thought up overnight and then handmade. Similarly, a handmade leather playing card case might not sell well if all you show are the technical specs.

### Final Thoughts

Know your audience. Know your product. And then, show and tell with your online shop descriptions!

Source: <https://www.bigcommerce.com/blog/perfect-product-description-formula/#writing-a-product-description-to-grow-sales>