

How to Write Product Descriptions that Convert

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



What We Will Cover

How to write compelling, persuasive product descriptions to grow your sales.

WHY?

Optimizing your product descriptions is one of the lowest investment improvements that yields one of the highest returns.

Product descriptions are a key part to your potential customers decisions making process. **It is the last touch point before a sale.**

Stats*:

50% of shoppers have returned a product that didn't match the product description
87% of consumers rate product content extremely important when deciding to buy

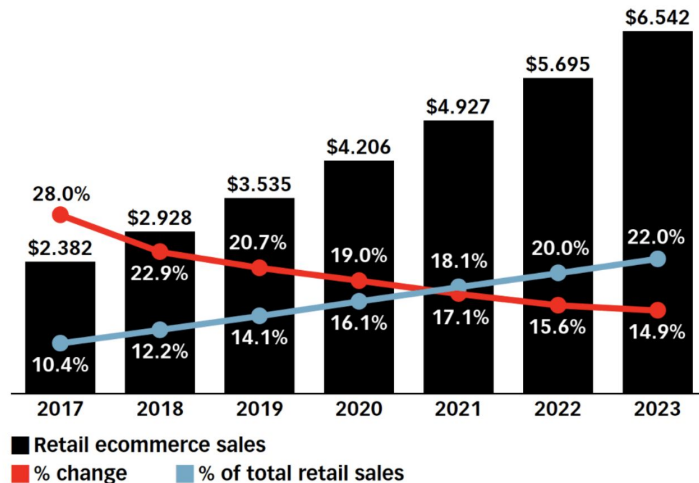
eCommerce Growth Trends

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eCommerce Rate of Growth

Retail Ecommerce Sales Worldwide, 2017-2023

trillions, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales
Source: eMarketer, May 2019

Covid-19 drastically accelerated the eCommerce boom.

Business owners were scrambling to pivot to online sales. Most business owners do not have big dollars to invest in eCommerce optimization. Product descriptions require only a time and creative investment.

Cookie Cutter Product Descriptions

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The #1 Mistake

Are you writing product descriptions that are basic descriptions of your products?

Why is this way all wrong?

Product descriptions need to augment your product by selling your products to real people. Product descriptions are not just back-of-the-box descriptions for search engines. While it is important each product page is optimized for SEO, you can not write product descriptions just for SEO purposes.

What Should Your Product Descriptions Do?

Qualify:

They help website visitors quickly assess “is this for someone like me?”. This is your opportunity to use your product descriptions like a 24 hour sales assistant.

Persuade:

They provide compelling, **customer-centered** reasons to consider the product. Speak directly to why they need your product.

SEO:

Use SEO keywords and search terms in a natural way. This allows your page to show up in search engines or Amazon results. If your product depictions are cookie cookie, how will you stand out?

5 Steps to Stand Out

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#1: Focus on Your Ideal Customer

Write your product descriptions to speak directly to your target audience. Speak to them personally. Ask yourself every question you would have about the product and answer the questions in a conversational way. Write your descriptions in the tone of voice of your ideal client.

What pain points can you address with your product as a solution?

What are their interest and fears?

What do they value?

Examples

MegaLast Liquid Catsuit Matte Lipstick

★★★★☆ 4.5 (661) [Write a review](#)

[ADD TO WISH LIST](#)

~~\$5.49~~ **\$3.29**

afterpay available for orders over \$35 ⓘ

Shade Qty [ADD TO CART >](#)

DESCRIPTION

What glides on like butter, feels like a second skin and wont budge? Our Liquid Catsuit Matte Lipstick! Made with glammed out superpowers, it goes on glossy yet transforms into a high - pigmented matte finish with some serious staying power. Read our lips This color is going nowhere.

- Glides on glossy and transforms into high - pigmented matte finish
- Lightweight formula made with serious staying power
- Intense pigmentation without drying the lips

[Wet n Wild](#)

D3 Stainless Everyday 3-ply Bonded Cookware, Skillet, 8.5 inch

\$89.99

★★★★☆ 4.8 (68) [Write a review](#)

Free delivery on orders over \$99.95.

- +

[ADD TO CART](#)



[Tweet](#) [Share](#) [Like 0](#)

Description:

Our best-selling tri-ply cookware enhanced with contoured handles, drip-free pouring rims, and interchangeable lids.

Key Features:

- You asked, we listened - D3 Everyday is our exclusive line of cookware with our most requested features in our classic tri-ply construction
- Over 30% more skillet surface for larger batches, comfortable contoured handles, drip-free pouring rims, and the 3.5 quart Sauce Pan lid is interchangeable with this skillet
- Classic tri-ply construction, made with a responsive aluminum core bonded together with 2 layers of durable, stainless steel all the way around for maximum durability and fast, even heat distribution
- Features a flat base and flared sides that are great for frying at high heat
- Compatible with all cooktops including induction, and oven/broiler-safe up to 600°F
- Bonded, Engineered, & Assembled in USA. Backed by All-Clad's Limited Lifetime Warranty.

[All-Clad](#)

#2: Highlight the Benefits

Buyers want more than specs and mundane features. They want to know how this solves their problem and why they should choose your product over a competitor.

What are the benefit of each of your features?

Sell an experience.

Example

EVEN Tone Post Cleanse Tonic

★★★★★ 4.7 (170) [WRITE A REVIEW](#)

Size: 5 FL OZ

YOU MIGHT BE MORE CONCERNED ABOUT DARK SPOTS THAN WRINKLES

Pollutants, UV, inflammation and scratches cause excess melanin production which can trigger dark spots & uneven tone. Rest assured, these can be corrected with the right choice of active ingredients & regular use.

Discover our EVEN Tone Post Cleanse Tonic:

- A mild, non-stinging daily tonic designed to be the first step for enhancing a beautiful, even skin tone.
- With hard-working, but gentle Lactic Acid (5%) and Vitamin C, Melé Tonic removes impurities and fades dark spots.
- Helps maintain the skin cell renewal cycle. Exfoliate's skin's surface by polishing away dull skin to reveal a more even toned, brighter and glowing complexion.
- No Parabens, Sulfates (SLS), Alcohol and Mineral Oil. Formulated without Phthalates.

#3: If You Have Data Use It

While you may feel your product is the best, you have to back it up. Support your big claims with data. Now is your chance to brag.

If you say your product is the best, have the proof.

If you don't have scientific data, use those customer reviews!

Example

What else you need to know:

Size: 1 fl oz | 30 ml

Color: Balos ST3

Awards:

- Best Clean Foundation, Allure (2020)
- Best Clean Foundation, Glamour (2020)
- Best Makeup with Clean Sunscreen, Elle (2020)
- Best Foundation, Byrdie Eco Beauty Awards (2020)
- Hottest Launches of 2020, OK! Magazine (2020)
- Best Tinted Moisturizer, Shape (2020)
- Beauty Innovator Award, Refinery29 (2020)
- Best Natural Skin Tint, Prevention (2021)

#4: Additional Motivation

Think of all the reasons your customer might be on the fence and address them head on.

Will it fit?

Will this shade match my skin tone?

Will it tarnish?

How long will it last?

Does this purchase support charity?

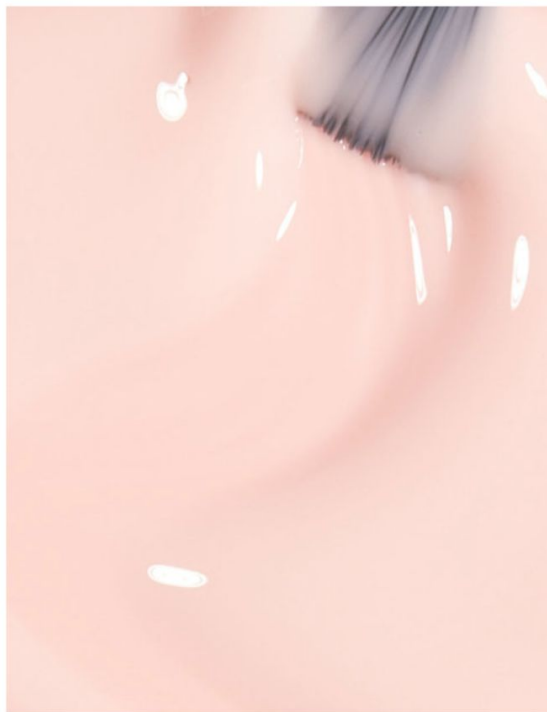
Is it easy to use?

Example

PRO ONLY



2503



[LOG IN AS A PRO TO SEE OUR PROFESSIONAL SITE](#)

★★★★☆ 3.4 (5) [Write a review](#)

Bubble Bath

Sweet candy pink gel nail polish that's as ethereal as those floating bubbles.

SIZE

15 mL - 0.5 Fl. Oz.



SALON ONLY

SALON FINDER

SKU GCS86A

Try it on!

See our colors on nails before choosing your shade.

FIND YOUR MATCH

DESCRIPTION

BENEFITS

HOW TO USE

Opi

#5: Great Images

Be sure to include as much as possible regarding the different angles and uses of your product in the images. If you have a jewelry, clothing or makeup brand, be sure to include models from diverse backgrounds.

Don't forget to optimize your images' alt texts for SEO!

Example

Burju Shoes



Center Stone: 9x7 mm



Angara

Examples



[FashionNova](#)



[Fenty](#)

Pro Tips

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#1: Make it Fast

There is no reason to have lengthy descriptions unless you really need them.

Provide an enticing description.

Include a couple bullets.

Finish up with a selling point.

Example

DETAILS

**ONE-STROKE INTENSITY. LONGWEAR MATTE FINISH.
UNRIVALED PRECISION WAND.**

GIVE IT TO ME QUICK:

A weightless, longwear liquid lipstick with a soft matte finish—born in a range of head-turning shades that look incredible on all skin tones.

TELL ME MORE:

- Rihanna created a range of 9 head-turning, high-impact shades that look incredible on everyone
- The long-lasting matte pigment is so weightless, you might even forget you're wearing it
- Lip-defining precision wand makes it easier than ever to define and fill your pout in one stroke
- Stunna Lip Paint has no immediate feathering, staying kissably smooth

Fenty Beauty is 100% cruelty free. | Fill Weight: 0.13 oz / 4 mL

#2: SEO is Not an Afterthought

SEO should be considered on every single page of your website.

Every.

Single.

Page.

This includes product descriptions. Start with a keyword for your product page and build from there.

The more specific your keyword, the easier it is to rank for them.

Example:

Face Serum vs Skin Brightening Face Serum

Example

skin brightening s



- skin brightening **serum**
- skin brightening **soap**
- skin brightening **spot corrector**
- skin brightening **scrub**
- skin brightening **supplements**
- skin brightening **serum before and after**
- skin brightening **sunscreen**
- skin brightening **spot corrector by simple beauty**
- skin brightening **scrub diy**
- skin brightening **system**

[Report inappropriate predictions](#)

#3: Spell Check

Spelling and grammar mistakes happen. Be sure to triple check everything.

This includes your social media ads!

The 8 most commonly misspelled words in the English language are:

Accommodate

Separate

Definitely

Maintenance

Recommend

Your vs. You're

Affect vs. Effect

There vs. Their

Free Tool: [Grammarly](#)

#4: Outsource

Struggling to figure out how to write product descriptions that sell? If English isn't your first language, you might want to hire a product description writer.

Finding a great writer requires patience. You can use sites like ProBlogger, Fiverr, or Guru to find quality product description writers. Look at a writer's reviews, previous work, and who they've worked for in the past to determine the quality of their product description writing.

#5: Add a FAQ

Have a product that just needs more details? Add a FAQ section to answer all their questions before they have them.

THIRDLOVE

SHOP

BRA 101

OUR STORY

REWARDS

FIT FINDER

Free shipping over \$75



Frequently Asked Questions

Search answers here...

Search

Our bras aren't the only thing that offers support. Get in touch with a Fit Stylist.

Available Mon-Sat, 8am-5pm PT

Live Chat [Meet a Fit Stylist](#) Email: [Send a message](#)



Exchanges & Returns



Shipping & Orders



Products & Fit



Conclusion

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Effective product descriptions will boost sales on your site. When customers are well-informed and make a connection to your product, they are more likely to buy your product. It informs the customer just like a salesperson would. It's also one of the final steps consumers take when making a purchase decision.

A good product description reflects your brand and your target audience. It can really help bridge the gap between what your brand is and who your customers are.

A good product description will help your online shop rank higher as well. You probably already understand the cyclical nature of SEO. With more people finding your site, you'll get more visitors and more sales. Higher conversions signal to Google that you are a good website and this will help you rank even higher. Having great texts in your product descriptions will get you there.

Resources:

[9 Ways to Write Product Descriptions](#)

[How to Write Powerful Product Descriptions](#)

[8 Rules to Write Product Descriptions](#)

[Write Epic Product Descriptions](#)

[How to Write Product Descriptions to Grow Sales](#)

[How to Write Great Product Descriptions](#)

Questions?

Type your question to the chat box

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