

# How to Write

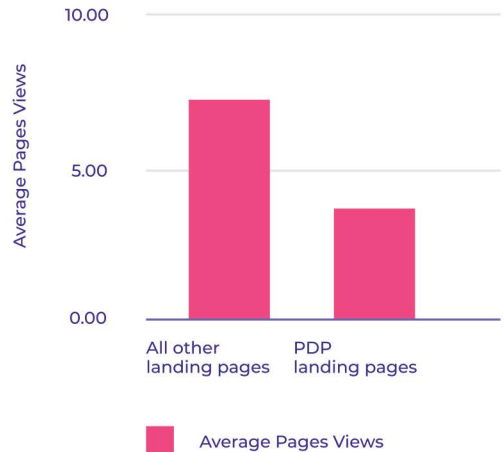
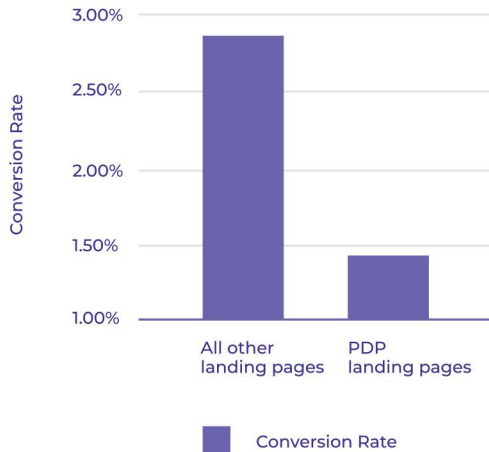
## Product Descriptions That Sell: A Five-Step Guide

Product descriptions impact sales – an obvious idea, as these are pieces of text that describe a product's features and benefits. Product descriptions provide potential buyers with information which persuade them to buy the product. Therefore, such copy should be sales-oriented and able to convert.



# Why descriptions matter

A Nielsen Norman Group (NNGroup) study [revealed](#) that 20% of e-commerce purchase fails may be attributed to missing or unclear copy used for product information. There is also further research proving that the overall quality of e-commerce product detail pages (PDPs) is lower compared to the landing pages websites use.



Data: Monetate

Poor wording is one of the most significant factors in e-commerce purchase fails. Here we will look at how to create product descriptions that sell.

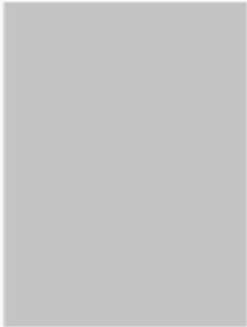
## What to know before writing: A/B tests, reading patterns, sales words

The first question that you should ask yourself is whether or not you really need a product description. Although this sounds weird, there was an [experiment](#) conducted by VWO for one of their customers that showed that, sometimes, pages without any description at all convert better. During this experiment, they found that pages with images only converted 31.88% better and had a 96% confidence level.

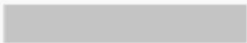
So you may want to conduct an A/B test first to understand what works better for your products: plain images or an image+text combination.

If the test shows that you should go with the text, now is the time to understand how online copy works. According to NNGroup, users usually skim text while reading online using a so-called F-shaped pattern. This means people generally read more at the start of a sentence that places at the beginning of the paragraph, than at its end. This pattern is the same now as it was in the mid-2000s.





**What can we learn from this fact?**



Analysts at NNGroup used a product copy for Ferrero Rocher chocolates to explain this. At the time of the review in 2014, the beginning of this description was as follows:

Data: [www.nngroup.com](http://www.nngroup.com)

What can we learn from this fact? The #1 idea is that we have very limited room to persuade potential customers. In fact, it is not even a paragraph, but one sentence at the beginning of this paragraph. This means there should not be any irrelevant words and unimportant information. The product copy should teach the reader something he or she did not know before.

Analysts at NNGroup used a product copy for Fannie May chocolates to explain this. At the time of the review in 2014, the beginning of this description was as follows:

“Sweet dreams are made of these creamy centers and each one is its own pleasing reward.” The description ended with “If our rich buttercreams are your heart’s desire, this is the treat for you!” This text was criticized for being too obvious (creams have a creamy center!) and uninformative (information about the contents of the box was placed in the end).

Since then Fannie May has changed its approach to product descriptions. Nowadays the website focuses more on images and important information like nutrition facts. Descriptions are also in place but written in a much less superfluous manner than they were before.



### Trinidad® Platinum Wrap, 1lb.

82067

Creamy, rich dark chocolate truffle center coated in a rich pastel colored confection combined with a touch of toasted coconut. A long time Fannie May favorite!

Price

\$24.99

Qty

1

Ship To

Myself

ADD TO CART

ADD TO WISHLIST

Also, HubSpot recently [published](#) a presentation about best-converting words. It is good idea to dig into this material and pick some of these words to use in your copy.

# Step #1: decide who your buyer is

A solid product description always starts with defining buyer personas. If you try to target a group of customers that is too broad, this will result in your text lacking specifics and being too common.

Before you start writing, answer the following questions:

- **Who is this product for?** For men or women, kids, students, young professionals or senior people? What is your customer's marital status? Does he or she have kids?

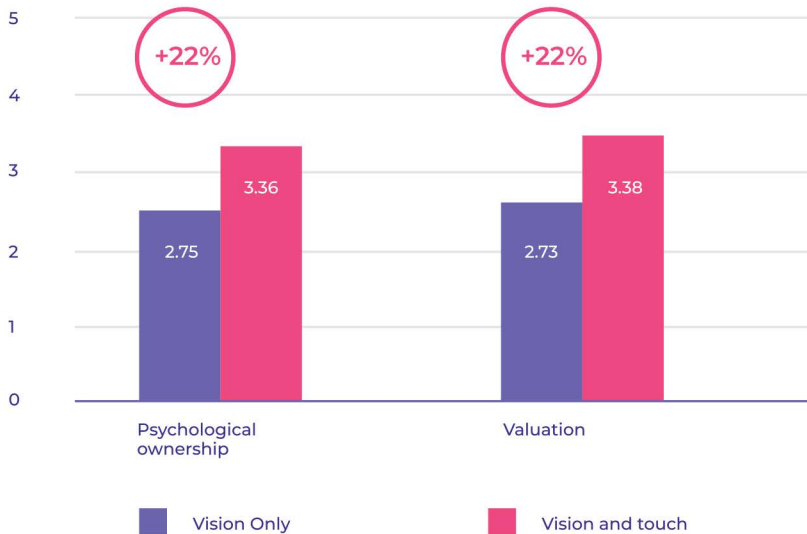
- **What are the product details and killer features?** For many customers, basic characteristics like size and materials are as important as the description of its core functions. You should also understand if there are any aspects making the product more useful or better than its competitors.



- **How, when and where will the product be used?** Is the product meant for outdoor use? Is usage affected by the time of year? What exactly does the user need to do to benefit from the product?

Knowing the answers to these questions will help you to create the description which allows the reader to imagine the product as if it were in his hands. And there is research proving that if people hold a product in their hands, their desire to own it increases. So, you should try your best to create such a feeling.

# Touch creates a powerful emotional response



Data: The Effect of Mere Touch on Perceived Ownership

## Step #2: Cut out overly promotional and meaningless phrases

People are sick and tired of product descriptions telling them that what they are reading about is something "outstanding," "perfect," "best-in-class" etc. Nobody describes their products as being average in quality or working below industry standards. And there is nothing interesting for customers in knowing that you are market leaders.

When people identify your copy as marketing blah-blah (I would use the word 'blurb'), you immediately become less persuasive. It is better to follow another approach. Look at Zappos who do not post wordy descriptions of their top-notch goods. Instead, they focus on describing each technical detail and benefit that it grants.

For example, they've got the UGG Pixley Boot. Its description says that it has a medial side zipper, pull-tab for an easy on-and-off and cushioned insole that offers maximum shock absorption for all-day comfort. As a potential buyer, you immediately understand what you are paying for here.



## UGG Pixley Boot

★★★★☆ 3 Reviews



Fit Survey:

100% True to size

100% Felt true to width

67% Moderate arch support

### Item Information

- View the size chart
- Sleek and versatile, the Pixley Boot from UGG® pairs perfectly with all your favorite looks.
- Premium nubuck leather upper with a round toe.
- Medial side zipper and pull-tab for an easy on-and-off.
- Soft and breathable leather and fabric linings.
- Leather-lined PORON® and EVA cushioned insole offers maximum shock absorption for all-day comfort.
- Leather welt.
- Leather-stacked block heel.
- Man-made outsole.
- Product measurements were taken using size 7, width B - Medium. Please note that measurements may vary by size.
- Weight of footwear is based on a single item, not a pair.
- Measurements:
  - Heel Height: 3 1/2 in
  - Weight: 1 lb
  - Shaft: 5 in



**Linguix**  
writing assistant

## Step #3: Simplify complicated jargon

Web readers do not have a lot of time to read your description thoroughly and think about what you intended to say here or there. This means that product descriptions should be as easy to understand as possible. The

Unbounce project team **offered** a list of phrases and words that should be simplified:

- **Utilize or leverage** – there are good alternatives for these, like “use” or “benefit from” which are easier-to-read.

- **Alleviate** – “ease” is much simpler.

- **Very, actually, really, just, and other adverbs** – in general, it is better not to use adverbs in descriptions at all. Such words create clutter, and once they are deleted, the copy becomes lighter and easier to read.

# Step #4: Making the description scannable

After you've deleted all unnecessary content, it is time to make it more readable as well. This means picking a good structure for your product description. A couple of sentences with several bullet points is an example of a functional structure for such content type.

The Home Depot website is an excellent example of such an approach. Short, light descriptions offer all shoppers need to know: what features the product has, its price, and review rating.

The screenshot shows the Home Depot website interface. At the top, there's a navigation bar with links like 'Store Finder', 'Track & Tool Rental', 'For the Pro', 'Gift Cards', 'Credit Services', 'Favorites', and 'Track Order'. Below this is a search bar with the placeholder text 'What can we help you find today?'. The main content area features a product listing for a DEWALT 20-Volt MAX Lithium-Ion Cordless Drill/Impact Combo Kit. The product image is a yellow and black tool bag containing a drill and an impact driver. To the right of the image, the product title is followed by a star rating (5 stars) and a 'Write a Review' link. Below the title, there are three bullet points describing the kit's features: 'Includes Compact Drill/Driver, Impact Driver & Tool Bag', 'Impact Driver Delivers 1400 in. lb. of maximum torque', and 'Shop the DEWALT In-Store and Online Savings'. The price is listed as '\$199.00 /each' with a 'Save 10%' badge.

## Step #5: Eliminating writing errors

You've worked on your description, crafted a perfect structure, and now it seems like it is the time to publish. Not yet, as there is another crucial check to perform. If your perfect description contains grammar and writing errors, it won't perform as well as it could.

According to [statistics](#), nearly three quarters (74%) of internet users pay close attention to the quality of writing they find on websites. Moreover, 59% of potential buyers would avoid doing business with a company who has made obvious spelling or grammar mistakes.

You can check your writing for grammar, punctuation and style errors with [Linguix](#). The AI-based assistant will find grammar, punctuation and style mistakes, and then provide recommendations on how to fix these issues:



# Before

## Red canvas shoulder bag

Red canvas fabric, messenger bag with screen print on it. You can also use it as a backpack. It is suitable as a school bag, iPad bag, diaper bag and shopping bag. The long strap can be adjusted from 32" (80cm) to 56" (140cm).

There are 15 fabric colors and several screen print pictures available in the listing pictures.

Overview:

Handmade item

Materials: canvas bag, hardware, zipper, string

15 colors available

No issues found.

Hide Helper >

STATISTICS 

AUDIENCE 

# After

## Red canvas shoulder bag

Red canvas fabric, messenger bag with screen print on it. You can also uses it as a backpack. It are suitables as a school bag, iPad bag, diaper bag and shopping bag. The long strap can be adjust from 32" (80cm) to 56" (140cm).

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## Grammar


**uses** → **use** 

The verb 'can' requires the base form of the verb: "use"


**are** Possible typo


**adjust** Possible agreement error


Hide Helper >

STATISTICS 

AUDIENCE 

**Grammar** 

Typography 

Typos 



# Final thoughts: fast recap

In conclusion, let's sum everything up and outline an ultimate checklist for creating product descriptions that sell.

- **Product description pages (PDP) tend to show lower results regarding audience engagement and conversion compared to landing pages.** Poor wording is the main reason for that.

- **Before you write, do your research.** It might turn out that for your website and your products, a text is unnecessary. Good images or even video descriptions might yield better results. If tests show that you need text, research what words drive sales, and how people read on the web, to create the best copy and structure.

- **Developing buyer personas is the first thing to do.** If you do not know who will buy your product, you will fail in creating compelling copy.

- **Stick to the facts, don't promote yourself.** People are tired of marketing descriptions, so it is always better to give them just what they need: precise product descriptions without mention of its super-duper-high quality, etc.

- **Make it simple.** There is absolutely no need to make your description excessively complicated. If the reader doesn't understand something, he will close the page and go somewhere else.

- **Think of structure.** Product descriptions should be scannable (say, for example, organized in a list of bullet points) as this corresponds with online reading patterns and allows people to gather the required information fast.

- **Check your writing.** Stats show that people hate commercial websites with writing errors. Use automated tools like Textly.ai to find and eliminate grammar, punctuation and style mistakes to make your descriptions error-free.



## About Linguix



Linguix helps people and businesses to bring their written communication to a new level. The AI-powered tool allows them to find and eliminate grammar, punctuation, style errors, and get recommendations and fixes in real time. Companies also benefit from using Linguix teamwork capabilities. For more information on Linguix and its features visit

**[www.Linguix.com](http://www.Linguix.com)**