



How to Write Product Descriptions That Sell: A Complete Guide

By Michael Weinberg

May 26, 2023

Picture this: You have an unrivaled passion for your ecommerce business that sells useful, high-quality products—but your conversions are suffering. Could it have something to do with flat product descriptions?

We think so.

That's why we're writing this article, to show you how to inject passion and strategy into your product descriptions so they make the sales your business deserves.

Look at the above paragraphs as a product description for this article. An effective product description makes an impression and shows the customer how their lives will improve with your product.

At Boldist, we believe ecommerce business owners are pioneers of the modern internet. You provide the world with its most-needed products on the most convenient platform.

With all that potential, you need to outfit your products with product descriptions that get customers to the checkout page.

What Is a Product Description?

If a product is the inside of a house, the product description is the doormat that welcomes guests—customers—inside. It's usually a short paragraph or bullets describing a product online.

Of course, product descriptions or product summaries have more power to draw people in or drive them away than a doormat. They're the first impression of what the experience will be like with your product.

A good product description achieves the following:

- Provides crucial product information
- Anticipates and answers the customer's questions
- Provides the most relevant features and benefits
- Helps the customer decide if the product is for them
- Persuades potential customers to buy
- Increases your product's visibility on search engines and ecommerce platforms

So, how do you write product copy that sell your goods like hot cakes (and they very well could be hot cakes)?

Check out the steps below—paired with examples of product descriptions—to get you on your way.

8 Steps to Write Impressive Product Descriptions

1. Know Your Customer (Better Than Yourself)

The most effective salespeople know their customers inside and out—sometimes to a scary degree.

Product descriptions are like online sales representatives. As an ecommerce business, your website needs to flaunt product descriptions that sound like they're speaking directly to your customers' innermost desires and concerns.

That means building a [buyer persona](#): a written representation of your ideal customer.

To create a buyer persona, gather customer data with [customer relationship management tools](#), Facebook Insights, surveys, focus groups, and reviews.

Next, study your customers' demographics, motivations, goals, interests, and concerns. You'll start recognizing patterns to include in your buyer persona and make use of in your product descriptions.

Why's This Important?

Your buyer persona is a guide to who the ideal customer is and how they behave, so use it to guide the language and content of your product descriptions. People respond well to product description writing that answers the questions in their heads, leading to

more sales for your business.



About this Flavor

When we say our Raspberry Cheesecake tops your raspberry-thrilling, cheesecake-dreamy, graham-spectacular fantasies, you'd better believe it. We'd never joke about cheesecake.



Product Description Example: This product description sample for Ben & Jerry's Raspberry Cheesecake ice cream is brief (about 40 words total), humorous ("We'd never joke about cheesecake."), and speaks directly to customers who like fun and often silly flavors ("raspberry- thrilling, cheesecake-dreamy, graham-spectacular").

The ice cream company knows its audience and gets right to the point with engaging language.

When writing a description of your product, ask yourself why the customer needs this product.

2. Show Them the Benefits

After you have a good grip on your target audience, it's time to list out the features and benefits of your product.

Features vs. Benefits

A product feature is an objective characteristic of your product. It's the equivalent of features you'd use to describe yourself, such as age, eye color, and height.

But humans aren't products, so we're talking about product color, size, device compatibility, available settings, functions, parts, etc.

On the other hand, benefits show how the product can improve the customer's life. Writing about product benefits is more subjective, but you know better than anyone how your product measurably meets your customers' desires and needs.



TOBI

NEW & NOW
DRESSES
CLOTHING & MORE
OCCASION
WEDDING
SALE

\$ USD / EN
SEARCH
SIGN IN
MY BAG (0)

DIZZYING GREEN OPEN BACK BODYCON MINI DRESS

NEW 60% OFF: \$88 \$35

or 4 interest-free payments of \$8.75 with sezzle

COLOR

SIZE

S

M

L

SIZE GUIDE

ADD TO BAG

ADD TO LIKES

FREE SHIPPING OVER \$75 & FREE 10-DAY RETURN SHIPPING.

DESCRIPTION

Make a bold statement in the Dizzying Green Open Back Bodycon Mini Dress. This backless mini dress features a scoop neckline, halter top button closure and spandex material for a comfortable yet romantic fit. Pair with heels and party it up during girls night out at the club.

CONTENT & CARE

- Polyester, Spandex
- Imported
- Hand Wash

DETAILS & FIT

- Length: 33"
- Measured in size Small
- Halter top button closure
- Open back

Product Description Example: This romper from TOBI shows the features and benefits in a way that describes the product and hits on why the customer would love it. Below, we've bolded the benefits and italicized the features in this item's description to give you a better idea of what to aim for.

Make a bold statement in the Dizzying Green Open Back Bodycon Mini Dress. This *backless mini dress features a scoop neckline, halter top button closure and spandex material* for a **comfortable yet romantic fit**. *Pair with heels and party it up during girls night out at the club.*

Although your product likely has many features, only include those your customer would care about. Each feature you list should have a benefit—a “why you should care” description that helps the customer imagine what it's like to have and use the product.

So, how do you get the customer to desire and imagine using your product?

You create emotion.

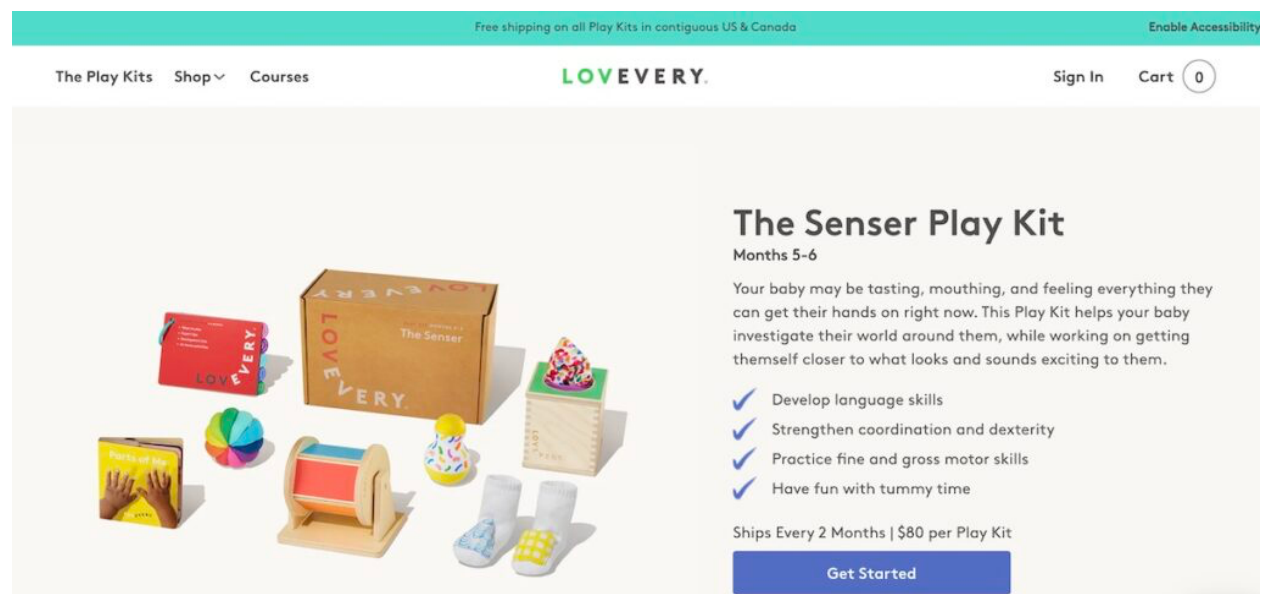
3. Build an Emotional Connection

Salespeople are successful because they create a relationship with their customers. Product descriptions aren't too different.

Creating an emotional connection through product description copywriting is difficult because you can't directly answer the customer's questions, nor can you see their faces when they read (if you could, that'd be creepy).

But by now, you know your product and audience well enough to anticipate and address your customers' concerns and desires.

Build a relationship with customers who come across your product by writing with empathy. Ask the question: Why is the customer looking for this product?



The screenshot shows the Lovevery website's product page for 'The Senser Play Kit'. The header includes navigation links for 'The Play Kits', 'Shop', and 'Courses', the Lovevery logo, and links for 'Sign In' and 'Cart' (with a 0 item count). A teal banner at the top states 'Free shipping on all Play Kits in contiguous US & Canada' and 'Enable Accessibility'. The product image displays various toys: a wooden rolling pin, a colorful ball, a small wooden box, a sensory bottle, and a pair of socks. The product title is 'The Senser Play Kit' for 'Months 5-6'. The description states: 'Your baby may be tasting, mouthing, and feeling everything they can get their hands on right now. This Play Kit helps your baby investigate their world around them, while working on getting themselves closer to what looks and sounds exciting to them.' A list of benefits includes: 'Develop language skills', 'Strengthen coordination and dexterity', 'Practice fine and gross motor skills', and 'Have fun with tummy time'. Shipping information indicates 'Ships Every 2 Months | \$80 per Play Kit'. A blue 'Get Started' button is at the bottom.

Product Description Example: This Play Kit from Lovevery touches on an emotional and developmental journey for babies.

Notice how the product description claims that babies who use the Play Kit can “investigate their world around them” and get “closer to what looks and sounds exciting to them.” There’s a story in this description about wonderment and curiosity.

Beneath the “Get Started” button is a wealth of baby-related features and benefits that come with the Play Kit. The language Lovevery uses to describe the benefits is relatable and in line with the language of parents with small children.

Building an emotional connection is easier when you choose the right words to make the customer feel like your best bud—or at least a close work friend.

4. Write Genuinely

Sometimes, genuine words are all it takes to build a relationship with someone.

When writing product descriptions, substitute fluffy, unmemorable adjectives for natural language that fits your brand's voice. Energize your customers without overdoing it.


Good Practices to Stay Genuine


When writing your product description, imagine the customer is right in front of you or that they are a friend you believe should try the product. How would you describe a product to them in person?

You can also read your description out loud to see if it flows conversationally and engagingly. Use the second-person perspective ("you," "yours") to be more personal.

If you struggle to develop lively language for your product description, you can reference [this list](#) of over 800 "power words" that pull customers in.

Stay genuine by using these adjectives sparingly and only when they truly fit the meaning you want to convey.





Body Shaver Handle

\$700

QUANTITY

▲▼

Add to Cart

Shaving in the shower has been a slippery situation.... until now. Specially designed for shower-y terrains, this handle helps you maneuver any shower shaving situation, anywhere on your bod.

- Designed for body shaving so you can mow it all, from chin hair to derriere.
- No slip, heavyweight handle helps prevent shower shaving fumbles.
- Teal color helps you tell your razor apart in a bathroom full of shavers.
- You'll love it so much, your other razor handle might get jealous.
- Compatible with all Club Series blades

Product Description Example: The description for this shaver handle from Dollar Shave Club uses abbreviated language (“bod”), second-person perspective (“your”), and some light humor (“slippery situation”).

These characteristics show the customer that Dollar Shave Club understands their needs and is an approachable company.

And just as you wouldn’t tell a new friend your entire life story within a minute of meeting them, it’s best to keep your product description brief. We’ll cover that next.

5. Facilitate Readability and Scannability

If you want to engage potential customers with your product descriptions, they have to be scannable. We know you have loads of information you want to share about your product, but customers only want the things they care about.


In fact, when reading online, [81% of people scan](#) instead of fully read. That doesn’t give blocks of text much of a chance to describe how cool your product is.


Make it easier to digest your product overview with the following:


- Short paragraphs
- White space
- Bullets
- Different font sizes and colors to divide sections
- Imagery (e.g., product photos, icons, diagrams)
- [Product videos](#)

free shipping on orders \$40+

shop ▾ about ▾ store locator






my account 





60ct flushable wipes – 12 pack

what it is: hypoallergenic flushable wipes made with plant-based fibers, available in 10 scent combinations

perfect for: who wants to finish up their bathroom ritual with what feels like sandpaper? great for any time of the day, that time of the month, noon and night, 365 days out of the year. let your behind feel divine.

 flushable  hypoallergenic  plant-based fibers

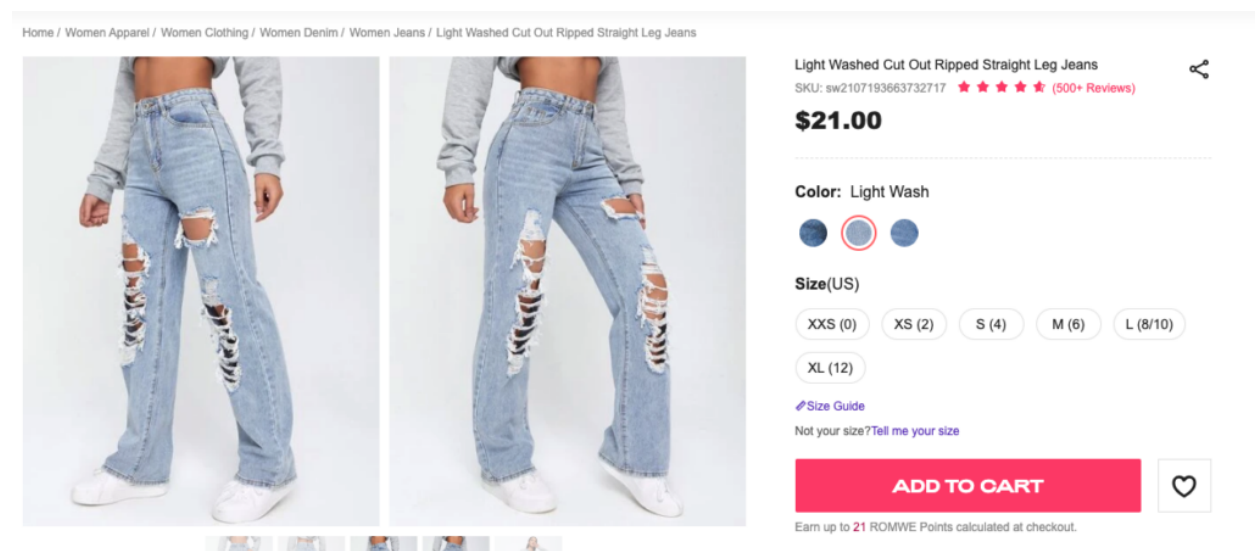
 legendary feel  ph-balanced

Product Description Example: This product overview for flushable wipes from Goodwipes uses bolded fonts, short paragraphs, and icons to make skimming easy. In this short product description example, you quickly get a feel for what the product is, its features, and its benefits.

But while you have to keep things short, make sure you still keep them sweet—for people as well as search engines.

6. Keep Search Engine Optimization (SEO) in Mind

[SEO](#) for product descriptions is a lot about using keywords to help search engines like Google recognize your content and make it more visible to users.



Product Description Example: If a user looks up the keyword “ripped jeans,” ROMWE’s product description page for “Light Washed Cut Out Ripped Straight Leg Jeans” pops up partly because the product title contains the keyword.

You want customers looking for products like yours to find your product description. After all, customers won’t buy a product they can’t find.

Use Google to see what results come up for a keyword or use research tools like [Ahrefs](#) to find associated keywords.

You should also strategically use your keywords instead of throwing them randomly throughout your product description. Include keywords naturally and where it helps consumers find your product.

Optimize your product’s page by using keywords in:

- Product descriptions
- Product titles
- Meta Descriptions
- [Alt text](#)
- [URL slugs](#)

Creative product descriptions combine keywords with eye-catching language to create an online shopping experience that is equally engaging and functional.

A Note on SEO

Including keywords in the text associated with your product doesn't guarantee that customers will immediately find it. But SEO is a good way to increase the likelihood of your product appearing in search results, and it is imperative if you want a fighting chance against your competitors.

7. Give Proof People Actually Like Your Pudding (Product)

Chances are, you have several happy customers already. If you don't, well, you might have a problem with your business model (or you're very, very new).

Using social proof in your product descriptions instantly adds credibility to your brand and product.

Social proof puts people at ease about your product because it's evidence that a real person (not just the company) likes it.

Social proof can look like the following:

- Product reviews
- Testimonials
- Ratings
- Social media posts featuring your product

Dramatically Different Moisturizing Lotion+™

★★★★★ (4069) [READ REVIEWS](#)

Dermatologist-developed lotion is Clinique's #1 face moisturizer. In 4 hours, it strengthens skin's moisture barrier by 34%. [Read more](#)

Benefits 8-hour hydration, strengthens skin

Key Ingredients Natural moisturizing factors, blend of barley, sunflower, and cucumber

Skin Type Very Dry to Dry, Dry Combination

125ml with Pump

☐ **SUBSCRIBE** Save 10% on subscription orders. ⓘ

Quantity - 1 +

\$32.50

afterpay ⓘ
Available for orders over \$35.00

Send As A Gift ⓘ

Review Highlights

It never disappoint
★★★★★
Been using this for years. I even use it under make up and it never disappoint me.

Product Description Example: Clinique uses a star rating just below its product title and a review carousel under the price to convince customers that the lotion is well-liked.

8. Make Your Own Product Description Template

After you create a stellar product description, you might be wondering, *How can I do this again and again?* It helps to make a template.

To get your juices flowing, keep the following items in mind:

- Introduce the product with a headline that catches shoppers' attention.
- Briefly set up the problem and how your product solves it.
- List your product's features, technical details, and benefits.
- Add an element of social proof.
- Conclude with a call to action.

Besides that, you know your brand voice best and what information your audience needs to make a purchase.

For example, for ecommerce clothing businesses, you may need your template to include information about the size of the model in the photo and whether the item runs true to its size.

Because product categories range, it's better to develop your own product summary template that works for your ecommerce business and product types.

How Do I Know If My Product Descriptions Are Working?

To know if your new product descriptions are working to increase sales, set specific, measurable goals. Use key performance indicators (KPIs) as measurements to monitor if your product description has resulted in more conversions.

Possible KPIs to measure success include:

- Organic search rankings
- Conversion rate
- Support inquiries
- Return rate
- Cart abandonment rate
- Bounce rate
- Clickthrough rate

You can also use an [A/B testing service](#) to compare the sales of two descriptions to determine the best product description based on performance.

Don't Downplay the Description

Product descriptions can make or break an online sale. As an ecommerce business owner in today's age, online shoppers won't give you the time of day unless you do everything in your power to catch their attention.

Now you know how to craft an ecommerce product description that will stop the bounce and gain loyal clicks from your customers.

Above all, remember your audience and how they can enjoy your product the way you do.