

ULTIMATE PRODUCT DESCRIPTION CHECKLIST

All else being equal – price, shipping time/cost, product quality – your customer is deciding solely based on what your product copy tells them about what they’re buying and *who they’re buying it from*.

Don’t ignore those product pages – turn them into your secret weapon – one that sets you apart from your competitors and creates loyal customers at the same time.

With that, here are my top 7 tactics for packing more punch into your product descriptions.

1. OPTIMIZE THE PRODUCT TITLE

More often than not, the factory description is just a snooze-worthy list of specs and/or features, written by someone whose primary job is NOT helping YOU make sales.

Not to mention, Google frowns on duplicate content.

When everything else is the same, price becomes the deciding factor.

So start by jotting down a product title. The chart below will help you include the most relevant details in your product titles.

BRAND	SIZE OR QUANTITY	PRODUCT TYPE	ADDITIONAL USES*
Neutrogena®	2-oz (3-pack)	Hand Cream	For soothing rough, dry, cracked skin

*NOTE: I included the “Additional Uses” field mostly for Amazon listings, where including keywords in the Product Title field can help customers find the product they’re searching for, even if they don’t know the name.

Here’s a chart with blanks that you can use for your own products:

BRAND	SIZE OR QUANTITY	PRODUCT TYPE	ADDITIONAL USES*

2. LIST PRODUCT FEATURES

Depending on the product, people are likely looking for some combination of features and values. It's critical to include all the important features (physical attributes or special uses for the product) to help the customer know they found the right item. Here are some common features customers might base their buying decision on:

- Materials – Wood? Plastic? Metal? Glass?
- Construction – Handmade? Special coatings?
- Sourcing – Made in the U.S.? Imported? Limited-edition artisan collection?
- Special Features – Foldable? Portable? Weather-resistant?
- Special Technology – Motion-activated? Solar powered? Smart sensors?
- Color/Finish options – Polished Chrome? Purple? Brushed Nickel? Chalkboard? Green?

In this example, I'm using a Weber® Q 1200 Gas Grill:

MATERIALS	CONSTRUCTION	SOURCING	SPECIAL FEATURES	SPECIAL TECHNOLOGY	COLOR/FINISH OPTIONS
Cast aluminum lid and body	Stainless steel burners and porcelain-enameled cast iron cooking grates	(made in US? Imported? Share this info if you have it)	Built-in thermometer, folding side tables, removeable drip pan	Infinite control burner valve, electronic ignition	Available in Purple, Fuchsia, Red, Orange, Blue, Black, Green, Titanium

Here's one for your own products:

MATERIALS	CONSTRUCTION	SOURCING	SPECIAL FEATURES	SPECIAL TECHNOLOGY	COLOR/FINISH OPTIONS

3. TRANSFORM EACH FEATURE INTO AN INTRIGUING BENEFIT

The problem with simply listing features the features you wrote down above is that ***it forces the customer to fill in the gaps.***

If they don't know why Bluetooth is important, then you're missing a prime opportunity to educate the customer and position yourself as an expert.

The easiest way to differentiate between a feature and a benefit is this:

A feature is a *WHAT*. A benefit is a *WHY*.

Feature (what it is)	Benefit (why it's important)
Cast aluminum body and lid	Can withstand the high cooking temperatures and last for years with basic maintenance
Stainless steel burners	Durable and long-lasting
Porcelain-enameled cast iron cooking grates	Cast iron heats evenly and retains heat for hours. Porcelain enamel coating makes cleanup easier and helps prevent rust.
Folding side tables	Side tables fold up for a small, portable grill that can go where you go.
Built-in lid thermometer	Check the grill temperature without opening the lid.
Removeable drip pan	Prevent flare-ups and minimize messes by easily disposing of ashes and drippings with the removable pan.
Infinite control burner valve	Rotating switch helps more precisely control gas flow and regulate cooking temperature.
Electronic ignition	Generates a reliable spark with the push of a button.
8 color options	No more boring grills – find one to suit your unique style.

Now it's your turn:

Feature (what it is)	Benefit (why it's important)

4. USE SENSORY WORDS

Don't just describe it, paint a picture and put the customer right in the center of it.

Use language that helps them envision themselves already owning the product, and understanding how much better their life will be once they have what you have to offer.

Include evocative words that describe the touch, taste, scent, sight, and/or sound of your product.

The chart below includes a ton of adjectives, along with suggestions for descriptive verbs you can use instead.

	Adjectives	Descriptive Verbs
Touch	Angular, Cottony, Course, Blunt, Damp, Doughy, Etched, Feathery, Freezing, Glazed, Hot, Metallic, Padded, Rough, Rubbery, Sharp, Smooth, Stiff, Velvety, Woven	Brush, Caress, Feel, Handle, Rub, Tap, Massage, Pet, Smooth
Sight	Old-Fashioned, Glamorous, Fine, Glowing, Shiny, Colorful, Sparkling, Intricate, Lacy, Furry, Speckled	Peer, Glance, View, Peek, Watch, Observe, Stare, Squint, Detect, Examine, Identify, Behold, Recognize, Scrutinize
Taste	Sweet, Acidic, Bitter, Briny, Dry, Flavorful, Fruity, Gamy, Juicy, Peppery, Rich, Sour, Succulent, Sugary, Tangy, Tart, Zesty, Savory	Bite, Chew, Enjoy, Eat, Sample, Savor, Sip, Nibble, Relish, Taste, Snack
Smell	Floral, Musky, Perfumed, Piney, Pungent, Aromatic, Burnt, Earthy, Fresh, Minty, Fresh, Clean, Garlicky, Aroma, Fragrant, Scent	Breathe, Detect, Inhale, Sniff, Whiff, Snuff, Smell, Reek, Stink, Waft,
Sound	Chiming, Chirping, Crooning, Crunching, Fizzing, Gurgling, Rasping, Rattling, Rumbling, Sizzling, Clicking, Quiet, Silent, Loud	Listen, Overhear, Eavesdrop, Hear, Perceive, Recognize, Communicate, Tune In,

5. ADD PERSONALITY

If you want to be remembered, you need to do something different from everyone else.

Stand out from the crowd, or you will drown in a sea of sameness.

OWN whatever it is that makes you special, whatever it is that made you decide to get into this business.

Do you obsess over the texture and cut of clothing?

Focus all your efforts on finding one-of-a-kind-trinkets?

Spend 12 hours playing the latest game?

J. Peterman	Uncommon Goods	ThinkGeek
Traveling the world to find uncommonly good stuff. They're not just selling an article of clothing – they're selling a lifestyle. Every piece is imbued with a sense of mystique and adventure.	Passionate people who really connect with products and the stories behind them. They think of themselves as a family of people who delight in surrounding themselves with creative design.	Their mission is to create a world where everyone can embrace their inner geek and connect with one another. They are a hub for wondrous goods that express all your geeky passions.

Now think of what gets you fired up.

Who are you?

Why did you start this business?

How would you describe your personality?

What do people love you for?

Use your answers to the questions above to inform every marketing choice you make, and you will effortlessly create a solid brand personality.

6. EXPOSE YOUR FLAWS

Let's get real for a second...

Your product's not perfect.

So when did it become common practice to pretend it is?

In fact, one of the greatest advantages you can give yourself is to admit if you know about a flaw in your product.

Saddleback Leather is great at this. In one of their listings, they describe a bag as:

Large - Not carry on size

Imagine how frustrated you'd be if you were eyeing that piece as your next travel bag, only to find out it couldn't come with you on the plane?

Contrary to popular belief, admitting to flaws can give you a position of strength – namely that it builds trust between you and your customers.

When your customer believes you have their best interests at heart (even if it costs you a sale now), they'll be much more likely to buy from you in the future.

It can be tricky to get right, but it should always position a potential negative as a positive, and give the customer helpful information they can use.

Here's another great example from Saddleback Leather, about a different bag:

Flaw	Used As a Feature
Bag coated in waxed canvas. Wax may transfer to materials stored inside.	To be noted: Waxed canvas is the original water resistant fabric, and comes with the attendant charms of being a centuries-old technology. In the young days of your bag, you may experience slight wax transfer from the canvas to any particularly absorbent contents in the bag (such as paper, etc). It is recommended that these contents are kept in a case while in the bag. Materials this tough and elemental require a little more break-in than your average cheap and disposable bags.

Now how can you turn around a negative and transform a flaw into a feature?

Often it's as simple as letting the customer know what to expect, as in the example above.

7. MAKE IT SCAN-ABLE

People are moving a thousand miles an hour, bombarded by distractions every second.

Help them get the goods at a glance by:

- Breaking up body copy into smaller paragraphs
- Including short, powerful bullets to convey crucial information

It's OK to have a little information overlap between paragraphs and bullets.

Repeating information (using different words, of course – see point #1 about duplicating content) will ensure that even speed readers get vital information they need to make a buying decision.

For people who enjoy reading the entire product listing, they'll have multiple touch points with the most attractive features, which makes it much more likely to “stick”.

BONUS TIP: DETAILS THAT CAN KICK THEM OFF THE FENCE

These aren't necessarily product specific, but can factor into the buying decision. The good news is this can often be built into a page template and then coded into your inventory software.

- a. In-stock/backorder position
- b. When product will ship
- c. How long shipping will take
- d. Customer reviews and testimonials
- e. Trusted site insignia

Now it's your turn.

I've given you all the pieces you need to create product descriptions that really pack a punch.

And you have a choice:

- 1) Take everything you learned in this guide and use it to create great product descriptions. You can write them yourself, or hand them off to your marketing team to guide their efforts. There's even a handy checklist at the end of this book to help ensure you don't miss a single detail.
- 2) If you'd like some personalized help with your product descriptions, I'm offering a limited number of FREE consultations. [Click here to get all the details and schedule a time](http://angiecolee.com/pdoffer/) for your free call, or copy and paste <http://angiecolee.com/pdoffer/> into your browser.