

Guide to Writing Good E-Commerce Descriptions

Keys to Good Product Descriptions

1. **High quality pictures**
2. **Unique name**
The name should be unique and offer high perceived value. For example, “Naviforce™ Supreme Series Timepiece” not “Men’s Sports Watch.”
3. **Converting copy**
Copy that builds trust each sentence.

Converting Copy

1. **Desire booster**
Start with why.
2. **Explain details**
Materials, color, tech features, etc.
3. **Shipping & purchasing details**
If possible, free shipping boosts conversions.
4. **Guarantee**
Explain your guarantee and provide contact support. Guarantees provide legitimacy and build trust.
5. **Specifications**
Gender, closure, sleeve length, collar, material, etc.

Example



^ High quality image(s)

Babysaurus™ Hooded Romper

< Unique name

Kids grow up so quick, but memories last a lifetime. Never forget the first time your little one rocked this adorable babysaurus romper!

< Desire booster

Surprise your friends and make memories that will last a lifetime with this beautiful, hand crafted romper made from 100% cotton for delicate skin. Comes in pink and native.

< Details



FREE SHIPPING
WORLDWIDE



24-MONTH
WARRANTY



100% SECURE
CHECKOUT

< Shipping &
purchasing
information

Each romper comes with a 30-day money back guarantee. If after receiving your new friend in the post you’re not satisfied with it – simply contact us [here](#) and you’ll receive a full refund.

< Guarantee

Material: Cotton, polyester
Gender: Unisex
Closure Type: Covered Button
Sleeve Length: Full
Collar: Hooded
Material Composition: Cotton Blend

< Specifications