Writing Product Descriptions

Creating Content · https://sitecrafter.uk/docs/writing-product-descriptions/

Your product descriptions play a vital role in turning browsers into buyers—and helping search engines find your products in the first place. This guide will help you write descriptions that are clear, engaging, and optimised for both your customers and Google.

1. Understand Your Customer

Before you write anything, consider your ideal customer. What are they looking for? Are they focused on value, style, sustainability, performance, or something else? Use language and a tone that speaks directly to them.

2. Include the Key Details

Every product description should answer the following questions:

- **What is it?**
- **What are its key features and benefits?**
- **Who is it for?**
- **What is it made from?** (materials, ingredients, size, etc.)
- **How is it used, or what makes it special?**

Go beyond listing features—explain **why** each one matters.

Example:

100% cotton, machine washable

Made from soft 100% cotton and easy to care for—just pop it in the wash and wear it again and again.

3. Use Keywords (But Naturally)

To support SEO, include 1–2 relevant keywords or search phrases that your ideal customer might use. These should appear:

- Near the start of your description
- Naturally throughout the text
- In headings or bullet points where appropriate

Avoid overloading your text with keywords. If it sounds forced, reword it.

4. Keep It Clear, Concise and Compelling

- Write in plain English
- Use short sentences and paragraphs
- Break up long descriptions with bullet points
- Avoid technical jargon unless your audience expects it
- Focus on benefits as well as features

Example:

Red cotton T-shirt

A bold red T-shirt made from breathable cotton—perfect for everyday wear or layering throughout the seasons.

5. Add Personality to Build Trust

Writing in a friendly, conversational tone helps customers connect with your brand. It also builds trust and makes your products more memorable.

Don’t be afraid to show a little personality—as long as it feels true to your brand.

6. Match the Description to the Images

Make sure the product description supports and enhances the product photos. If the image shows texture, colour, or a particular feature, mention it in the text.

Consistency between images and descriptions helps customers feel confident in what they’re buying.

Final Checklist

Before you hit publish:

- Avoid copy-pasting from suppliers—Google doesn’t like duplicate content
- Include 1–2 natural keywords
- Check spelling, grammar, and readability
- Use headings and bullet points for clarity
- Highlight what makes the product unique or desirable

Need help writing or reviewing your descriptions?

If you’re short on time or would like a second opinion, I can help fine-tune your product copy for clarity, style and SEO.