



Product Description Checklist

Follow these steps for a winning product description

1

Know your buyer persona

- Define your buyer persona
- Choose your keywords for SEO
- Select relevant benefits to highlight
- Set an appropriate tone of voice
- Decide the length, vocabulary, and style you want to use to relate best to your buyer persona

2

Add in the details

- Include the features your buyers care about
- Add specifications that will help them make their decision to buy (dimensions, extra pieces, care instructions...etc)
- Select relevant benefits to highlight
- Set an appropriate tone of voice

3

Get creative

- Get your customers to imagine themselves using the product by telling a story around a specific use case (when, where, how your product is used)
- Answer the question - "Why do I need this?" in an impactful way
- Show them how your product enhances a normally dull or normal experience
- Include any "secret" uses for your product that your customers may not have thought about

4

Analyze and optimize

- Check your conversions, impressions, and customer data to see if you are attracting the right audience
- Identify opportunities to upsell
- A/B test descriptions, images, and positioning
- Use heatmaps to discover what part of the description people focus on the most