

Learn How to Engage Shoppers and Boost Product Discovery

Writing product descriptions may seem like a simple task on its surface, but top-performing product pages take work. You need engaging, helpful copy and ecommerce search engine optimization (SEO) to drive product discovery. This product description template will help you write great product descriptions that drive results.

## Product Description Template

Use the writing prompts below to draft your product description.

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| **Ecommerce SEO Keywords** Most shoppers use descriptive search terms, which you can leverage to boost product discovery. Ecommerce SEO can help your product rank higher within the search results.  Conduct keyword research to find commonly searched, relevant keyword phrases to help boost product discovery.  *List the SEO keywords in the box to the right, and include them in your product description copy below.* |  |
| **Key Features, Specifications, and Benefits**  Think about your customers: Why do they want or need your product? What problem are they trying to solve — and what questions might they have?  Walking yourself through this scenario could help you anticipate their needs and eliminate any buying reservations. Use these answers to emphasize the key features, specifications, and benefits of your product.  *Write out your key features and benefits in the box to the right, and try to include a bulleted list to make the copy more scannable.* |  |
| **Engage With Brand Storytelling** When a customer visits your product page, it may be the first time they are interacting with your brand.  This experience is similar to the feeling  a customer has when picking up your product in a brick-and-mortar  store for the first time.  Consider your brand mission and your audience: What do your products hope  to solve — and what do they reflect about the people who purchase  them? Tell a story to show how your products are part of something  bigger than a sale.  *Write out your brand mission and story, highlighting who you are as a brand and how it reflects your customers.* |  |

## Product Description Style Guide

When writing your product descriptions, get to the essential details quickly, and use simple, clear language. Avoid lengthy sentences and industry jargon, and review your copy for grammar and punctuation before publishing. Use the following guidelines to help guide your copy.

* Use precise and concise language.
* Write in the third-person (i.e., you).
* Spell out numbers under 10.
* Use consistent punctuation.
* Use Oxford commas.
* Capitalize all major words in titles.
* Use bullet points to break up text and highlight important information.
* Avoid using all capital letters unless it’s part of a product or brand name.
* Avoid using excessive exclamation marks.

## What to Avoid in Product Descriptions

Several content issues could cause a retailer to reject a product page. Safeguard your product page publication by ensuring the product description copy avoids using the following language.

* Boastful language
* Unverifiable claims
* Health claims
* Competitor comparison
* References to retailers
* Time-sensitive words
* Shipping, pricing, and contact information
* Warranty information
* Trademark symbols
* Community guideline violations
* Excessive quotes

## Salsify

It’s time to get started on your product page strategy. Request a guided demo of Salsify Commerce Experience Management (CommerceXM) to see how it could help you advance your product page strategy and build the best product experiences.

[**Request Demo**](https://www.salsify.com/pages/product-demo-request-brand)