

7 Tips for Better Product Descriptions

eCommerce SEO, Conversion & SEM



www.wordapp.io

Table of Contents

- 3** Introduction - Sharing Knowledge
- 4** The Golden Opportunity with Product Descriptions
- 5** Tip 1 - Keywords
- 6** Tip 2 - Tone Increases Conversion
- 7** Tip 3 - Formatting: Size (and Shape) Matters
- 8** Tip 4 - Meta Titles and Descriptions
- 9** Tip 5 - Features and Specifications
- 10** Tip 6 - Pictures and Videos
- 11** Tip 7 - Internal and External Links
- 12** Bonus tip 1 - Scaling Customer Reviews
- 13** Bonus tip 2 - Localize Correctly
- 14** Conclusion



Introduction - Sharing Knowledge

At Wordapp, it's our mission to monetize language assets. We create additional income for thousands of freelance writers, but also to revolutionize how online businesses source SEO Content and Translations.

With Wordapp, online businesses create content easier, 10-20 times faster and, most importantly, save 30-50% on their budget.

We have produced over 100 million words of eCommerce SEO content - from product descriptions to category texts to blog posts.

We decided to share some of our knowledge with this eBook, sharing 7 tips for better product descriptions.

“Monetize your language assets”

The Golden Opportunity with Product Descriptions

In almost all e-shops there is a golden opportunity to decrease Cost of Sales (COS) by several percentage points with Product Descriptions. This immense opportunity is often overlooked by the product team, SEO team and the SEM team.

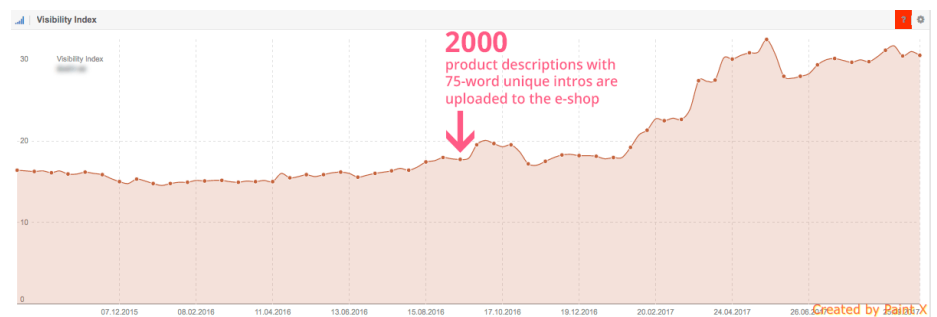
Take a look at one of the biggest e-Shops in Scandinavia with over 148k indexed pages. According to Siteliner, over 38% of all the content on the site is duplicate content. When you start looking at product descriptions though, the story becomes more worrying.

“A golden opportunity to decrease Cost of Sales”

Hyperlink	Words	Match %
/product/5011015224/elitebook-840-g3	1,308	73%
/product/5011046357/g703-powerplay	844	73%
/product/5011033232/legion-y520t	680	71%
/product/5010964912/elitebook-840-g3	1,276	71%
/product/5011046359/g903-powerplay	885	71%

So, what happened here? Simple. The Product Team’s main focus is to get products up on the site and available for the visitors. They use the product descriptions provided by the manufacturer - common practice among e-Commerce sites resulting in tons of duplicate content.

Now, the biggest e-Shop in the Nordics decided to take action. They added 75-word unique intros on top of the existing ones to 2000 products on their site. Here’s what happened:



Over the next couple of months, they doubled SEO visibility earning a whopping 10x Return on Investment (ROI).
Bottom line: Product Descriptions are immensely important for SEO, SEM and conversion.

Tip 1 - Keywords

How to use keywords for SEO in your product descriptions

In our case studies, SEO keywords are the key to on-page SEO and attracting organic traffic as well as lowering CPC for paid traffic up to 20%. For most e-Shops, the product pages make up the bulk of the total page count - making it a tremendous opportunity to increase SEO visibility. But how do you go about this?

First, you have to understand different types of keywords. There's the focus keyword, which is always the product name. The product name should be used in the H1 tag of your website, as well as in some of the other headers and spread throughout the general content of your product page.

Second, you have long tail keywords. These are keywords that are closely related to your focus keywords (think: "Nike Air Max" as a focus keyword, and "Red Nike Air Max with laces" as a longtail keyword). Since there is much less competition on these keywords, it's okay to use these once on the page to start ranking for these keywords (and start generating traffic from them).

Third, there are LSI (Latent Semantic Indexing) keywords. In an e-Shop, this is the glue that fits all your product pages together and the key to increasing your SEO visibility. A lot of e-Shops miss this. For all your H1 headers, use the product name + the type of product. For example: "adidas Aerobounce Women's Shoes" and "adidas Supernova ST Women's Shoes". By using the "Women's Shoes" type in the title of all products that are "women's shoes" you give search engines an incredibly strong signal you are important in this industry. This will greatly help your SEO visibility.

How to select the Keywords? By far the best is to use Google's keyword planner, but if you are writing a lot of product descriptions it is enough to just let the writer choose a natural keyword (whatever comes to mind) .

Why we like the way Asos uses keywords in their Product Descriptions

Next to using the type of the product in the product page header, Asos uses different lists to give more information on the product. Whenever you would give a list to a writer, you can be sure they will naturally include some excellent longtail and LSI keywords.

PRODUCT DETAILS

Boots by ASOS Collection

- Suede upper
- Zip back
- Ankle cut
- Pointed toe
- Cone heel
- Protect with a suede cleaner
- 100% Real Leather Upper
- Heel height: 8.5cm/3"

PRODUCT CODE

1114625

BRAND

Score a wardrobe win no matter the dress code with our ASOS Collection own-label collection. From polished prom to the after party, our London-based design team scour the globe to nail your new-season fashion goals with need-right-now dresses, outerwear, shoes and denim in the coolest shapes and fits.

SIZE & FIT

Heel height: 8.5cm/3"

LOOK AFTER ME

Protect With A Suede Cleaner

ABOUT ME

Lining Sock: 50% Other Materials, 50% Textile, Sole: 100% Other Materials, Upper: 100% Real Leather.

"For all your H1 headers, use the product name + the type of product to increase SEO visibility"

Tip 2 - Tone increases conversion

“Using the correct tone for your target audience will increase conversion”

Getting the Tone right for your product descriptions

Setting the tone for your product description is the template for all that follows. Tone is easy to verbalize; we can tell by someone’s tone of voice that they are serious or funny, intense or sarcastic.

To introduce tone into product descriptions, it is imperative to know your target audience and product. You need to create a voice or persona that communicates to your customers, one they will identify with.

The language used is your link to your customer, the tone of writing will demonstrate the personality of the product and brand. This engages your potential customer, helps create an attachment to your product. This, in turn, facilitates trust, an essential element in your promotion. Decide on what you want your voice or persona to be, funny, serious, energetic, alluring or a combination of any number of these, adding depth to the persona with a variety of variables.

Why we like the tone in ThinkGeek’s Product Descriptions

The brand persona closely identifies with its targeted customers, displaying the fun & modern persona of these products. The product description sets the tone from the start; relaxed, friendly and geared towards a certain age group, with its slang references and specific style of wordplay.

Example from ThinkGeek.com

Home > Clothing > Sleepwear >

Shark Kigurumi

Shark Kigurumi



CLICK TO ZOOM



PAJAMA DAY EVERY DAY

- Regular PJs are boring; get your sleep on Japanese-style
- Be the center of your own neato -nado complete with teeth and gills
- Perfect for sleeping, lazy days at home, or easy cosplay

[Read more...](#)

~~\$59.99~~ **SALE** (save 33%)

\$39.99 ✓ In stock

Note: This item is excluded from site wide discounts.

Quantity:

BUY NOW

or

ADD TO WISH LIST

Tip 3 - Formatting - size and shape matters

Creating the perfect format for your product descriptions

What makes a good product description stand out? It is a mix of storytelling and psychology that enters the reader's lives and compels them to buy a product. It is the mix of content and format that draws the reader into your product. Correct formatting gives the customer a picture of your product drawing them in. The specifications and features established as list items pull the reader's eye quickly to critical information.

Although it is the content that will determine the words that you write. The format of these words is equally important. Shoppers want to get information quickly, but an e-shop intends to endear their product to a buyer and engages them in a story too good to pass up. Bullet points are a great way to give information, they are great for technical features, unique selling points and short phrases where you let the writer include some keywords naturally.

What about the length of the product description?

We generally split up two categories: online businesses in industries with more than 5,000 products on sale that generally have a short lifespan (e.g. electronics, fashion) and online businesses in industries with less than 5,000 products that generally have a long lifespan (e.g. adult toys, travel sites).

For the first category, use a 60-100 word unique SEO text at the top of the page with other information in list form (specifications). If your products are in the second category, product descriptions can go up to 1,000 or even 1,500 words depending on the competition as they are more or less categories.

Why we like the format of SoloStove's Product Descriptions

The format of SoloStove's Product Descriptions are clear and simple to understand. As soon as you start reading about their products you can see yourself using them. Online businesses need to sell an idea or aspiration if they're going to make a sale. Their use of prose to engage, bullet points and icons to point out features quickly is impressive. The word count on this page is over 1,000 words, fitting with the industry they are in as well.

Example from SoloStove.com



LIGHTWEIGHT



COOKS FOR 1-2 PEOPLE



WOOD BURNING



LOW SMOKE



STAINLESS STEEL

Twigs for Fuel, Hotter Fires, Less Smoke and Way More Fun!

The Solo Stove Lite is the perfect addition to any backpacker's bag as a lightweight cooking stove for one to two people; and the best part? No fuel to carry! Your food shouldn't depend on carrying or finding a place that sells gas when nature provides the perfect tinder and wood all year. Now you can minimize your pack weight and your footprint with this ultra-efficient stove.

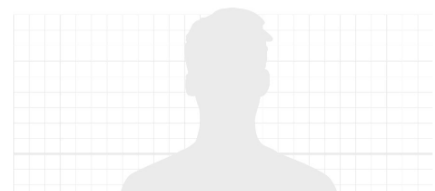
Product Specs



Materials
304 Stainless Steel



Fuel
Sticks, Twigs, Pine Cones and Other Biomass



Tip 4 - Meta Titles and Descriptions

What makes the perfect SERP description for product descriptions?

The more powerful your meta titles and descriptions, the greater the impact on the conversion rate. Their combined strength should drive the product and your brand home in a unique and engaging way. Enticing information should grab attention, be specific to customer needs, and simultaneously show how your product fulfils it. It can be difficult to create multiple titles for products without repeating the same keywords. Therefore, it benefits to focus on unique key phrases and always structure your titles.

Meta descriptions should be exceptional, and optimizing them is a critical aspect of SEO. They will always show in search results more if the searched for phrase is contained in the wording. Outstanding descriptions also contain an arresting overview of the product and a compelling reason to click. They offer a tangible benefit, differentiate the product and highlight what makes it unique. A call to action gives customers an urgent reason to click and investigate further. Descriptive inspiration simply sells.

“Good metas are all about conversion”

Why we like the the meta title and description of Zaloro

The meta title and description from Zalora give just that call to action, along with a tantalising product description. The tag is well structured and provides the customer's star rating to entice searchers to click on the link. The meta description is fully optimised, with succinct information, that highlights the unique selling points of the product. It is a winner.

Example from Zalora.com.my

Buy Nike Women's Nike Air Max Thea Shoes Online | ZALORA Malaysia

<https://www.zalora.com.my> > Women > Shoes > Sneakers ▾

★★★★★ Rating: 5 - 4 votes - MYR321.90 - In stock

The **Nike Air Max Thea Women's** Shoe is equipped with premium lightweight cushioning and a sleek, low-cut profile for lasting comfort and understated style.

META TITLE												
Air Max												
✗	CHAR COUNT	Current	Min	Max	✓	FOCUS KEYWORD	Current	Min	Max	Location	Match	Keyword
	7		40	55		1	1	1	first	exact	Air Max	

META DESCRIPTION												
Air Max												
✗	CHAR COUNT	Current	Min	Max	✓	FOCUS KEYWORD	Current	Min	Max	Location	Match	Keyword
	7		100	120		1	1	1	anywhere	exact	Air Max	

Tip 5 - Features and Specifications

Showing the product details correctly in product descriptions

When it comes to talking about the nitty gritty of a product, too much information is never enough. However, you have to know how to structure and format it correctly so as not to over face your customers. There are several ways that you can present complex technical information. Bullet points are perfect for highlighting a lot of data, while prose works best to describe the benefits of a product.

“Format product information so that it is easy to digest”

However you choose to highlight features and specifications, you must keep your audience in mind and think about how they would like to read it. Text isn't always the best way to give specific information about the product you are trying to sell. Images, icons, and diagrams can also work. Creating detailed content about your products brings authenticity to your business. Customers will realize that you are honest and providing them with as much information as possible.


Why we like the how Amazon shows Product Information

We like how Amazon shows Product Information because they offer an abundance of it. However, they have also created a format that is extremely easy to digest and read. You can glance at the information and find exactly what you are looking for. From dimensions and weight to customer reviews, everything is at your fingertips.

Example from Amazon.com

Product information

Package Quantity:1

Product Dimensions	11 x 20 x 12 inches
Item Weight	10 pounds
Shipping Weight	11 pounds (View shipping rates and policies)
Manufacturer	Jarden Consumer Solutions
ASIN	B00DI342B4
Item model number	FSFSSL4440-000
Customer Reviews	 777 customer reviews 4.5 out of 5 stars
Best Sellers Rank	#687 in Kitchen & Dining (See Top 100 in Kitchen & Dining) #4 in Kitchen & Dining > Small Appliances > Specialty Appliances > Vacuum Sealers #5 in Sports & Outdoors > Sports & Fitness > Hunting & Fishing > Fishing > Accessories > Food Processing
Date first available at Amazon.com	May 29, 2013

Technical Specification

[Other Content \[pdf\]](#)
[User Manual \[pdf\]](#)
[Warranty \[pdf\]](#)

Warranty & Support

Product Warranty: For warranty information about this product, please [click here](#) [PDF]

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support](#)?
Would you like to [tell us about a lower price](#)?

Tip 6 - Pictures and Videos

Adding the right visuals to your product pages

Customers believe that the quality of product images are more important than the information provided, and they result in a high engagement rate. They can be critical to a successful purchase, so your product description should always come with a high-quality photo, together with any accessories. Customers are not able to hold the product, sample it, or stand back and admire it as they would in a shop. Large, crystal clear photographs or videos on Youtube can clinch a sale.

Using video online is a potent marketing tool. Customers like it, and Google loves it. You have the chance to seduce customers with sensory images and add a unique perspective to each product page. Including a demonstration of your product can reassure customers and provide a tremendous amount of information about what it looks like and how it performs. It also adds a personal touch and can be shared, significantly increasing customer reach.

Why we like the visuals at Running Warehouse's product pages

The example of visuals from Running Warehouse's product pages is a perfect model. With this virtual shop, comes high production videos that feature their brand weaved throughout. They illustrate the product description and help customers to understand exactly what they are purchasing, as well as its capabilities. The video showcases the product entirely and demonstrates features, the fit and performance.

Example from Runningwarehouse.com

Footwear Performance Characteristics

Pronation Control: [What's This?](#)

Neutral		Support			Motion Control	
Min	Mod	Min	Mod	Max	Mod	Max
			Mod			

Heel-Toe Offset (mm): [What's This?](#)


0	1-2	3-4	5-6	7-8	9-10	11+
---	-----	------------	-----	-----	------	-----

Stack Height:

Barefoot	Minimal	Low	Medium	High	Maximal
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Shoe Help Videos

PRONATION & SHOE CHOICE



PRONATION: Buying the Right Shoe

[VIEW MORE VIDEOS](#)

Tip 7 - Internal and External Links

“Internal links help you spread link juice throughout the site”

Showing the product details correctly in product descriptions

Link building is an essential component of the Search Engine algorithms. Internal links perform a number of functions for your website; guiding users through your website, creating an information highway and spreading the ranking power through the site (link juice). Selecting a relevant anchor text with the correct HTML codes is important both to the users and search engine spiders as it lets them find all the pages of your website.

Your link building is just that, the architecture for your site, a navigation tool that will keep users on your site. The same care in choosing links within the site extends to external links. The links must be relevant and provide information on your product or service without sending users into the arms of a competitor.

Why we like the how Asos uses internal links

Asos not only makes sure the visitors can easily find the brand and category pages, but they also provide the linking juice to the correct pages. It's extremely easy to start ranking on the 'wrong' page - by using a linking structure like Asos you prevent this.

Example from Asos.com

PRODUCT DETAILS

Backpack by Vans

- Designed in collaboration with Peanuts
- Durable canvas outer
- Peanuts dance party print
- Grab handle
- Adjustable padded straps
- Vans Off The Wall logo
- Zip closure
- External pocket

PRODUCT CODE

1152885

BRAND

Famed for its iconic skate shoes, Vans was born in Sixties California and has since garnered a cult following that includes skateboarders, sports stars and style makers alike. Epitomising grungy West Coast cool, Vans combines fashion and function to create the ultimate in stylish trainers. Expect canvas plimsolls, signature slip-ons and retro high-tops in a range of designs and colours.

LOOK AFTER ME

Machine Wash According To Instructions On Care Label

ABOUT ME

Fabric 1: 100% Cotton, Fabric 2: 100% Polyester.

Bonus tip 1 - Scaling Customer Reviews

Increasing Conversion with Customer Reviews

Reviews matter. 61% of customers will always read reviews before deciding to purchase, and they are proven to positively drive sales. Real customer reviews instil confidence in your product and answer questions that are not covered by product descriptions. They also help to eliminate any doubts customers may have and assist them in making the correct purchase. Quite simply, reviews increase your conversion rate, create consumer engagement and foster loyalty. Let's not forget the tremendous benefits for your SEO either.

Search engine spiders love unique, relevant and new content, and customer reviews provide them with just that. Many of your competitors will use standard product descriptions. Therefore, user-generated content can drive a huge difference in search results. It makes your pages extremely useful to customers, which will also increase your SERPs rankings. Customers will now be searching for the product, together with the word 'review' or 'ratings', increasing your ranking on long tail searches.

A very effective way to scale your customer reviews is simply to translate them across your different markets. A Swedish customer's review about an iPhone 8 or a pair of Ecco shoes are as helpful for a German customer as a Swedish customer.

Why we like the Amazon's customer reviews

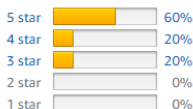
Amazon's reviews are a superb example, providing a completely separate page, with a single URL. Extremely user-friendly, the simple star rating system allows customers also to leave negative reviews, making positive comments seem entirely trustworthy. The top positive reviews are then highlighted for customers to read. Making it easy to leave opinions and rate products is totally seductive to customers.

Example from Amazon.com

Customer reviews

★★★★★ 5

4.3 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 5 customer reviews

Top customer reviews

★★★★★ The ring is perfect and came immediately

By Ash on April 4, 2017

Verified Purchase

I purchased the blue ring in size 7. The ring is perfect and came immediately. I love it and appreciate the customization as well as the expedited care at which it was done. Thank you!!!!

Comment | 7 people found this helpful. Was this review helpful to you? Report abuse

★★★★★ Exactly as Advertised

By NeolceBreaker on July 5, 2017

Verified Purchase

The rings are simple yet high in quality. I have been wearing my ring for a while since I've ordered it and the text is still legible. Would recommend if looking for a ring to have a custom name engraved into.

Bonus tip 2 - Localize correctly

Create the right workflow for your localization

The majority of small and medium sized online businesses do some costly mistakes in their work flow that are very easy to remedy:

Common mistake 1: Product names are a bottleneck: Many e-shops localize their product names which is great from a SEO perspective but terrible from a lead time perspective as it can take up to 1-2 months for them to get up on a new market.

Solution: Try to keep the product names universal and add type in the local language at a later stage (see tip 1). If this is not possible, make sure that you translate the product names in-house and separately so the product can go up (without text immediately, the description can come later, it will only hurt serp and conversion, but the clients coming from SEM will still be able to buy them).

Common mistake 2: Localization is done in bulk. Many e-shops outsource the localization to agencies that receive and deliver the text in excel or xml.

Solution: Spend some resources integrating with your favorite translation platform such as Wordapp so you can get localized product descriptions lean every day as opposed to once a month.

“Optimize your translation workflow for quick results”

Conclusion

It's not rocket science!

Using these tips for better product descriptions will help you increase organic traffic to your site, lower PPC for your paid traffic and increase conversion.

So if getting a head start on the competition is important for your business, try Wordapp! Wordappers save on average 50% on their internal and external costs for content and translation. Getting content 10-20x faster compared to using traditional agencies.

Visit www.wordapp.io to get started!



Something to confess...

We love content, but we're not very fast when it comes to writing it ourselves. That's why we used the Wordapp crowd to provide the content for this entire eBook.

Do you want to use Wordapp for your Content and Translations as well?
Sign up at www.wordapp.io or check out our campaigns.

Special Thanks to:

Nikki, level 17 wordapper
Lesley, level 17 wordapper

Thomas, level 11 wordapper
Lynda, level 17 wordapper

Jack, level 8 wordapper
Peter, level 16 wordapper