

Twenty seconds. That's the average amount of time consumers spend on a website, according to a study by the [Nielsen Norman Group](#). That means, if you have something to sell, you must get their attention and clearly communicate your proposition within the first 10 seconds, or else lose a sale.

Are product descriptions really that important?

*Visuals may be great, but they are not enough to tell the whole story of your product. Despite the popularity and effectiveness of images and videos among consumers, product descriptions still play a big role in the success of your e-commerce business. In fact, another study from NNG also revealed that **20%** of abandoned product purchases are due to unclear or incomplete product information, which further result in:*

- Poor product experience. Inaccurate, incomplete, inconsistent and outdated product information causing confusion and frustration that lead to a non-purchase*
- Product return. Misinformation resulting in returns, profit loss and unhappy customers*

These outcomes not only affect your overall conversion rate, but as well as your relationship with your existing customers and reputation with potential customers and repeat buyers.

Must have elements needed in your next product description

Rich product descriptions are those that call attention and engage consumers. Ensure you have appealing product descriptions with the following:

- On-point explanation of the product's purpose*
- Easy to read, jargon-free and informative sentences*
- Benefit-driven lines that overcome objections*
- Key feature highlights that answers frequently asked questions*
- Full disclosure of product origin, environmental impact, ingredients and other similar information, if applicable*

It is also a good idea to pair your product descriptions with rich media, responsive and 3D product images with spin/zoom capabilities and videos, as these are what your potential buyers will want to see when they view a product page.

However, that's just the tip of the iceberg. In the hyper competitive world of e-commerce, capturing audiences requires you to do the following:

Define your customer's persona

A product description should be created with a specific buyer persona in mind. This is, perhaps, the best way to ensure your efforts will lead to closed sale, as your messaging is targeted and based on the pain points and wishes of a particular segment.

One good example is how Death Wish Coffee developed their product based on a unique and untouched persona in the crowded coffee space: The ones who want overly strong coffee. Death Wish Coffee obliged by developing the World's Strongest Coffee and effectively created a brand new space in the coffee industry. They backed up their unique selling proposition with a product description that appeals to the senses of their target market.

THE WORLD'S STRONGEST COFFEE

Death Wish Coffee, the world's strongest coffee, is crafted with carefully selected, perfectly roasted coffee beans to produce a dark, bold, highly caffeinated coffee blend. Our coffee has double the strength of your average cup of coffee without being bitter or acidic. Be on the top of your game every day with the clarity and focus that comes with a strong cup of coffee.

FULL PRODUCT DESCRIPTION

- Death Wish Coffee is a dark roast coffee that's 100% organic and Fairtrade Certified.
- To get your day started
- 100% natural. We use no artificial additives or ingredients so you know exactly what's going into each cup of coffee – just strong, high-quality coffee beans
- Available in ground or whole bean so you can grind it for your preferred brewing method.

Available in the bag and start brewing

Emphasize the benefits of the product

Be descriptive but avoid jargon and practice brevity. Avoid wordy and vague copies that waste the readers' time. Get straight to the point and be as quick as possible. Take this sample from a sunglasses company:

Nothing but the best

- Made from custom cellulose acetate
- Custom-colored screws for durability
- Cut from a single sheet of acetate to maintain color purity
- Premium polarized lenses are made with CR-39 for maximum clarity and color; prescription sunglasses are made with polarized polycarbonate lenses. The most durable resistant prescription lens material on the market
- Offer 100% UV protection
- Anti-scratch coating included
- Frames are hand-painted for three days with a German wax compound before making their way to your eyes.

Describing a product using phrases like "akulon-coated screws" or "polarized polycarbonate lenses" sounds impressive but supporting those features by emphasizing the benefits would really beef up your copy and will immediately let your readers know that the sunglasses have lightweight lenses and durable frames.

Listing features are great to know, too, especially for techies and people who are looking to get more bang for the buck. However, a lot of consumers shop for products that they need, meaning they're looking for specific information and benefits.

Take this Sperry Shoes sample from Zappos:

74% True to size 81% Felt true to width 69% Moderate arch support

Item Information

SPERRY

- View the size chart
- Complete your look with a timeless classic like a Sperry Top-Sider® moc.
- Part of the Sperry Top-Sider Gold Cup line that is known for being crafted from the finest leathers and accented with handsome detail.
- Stain and water-resistant leather offers durability and lasting wear.
- Genuine handsewn tru-moc construction.
- 360° lacing system allows you to lace up these shoes to your preferred fit.
- 18K gold plated eyelets for added style.
- Genuine deerskin lining offers a great in-shoe feel.
- Full-length, triple-density footbed features memory foam for all-day comfort.
- EVA midsole provides exceptional comfort and flexibility.
- Non-marking rubber outsole with razor-cut Wave-Siping™ for the ultimate in wet and dry traction.
- Imported.
- Product measurements were taken using size 11, width M (D). Please note that measurements may vary by size.
- Weight of footwear is based on a single item, not a pair.
- Measurements:
 - Weight: 14 oz

Zappos not only described the materials and features of the product; they also included the benefit of each feature:

Item Information

- Stain and water-resistant leather offers durability and lasting wear.
- Genuine handsewn tru-moc construction.
- 360° lacing system allows you to lace up these shoes to your preferred fit.
- 18K gold plated eyelets for added style.
- Genuine deerskin lining offers a great in-shoe feel.
- Full-length, triple-density footbed features memory foam for all-day comfort.
- EVA midsole provides exceptional comfort and flexibility.
- Non-marking rubber outsole with razor-cut Wave-Siping™ for the ultimate in wet and dry traction.

Write in specifics, avoid hypes

When you don't have a copywriter to describe your product, you often end up with weird phrases like "excellent quality" or "grade A finish." As a result, your product description appears templated, not well thought through and not at all persuasive, prompting readers to scroll through the rest of the page and eventually move on to another site.

Observe how Asics did it:



The description doesn't directly mention the product was made using the best materials, but you get the impression that the shoes were made with quality materials.

Take note of these contrasts:

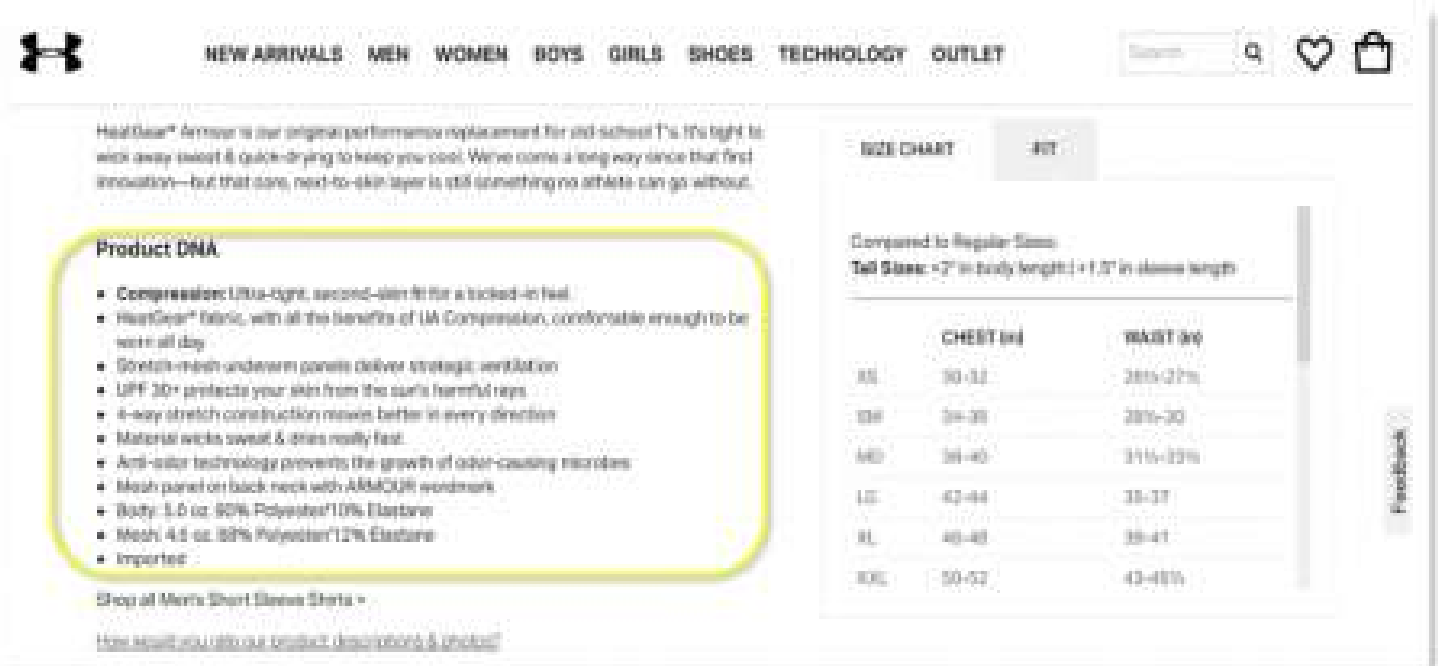
- "Fastest pizza delivery in town" vs. "We deliver your pizza in 20 minutes"
- "Cheapest cable subscription" vs. "Monthly subscription starts at \$2.00"
- "Serves exceptional food" vs. "A 3-star Michelin restaurant"

Customers trust specific language over vague descriptions. From the examples above, the first option makes you a skeptic while the second entices you — and enticement brings you a step closer to closing that sale.

Create easy-to-scan descriptions

A lot of online buyers just scroll and don't read through copy. Therefore, they want to see the most important details as soon as they land on a product page. So, use short and consistent bullet points to describe your product, just like with this Under Armour

compression shirt sample:



HeatGear® Armour is our original performance replacement for old-school T's. It's light to wear, wicks sweat & quick-drying to keep you cool. We've come a long way since that first innovation—but that core, next-to-skin layer is still something no athlete can go without.

Product DNA

- **Compression:** Ultra-tight, second-skin fit for a locked-in feel.
- HeatGear® fabric, with all the benefits of IA Compression, comfortable enough to be worn all day.
- Gore-tex-mesh underwear panels deliver strategic ventilation.
- UPF 30+ protects your skin from the sun's harmful rays.
- 4-way stretch construction moves better in every direction.
- Material wicks sweat & dries really fast.
- Anti-odor technology prevents the growth of odor-causing microbes.
- Mesh panel on back neck with ARMOUR wordmark.
- Body: 5.5 oz. 80% Polyester/10% Elastane
- Mesh: 4.5 oz. 80% Polyester/12% Elastane
- Imported

Shop all Men's Short Sleeve Shirts >

How would you rate our product descriptions & photos?

SIZE CHART - M

Compared to Regular Sizes
Tall Sizes: +2" in body length | +1.5" in sleeve length

	CHEST (in)	WAIST (in)
S	30-32	28½-31½
M	34-36	30½-33
L	38-40	33½-36
XL	42-44	37-39
XXL	46-48	40-42
XXXL	50-52	43-45½

Feedback

After looking at the product image, consumers tend to read the corresponding information to help them come up with a decision. Ensure they immediately find what makes the product worth buying. List the features and benefits in a bulleted format to make it easy for them to skim through and find what they need.

Bullet points are also ideal for products that don't need to be described, such as pencils.

Consider these Pre-sharpened Pencils from Amazon:



AmazonBasics Pre-sharpened Wood Cased #2 HB Pencils, 150 Pack
by AmazonBasics

★★★★☆ - 160 customer reviews
150 answered questions

Amazon's Choice for "pencil"

Price: **\$12.49**

Size: **150 Pack**

50 Pack \$4.99 | **150 Pack \$12.49**

- 150 wood case #2 HB pencils made from high-quality wood come pre-sharpened.
- Strong medium-soft lead produces long-lasting, smooth, readable strokes.
- Rounded hexagonal shape with satin-smooth finish for a secure, comfortable grip.
- Soft, smudge-free, latex-free eraser secured to the end for conveniently wiping away mistakes.

Compare with similar items

New (1) from \$12.49 Details

In reality, there's really not much to say about pencils. What matters is how the product is presented – from the quality of the image to the clarity and accuracy of the product description.

On the other hand, if the product description is necessarily long, bullets can also trick your customers into thinking they can easily scan the product description.

See another example from Amazon:

Echo Dot (3rd Gen) - Smart speaker with Alexa - Charcoal

by Amazon



44,553 customer reviews | 1000+ answered questions

Amazon's Choice

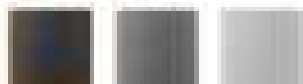
for "echo dot"

Price: ~~\$49.99~~

Buy 2 Echo Dots for \$49.99 with code DOT2PACK. Discount reflected at checkout. [Terms and conditions](#)

In Stock.

Color: Charcoal



Configuration: Echo Dot

Echo Dot

with TP-Link Smart Plug

- Our most popular smart speaker - Now with a fabric design and improved speaker for richer and louder sound.
- Voice control your music - Stream songs from Amazon Music, Apple Music, Spotify, Sirius XM, and others. You can also listen to audiobooks from Audible.
- Bigger, better sound - Pair with a second Echo Dot (3rd gen) for rich, stereo sound. Fill your home with music with compatible Echo devices in different rooms.
- Ready to help - Ask Alexa to play music, answer questions, read the news, check the weather, set alarms, control compatible smart home devices, and more. Echo Dot is designed around your privacy. You can press the microphone off button to disconnect the microphones.
- Connect with others - Call almost anyone hands-free. Instantly drop in on other rooms in your home or make an announcement to every room with a compatible Echo device.
- Use another speaker - Connect to your own speakers over Bluetooth or with a 3.5 mm audio cable.
- Alexa has skills - With tens of thousands of skills and counting, Alexa is always getting smarter and adding new skills like tracking fitness, playing games, and more.
- Voice control your smart home - Turn on lights, adjust thermostats, lock doors, and more with compatible connected devices.

Furthermore, bullet points can be used as decorative elements as they can make an ordinary page look friendlier.

Here's a good example of how bullet points can be used:

CANDYSHELL CLEAR IPHONE 6S & IPHONE 6 CASES

Two layers of completely clear military-grade protection in a single-piece iPhone 6 case.

\$34.95

QTY:

1



3.4

344 Reviews

[Write a Review](#)

SPECIAL OFFER

\$5 TWO-DAY SHIPPING

- ✓ Free Shipping and returns on U.S. Orders
- ✓ 1 Year Warranty
- ✓ 30-Day Unconditional Guarantee

COLOR: **RAINSTORM BLUE**

SEO-proof your product descriptions

[SEO is the driving force behind a successful e-commerce strategy](#). As potential buyers search for the product they need, you want your product to be what they see first. When creating product descriptions, use keywords that consumers regularly use to search. There are a lot of tools you can use to identify these frequently used keywords. Primarily, look for a tool that will analyze how a chosen keyword will perform in terms of impressions, cost per keyword and click-through rate. After you have chosen all your keywords, strategically put them in your product description. But do use your keywords sparingly to avoid keyword stuffing as you can get penalized for it.

Other places where you should ideally add keywords according to [Shopify](#):

- Page title
- Alt tags
- Meta descriptions

There are no hard-and-fast rules in writing product descriptions. You can kick traditional guidelines to the curb and still create awesome content that converts. It all depends on your brand, product and who you're selling to. Complement your strategy with a reliable [Product Information Management \(PIM\)](#) system that allows you to create compelling product descriptions, and you'll be sure to write rich and engaging product descriptions that convert.