Writing Good Product Descriptions For Your Shopify Store

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Learn to make your products stand out and convert more customers.

With almost 24 million e-commerce stores online, competition is fierce. Creating unique product names and writing great descriptions is essential to stand out, rank higher, and sell more. But how?

Product descriptions directly impact the success of your online store. More specifically, they can significantly affect these key areas:

- SEO and discovery on search engines.

- Product previews on social media and adverts.

- User experience and conversion rates.

Keep reading if you want to discover what homework you can't avoid, and what critical research you can't afford to leave out.

Find Out Who You're Up Against and Study Their Tactics

The best way to figure out where to start is to see how your competitors are doing it. Check what they write about their products, take note of the product titles and descriptions, their use of keywords, images, etc. Once you've got an idea of *what* they're doing, check *how* they're doing it. Use SEO research tools to run a keyword search and check which keywords your competitors' products rank for. Google your competitor and see if both their homepage and product pages come up, then check how their product pages look. This is the digital "shelf space" you'll be competing for.

Grab Attention and Keep It

Product descriptions, as we refer to them here, include product names. These two aspects should work hand in hand. The product name is the first thing your customer will see, so try and make it distinctive. Once you've caught your customer's attention, make sure there is in-depth information about your product to keep them interested. A good product page helps customers have a better understanding of your product, which will make them more likely to convert.

Most people will want to find the most important stuff as quickly as possible when they're searching for a product or browsing through your store. Your goal is to get the most valuable information to the customer first, then give them details after they've decided to dig deeper or compare the details of one product to another. So how can you strike the right balance? One excellent way is to use bullet points or other design features to create a hierarchy, which allows your product description to be thorough while making the most important things stand out.

Apply What You've Learned and Keep Learning

Writing good product descriptions is an ongoing process. They're not something you write once and then forget about. It's important to take time to improve the following aspects regularly:

- Your product's performance on search engines
- Your Google ranking
- Your adverts
- Your conversion rates on your store

To improve these aspects and keep ranking high on Google, try revisiting your competitors to see if they've made changes, or put yourself in your customers' shoes and think of

keywords they may use when searching for similar products. Once you have data from your

research, revitalize your product descriptions with new information, add new keywords, or

remove ones that aren't optimizing performance.

Implementing changes over time means customers will keep finding you in new ways,

and they will also eventually become familiar with every detail of your product, and a

knowledgeable customer is often a repeat customer.