

8 Elements of an Online Product Description

There are two goals of product descriptions online: to provide essential information about the product and to compel the customer to buy. And, you have to do it all in just a few words. Here are 8 things all effective product descriptions include:

1. Product image. The customer wants to see the product.
2. Product benefit. The customer wants to know how this product will change, impact or benefit their life. So, focus not just on what it does, but the benefit the customer will see. Include product information here like size, color, weight, manufacturer, etc.
3. Technical information (if pertinent). If your product is an add-on to another product or has technical specifications that are critical to the customer's ability to use the product, include those specifications.
4. How to use the product. Helping the customer envision how they would use the product puts them one step close to buying it...especially if ease of use is one of the product's selling points.
5. Product comparison. If you are selling similar products, a product comparison is essential to help the customer make a decision versus leaving your site to do more homework. They might never return. Make it easy for them to compare similar products.
6. Customer reviews. Reviews are very influential and give the product credibility. Providing testimonials and reviews from customers who bought and used the product is reassuring to a potential customer that this is a good buying decision.
7. Calls to Action. Don't be shy about placing an ORDER NOW! button on your product page. That is the goal right? Make it easy for them to see the price and ordering information and buy the product.
8. Shipping information. Again, the goal is to make the purchase easy for the customer. Include shipping options and any additional costs.

Your customer wants information and they want to see themselves using your product to improve their lives in some way. If you can accomplish that with your product descriptions, your customer will be compelled to buy. Don't be afraid to get creative either. Gather some inspiration by looking at product descriptions on other websites and pay close attention to those that make you want to buy.

For more information on Technical Writing services, contact Anietra@AnietraHamper.com