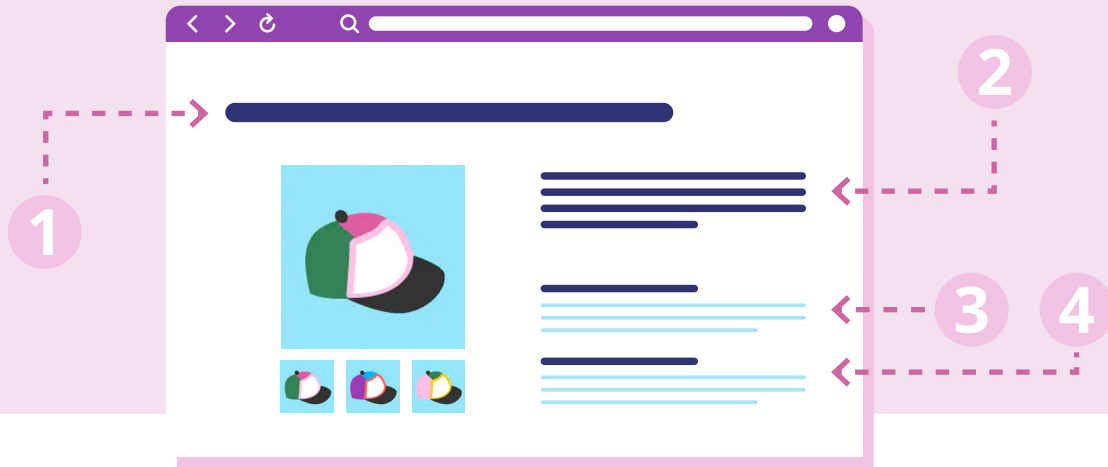


Writing Killer Product Descriptions:

A One-and-Done Template



1 Product Name

Your product name should include as many descriptive keywords as possible so that shoppers searching for relevant items will find this page.

Your product name:

3 Details

What are some specification or features that shoppers need to pay special attention to? Here are some common ones:

- Size/dimensions
- Care (e.g., is it dishwasher safe?)
- Materials/manufacturing process/ingredients
- How to use
- Key product features
- Technical specs (e.g., wattage)

* Note, keep your details manageable by using bullet points and different section headings whenever possible

Your product's details:

2 Product Description

This is where you reel shoppers in with vivid imagery and compelling language. Consider:

- Telling a story
how will this product solve shoppers' pain points or improve their lives?
- Noting any unique features
what differentiates this product from that of your competitors?
- Sharing the story behind the product
your inspiration, what problem you set to tackle, etc.
- Describing any awards, accolades, or reviews
e.g., is this your best-selling item?

Your product description:

4 Shipping & Returns

Rather than have shoppers dig around your website for your shipping policy, have it at a handy spot right here on the product page. This is especially helpful if you have different shipping policies for light/heavy, small/big, full-priced/sale/clearance items.

Your shipping & returns policy for this item: