

The
RETAIL
ACADEMY

BUSINESS BUILDER
WORKBOOK

**Product Descriptions
That Sell**



LETTER FROM SAL

Hey there,

Crafting product descriptions that sell can feel like an overwhelming task, especially when you have a to do list as long as your arm!

Do you take the easy option and just copy and paste your suppliers description?

Perhaps you just have products online with no description at all??!!

In this Workbook I'll provide you with not only a system for writing product descriptions (that convert to sales), but also help you create a template that you can then use to outsource this task to a staff member or a freelancer.

When you know how to craft a great, optimised product description you'll :

- get more traffic organically (for free)
- more people will purchase (convert)
- you'll have fewer returns
- your customers will be happier and more likely to come back again and again

I'm sure you want all those things, right?

BACKGROUND

NOT JUST ANOTHER STORE

When it comes to ecommerce, the way you connect with a customer, moving them through the purchasing funnel, is solely reliant on what you can convey in a one dimensional word.

Leading ecommerce site Custora, cites the example of online retail giant Overstock.com, who saw a MASSIVE 84% increase in organic traffic in just one month by using when they optimized their product descriptions on 10% of its top-converting pages.

In a world where pay-to-play marketing is the norm, being able to drive traffic ORGANICALLY to your store is an integral part of the marketing mix. First up, it's free, and who doesn't love free when it comes to marketing, but more importantly, it builds your strength as a **brand**, rather than "just another store". And becoming a brand, that customers love, connect with come back to and tell their friends about, is the holy grail for retailers.

EVEN IF YOU ONLY HAVE A PHYSICAL STORE, YOU SHOULD STILL WORK THROUGH THIS ACTION PLAN, SO YOUR STAFF ARE EDUCATED AND ARE PRESENTING A COHESIVE BRAND VOICE

TURN LOOKERS INTO BUYERS

Crafting product descriptions that sell, can seem like an overwhelming task. When you have a to do list as long as your arm, it can seem like an easy option to just copy and paste the manufactures description (or even worse, have no description at all).

But the fact is, once you work through this Action Plan, you'll have not only a system, but a template that you can then use to outsource this task to a staff member or a freelancer. And with an optimised product description costing just a few dollars, the return on investment will be recouped with just a single product sale.

I'm always one to say "done is better than perfect" and making sure your stock is available to sell is your primary objective, a very close second is making sure that customers expectations are met, so they can confidently purchase from you.



One of the highest overlooked opportunities that I see retailers make, is **scrimping on holiday or seasonal product descriptions.**

They think that, because the product will only be on the shelves for a few weeks, that putting the time in to crafting a product description is wasted time. However, it's actually the revers. Seasonal products are where you can make a lot of money, and are highly searched for, with people wanting them quickly. Let's take Christmas Crackers as an example. Each year, I 'theme' my Christmas tree, and I like my crackers to match. So last year when I was searching for navy and gold Christmas crackers, I couldn't find them ANYWHERE. I had to broaden my search to 'Christmas crackers', then sift through hundreds to sites to find what I wanted. I would have paid top dollar, to be able to search, click and purchase without wasting hours of my time.

*According to Salsify's 2017 "Cracking the Consumer Code" report, **87% of shoppers rate product content extremely or very important when deciding to buy, and 50% have returned an item they bought online because it didn't match the product description.***

Ugh, returns right?

We really don't want to be dealing with them if we don't have too. I mean, the paperwork, placating customers, moving old stock...in a perfect world, returns wouldn't happen, but in reality, being able to drastically educe the time, effort and money that's lost with a return, is more than enough of a motivator for me to craft great product descriptions. And that's before we even look at the stat **that 54% of people are less likely to return to buy from a retailer if they returned an item**

So in a nutshell, when you know how to craft a great, optimised product description you'll :

- ▶ get more traffic organically (ie for free)
- ▶ more people will purchase (ie convert)
- ▶ you'll have fewer returns
- ▶ your customers will be happier and more likely to come back again and again

So, let's get to it shall we?





ACTION 1

**GETTING TO KNOW YOUR
PRODUCT RANGE LIKE
NEVER BEFORE**

The easiest place to start when writing a great product description is 3rd grade English. You remember how easy it was to write a story when you went through and covered off the who, what, when, where, why and how?

Well we're pretty much going to do exactly the same thing in order to write a great product story. But before you can start getting creative you need to know EXACTLY what you're writing about.

Most people think they know all there is to know about their product. Even worse they just take what the manufacturer says about it and rewrite their story. Using our Product Description Matrix I'm going to help you discover all kinds of things about your product you may not have even thought about.

This week we're going on a RESEARCH adventure!

1

I want you to go get your top ten selling items. Yes! I want you to go and take them off the shelf or out of your warehouse and sit them in front of you.

You are the eyes, ears, nose and fingers for your customer. You're going to need to touch, smell and feel the products on their behalf so they know exactly what they're looking at

2

Print off our Product Description Matrix for each of your items. You can download a copy from the Inner Circle Portal or make a copies of the one in this book.

On the next page you'll find a guide of what kind of information you may want to consider adding to each section of your template. These are some of the things I consider when writing product descriptions. I've left space for you to add your own ideas or leading questions.

3

Start filling in a Product Description Matrix for each product. **This only needs to be dot points or quick notes** - you don't need to add a whole essay they're just thought bombs! In the next section you're going to take those points and start thinking about how you can craft them into a story.

If you need a bit of guidance, I've popped a completed Product Description Template for a sample product in this section too.

4

Stick with it. This task might seem a bit time consuming or pointless at first but I can assure you, once you've worked through this process a few times writing a great product description will become second nature. AND you've tackled the biggest hurdle to writing a great product description that will convert to SALES!

COMPLETING THE MATRIX

Brand & Product Description

The first thing people are going to see when they click on your product. Ensure the name best describes the item and in as much detail as you can in 5 or 6 words. Include both the brand and the name of the product plus a key descriptor (ie Bonds, Tightly White Undies - yellow). This is particularly useful if you have large numbers of similar product and don't wish to individualise each product description. If possible use a key word that customers will be looking for.

Key Words

Knowing what your customer is searching for is a primary consideration in writing a product description that will convert to sales.

I use a fantastic free resource called **Answer the Public** (you'll find the details below). Simply type in your product or brand and see what questions people are asking about that specific item.

Pick three or four key phrases from the 'who, what, when, how' sections and add them to this section of your template.

hint: if you get limited results, trying being broad with your search term. For example if I search "waterproof dog coats" I get one response. However when I search "dog coats" I get several useful responses with key words I can use in my description.

Description

This is where you tell the customer in words what a photograph can't. Never assume a customer knows what a particular fabric feels like or how a specific scent smells. You need to describe it to them.

Consider...

What colour is it? Is it on-trend? Is there another name for it (ie yellow = mustard)?

What material is it? Wood, ceramic, knit fabric, silk fabric, glass, nickle...?

How does it feel or smell?

Is it heavy or light? Silky or abrasive?

Is it warm or cool? Comfortable or supportive?

Benefits

This is where you're going to think about what makes this product better than another on the market. It's pretty much asking yourself "so what"? How will your product solve a problem or makes life more enjoyable for your customer.

Consider...

Is your product quick drying?

Can you use it for multiple purposes?

Is it ideal to take on holidays or for a particular occasion?

Is it an ideal size for your handbag?

Does it appeal to a certain kind of person (the man who has everything?!)?

Personal Experience

What is YOUR experience with the product? The biggest advantage you have over the customer is you've used the product. Tell them about it! This is your opportunity to tell your customers something other people can't.

Consider...

How long you've been using the item?

Why you use the product?

Does the size run big or small?

Is it better to use in one season over another?

Is it a go to or a staple in your house / office / family & why?

How you came to find out about it?

Do you use it for a specific purpose?

Why you stock it in your store?

What problem has the product solved for you?

What other customers say about the product?

Description

Here you're going to put the nitty gritty, technical stuff. If it's significant (ie a sizing guide or technical guide) you can just put a reference here to add that to your description.

Consider....

Where is your product made?

Does it contain particularly ingredients or fabrics?

Is it free of chemicals?

Does it offer an ecological advantage?

What sizes does your product come in (convert sizes if they are unfamiliar to your client)?

Does it require assembly? If so are the tools included?

Features or Technical Details

Here you're going to put the nitty gritty, technical stuff. If it's significant (ie a sizing guide or technical guide) you can just put a reference here to add that to your description.

Consider....

Where is your product made?

Does it contain particularly ingredients or fabrics?

Is it free of chemicals?

Does it offer an ecological advantage?

What sizes does your product come in (convert sizes if they are unfamiliar to your client)?

Does it require assembly? If so are the tools included? How long does it take?

Do you (or can you) offer an assembly service?

Other Products/Cross Sells

Unless you're using an e-commerce platform that automatically cross sells or enables your customer to view suggested products (if this is something you're keen to know more about be sure to chat to us!), using your product description to draw a customers attention to other products in your range is a golden opportunity to up sell and cross sell, without sounding pushy.

Consider...

Does this product come in more than one colour or style?

Is your product available in a travel size or an economy version?

Are refills or additional parts available?

Are bulk packs available?

Statistics/Awards/Celebrity

Customers love knowing they're keeping up with the Jones's. The quickest and easiest way of showing them how popular your product is is to give them some stats.

Consider...

Do a certain percentage of your customers come back to buy this product?

Can you pull statistics on how many customers rank this highly in their reviews?

Has your product won any awards?

Is it the most popular brand at the moment?

Has it been featured on TV or worn by a celebrity?

Is it your number one seller?

Links

Adding links to your make shopping in your store a richer experience and are an invaluable opportunity to send traffic to your site.

Consider...

Facebook live posts on your product

Blog posts relating to your product

Videos of your product in use

Manufacturers promotional videos

Timelapse of construction

'How to' videos

YOUR NOTES & IDEAS

PRODUCT DESCRIPTION MATRIX

Brand/Designer

Product Name

Key Words

Description

Benefits

Personal Experience

Features or
Technical Details

Other Products or
Cross Sells

Statistics / Awards /
Celebrity

Links



ACTION 2

PRODUCT DESCRIPTION STYLES

This week we're going to take that information and work out exactly what style of description will work best for your store, your products but most importantly your customers.

Once you've completed Action Item 1 you will have a much clearer idea of what kind of information you have to work with in order to best describe your product.

Now I want you to have a think about what kind of description your customer wants to see.

I see hundreds of examples of retailers who have invested the time and energy into creating detailed, funny or descriptive product pages. They've given lots of thought to the product they're selling but they've given little consideration to what the customer wants or needs to know, in order to make the all important conversation from "just looking" to "definitely buying".

Research tells us holding a product in our hands increases our desire to own it. If you're selling online clearly your customer can't hold the item in their hands - which means your job is to provide a crystal clear description of the product to increase the customers desire; let your customer know what it would be like to own that product.

Talk personally to your ideal buyer - both in what you say and how you're saying it....

Getting To Know You

I want you to take five minutes to write down a few bullet points about your target customers. The point of this step isn't to do a huge customer profile (though you can if you so desire) it's to keep a few key points front a centre of your mind to help you with the next few steps.

The kinds of things that you may like to consider are; the gender of your customer, their age, are they likely to have purchased this product before, do they appreciate humour, do they want to know how something looks or feels or how it works, what words do they use, what questions would they ask, how will they feel the deepest connection with the product (detailed dot points, an emotive story, a rousing description).....

Now you know what you're selling and who you're selling it to, it's time to work out HOW you're going to present that information.

If you've taken a trip around an online store recently, you'll know there are hundreds of creative ways to present your products. Which is great. But also overwhelming. It's easy to fall into the trap of sticking with the status quo because you're sure you could never reach the dizzying heights of all those professional copy writers....

But I'm going to tell you a secret. There are really only about FIVE styles of product description. I like to refer to them as the 5 S's!

Simple descriptions

Story telling

SIMPLE DESCRIPTIONS

Simple descriptions are a single paragraph of text (usually five or six sentences) that outline the benefits & features of your product. They can be funny or serious but they will always tell a customer how the product will make them feel and which problems or glitches it will solve.

Lots of retailers fall into the trap of thinking a simple description is the easiest. Not so. They might be short on text but those few words need to hit a lot of targets.

In just a few sentences you need to paint a picture of your product, cover all the technical information AND include any key words. There's no room for bland in a simple description.

Great for: lifestyle products that don't need to much technical coverage. Especially useful if you're wanting to use a humorous approach (keep in mind not every customer wants a comedy routine).

Rubbish for: products that require technical data or added detail. Customers who have questions they want (or need) answered.

In this example Method cleaning products have told me in one light hearted paragraph exactly what their product does, addressed potential concerns, given me their green and clean credentials, covered the technical info AND managed to slip in more than one or two key words - all the while managing to make a cleaning product sound sexy!

new glass + surface cleaner (waterfall)

streaks? no, thanks. shine? yes, please.

if you love method's waterfall fragrance in your hand wash, now you can enjoy it in your glass + surface cleaner too! if you're under the impression that in order to attain a gleaming, streak-free shine on your glass surfaces ammonia has to be involved, you're in for a real treat. there's a green, clean alternative. our new plant-based power green™ technology eliminates dirt, dust and pesky handprints—with no streaks or chemical stank. as we're fond of saying, there's a time and place for streaking. it just shouldn't involve your glass. powergreen™ technology is cutting-edge green chemistry that harnesses the strength of naturally derived, non-toxic ingredients to deliver a mighty cleaning punch. in our glass cleaner, a corn-based solvent eliminates dirt, dust and pesky handprints, so ammonia is but a distant memory.

help

\$5.99

select your scent

waterfall



STORY TELLING

Making your product description into a mini story can be a very emotive tool which can make your customer feel less like they're being sold to. This is a particularly useful if you have a lot of personal experience with the product or you're selling something that's subjective or difficult to describe.

Before writing your description consider asking yourself the following about your product;

Who is making the product or what makes it special?

Who or what motivated you to make or sell the product?

Did you need to overcome any obstacles?

What are your personal experiences with the product?

Story telling is a unique and clever way of putting the customer in the centre of the picture. A useful tool to start your story is to ask the reader to "imagine" owning, using or experiencing the product and then go on to tell them how they will feel if they do.

Great for: luxury products and experiences. Products that are uncommon or difficult to describe without personal experience.

Rubbish for: customers who want to speed read the technical details or credentials of a product.

Adabco Boutique Hotel, Adelaide
Style: City Chic



Set within a heritage-listed Venetian Gothic style building lies a unique 69 room boutique hotel. Décor is infused with a palette of warm golds and claret reds, creating a distinctly corporate tone. Leisure travellers aren't overlooked with guest kitchens perfect for preparing gourmet platters from the South Australian produce on offer at nearby Central Markets.

What we love:

- Complimentary continental breakfast included
- Independent boutique hotel
- Walk to business district, cafes & Central Markets

In the Know:

- Central Adelaide CBD location
- Guest communal kitchens on each floor are a functional feature



rates **det**

date
Sun 30/09/2018


description

CLICK & COLLECT

If you love a top that can take you from day to evening then I'm perfect for you! Dress me down for weekends and holidays with jeans skirts then dress me up for events with ball skirts and pants. My deluxe polyester satin crepe fabric is silky and soft to the touch and is exclusive to SACHA DRAKE. My wrap style has a tie underneath and press stud on my top layer to ensure I stay firmly in place on your body whilst my detachable tie belt adds waist definition and shape. My V-neckline is flattering for both larger and smaller busts and my longer waterfall front adds detail and length through the body.

Wear me to show off your shoulder and to show less tummy!

Recommended Body Shapes:



[CLICK HERE TO DISCOVER YOUR SHAPE](#)

\$10.00 flat rate Express Post shipping within Australia. Arrival within 3-5 working days. Free Express shipping on orders over \$300 within Australia.

ADDITIONAL INFORMATION +

FABRIC +

GARMENT CARE +

ONLINE DELIVERY & RETURNS +

CONTACT US +

Another example of great story telling is in this product description for Sacha Drake.

Written in the first person, this is a quirky way of giving customers lots of information about an item of clothing - it's certainly WAY more interesting than reading "satin crepe wrap blouse with detachable tie belt"!!

SHORT & SWEET

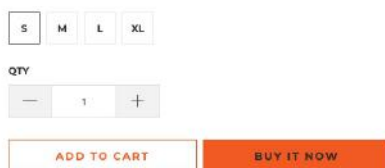
Give it to me in dot points baby....!! My husband swears this is the ONLY way he reads a product description. I used to think it was a man thing but more and more I'm loving the description / dot point combo.

Dot point descriptions can be as simple as three or four lines or as complicated as entire tech manuals (but seriously, don't put the *entire* tech manual in). You can make each dot point a mini story or you can simply give the meat and potatoes details. The choice is yours. But still be sure to ask yourself - what does my customer want to know. What can I tell them that others aren't.

Great for: products with a large number of technical specifications or specific attributes, products that have a high level of assumed understanding, customers that want quick to digest information, products that are often compared to other similar products.

Rubbish for: painting a picture of how a product feels, smells or tastes. In this example from Curvy.com.au the features AND benefits of their swim suit are given in easy to read bullet points (Feature - long sleeves. Benefits - offer great sun protection). The lay out is clear, easy to read and covers a load of key words.

In another example from Ground Effect (mountain bike clothing and equipment) the bullet point list outlines a significant number of features (in addition to a witty description AND a drop down list of technical details).

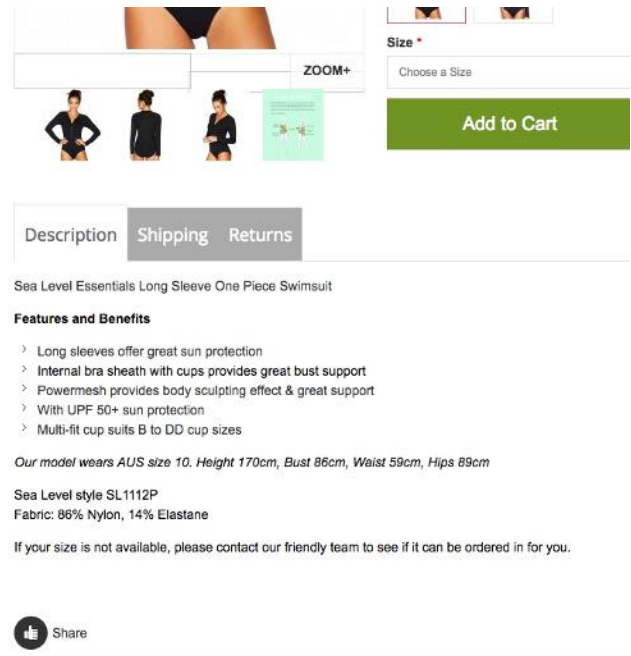


Middle-of-the-road luxury for backcountry warriors, tarmac heroes and retro-grouches. Odour resistant Heatwave™ Merino is cool enough to wear on all but the hottest summer days. Walk the line.

• Features

- Red Hot features the Ground Effect logo; Ink and Bowling Green are blank.
- Heatwave™ hi-performance bodywear combines a merino inner layer with a fast-drying polyester outer.
- Long front zip for venting.
- Raglan sleeves.
- Rear security pocket and twin elasticised angle-pockets.
- 'Backpack-Friendly' rear zip slider garage.
- WhaleTail™ covers your back.
- No-elastic hem.
- Sewn in emergency tube repair patch, because you can never be too well-prepared.
- Designed & made by us in Aotearoa | New Zealand.

- Tech
- Video
- FAQ
- Washing



This company knows their customers inside and out and they know they want all the details. And they're not afraid to give them!

Unlike the Curvy example above, they don't outline the benefits of the listed features.

As a specialised product there would be a certain amount of assumed knowledge that the customer knows what the benefits are.

Unless you are absolutely certain your customer knows exactly what a feature does (ask yourself "but why"), then you should try where ever possible to include the feature AND benefit.

SENSORY OVERLOAD

Some of my favourite product descriptions are for aromatic products.

Firstly because I love nice smelling things, secondly because I know how hard those copy writers have had to work to make their descriptions sound delicious not daft!!

If you stock products that entice the senses here's your opportunity to tell customers all about it. Use the manufactures description as a guide but add your own spin - how did it make you feel, what did it remind you of, what did they use to make the product taste, smell or feel so good. Do your customers a favour and get their senses excited!

Great for: products that appeal to the senses - food, perfumes, essential oils, candles, luxury fabrics, homewares.

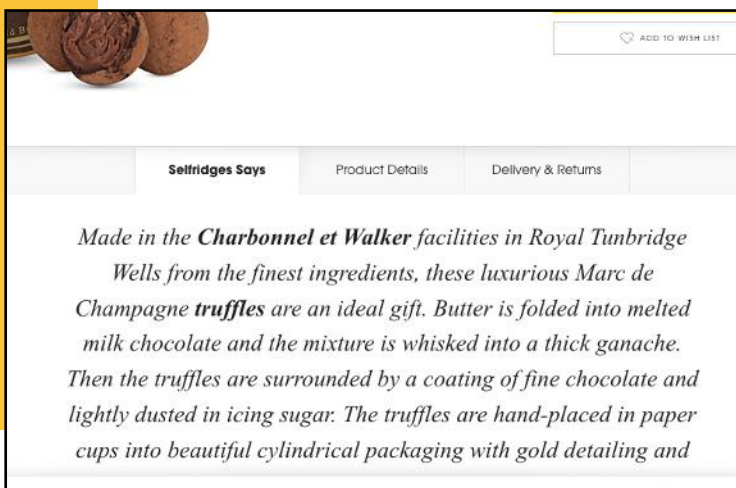
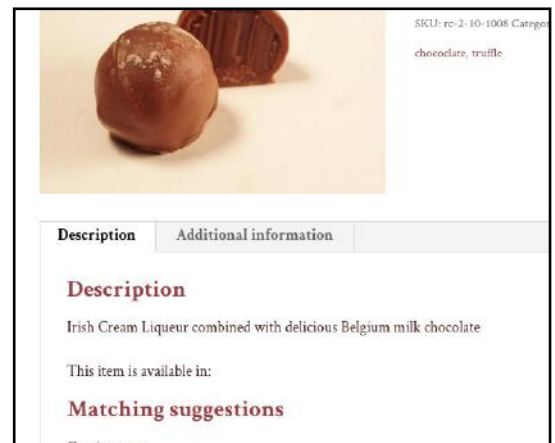
Rubbish for: customers or products that require a clear list of benefits and features.

Last week I had the best chocolate I've ever had in my life. Hand made in a little shop in the Adelaide Hills. It was seriously like heaven in a ball.... I went on line to see if I could order some more for a friend and this is the description I got....

"Irish cream combined with milk chocolate...." Hardly sounds like heaven does it....?

The only effort that has gone into this description is the word "delicious". Which in the absence of any other kind of description sounds trite and insincere.

Of course I set about trying to find an example of a chocolate description that would convince me of it's heavenly qualities.



Thank goodness for Selfridges!!

They had me at "finest ingredients"!

Granted it probably took ten minutes longer to write this product description than the one above, but imagine how many more sales this one would generate....

By simply outlining where the product was made, a brief outline of the ingredients and overview of what they look like; I can tell it's going to be "delicious" without them even mentioning the word!

SHOW IT TO ME

More and more I'm seeing product descriptions I like to call "show it to me".... A product description like this isn't for the faint hearted, particularly if you're relying on your product descriptions to generate search engine traffic, but they can be extremely effective in providing a large quantity of information about your product at a glance. And maybe that's just what your customer is looking for.

Usually in the form of infographics or videos they include some text but by and large outline the features and benefits of the product visually rather than in writing.

Overhauling your webstore to include this style of description for every product would be extremely time consuming but it may be something you'd consider doing for your best sellers or in addition to a standard written description.

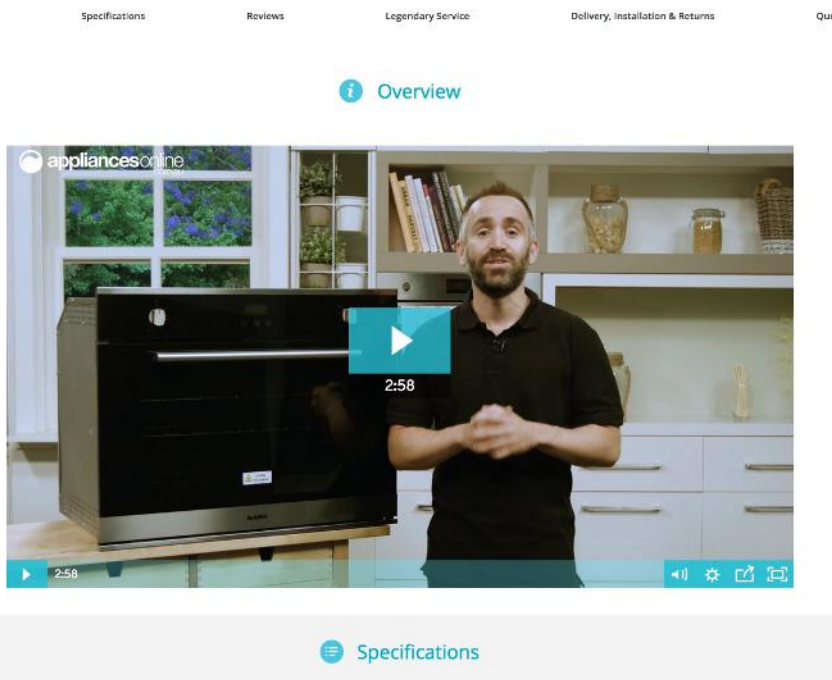
In week four we'll talk in depth about adding extras such as videos and reviews to your descriptions.

Great for: technical products

Rubbish for: eliciting an emotional connection to a product.



In this example below from Appliances Online an embedded video is the only way to get detailed information about the product in question.



Whilst the information in the video was very detailed (and effectively funnelled me into purchasing an installation package!) I would rather have seen this combined with a bullet list of the features and benefits of the oven, particularly as I was comparing it to other similar products.

WHICH STYLE IS FOR ME?

To help you decide which style(s) will form the foundation of your descriptions I'm going to get you to answer the following three questions.

Which style do you feel comfortable writing?

Unless you're outsourcing your copy writing to a professional, you need to feel confident writing your descriptions for them to sound genuine and appealing (remember stretching your comfort zone is not the same as constantly feeling out of your depth).

If writing long descriptive paragraphs doesn't come easily to you, you might want to consider some descriptive dot points instead. If you're known by your customers for your great stories - use them in your product descriptions. If it takes you three hours to create an infographic, you certainly don't want to be going down that road!

What is your style:

Which style enables you to describe your product in a way that is most enticing?

Remember right at the beginning we said your product description needs to take the place of your customer being able to hold your product in their hands. In my examples I've shown you how each different style of description has a unique ability to deliver different types of information.

Your Product Description Matrix will be a good starting point in helping you answer this question - what sections did you find you were able to provide the most information.

If you have a technical product you're not going to write a bit long sensory description about it. Conversely no customer is ever going to be interested in the technical specifications of a scented candle.

Which style is going to give you the best chances at describing your product in a way that has your customer say "I know exactly what this product does, feels like, sounds like....and I want it!"

What best suits your products:

Which style will appeal to your target customers?

When we look through the examples of great product descriptions in step 2, it's clear to see which retailers are putting their customer experience at the forefront of their minds when writing their product descriptions.

Are your customers going to be in a rush to process the information you're giving them? Will they be comparing your product with others on the market? What benefits will appeal to them?

Do you constantly get asked the same questions by customers - can you include this information in a bullet list or work it into a story? Do you regularly get feedback that customers found it difficult to understand how a product worked - which style would best tackle responding to this?

What appeals most to your customers:

specifications of a scented candle.

Which style is going to give you the best chances at describing your product in a way that has your customer say "I know exactly what this product does, feels like, sounds like....and I want it!"

What best suits your products:

ACTION

Having decided which product descriptions are for you, you will hopefully have one or two styles that stand out from the rest.

As the final task for this week I'd like you to grab one of your completed Product Description Matrices and have a go at writing a product description in each of the styles you've listed in task 3 for one product.

You may prefer to try and combine the two styles (ie a short description and a bullet list) rather than write several descriptions.

Remember you're having a personal conversation with your customer - tell them everything they're going to want - not just the technical aspects of your product!

In the next step we're going to look at finding your unique voice when writing a product description, so there's no expectation for your description to be anything more than a practice this week.

I'd love you to share your first go on the Inner Circle Facebook page if you're feeling brave!

*HINT: Do you do something a bit different to other retailers?
Make it a standard inclusion on all your product descriptions.*

BIOME INCLUDE A BULLET LIST OF HOW EACH OF THEIR PRODUCTS MAKE A DIFFERENCE TO THE ENVIRONMENT...
ALUXIA HOTELS INCLUDE A BULLET LIST OF WHAT THEY LOVE ABOUT EACH PROPERTY...
T2 HAVE AN INFOGRAPHIC THAT SHOWS HOW LONG EACH TEA NEEDS TO STEEP FOR



ACTION 3

CREATING CONNECTION

People connect with people. And when it comes to brands (aka your store), they connect with **how a brand makes them feel.**

You've likely heard people like Gary Vaynerchuck or Tony Robbins talking about how people don't buy products, they buy feelings. The foundation of connection, is getting your customer to feel something about your store, your brand, that they don't get when they shop elsewhere.

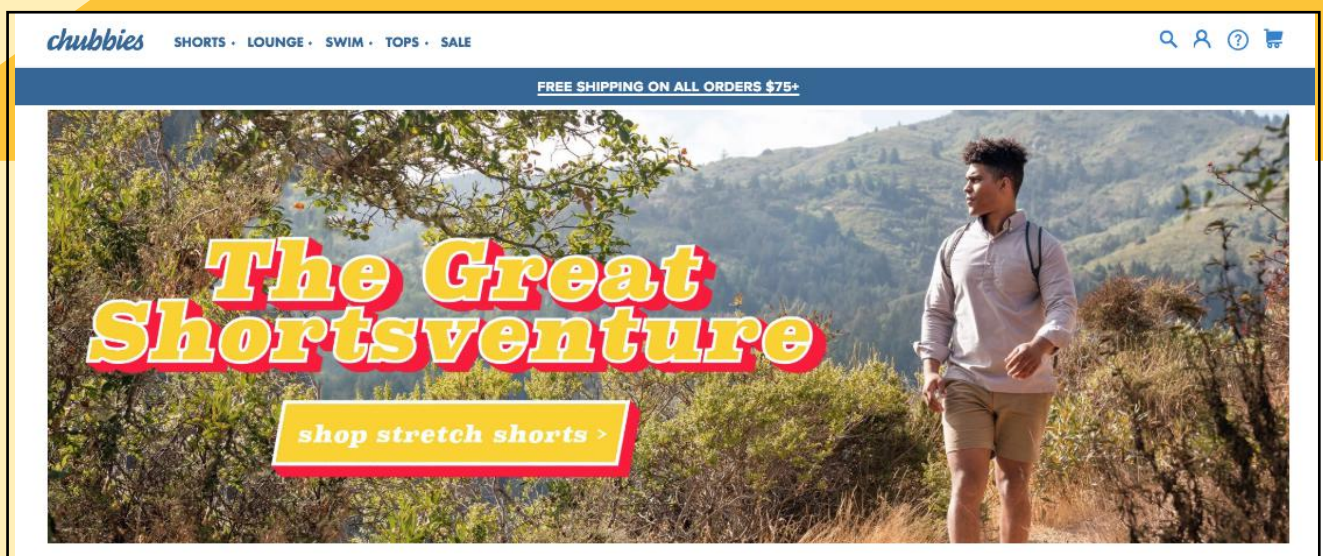
You've experienced this yourself....We buy with our heart first, then justify with our heads after.

And believe it or not, you're in the business of selling, feelings..

Your customer is going to trade money not only for your products, but for an intangible outcome that comes, with buying your product.

Consumers buy for two reasons only: to get the things they want and to avoid the things they don't want.

So you can see that 'finding your brand voice' is the first step in aligning with your customer, and evoking that feeling, connection and loyalty that moves them to become raving fans.



Here's one of my favourite examples: Chubbies - they sell shorts.

Specifically short-shorts.

For men (well, they have expanded into a bit of ladies stuff, but predominantly, they're one for the guys)

Could be pretty boring, right?

Shorts.

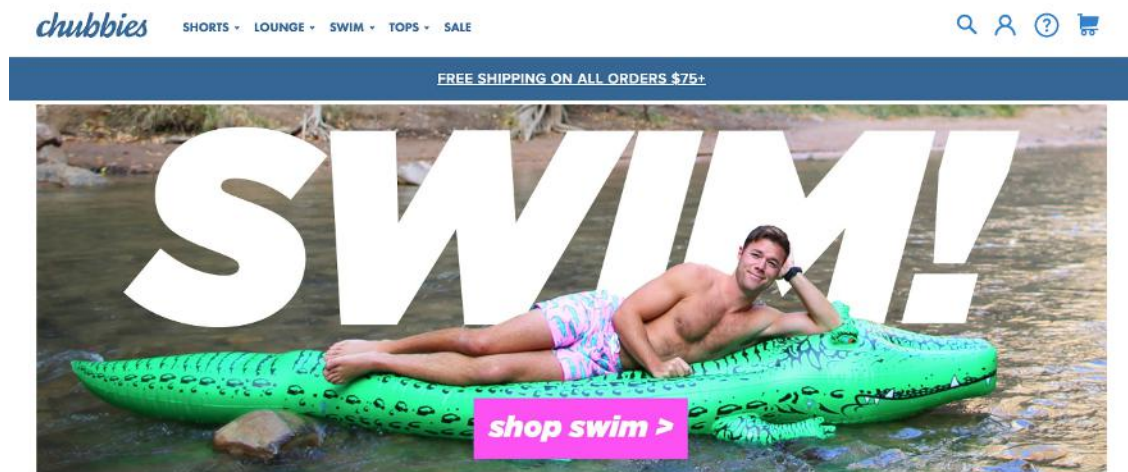
You wear them. You wash them, you wear them again.

BRAND VOICE

How exactly do you make one pair of shorts stand out from the eleven billion other pairs of shorts out there?

I mean, why would you buy **these** shorts online, when you could pop into your local department store and choose from very colour and style??

Well, that's where the power of a brand and connection comes in.



The Chubbies brand is “all about the weekend”.

The brand is fun, appealing to a specific market niche - the “fun guy”.

Welcome to Chubbies. Here is what we believe.

We believe in the weekend

We believe that "**short shorts**" is a redundancy

We believe in **swim trunks, swim shorts, bathing suits, swim suits** or whatever the heck else you wanna call 'em because we believe that if you've got a pair of those on, well, you must be doing something right

We believe in the right your quads have to a life of freedom and sunshine

We believe in **aloha shirts** (aka **Hawaiian shirts**)

We believe in comfort

We believe in our fathers - they led the way; we are but revolutionaries standing on the shoulders of amazingly mustachio'd giants in proper length shorts

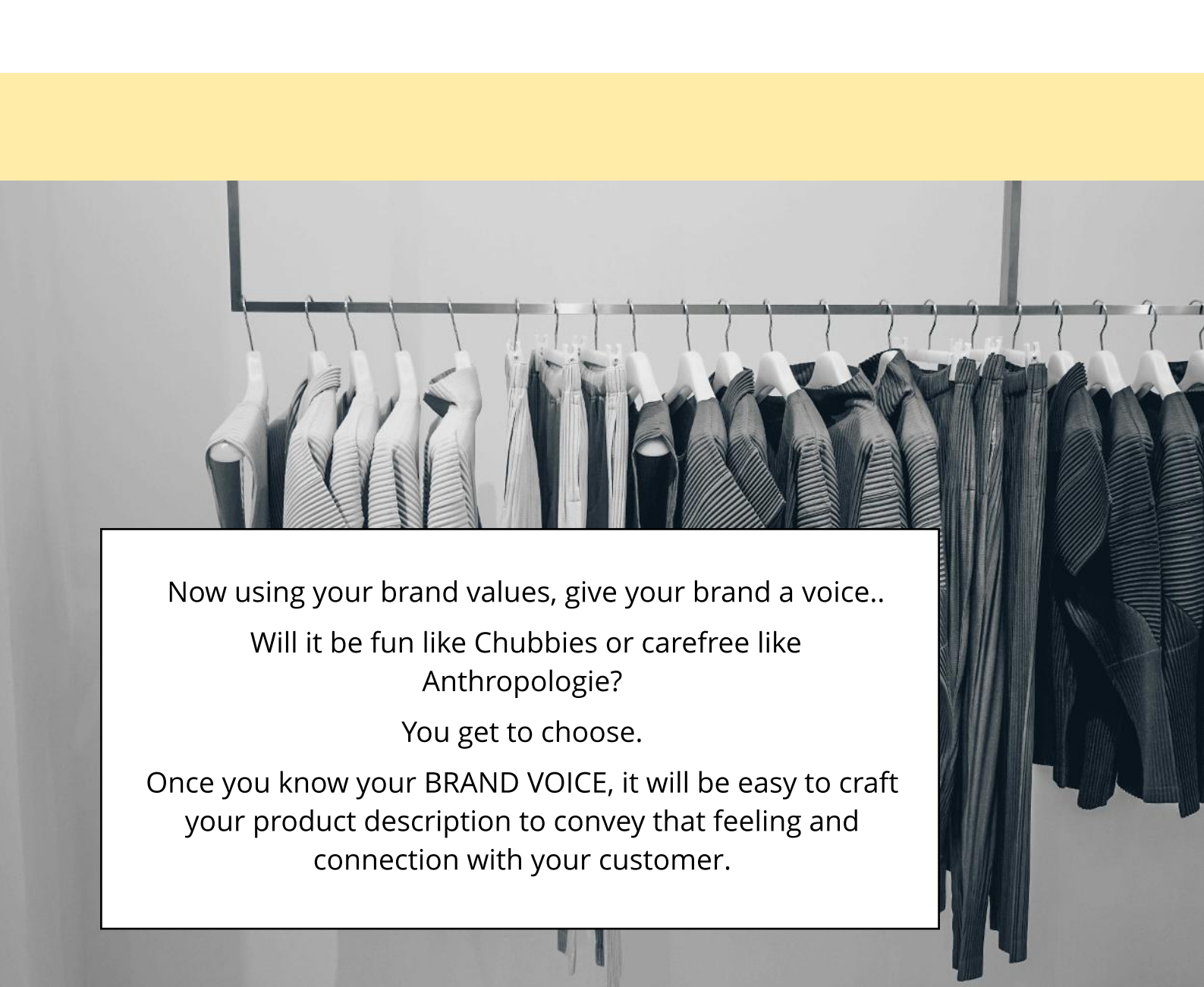
We believe in things with American flags on them, whether that's **shorts, swim trunks,** or the feathers of a bald eagle being ridden by George Washington

We believe **sweat shorts** are the greatest innovation in lounging since hammock cup holders were invented in the early 1780s

And we damn sure believe in Friday at Five

Onward to the Weekend >

-Team Chubbies



Now using your brand values, give your brand a voice..

Will it be fun like Chubbies or carefree like
Anthropologie?

You get to choose.

Once you know your BRAND VOICE, it will be easy to craft
your product description to convey that feeling and
connection with your customer.

BRAND VOICE

CREATING CONSISTENCY

There's a reason that Australian online retailer "The Iconic" is so popular. Sure, they offer free shipping and free returns, but their attention to detail and commitment to consistency is a key differentiator in the e-commerce world.

Now The Iconic are resellers. They sell other brand's products, but they've carved out a niche for themselves, that sees brands clamouring to be stocked.



A PICTURE SPEAKS MORE THAN WORDS

What the Iconic understands, is that the online customer wants 'distraction free' shopping.

Before a customer even gets to a product description, images are the first click through point. Images **MUST** grab a customer's attention and make them want to know more. Remember, in an e-commerce environment, the only differentiators are images/video and words.

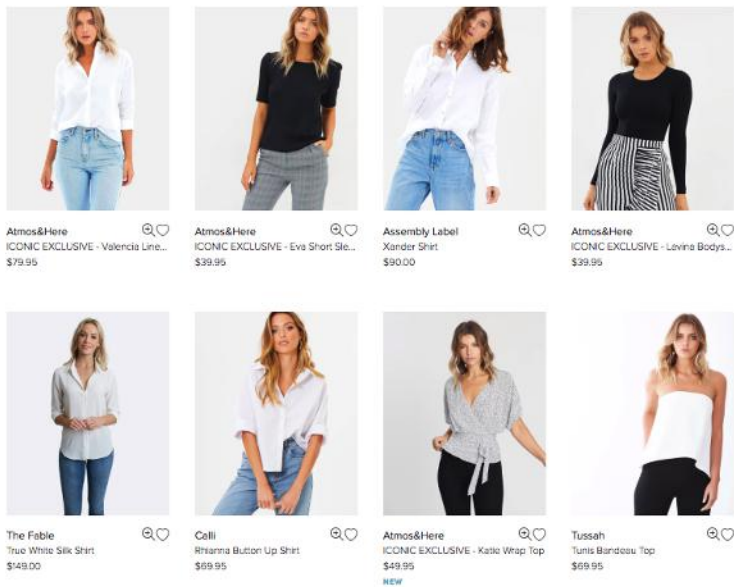


CLICKY & STICKY

You can see from the following examples, that by using cover images (the thumbnail that appears at the category level) that are as consistent as possible, it creates a 'sticky' environment, where your customer is happy to browse.

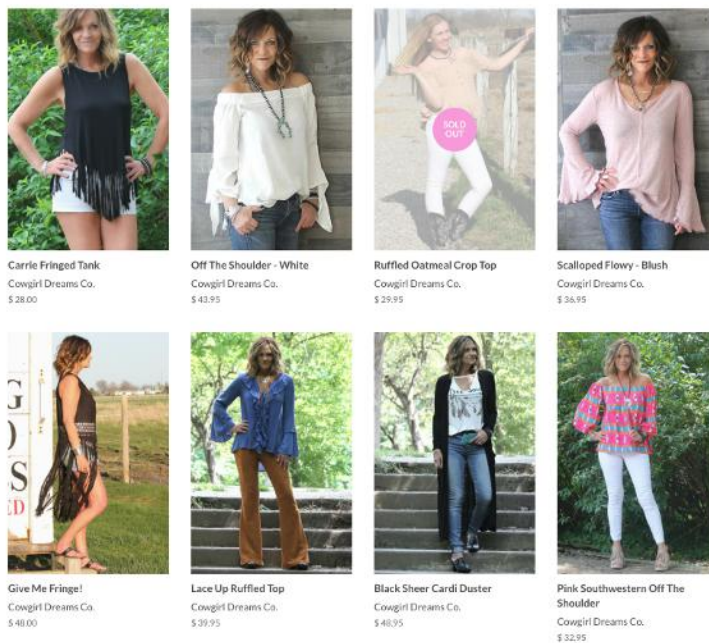


The Iconic



From image sizes through to the exact background colours required on product shots, the level that a brand has to go to, to include their range is extensive (the image guide for clothing alone is 37 pages!).

Cowgirl Dreams



Cowgirl Dreams does a great job to convey feeling (outdoors, boho). However, the varied backgrounds lack consistency, which means that for the customer, it's harder to 'compare' products and the act of scrolling through pages, seems more difficult than The Iconic website.

FONTS FOR THOUGHT

You probably haven't ever really given it much attention, but fonts are visual and they make up a huge portion of the product page.

So getting them wrong can be a recipe for clicking the back button.

Personally, serif fonts really drive me cray-cray. (they're the ones with little lines across the bottom, like **this**)

It's a purely subconscious thing, but they make me cringe!

Give me an Arial F over a **Palatino F** any day.

Given that a large portion of your page is filled with text, fonts can draw a customer in, or send them clicking away.

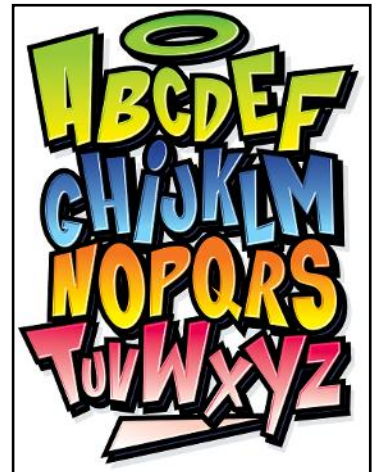
Fonts have an inherent 'feeling'.

Instantly, a customer will have made an assumption about the store you're 'in'. That impression (unprofessional, not trustworthy) could be enough to send your potential sale disappearing to a competitor.

When it comes to choosing your fonts, the experts tell us that two should be your maximum. Too many different fonts distract and confuse a customer and too many is any more than two.

Use one font for your headlines/product names, and another for body copy

hint - you can usually set fonts at a global level in your commerce platform settings.





ACTION 4

CONVERSION CRACKERS

By now you've fine tuned your product description, tweaked the layout and images.

Now it's time to take your product page up a level to a page that converts like crazy.

Online, your product page is all that you have between a customer purchasing...or not.

So giving them as much confidence in the product as possible and conquering those objections, is money in the bank.

Birdsnest.com.au, an Australian fashion retailer, is my go-to site for a great product page example.

Not only do they make it super easy to search by body shape or fashion style, once you land on a product page, they give you just about every piece of information you could need, in order to buy.

Now before we jump into these case studies, I just want to point out that you might not be able to do ALL of these things straight away. The Birdsnest site is highly customised.

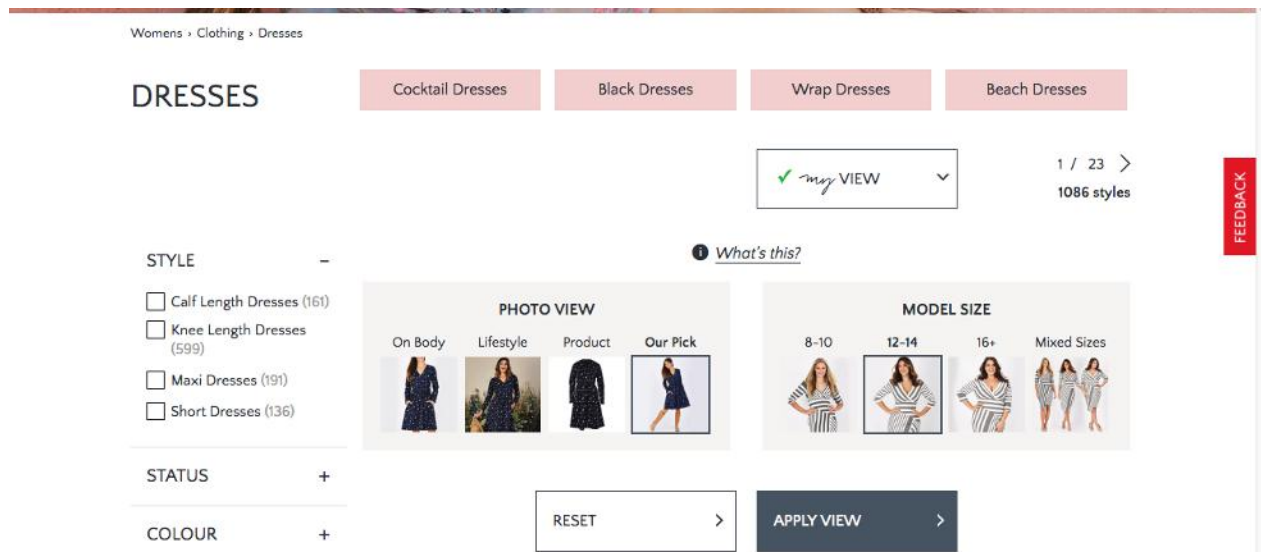
However, even implementing one or two of these next level tips, will most likely see higher conversions, which is why I suggest you start with your top 10 products.

Customers are already searching and clicking on those, so increasing conversion is an easy way to boost sales.

CASE STUDY: BIRDSNEST.COM.AU

Here's how Birdsnest do it:

Before a customer even gets to a product, they can choose HOW they want their distraction-free shopping experience to unfold with a thumbnail choice and a model size choice.



Birdsnest have been pretty savvy when it comes to segmenting their customers. When they arrive on site, customers can take a body and style shape quiz, which enables Birdsnest to personalise the email marketing campaigns delivered. to each customer #forthewin

PERSONALIZED EMAIL MESSAGES
IMPROVE CLICK-THROUGH RATES BY AN
AVERAGE OF 14% AND CONVERSIONS
BY 10%

WILL IT SUIT ME?

Taking the size quiz one step further, the "Will this suit me?" tab allows customers to use the curated style advice, to decide whether the product is likely right for them.

This "expert advice" reduces return rates, empowers the customer to make an informed purchase and also cements the brand as being the go-to when a customer wants to make a fuss-free, confident purchase.

Features Will this suit me? Sizing Delivery & returns

The Freesia Dress suits these body shapes:

Boobs Small Medium Big


Tummy Flat In between Round

Hips Straight In between Curvy

Also:

- Cover Up Arms
- Skim Your Waist

Suits these dress codes:



Suits these events:

At Beach

Suits these personalities:

Modern Lady of Leisure

Features Will this suit me? Sizing Delivery & returns

GARMENT MEASUREMENTS

Our styling birds have hand measured each garment for you in at least one size. Stretch garments are measured unstretched.

49cm

Choose a size:

Our busy birds aim to measure at least one size, usually a 12 or M. Generally speaking the difference between sizes is 5cm in width and 1cm in length.

- A Bust: 100cm
- B Waist: 94cm
- D Hip: 102cm
- E Length - shoulder to hem: 92cm
- J Sleeve Length - neck to hem: 49cm

SIZING

The interactive tab goes the little bit further in making online shopping easy and enjoyable.

No more cross referencing tables!

The dropdown box instantly shows you everything you need to know about your size

DELIVERY & RETURNS

You'd be surprised how many potential customers fail to see the banner that highlights free shipping or fail to click on the shipping link in the footer.

Having it front and centre on every product, coupled with a great returns policy, makes it easy for a customer to click "add to cart"

Features Will this suit me? Sizing Delivery & returns

Express Delivery - Free On Orders Over \$150 Australia Wide

We deliver our orders to you via the Australia Post express post network. If orders are received before 1pm EST on a business day we aim to have the order to you within 2 working days.

Delivery is free on all orders over \$150 Australia wide. When your order is less than \$150, we will express post your order for a flat rate of \$7.95.

For more details and international rates visit [Our Delivery Guarantee](#).

No Hassle Returns Policy - First Return Free

We pride ourselves on a no hassle returns policy. If it doesn't fit or suit - please return the item within 365 days for a full refund, credit or exchange. Our pre-paid return option within Australia is \$7.95 flat rate, and free the first time you use it. For more details visit [Our Returns Guarantee](#).

BIRDSNEST.COM.AU PRODUCT PAGE CASE STUDY

Excitement Generators

Video

Show the full range and gives tips on how to choose the right product

High Quality Cohesive Images

Brand and colour consistency

Size/Availability Matrix/Cross Sell to Other Colours

This at-a-glance matrix clearly shows the availability of stock levels. The different shades of red indicate stock levels without giving exact numbers. This can create a sense of urgency and prompt a customer to purchase when stock is low (great for conversions). Had the added bonus of cross-selling to other colours of the same dress

Official Stockist Badge

Builds trust and status

Recommendation Level

Don't stress that this has to be 100%, no product is ever going to be suitable for every person. Having a mix of positive and negative reviews, that clearly state WHY a product didn't work, is actually a great decision making tool for customers.

User Generated Reviews

Review are User Generated Content (UGC) which Google loves for organic ranking, plus they have the added bonus of having long-tail keywords on your page as customer speak in their own language which others are likely to search for

The screenshot shows the product page for the 'LULULIFE Freesia Dress'. The page includes a navigation bar with 'SHOP', 'STYLE ME', 'OUTFITS', 'DRESSES', 'RECOMMENDATIONS', and 'SALE'. The product image shows a woman wearing the dress. Below the image is a 'Features' section with a list of attributes: 'Round neck with tie', 'Kathlan style dress', 'Relaxed fit', 'Softly textured fabric with no stretch', 'Shoulder to hem approx 92 cm (Size M)', '100% cotton', 'Cold gentle hand wash', 'Designed in Australia', and 'Made in India'. A 'Features & returns' section highlights 'Will this suit me?', 'Styng Delivery & returns', and 'Free returns'. A 'Ratings and Reviews' section shows a 4.5-star average rating and a 'Was the review helpful?' poll. A 'Size/Availability Matrix' is visible, showing stock levels for different sizes and colors. A 'YOU MAY ALSO LIKE' section displays related products.

Brand Name In Title
Great because brand loyal customers will always search for this.

Payment Options
Allows you to re-target customers via email

Add to Wishlist
Allows customer to feel a sense of 'satisfaction' that they will be able to purchase soon

Back In Stock Reminder
Allows customer to feel a sense of 'satisfaction' that they will be able to purchase soon

Social Proof
Birdsnest have added to the description how it fits, when you'd wear it reiterates cross sell (sandals/flats) advice on how to accessorise product features country of manufacture has been off set with designer cross references the sizing guide tab

Features Tab
Birdsnest have added to the description how it fits, when you'd wear it reiterates cross sell (sandals/flats) advice on how to accessorise product features country of manufacture has been off set with designer cross references the sizing guide tab

Cross Sell to Other Categories
According to a study by Neilson Norman Group, had of online purchases occur within 28 minutes of the initial click, 75% occur within 24 hours, 90% by day 12 and the remainder more than 4 weeks after the initial click. Keeping customers onsite longer increases your chance of conversion

Sizing Slider
The slider allows customer to see, at a glance, how true to size a garment runs. This is essential to reduce return rate and ensuring that customers expectations are met (and exceeded) when their purchases arrive.

On-Page Recommendations/ Cross Sells
Cross sells are easily navigable and increase average order value

ADORE BEAUTY PRODUCT PAGE CASE STUDY

Excitement Generators
 Sign in | Register | My Account | My Cart | My Orders | My Wishlist | My Account | My Cart | My Orders | My Wishlist

Brand Name in Title
 Great because brand loyal customers will always search for this.

Official Stockist Badge
 Builds trust and authority

Payment Options

Back In Stock Reminder
 Allows customer to feel a sense of 'satisfaction' that they will be able to purchase soon

Add to Wishlist
 Allows you to retarget customers via email

Product Description
 Shipping costs are one of the highest reasons for cart abandonment so on page clarification

Reviews
 Review are User Generated Content (UGC) which Google loves for organic ranking, plus they have the added bonus of having long-tail keywords on your page as customer speak in their own language which others are likely to search for

On-Page Recommendations/ Cross Sells
 Cross sells are easily navigable and increase average order value

Newsletter Subscription Option & Social Follows
 Allows customer to connect with the brand easily

High Quality Cohesive Images
 Brand and colour consistency

Live Chat Feature
 Cuts through customer objections by allowing them to have questions answered instantly removing the barrier to purchase

Image Catalog
 Product in use shot

Image Catalog
 Before/After Image

Video
 Show the full range and gives tips on how to choose the right product

Related Searches
 Increases time on site, which is good for authority building and increases chance of visitor converting to a customer

Additional Trust Indicators

CHECKLIST

Get intimate (with your products)

- Ensure your point of sale system lists both the brand and the name of your product in the title (if it doesn't include both in the body of your description).
- Complete keyword research for your core range to ensure you are adding words and phrases your customers are looking for in your descriptions.
- Get to know key descriptors for your entire product range. Remember your description is the single sensory connection between your customer and the product you are selling.
- Make it personal. Use the product or find someone who has so you can share a personal experience with the product.
- Include features AND benefits in your description.

Get stylin'

- Get to know what your customer wants to know and how they best process information.
- Consider the best description style for;
 1. You (how do you write best)
 2. The type of products you sell (what do you want to tell people)
 3. Your customers
- Create a template of your preferred description style to make it quick and easy to add information and ensure consistency.

Get Connected

- Find your brand voice. What does your brand stand for? How do you want people to see your business and brand?
- Ensure you have GREAT images – be sure to check out our bonus resource to help you!
- Pay close attention to consistency: in your images, layout, text font and descriptions.

Get BUYERS, not lookers...!

- A sizing guide or outline (consider if you sell internationally and if sizing is the same)
- Delivery or shipping costs and information
- Returns policy and information
- Payment options
- Cross Sells / On Page Recommendations
- Image gallery
- Lifestyle images / products in use images
- Videos
- Product reviews
- Social Shares
- Newsletter signup
- Infographics

