

Writing a Product Description Worksheet with Template & Examples

Follow these steps to write an effective product description that drives sales by:

Qualifying

Your description will demonstrate to the customer that they're a perfect fit for your brand and product.

Persuading

You'll supply compelling reasons that the customer will benefit from purchasing.

Informing

Your writing will provide relevant and factual information that increases buyer confidence and decreases return rate.

Boosting

SEO practices will optimize search engine results to get your listing seen.

1. Your Objectives

Check off the metrics you want to improve by writing great product listings. Follow the corresponding guidelines as you go through the rest of the worksheet.

Decrease Return Rate

Focus on specificity, accuracy, and the amount of information provided.

Decrease Bounce Rate

Focus on tailoring tone and content to strongly appeal to your target customer.

Increase Store Traffic

Work on incorporating SEO practices throughout your product descriptions. See fitsmallbusiness.com/seo-for-ecommerce/ for detailed info.

Decrease Shopping Cart Abandonment

Aim to reduce friction at checkout by clarifying shipping, handling, delivery, and cost details in each product description.

Build a New Product Catalog

Strive to create a consistent workflow that helps you efficiently write descriptions for all of your products without sacrificing quality.

2. Your Target Customer

Gather the following information about your ideal customer. You can reference sales data, online communities, survey responses, and reviews—or make educated guesses. Note that some of the details listed may not be relevant to your specific product and audience.

DEMOGRAPHICS

Age range:	Typical gender:
Geographic location or housing situation:	Race or ethnicity:
Occupation or job role:	Income level or spending capability:
Education level:	Marital status or family composition:
Religion or spirituality:	Other important details:

INTERESTS/PRIORITIES

Personal hobbies and/or interests:
Things that motivate them: <i>(e.g., taking care of family, impressing superiors, maintaining their health, etc.)</i>

Pain points or things that frustrate them:

(e.g., skin problems, financial limitations, struggle to lose weight, lack of time, etc.)

Priorities in purchasing decisions:

(e.g., low cost, high value, high quality, brand loyalty, fast delivery, attentive customer service, etc.)

Potential concerns they may have about your brand, product, or store:

(e.g., slow delivery, high selling price, poor quality, superior competitors, etc.)

BEHAVIORS

Describe some of the customer's daily personal behaviors and/or activities:

Describe some of the customer's daily professional behaviors and/or activities:

How, where, and why would you talk to your target customer in person?

(i.e., networking at a business conference, blowing off steam at a craft beer bar, chatting to pass the time during your kids' playdate, etc.)

Describe the dynamics of this hypothetical conversation:

(e.g., professional, technical, casual, friendly, cheeky, sassy, instructive, assertive, humorous, vulnerable, encouraging, etc.)

Use the conversational dynamics listed above to craft the **tone** of your product description.

Tone is the “personality” of your store or brand as conveyed through your writing (and how it comes across to your target audience).

3. Product Attributes

Fill out the following information about your product, keeping your target customer profile in mind.

Product:

Example: Ergonomic mouse

Depiction:

(Describe your product’s appearance, feel, smell, taste, and/or sound in depth. Include details about using it and how it makes the user feel.)

FEATURE

BENEFIT

VALUE/IMPACT ON CUSTOMER

*Example:
Ergonomic design*

- *Comfort*
- *Accessibility*
- *Pain reduction*

- *Users with common joint conditions can handle the mouse comfortably*
- *Users with healthy wrists can prevent joint conditions caused by strain and overuse*
- *Extended periods of time can be spent on the computer without the wrist becoming tired or sore*

12,400 DPI optical laser sensor

- *High precision*
- *High responsiveness*
- *High speed*
- *Durability*

- *Provides an edge over the competition in online gaming*
- *Long product lifespan and good reliability*

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SEO Keywords:

(list the keywords your target customer may use when searching for your product.

See fitsmallbusiness.com/seo-for-ecommerce/ for detailed info.)

Example: Ergonomic mouse; Wireless ergonomic mouse; Best ergonomic mouse for gaming

How is your product different from competing items on the market?

What does your customer gain from purchasing your product? OR what problem does it solve?

SPECIFICATIONS

Dimensions:

Materials/Ingredients:

Color:

Usage instructions:

Other:

4. Product Description Template

Using your product attributes and the info from your customer profile, write a product description according to the format below. As you write, use the tone or personality you identified in step 2.

Product Title:

A clear and descriptive product name that incorporates your primary SEO keyword

Example: Rose Glow Face Gloss

Intro/Headline:

A brief lead-in of 1-2 sentences that includes SEO keywords. How would you summarize your product in a way that compels shoppers to buy?

Example: A multi-purpose face gloss that primes and hydrates all day. This rosy gloss illuminates skin for an ethereal glow—leaving your skin looking healthy, radiant, and refreshed.

Benefits:

A bulleted list or collection of headers with short explanations. Highlight your product's benefits in an at-a-glance format.

Example:

- *75% water-based gel formula is non-greasy and bouncy, imparting a smooth, refreshing feel*
- *Wears perfectly under makeup, on bare skin, or layered over your look as a shimmery finishing touch*
- *Part skincare and part makeup, it's infused with a vitamin complex, glycerin, and olive oil for that won't quit*
- *Universal shades are built with iridescent highlights that flatter any skin tone*
- *Micro-pearl pigments create a soft, natural radiance that lights up the skin*

Body:

A complete description in 1-3 paragraphs. Paint a picture of the product in use and provide relevant details to inform, persuade, and qualify the reader by demonstrating how it will improve their lives. You can tell a story about the product's origins, resolve customer pain points, provide usage examples—or all of the above.

Example: This shimmering gloss in four shades is flecked with pink and gold pigments to give eyelids, cheeks, and lips a glimmery sheen when worn alone or with makeup.

We've watched makeup artists backstage at top fashion shows for years as they use gloss on the eyelids to give them a seductive shine. But the gloss always melted and wore off not long after the models left the runway. This gloss is made for real life: it stays put and adds sensuous shimmer to the face.

Smooth this face gloss over your eyelids, cheeks, and lips—It works on clean skin or over makeup. Our proprietary vitamin complex and skin-loving ingredients provide glowing hydration for 24 hours to leave you runway ready all day long.

5. Add-ins

These additions can compel shoppers and drive sales. Fill out any of the following prompts that apply to your product and add them to your written description.

Urgency/Scarcity:

e.g., "Only 3 left in stock!" "Order in the next five minutes to score free shipping!"

"Yes" Questions:

e.g., "Does your cat's litter box make the room smell not-so-fresh?" "Are you dreaming of a seaside getaway?"

Sensory Language:

e.g., "Buttery soft" "Juicy, vibrant colors"

Credibility:

e.g., "Top-rated on Trustpilot" "BrandSpark Best New Product Award-winner"

Closing Call-to-Action:

e.g., "One click makes it yours" "Limited availability—buy now"

Notable Reviews:

6. Editing Checklist

Once you've written your product description, proofread your work and edit for the following qualities:

Spelling

Grammar

Punctuation

Scannability

Authenticity

Easy to Read

Optimized for Search Engines