

[creative words]

The ultimate guide to Product Description



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Introduction

Product descriptions are the means by which e-commerce companies **stand out from the competition** and ensure their visibility on the various search engines, which is why it is so important to create effective ones.

We have put together this guide to help you create product descriptions that sell for you.



Best practices for creating descriptions

Have you ever come across unclear, meaningless product descriptions that make you want to shut down your browser?

Here are our tips to avoid this happening to your potential customers.



Create unique descriptions

Search engines prefer **unique and original** descriptions. Descriptions copied from the manufacturer (or, worse still, from a competitor) are considered to be duplicate content and classified negatively by search engines.

Use key words

Include 1 to 3 **key words** in the text so that search engines can find your product. But don't overdo it with the key words: it's important for the text to flow naturally. Remember that descriptions are above all written for people.

Example of a bad description



Calvin Klein

Calvin Klein Luxury Fashion Uomo 83MKTC63K340933 Nero Maglione | Stagione Outlet

Prezzo: Prezzo IVA esclusa non disponibile
EUR 904,00 IVA inclusa
& Spedizione GRATUITA
Tutti i prezzi includono l'IVA.

Nota: Non beneficia della spedizione Amazon Prime.

Taglia: M [Guida alle taglie](#)

- 205W39NYC BY CALVIN KLEIN
 - 100% LANA
 - 100% Lana
 - Regular
 - Follow the instructions on the label
 - straight
 - MAGLIONE 205W39NYC BY CALVIN KLEIN, LANA 100%, colore NERO, Outlet, codice prodotto 83MKTC63K340933
- ▼ [Descrizione completa](#)



Adapt descriptions to your main audience

Use the terminology and style of your target audience.

Communicate directly and personally. Try to get to know your ideal customer, work out the most suitable tone and style to establish a strong connection.

For example, avoid using the latest slang employed by young people if your company makes luxury products for the over fifties.

Arouse their interest

Write product descriptions that appeal to your customers' senses, so they can imagine how it would feel to own your product. Use words like "imagine" and adjectives like "soft", "bright", "crunchy", "melodious", to stimulate your customers' senses.

Avoid bland, empty phrases

Everyone says they sell excellent quality product with the best value for money.

What makes your product different from the one sold by the competition? What is your unique selling proposition?

List the objective properties of your products, explaining which problems they solve and what benefits they offer your customers. Try to establish an emotional connection with them.

Why localize product descriptions?

To sell products online, it is essential to localize product descriptions properly.

A straightforward translation is not enough: measurements, sizes and a whole host of other elements need to be adapted to ensure a stress-free shopping experience.



Everyone prefers shopping in their own language

According to a study conducted by [Common Sense Advisory](#), 75% of respondents prefer to shop online in their own language. 60% said they didn't shop (or only rarely shopped) on websites in any language but their own. Would you buy a product without being fully aware of its features, or without knowing how to return it if it did not meet your expectations? Many opportunities could be lost by not translating and localizing your product descriptions.

Localization guarantees a smooth shopping experience

As well as making an excellent impression, showing that the customer is important to you, by localizing your e-commerce in the language of your customers you will guarantee them a smooth, effective and pleasant shopping experience.

Remember to use sizes and measurements correctly. Would you buy a pair of shoes without being sure they were a perfect fit? If you don't state the size in your customers' preferred system, they will be forced to leave your site to do research. Are you sure they will return to complete the purchase?

Localization minimizes returns and requests for after-sales support

Clear, detailed and truthful descriptions contain all the information required to make an **informed purchasing decision**, and will consequently reduce the number of returns and after-sales requests for support (or complaints!). Imagine opening the packaging of a product you have wanted for a long time and discovering that the fabric is not what you expected or that it's the wrong color. How would you feel? Would you buy from the same site again?

Localizing descriptions improves your position on search engines

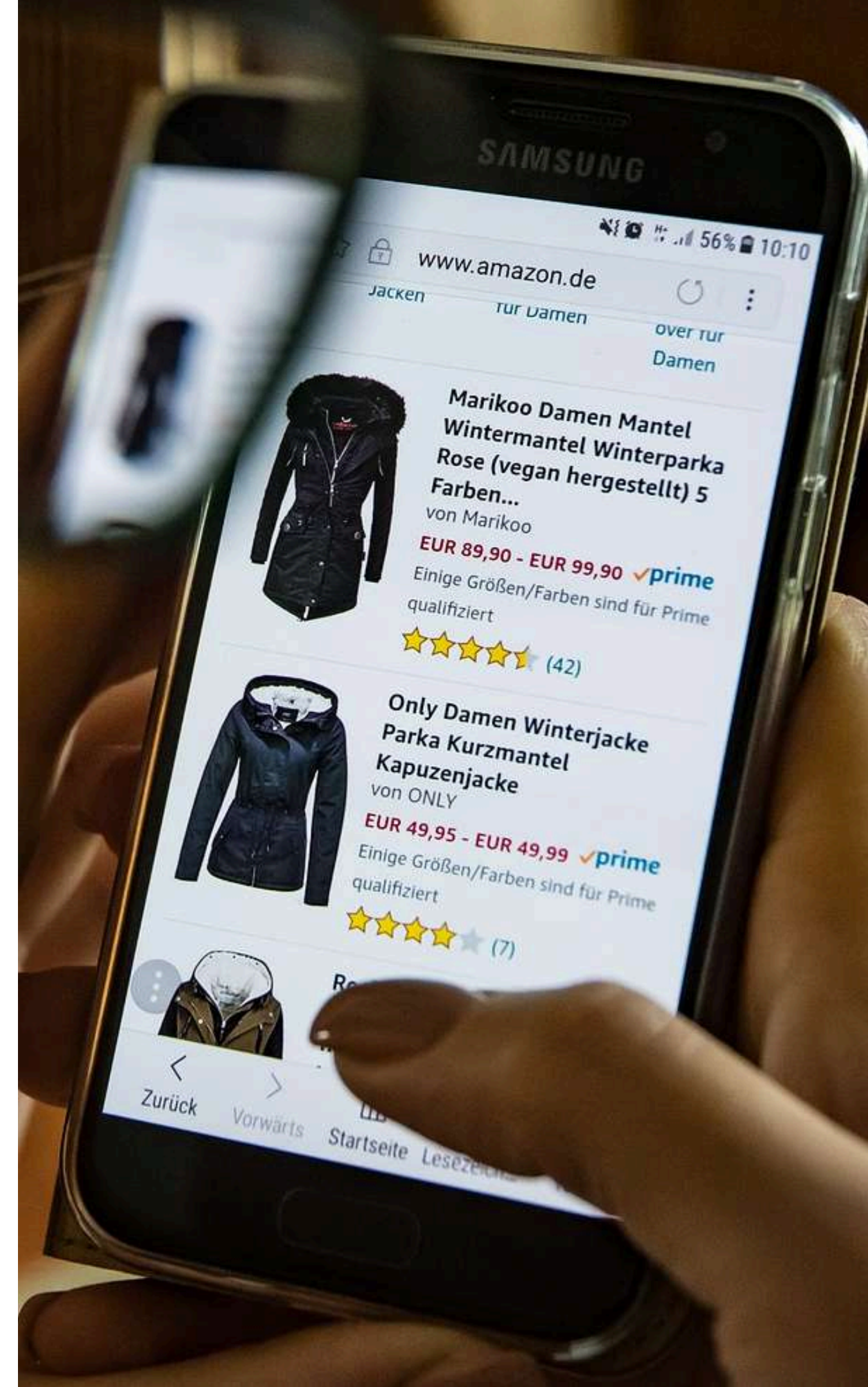
Most of us do searches on search engines in our own language. This is why it's important to localize your descriptions, including key words in the target language. You might need to do a little research, but it's an **investment with a guaranteed return**.

What lies in store for the future?

NATURAL LANGUAGE GENERATION

Natural Language Generation (NLG) is a technology that allows raw data to be transformed into finished descriptions.

It is an automated process used to create product descriptions that appear to be written by a human being. The data that go into producing automatic product descriptions may include name, price and features such as weight, size, color, and any other data a buyer may consider relevant.



Most companies currently rely on internal teams to write descriptions by hand. 4% assign copywriting to external teams, while 13% use a combination of both of these approaches.

Natural Language Generation offers a marked improvement to these options by turning product data into **easy-to-read and SEO-effective narratives.**

Natural Language Generation can make each product description unique and describe the product using the seller's preferred terms and style. As a result, it takes far less time to write descriptions than it would to do it manually. It is also far less expensive and has SEO benefits compared to using the manufacturer's descriptions.



Do you want to find out more about product descriptions, and how to make them work a treat for your online sales?

LET'S TALK!



Where Language meets Innovation

Contacts

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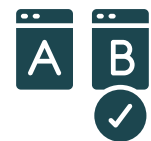
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