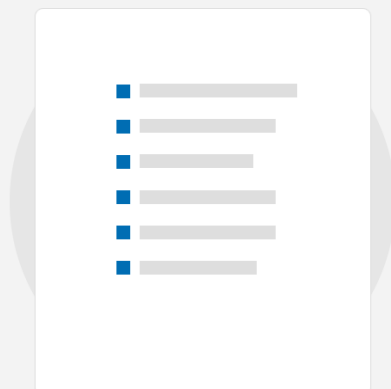


How to Write Captivating Shopify Product Descriptions that Increase Sales

Attracting potential buyers to your online store through SEO, ads, and social media is a big undertaking in itself. But getting shoppers to view your product is only half of the battle — you have to persuade them to buy it, too, and writing epic product descriptions is a big part of that.

Save these 7 tips to create or revamp copy that will sell your products for you.



- ☐ Use a powerful adjective to describe the product.
- ☐ Name the product using customer-friendly language.
- ☐ Tell a short story of how the exact target market uses the product.
- ☐ Make sure the product description is easy to scan.
- ☐ Use excellent photos that completely show the product.
- ☐ Use SEO-friendly keywords, language and tone that customers use.
- ☐ State benefits (first) and features using bullet points.