



Focal points for product descriptions

Many people buy things just because they like the look of them. But have you ever bought something just because you like the way they are described? Product descriptions are everywhere – on websites, in catalogues and brochures, on posters and postcards and on the labels of the products themselves. Combine them with effective images and you can really boost sales.

by Ming Wong

Just how do you write product descriptions?

It depends first and foremost on your target audience. If you sell a B2B industrial product, your writing will be aimed at industry buyers who already know the trade or technical language of the product. For household items, your words are aimed at the end users. In this case, focus on something about the product that's relevant to them. Is it the practicality or convenience? Is price a factor? Is sustainability a concern? Is it safe for the homeowners' children?

Look at the following factors common in product descriptions and see the relevant language:

Purposes/market segment

- It is designed for professional chefs in industrial/hotel kitchens.
- It is ideal/suitable for use in large shipping containers/warehouses ...

Colours and shapes

- Colours and shapes are a major focus for both buyers for retail stores and end consumers. They are a major part of design aesthetics.
- It can be boring to say red, blue, green, beige or metal. Rather, say: 'This globe-shaped teapot keeps beverages warm for up to two hours and comes in magenta, turquoise, emerald, champagne matt and polished stainless steel.'

Structure/components

- The product consists of/is made up of/ comprises four detachable parts ...
- It combines the functions of ...
- It is available as a set of ...

Industry awards/ratings

- In 2022 the prestigious Red Dot Award was given to the Blackout Lamp by Teint Technologies.

Vokabeltraining

convenience
Bequemlichkeit

globe-shaped
kugelförmig

detachable
abnehmbar

provenance
Herkunft

competitive-rates
wettbewerbsfähige
Preise

industry-wide
branchenweit



Sustainability credentials

- ABC Tableware proudly uses recycled water bottles as raw material. Certified safe by EFSA (European Food Safety Authority) our products are eco-friendly and practical. They come in beautiful monochromatic colours, are suitable for outdoor use and are dishwasher safe.

Functions/practicality/convenience

- The clever thing about our spice pod is that it can store two different spices separately within one mill. You can grind each without mixing the flavour with just one hand. The grinding size is adjustable and there's a wide mouth for refills. You'll wonder how you ever did without it!

Provenance/brand name/stories

- To celebrate the 275 years the company has been in business, Villeroy & Boch has created La Boule Paradiso, the new interpretation of a design icon.
- Our cuckoo clock is hand-made in our workshop in the heart of Germany's Black Forest. The consistency and fine craftsmanship can only be delivered by a family business like ours. After all, we've been making clocks for three generations.

Dimensions/sizes

- For instance, clothes sizes are small, medium, large and extra-large. For the last, retailers now use 'plus' size. When the cut fits almost everybody, we also say it's one size fits all.
- Where shoes and clothing are concerned, you can also use numbers: 36, 38, 40 ... These vary from country to country.

Pricing

- On an e-commerce platform, put the price next to the image of the item, e.g. €299.90.
- For industrial products, buyers know that prices can vary depending on when they order and how much they order. But you can use phrases such as 'competitive rates' and 'industry-wide best prices' to indicate that your prices are reasonable.

Getting your product descriptions right

We've mentioned several factors that can go into a product description. Most texts combine these elements. You can write a description yourself or hire specialist copywriters.

To write good product descriptions, you should:

Be brief. Don't overload the description. Imagine your customer is right in front of you and write conversationally. Have on hand a description you can scale up or down to fit whatever media space you have.

Win trust with specific technical details, especially for complex industrial or medical products. Use bullet points.

Show and not just tell. Pictures or videos can help to explain things. For highly complex items, provide 'interior' images of the machine or gadget.

