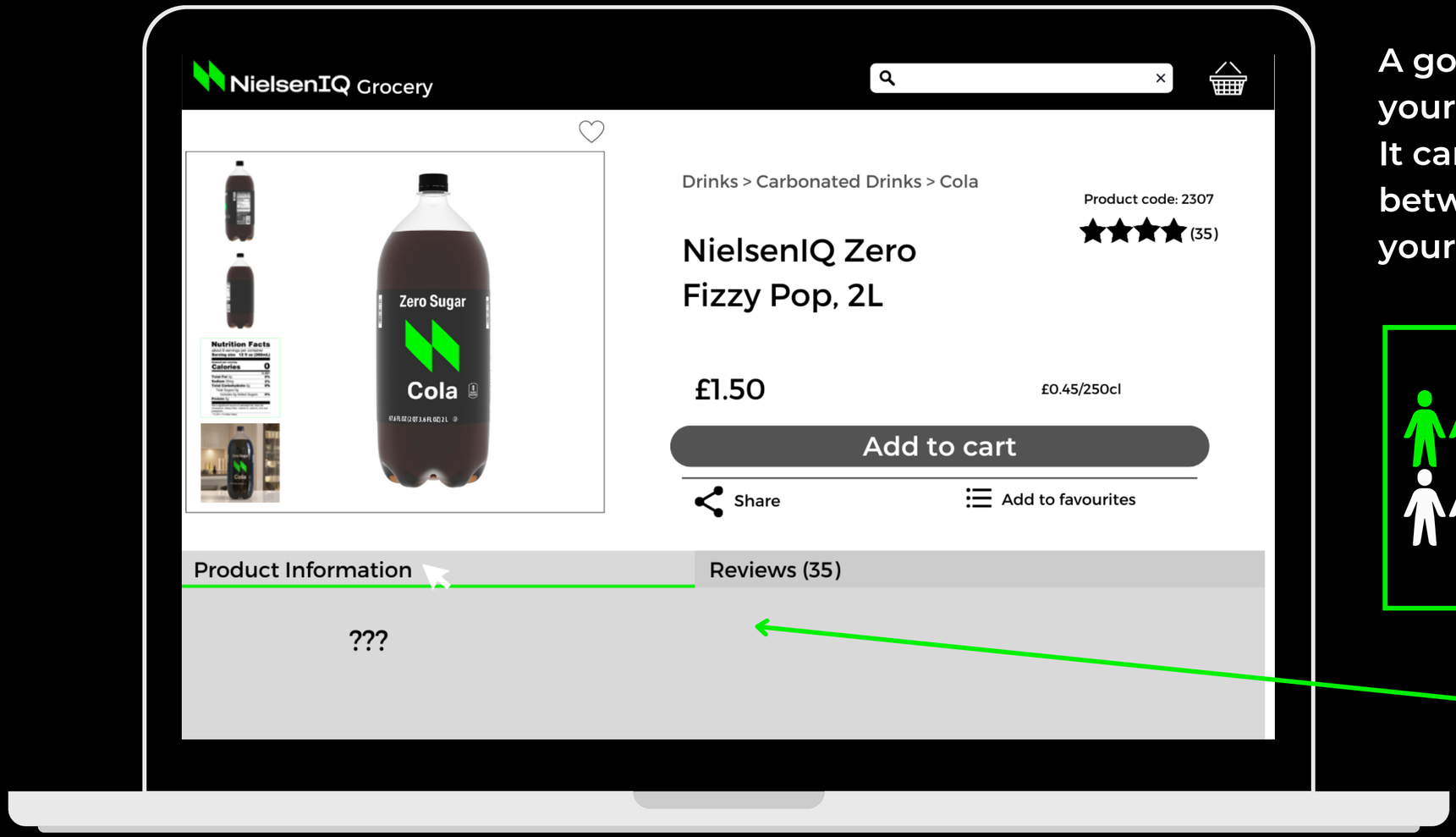
A guide to creating product descriptions that convert

NielsenIQ Brandbank

What is a product description and where do you start?

Your product description is one of the most important aspects of the product page when it comes to conversion. Nearly **90% of shoppers** rate product content extremely or very important when deciding to buy



A good product description reflects your brand and your target audience. It can really help bridge the gap between what your brand is and who your customers are.

50%

of shoppers have returned an item bought online due to inaccurate product descriptions

But, what information needs to live here and how do you know what to put?
Scroll to find out

What should you product description be?

If you want to increase sales and protect your brand reputation, a well-planned product description can make all the difference between a shopper purchasing with you or one of your competitors. Its job is to confirm that online searchers have found the product they were looking for.

For maximum impact this would be set out as a combination of written and media content on the product page.

Getting your product description right is crucial to the product page. Not just for customers but also for SEO to ensure you are competitive in search rankings. A good product description should give all relevant details, convince the buyer of its benefits, and pack an emotional punch.

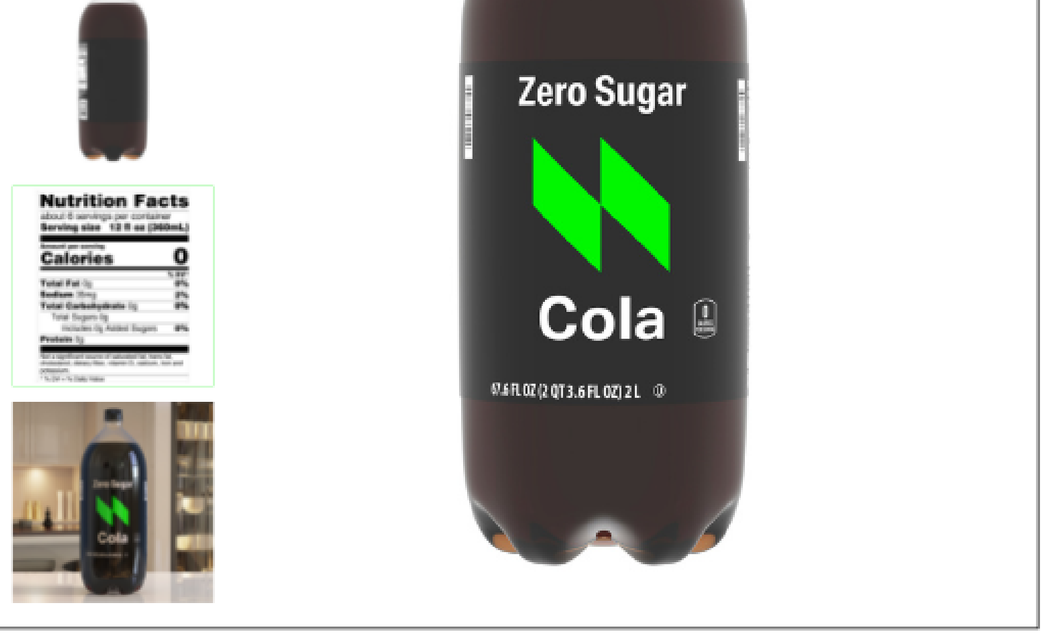
It should be:

- **Clear and concise** – stating the most important facts, important product details and facts.

- **Informative** - Customers need to learn about the product's basic features

- **Able to Solve Problems** – People purchase different items because they need it to solve a particular problem. You need to be able to address users' issues and explain how it solves the problem.

- **Easy to understand** – All product information should be well structured and easy to interpret. Interactive content is the most effective way to engage the customer even more and can convey much more additional product information and answer more of the customer's questions.



Fizzy Pop, 2L

£1.50

£0.45/250cl

Add to cart

Share

Add to favourites

Product Information

Reviews (35)

Product Description pages need to always answer the following questions:

1. **Who is the product for?**
   Your product copy needs to address what exactly the product is and who would need to purchase it.
   If the customer is looking for a specific product, this is the first thing that they want to know.

2. What are the main benefits of the product?

Any positive impact that the product has on a shopper interacting with it. What problem does your product solve and how does it solve it? This is the fundamental question that you need to answer for your customers.

3. How does someone use the product?

Aside from developing a relationship with your customer, it is essential that you communicate the information about the product. Basic details about the product, including prices, other available flavours, models, styles etc.

Providing details about how to use the product, other tips, warnings, considerations that may not have occurred to the customer as well as unexpected uses for a particular product, will all improve conversion

4. What is it made of?

The final detail is what might be considered metadata for your product. Providing information on the materials or ingredients that go into your product will help compensate for the inability of online shoppers to feel the products for themselves.

Information such as the ingredients, nutritional value, allergens contained, and other basic instructions such as how to care for it or its intended use, can help the customer visualize the product and provide greater context to search engines.

5. What’s the value of the product and how is it better than a competitor?

Why should they choose your product over a competing one. It's your opportunity to showcase why your product is special and what makes it stand out - Does it have any exclusive features? It could be the way it is constructed or the fact it contains ethically sourced materials, for example.

Put it all together:

NielsenIQ Grocery

Add to cart

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Product Information | Reviews (35)

Enjoy the great refreshing taste of NeilsenIQ Brandbank Zero Sparkling low calorie drink with organic plant extract and sweeteners

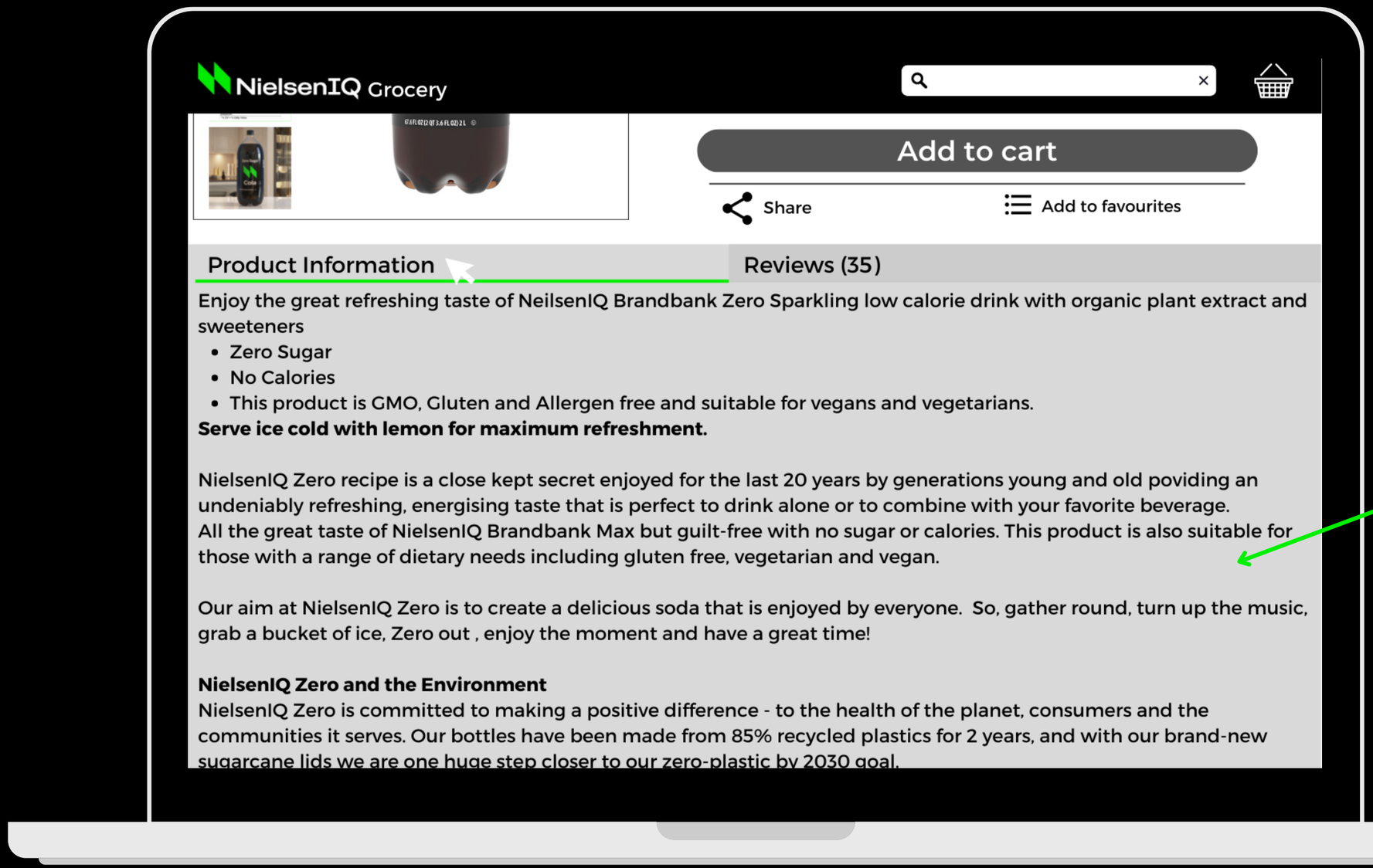
- Zero Sugar
- No Calories
- This product is GMO, Gluten and Allergen free and suitable for vegans and vegetarians.

Serve ice cold with lemon for maximum refreshment.

NielsenIQ Zero recipe is a close kept secret enjoyed for the last 20 years by generations young and old poviding an undeniably refreshing, energising taste that is perfect to drink alone or to combine with your favorite beverage.
All the great taste of NielsenIQ Brandbank Max but guilt-free with no sugar or calories. This product is also suitable for those with a range of dietary needs including gluten free, vegetarian and vegan.

Our aim at NielsenIQ Zero is to create a delicious soda that is enjoyed by everyone. So, gather round, turn up the music, grab a bucket of ice, Zero out , enjoy the moment and have a great time!

NielsenIQ Zero and the Environment
NielsenIQ Zero is committed to making a positive difference - to the health of the planet, consumers and the communities it serves. Our bottles have been made from 85% recycled plastics for 2 years, and with our brand-new sugarcane lids we are one huge step closer to our zero-plastic by 2030 goal.



Summary:

- Who is the product for?
- What are the main benefits of the product?
- How does someone use the product?
- What is it made of?
- What's the value of the product and how is it better than a competitor?

If you write quality product descriptions, you can increase conversion rates but up to 78%

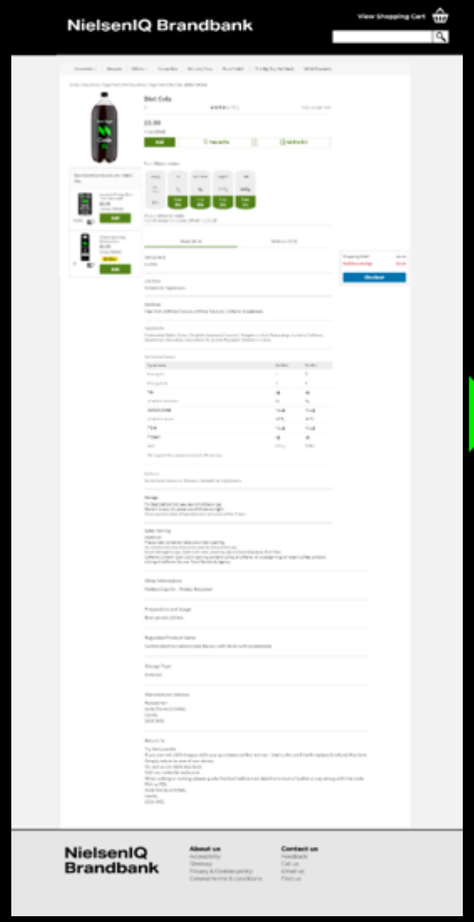
High converting, discoverable product descriptions should always include diverse media to convey key information

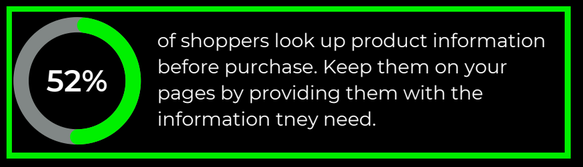
Give shoppers 5 x more important product and attribute information via the visual content tiles in our Connect + solution. Designed to embed a wide variety product content (quickly and easily) in all formats. A multifunctional layout which you can drag and drop to change at any time. Allows you to surface key information visually which is easier for the shopper to consume and creates a strong, consistent brand identity.

The average customer's attention span is more limited and more distracting than ever. Therefore, you need to pitch your product effectively and use diverse interactive content to convey all the information you need to inform a purchase.

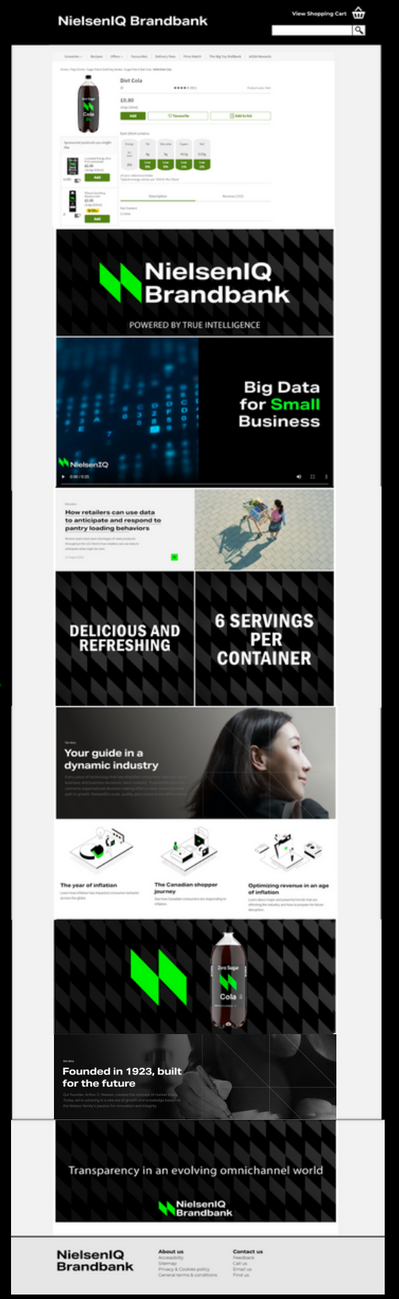
When we think about product descriptions, we think about texts. However, you shouldn't ignore other key product page elements such as videos ans GIF's as they are also extremely important to conversions and can convey much more information and drive brand awareness all in one place.

Traditional product description page





of shoppers look up product information before purchase. Keep them on your pages by providing them with the information tney need.



Updated and refreshed with Connect+

How to utilise visual content for your product descriptions with Connect+

Logo Banner for the product

Television promotional Ad (video)

Promotional Ad banner which can be used to feature a range of products and graphics

Infographic tiles to feature important product marketing information or to showcase important product attributes

Key product statement banner

Additional infographic tiles to feature important product elements import ant to your shopper

Graphic moving images to call out important product attributes to fully engage the customer. (This content will auto-play to catch the attention of the shopper)

Infographic tiles to feature important product elements stating facts about the benefits of the product

What are the benefits?

Product descriptions lead to an increase in conversions if done correctly because they can influence customers in many ways. A multi-media approach to your product pages can define a product much more effectively and cement your brand message and image with shoppers.

There are multiple benefits including:

Improved discoverability through SEO. A recent report revealed that the first five organic results account for almost 70% of all the clicks. If you use the right keywords across all your Product Description content, you can drastically improve your position in search engines. It will bring you more website visitors and ultimately more conversions.

Help shoppers create a mental image - The main advantage of bricks and mortar retail is the ability to showcase their products to the customers. eCommerce stores must describe products. The goal is to combine product descriptions with images and videos to make your products feel tangible and real. If you do it right, users are more likely to end up buying your items.

Good product description content - must contain accurate product-related information that confirms online searchers have found the product they were looking for. Don't leave any room for interpretation, customers get confused quickly so you ned to be precise.

Minimized bounce rates - The last thing you want is to successfully attract potential customers only to see them bounce after a few seconds. High bounce rates will jeopardise website reputation and ranking, which means you must craft content that glues readers to your pages.

Product Description pages can help you to stand out - They allow eCommerce stores to prove they are different and better than other companies in the same niche.

NielsenIQ Brandbank

Find out more at
NielsenIQ.com/Brandbank