

## How to write effective product titles and descriptions

It's important to remember when writing product titles and descriptions, that you are trying to attract the attention of browsing prospective customers. Customers are real people. They have feelings, wants and desires, and just like you, they will respond to certain emotional trigger words. Is there psychology behind successful selling? There most certainly is and it all starts with understanding the basic principles of successful selling and how it relates to psychology.

However, there are a few other factors that have to be considered also, and that includes keywords. Some keywords are not immediately obvious when it comes to product titles and descriptions, such as brand names. People will often search for a brand name followed by the product name. For example, "Lodge cast iron skillet". The quality of the description matters too, especially in terms of good grammar and punctuation, which helps build credibility.

Now, before we go into detail about how to write the perfect product title and description, it's going to be extremely useful to understand how successful selling strategies actually came about.

### The founding fathers of advertising and marketing

You have to go right back to the early 1900's when advertising and marketing, as we know it today, was in its infancy. One of the most influential marketers of the time was David Ogilvy, often referred to as the "Father of Advertising". Ogilvy was a pioneer of direct mail marketing and favored the use of postcards as a means for bringing events and products to the attention of the masses. He was also an advocate of A/B split testing in order to find the best way to improve conversions.

There have been several other highly influential marketers of the past, that have left their mark in time including Dale Carnegie, an expert in communication, and Claude Hopkins who deemed marketing, and specifically advertising, to be a scientific process. However, of all the founding fathers of advertising and marketing we have to thank Elias St. Elmo Lewis, who is credited as being the creator of the AIDA principle.

### The timeless marketing principle that always works

The AIDA principle is just as important today as it was almost a hundred years ago. It has stood the test of time and has become a benchmark for advertisers, online and offline marketers, and copywriters, ever since its inception. AIDA is an acronym and stands for: **A**ttend, **I**nterest, **D**esire and **A**ction. Lewis formulated the slogan, "Attract attention, maintain Interest, create Desire and get Action. This principle can be successfully applied to all forms of advertising including sales letters, email marketing, web page content, PPC and Social Media ads, and of course product descriptions.

Wherever and whenever a product and even a service is being promoted, the AIDA principle can make the difference between success and failure. Even when split testing, the same principle is still used on both aspects of the test. Only the tone or the style of the offer will be different in some way. AIDA is a given formula, a tried and thoroughly tested strategy that works. It should be applied wherever possible.

Now, let's look at the AIDA formula in more detail and see how it might be applied to ads, titles and product descriptions.

### **What is the AIDA formula?**

**A = Attract.** This refers to attracting the attention of the prospect, whether that's a customer, client, a buyer, a shopper, a lead or whatever label you want to use that best describes the person whose attention you want to attract. The best way to attract a person's attention is with a headline, a subject line or a product title. This is the first line of text that the prospect will see and hopefully read. Its prime objective is to get noticed. Very often it will consist of a statement or ask a question. A question needs an answer and so this is how it can lead the prospect to read the rest of the copy.

With a sales letter and an email subject line however, there is plenty of scope for a killer headline but with product descriptions there are some character limitations, it is therefore always a good idea to focus on including a main keyword. We'll look at keywords in more detail later. So, the headline has to stop the reader in their tracks and make them want to read the rest of the ad, which is the body copy or description, and that's where the next part of the formula takes over.

### **Keeping the prospect interested...**

**I = Interest.** This is this part of the copy that has to work hard at keeping the reader interested by expanding on the promise or statement that was made in the subject line. Getting your prospect interested in your offer or your product is key to drawing them in by educating them about the benefits of the offer. Every sales person should know that it is "benefits" that sell products and services above all else. A benefit is what the prospect will receive from buying and using the product. It is the end result. That is what the prospect is really buying and it's the burning question they all have, without exception, before making a buying decision.

The more expensive the product, the more interest you will have to create in order to justify the sale. For example, a simple product like a pair of socks might not take the prospect very long in deciding whether to buy or not. However, momentarily they might imagine how the socks will look on them and how they might feel. This is where you can vastly increase your chances of selling the socks by telling the prospect how they will look and feel. It's a way of reassuring them that this is going to be a good buying decision.

### **Benefits and features...**

Now, let's look at a different scenario. Let's say the product is a brand new car. In this case the buying decision is going to take much longer. That's because the product is so much more expensive and the prospect will need convincing that this is going to a good buying decision based on numerous advantages, benefits and features. To keep the Interest going the prospect will want to know more about the features. Features might include leather seats, power assisted steering, electric windows, air conditioning and satellite navigation.

Most expensive products are packed with features but much less expensive products may have only one or two. However, features are only used as a back-up to create and maintain interest. When writing product descriptions, always list the benefits first

and then back-up with features. How much you have to explain the detail of features depends once again on the total value or ticket price of the product.

### **Creating desire...**

**D = Desire.** Now we're really getting into the emotions of the prospect and this is the most powerful tool any sales person will have at their disposal. Virtually every buying decision is an emotional one unless it involves buying a necessity like food, heating, security or clothing. The best way to get the emotions going is to play on the benefits and features by getting your prospect to visualize the benefits. For example, the benefits of driving the beautiful brand new car. They need to be able to see themselves driving it up their street and parking it on their driveway.

Tell them to smell the leather seats and the fresh interior. Ask them to imagine holding the steering wheel and feeling the acceleration of its powerful 241 bhp engine. Ask them to experience the thrill of driving on the freeway in cruise control. Lay it on thick and get them drooling over this car. What we are doing is creating visions and feelings. We are stirring the emotions of the prospect. We are creating a desire to want to own this car and act out their dreams, their fantasies. Copywriters call this, creating "wanton lust". It works and is responsible for selling billions of dollars' worth of products all around the world.

### **When it's time for action...**

**A = Action.** There comes a point when, towards the end of the product description, you will want your prospect to take positive action towards making a purchase. Most often this will be a case of just writing something like "Buy Now" or "click below". It's important that you do tell the prospect what they have to do next. It's simply a matter of leading them to the final part of the sales process. If the title and description have done their part then this should be a straight-forward procedure. However, you can increase your chance of making the sale by adding a few choice words.

This is where certain "trigger words" come into play. To help your prospect make a buying decision you can add a short sentence like, "Last few remaining" or "While stocks last" or "Limited offer". The scarcity factor can help the prospect decide quickly because there is a suggestion that they could miss out if they don't. It's always a good idea to make each product description sound like it's a special offer, which will prompt the prospect to take action when they get to the end of reading the description.

### **Why people buy...**

Try to use the AIDA formula whenever you can with all types of products. Now, it's also important to remember why people buy. People buy because they want to, not because they have to. Many people will begrudge paying their bills but not think twice about buying a new outfit. Most people will buy nice things for themselves, and gifts for others, because they want to and not because they have to. However, many marketers believe that you can persuade people to buy even when they had no prior intention of buying.

Most of us have done it at some time and then wonder why we did it. It's called impulse buying. We see something and then suddenly decide we have just got to have it. Later we wonder what came over us. Many households are full of useless items and gadgets that were purchased in this way. They end up cluttering garages,

sheds and attics everywhere. So how does this work? What triggers our brain to take these impulsive actions only to regret the buying decisions later? Let's take a look at the psychology behind it because once you understand why, you can use it to your own advantage.

### **Understanding the psychology of buying...**

First off, some people just love to shop. It's a kind of therapy, from which they obtain much personal pleasure. Then there are those who just cannot resist a bargain. If they think they are going to be able to buy a product cheaper then they will buy it. This works especially well if they are told that this is a time limited offer. They know that if they don't buy it now they might lose the opportunity to buy it at such a low price at any other time. Next, we have the value seekers. Bundle up two or more products and automatically these buyers assume they are going to be cheaper. Bulk buying strategies attracts millions of buyers but in general it creates masses of waste too, as most additional products tend to be discarded.

However, buy one get one free and supersize this and extras with that has proved to be a very successful strategy in the world of marketing. It all stems from our belief that we are making savings by getting more for our money. Everyone likes to save on their shopping but there are exceptions to the rule when it comes to buying quality or luxury products. In this case the reverse is almost always true. For example, if a carpet is advertised at a very competitive price it might attract the attention of the savers. However, it is advertised at 5 times more than you would expect to pay, there are those who might assume that it is of superior quality, due to its high price.

### **Emotional buying decisions**

Other reasons for buying are much more personal and include the "feel good factor". Some people experience immense feelings of happiness from buying and accumulating possessions. This takes us back to the subject of emotions, although we have never really strayed far from this fact. If you read back over all the reasons for buying including impulse buying, they all originate in some way from emotionally charged decisions. That is the key to selling, and that applies to products of all descriptions other than food and clothing. From a marketer's perspective it's also interesting to know that there are certain emotional trigger words that can help coax buyers of all persuasions.

These words include: Announcing, assurance, bargain, confidence, comfortable, convenience, delighted, dramatically, dynamic, easy, effective, efficient, enjoyment, excellent, fantastic, freedom, free, fun, genuine, guarantee, honest, joy, loveable, mature, maximise, nurture, offer, please, quick, relax, reliable, satisfaction, sincere, thank you, unique, wonderful, you, yours... and there are many more. Basically any word that suggests a benefit or an advantage can be used as an emotional trigger word.

### **The importance of keywords**

If we think about how people go about finding products they are interested in buying online, it usually starts from carrying out a search. The whole purpose of a search engine is to quickly match your search criteria to relevant web pages containing specific matching keywords. For example, if you search for, "handbag", you will be presented with hundreds of millions of results. However, if you search for, "Burberry

handbag”, you will receive fewer results. And if you search for, “Burberry saddle handbag”, you will get even far fewer results. So the more you refine your search, or the more specific the keywords are, the better the chance you find exactly what you are looking for.

Now, if you apply a little reverse psychology to your own product listing, you will find that you can dramatically increase the chances of your product being found when someone searches for it. For example, and this is a real life example from a 808gate.com listing. A saddle handbag has the title, “Tassel Leather Handbags Cross Body”. A search reveals 1.42 million results. So if we change this title to, “Jiessie & Angela leather handbag”, which is more specific, it reveals 948,000 results. Refine it once more to, “Jiessie & Angela leather saddle handbag”, and only 115,000 results are returned. So, the more you refine the title of the product and include relevant keywords, the less results are returned. Less is more because with less results you have more chance of your products being found.

### **Putting everything together - examples**

So, how do you relate to all that has been covered so far and then apply that knowledge into your product titles and descriptions? Let’s look at some real examples. Here is an existing title and description for a set of kitchen knives: <https://808gate.com/products/ceramic-knife-set-5-piece-set-with-stand>

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Actual 808gate.com product listing

#### **Ceramic Knife Set 5 Piece Set With Stand - 7 Colors**

**Add a splash of color to your kitchen. This handy Knife kit comes with 4 knives and one peeler and the stand! They are Ceramic Knives which makes them even better.**

**Buy One For You & One For Your Friend!**

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The above product listing returns 6.58 million results from a Google search. It can be improved by making some slight changes to the title:

#### **Quality Findking Ceramic 5 Piece Knife Set With Stand**

Search results: 33,400

The title now includes the words “quality” and the Makers (brand) name, “Findking”, which is a word that could be used in a search to narrow down the number of results. You could also include the word “kitchen” before knife so that the title is more specific. However, there is no doubt the main keyword phrase is “ceramic 5 piece knife set”. The words, “7 colors” has been removed because that can apply to many things and only helps to increase the number of search results.

The description can be vastly improved to expand on the product’s qualities like this:

**A modern, high quality 5 piece knife set made from superior zirconia ceramic. These knives are extremely sharp and are ideal for all essential kitchen use.**

**There is a selection of 7 vibrant colors to choose from, ensuring a perfect match or contrast for your kitchen décor.**

**The set consists of 4 knife sizes and a useful peeler plus an effective stand for easy storage. This superb ceramic knife set represents exceptional value for money and is highly recommended. Order yours today whilst stock lasts.**

The above description gives much more detail and uses words like “quality”, “superior”, and “superb”. It also tells the prospect what they want to know, and that is they are sharp and ideal for all essential kitchen use.

So, in analysing the changes, we have made the title more compelling by simply adding the word “quality” and by removing words that are not essential. The word “quality” is also used to attract attention. We have created interest by stating the knives are made from **superior zirconia ceramic** and **these knives are extremely sharp**. We have tried to create a desire by stating, **7 vibrant colors to choose from, ensuring a perfect match or contrast for your kitchen décor** and also, **this superb ceramic knife set represents exceptional value for money and is highly recommended**. The call to action is, **order yours today whilst stock lasts**.

This description includes much more information because the more you tell, the more you sell! If the product has a list of features then these can be added as bullet points below the description but not at the expense of a good description.

### **Amazon product listing example**

Let’s take a look at another real example. This time it’s an Amazon listing:

<https://www.amazon.co.uk/gp/product/B071S74SW7/>

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Actual Amazon product listing:

### **Garden Genie Gloves - Homeme Gardening Gloves With Claws for Digging & Planting - 2 pairs**

- The BEST GARDEN GENIE GLOVES: Quickly & Easy to Dig & Plant Nursery Plants ,Safe for Rose Pruning
- LEFT & RIGHT HAND CLAWS: 4 hand fingertips claws on each of glove with durable ABS plastic,easy to Dig Plant without garden tools
- WATERPROOF & BREATHABLE TECHNOLOGY: Garden genie gloves has flexible design, that protects your hands from dirt, sweat and injuries while heavy duty work, make your hands safe and clean
- PUNCTURE RESISTANT: Latex +Polyester + ABS Plastic, Protect your hand completely, prevents accidental cuts, scratches and puncture
- ONE SIZE FITS MOST: Fits for women,men,teenagers

**Homeme household fitting focused on doing two things:**

- 1.Best quality
- 2.Better service

**Homeme make your life more comfortable.**

**Material:**Rubber+Polyester+ABS Plastic

**Color:**Black+Green

**Size:**One size

**Usage:**Digging & Planting

A one step solution to handle a variety of gardening tasks.

Gloves contain natural rubber latex.

Built in claws make gardening fun & easy.

They fit tight around your wrists which really helps make up for the extra room In the glove.

These garden gloves are a one step solution to your gardening tasks

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The above is a copy of the complete product description. First impression is that it is confusing and there is no real logic to the description. Simply stating “THE BEST GARDEN GENIE GLOVES” is not really helping to sell the product.

Now let’s rewrite this description applying the AIDA formula.

### **Gardening Gloves by Garden Genie - The Multi-Purpose Gloves With Claws**

Announcing a major breakthrough in gardening gloves. The innovative design of the Garden Genie gloves, with distinctive claws, allow you to dig and plant small shrubs and ornamental flowering plants without the need for a trowel. The convenient claws are also useful for creating seed drills for delicate outdoor seed sowing, and for clearing small areas of debris, where a hand rake might otherwise be used.

The robust fingertip claws are manufactured from high density plastic and the ultra-strong glove material is made from polyester and breathable, waterproof latex. They offer maximum defence against thorns, whilst protecting hands against dirt and sharp debris. They also help prevent broken and dirty fingernails.

Washable and hard wearing, these unique and fully flexible multi-purpose gardening gloves could last for many years, making the Garden Genie glove incredible value for money. They are available with both left and right hand claws, and are suitable for both men and women gardeners.

- Manufactured from high quality materials
- Can use for safe digging, raking, pruning etc
- Hard wearing and waterproof
- Fully protect hands and nails
- Suitable for both men and women of all ages
- Offer includes 2 pairs of gloves

The world’s fastest selling gardening gloves and probably the only gardening gloves you will ever need. Order your pack of 2 pairs today.

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In the rewritten description we have used “**Gardening Gloves by Garden Genie**” as the first part of the title because this product is well searched for under these keywords. The second part of the title, “**The Multi-Purpose Gloves With Claws**”, explains what these gloves are. For anyone not familiar with these gloves the title might sound a little intriguing.

The description is a full-on and from the first line, it is designed to arouse interest. It then builds on this throughout the first paragraph. In the second paragraph we have begun to create a desire to want to own these gloves by using trigger words such as, “defence, “protecting” and “prevent”, which is exactly what you might expect and want from a pair of gardening gloves. In the third paragraph we justify why they are great value for money, which reinforces the reason for buying them.

A quick bullet list of some of the main features and benefits then follows because the longer your product description is, the more chance some people will quickly scan the description. Bullet points are for the scanners and can be used to list any features. In the final sentence we have the call to action.

A product description like this will out-perform any other type of description that does not follow the AIDA principle or flow in this particular way. It's well worth taking the time to write your titles and product descriptions carefully, making sure there are no typos or grammatical errors. Also, never use all capital letters. There is absolutely no advantage in doing so. However, a capital letter at the beginning of each word in the title is preferable. Well written descriptions will help you dramatically increase your sales of any products, every time.