

A photograph of two women in a bright, modern room. One woman is sitting on the floor, and the other is sitting on a wooden table, holding a dark jacket. A large pink rectangular overlay covers the bottom half of the image, containing white text. The room features a bookshelf, a colorful rug, and a window in the background.

Product descriptions: the seven steps to success

siblinec
flawless product copy

We hate to say we told you so...

It's no secret that we're mad about fashion product copy. We've built our empire on it because we've known for a long time the difference that good product descriptions can make (and how bad copy can sound the ecommerce death knoll).

But the time's come to prove it to the world. We've done our research and the results were pretty conclusive, so join us as we share our geeky obsession for the nuts and bolts of nailing great product copy.

Whether you're hawking killer heels or laid-back leisurewear, high-end accessories or authentic denim, your product copy is critical for so many reasons. But we had to narrow it down to seven in the interests of brevity.

So. Are you ready to get a honest handle on how you're doing?



The methodology

We grilled 155 males and females aged 18-55 (all paid-up online shopping addicts) to find out what turns them on and off when they're shopping for apparel online.

The results? They basically back up everything we've been saying all along.

But don't just take our word for it, onwards...



79%

of our bunch would only buy a product if it had a supporting description.

But why?

Could it be the fit? Or the styling suggestion? Maybe it's the fun tone of voice or the cheeky call to action at the end.

Truth is, it's all of these things and more. Your description is your chance to give customers all the info they need, so make sure your product copy is a consistent part of your customer's journey.



91%

said a single spelling or grammatical mistake would negatively affect their buying decision.

Hold the phone...

91%?! We always knew we were pedantic but it looks like the vast majority of online shoppers are in our gang.

After all, if there's a clanging error in your product copy, it speaks volumes about attention to detail... That seed of doubt? It just killed your sale.



Next up, we presented our group with a handful of very different fashion products. We had a little fun crafting two different descriptions for each product to see what happened. The results? Let's take a look...

“With a subtle, colourful print on lightweight fabric, this halterneck maxi dress features a belted waist and slashes in the skirt.”

36%



“With a subtle boho-inspired print, this ankle-skimming maxi has dramatic slashes and a fabric belt. Cinch it in to flatter and emphasise your shape.”

64%



Product copy: features v benefits

It's all very good listing what your product has, but what about what it does? Everything has a benefit. Make sure you qualify the elements you're touching on and making the customer imagine those benefits in their own life.

“This simple slim-cut denim shirt is designed with popper fastenings, twin chest pockets and roll-up sleeves for versatility.”

44%



“In super-soft peached cotton for ultimate comfort, this Western-style popper-fastening shirt adds an easy-wear option to your casual wardrobe.”

56%



Product copy: fabric and composition

It matters. Using emotive language to bring across the quality of fabrics and how they feel is key to getting a customer to start ‘feeling’ the product. Your job is to make up for the absence of that physical changing room.

“This baby dress is perfect for a little one’s dressed-up wardrobe. Designed in soft cotton and featuring yellow highlights, it’s finished with pretty flower embellishments on the skirt.”

“Crafted in soft cotton and trimmed with pretty pops of sunshine yellow, this gorgeous dress makes a fantastic outfit for weddings and summer occasions. Designed for ages 6-12 months, it measures 22 inches from shoulder to hem.”

20%



80%



Product copy: dimensions and sizing

Don’t miss these critical bits! No two bodies look the same, so be explicit with sizings and dimensions in your product copy rather than hiding it way down under the fold.

It’s a move that’ll pay off: one of our main clients has reported a 71% drop in returns since using our precise, informative descriptions.

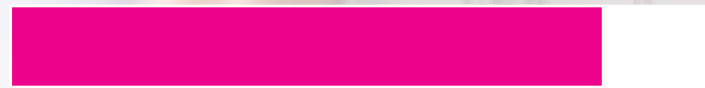
“A smart option for busy professionals, this briefcase is crafted in rich leather with various storage options, antique-effect hardware and zip top. Finished with top handle and shoulder strap.”

12%



“A smart option in rich, vintage-effect leather. With multiple compartments and a tablet pocket, it has a spacious interior, secure zip fastening, top grab handle, detachable shoulder strap and antique-effect hardware.”

88%



Product copy: finer product features

You’ve seen it a thousand times – but the customer hasn’t. Delve deep into your product and pull out valuable elements that might not be obvious from the image. A simple thing like a fun printed lining, a detachable strap or a special hardware treatment could be what seals the deal.

“Structured in soft virgin wool. this versatile, metropolitan scarf adds a modern edge to your accessory collection.”

16%



“Designed in luxuriously soft virgin wool, this super-snug scarf features a chunky knitted structure to add volume to your favourite cool-weather looks.”

84%



Product copy: styling suggestions

The easiest way to make your customer see themselves using or wearing your product is to slot it neatly into the bigger picture. Make suggestions on ways to wear the item, how to highlight its best features, how to work it into a trending ensemble etc. Added bonus: this is your chance to cross sell other products.



In a nutshell

You've seen the stats and the supporting information, so here's your overview. Read on and be honest with yourself: how does your product copy stack up?

1

Make sure each description is consistently informative.

2

Be 100% certain your descriptions have NO errors.

3

Pack your product copy with tangible benefits.

4

Get your customer to 'feel' your fabrics.

5

Provide accurate measurements and sizings.

6

Don't forget those finer details.

7

Inspire and sell more with styling suggestions.

Seven into one equals Siblinc

If all that sounds unmanageable, unachievable or just a bit overwhelming, we're here to partner with you and build something better.

We skip confidently through our own proven process every single day, and it's never let us down. We help our clients increase sales, reduce returns and make that critical customer journey a whole lot more enjoyable.

Keen to take the next step? Send your information to hello@siblinc.com with the subject line 'Seven steps' to get the ball rolling.

We'll provide a full and frank analysis on your product copy, a few samples to highlight what we can bring to the table and some ideas on how best to manage the process.

It all starts here...

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