

# 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.

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- 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.