



Product Description Template

A Guide By Marketing Labs

THANKS FOR DOWNLOADING!

Product descriptions have the power to convert buyers and drive targeted traffic to your website. Learn how to curate well-written keyword-rich product descriptions that will rank in search results with this FREE product description template download.

We recommend writing product descriptions that are between 250-500 words long.

They should include keyword rich phrases and product titles, but remember, do not force this, as it may result in spammy content.

You are more than welcome to adapt this template to match your own style.

We hope you achieve some great results!

To learn more about product descriptions

- Visit our blog post:

www.marketinglabs.co.uk/how-to-write-the-perfect-product-description-free-template.

PRODUCT DESCRIPTION TEMPLATE

<! -- This content should be positioned above the fold, next to the product images. -->

```
<h1>
  Product Title
</h1>

<! -- 4 - 6 HIGHLIGHT DESCRIPTION BULLET POINTS -->

<ul>
  <li> Bullet 1 </li>
  <li> Bullet 2 </li>
  <li> Bullet 3 </li>
  <li> Bullet 4 </li>
</ul>

<! -- SHORT PRODUCT TASTER PARAGRAPH (2-3 LINES MAX) -->

<p>
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
  incididunt ut labore et dolore magna aliqua. Vel turpis nunc eget lorem dolor sed viverra.
</p>
```

PRODUCT DESCRIPTION TEMPLATE

<! -- This content should be featured further down the product page and contain tag headers. -->

<h2>

What is the purpose of the (insert product title here)?

</h2>

<p>

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</p>

<h3>

What makes this product different to (insert competitor products here)?

</h3>

<p>

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</p>

PRODUCT DESCRIPTION TEMPLATE

<h2>

Where can (synonym of product title here) be used?

</h2>

<p>

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</p>

<h3>

(insert short product title here) can also be used for (insert other uses)

</h3>

<p>

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</p>

PRODUCT DESCRIPTION TEMPLATE

```
<h2>
  (insert product title here) Specifications
</h2>

<!-- (product legislations, size / materials / finishes, origin / where was it designed? etc) -->

<p>
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  incididunt ut labore et dolore magna aliqua. At consectetur lorem donec massa sapien.
</p>

<h3>
  Additional technical installation information
</h3>

<!-- (how is the product installed or set-up / does it require technical knowledge etc) -->

<p>
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  incididunt ut labore et dolore magna aliqua. At consectetur lorem donec massa sapien.
</p>
```

PRODUCT DESCRIPTION TEMPLATE

<h2>

Did you know? / Interesting product facts (insert related H2 title)

</h2>

<! -- (news, case study's, data, patents, used by famous people etc) -->

<p>

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</p>

<h2>

History of (insert product title here)

</h2>

<! -- (what about the future of the product, how far it has it come from concept?) -->

<p>

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</p>

PRODUCT DESCRIPTION TEMPLATE

<h3>

Unique delivery or warranty information?

</h3>

<! -- (packaging, courier or lorry used, size and weight, needed to be signed for etc) -->

<p>

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</p>

NOTES

- Try to keep abbreviations to a minimum.

However, if you're writing descriptions in an industry where they are common practice (i.e building or industrial supplies), include them in the content to capture search queries.

For example, users who search for "FR polymer" may also search for "fire retardant polymer"

- make sure you carry out thorough keyword research.

- Don't forget to speak to your team!

Talk to product managers, designers and the sales team to understand how best to write the content. They may even know something about the product that you don't.

For example, if you sell steps ladders, the sales team may have sold product to wider industries such as airports and schools. These new markets may be worth targeting within your product description content.

- Understand that writing descriptions is going to be a long process.

Set manageable milestones to keep you and your team engaged and creative.