# 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.



- [ ] 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.

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