



CRO GUIDE BY GLITCH.CO

# 8 ENGAGING PRODUCT PAGE DESCRIPTION TIPS



## PRODUCT PAGE DESCRIPTION TIP #1

### ✓ Engaging Product Description

#### Write to your target Audience Persona:

- Broad copies don't appeal well since they are vague
- Instead you want your copy to speak directly to your target persona
- Spend time to research your target audience persona and identify their fears, pain-points, considerations, challenges and language
- Use keywords to trigger emotional responses

The screenshot shows the DNafit website's product page for the Premium DNA Test. The page is dark-themed with white and blue text. At the top, the DNafit logo is on the left, and a 'Menu' button with a hamburger icon is on the right. Below the logo, the main headline reads 'The world's most comprehensive DNA test.' To the right of the headline is a navigation menu with a hamburger icon, the 'Circle DNA Your Life' logo, and a shopping cart icon with a '1' badge. Below the headline, there are three bullet points: 'Whole Exome Sequencing', '500+ DNA Reports in 20 Report Categories', and 'Genetic counselling support'. A purple 'Learn More' button is positioned below the bullet points. Underneath the button is a Trustpilot rating of 'Great' with a 4.4/5 star rating and the text 'Rated 4.4/5 from over 2500 reviews!'. To the right of the main text is a large image of a woman and a man in athletic wear. Below the image, the product name 'Premium DNA Test' is displayed in blue. The description follows: 'The World's Most Comprehensive DNA Test. Health is Wealth - Invest in Yours by understanding everything your DNA can tell you today, so you can start taking control of your health.' Below the description is a list of features in two columns: '115 Cancers & Disease Risks Reports', '163 Carrier Condition Reports', '60 Diet, Fitness, and Wellness Reports', and '2 Complimentary Consultation with Our Genetics Professionals & More'. At the bottom, the price is shown as 'HKD 3,992' with the original price 'HKD 4,999' crossed out. Below the price is the text 'or 3 monthly instalments of HKD 1,330.67 with atome'. A red 'Add to Cart' button is located to the right of the price. In the bottom right corner, there is a red circular icon with a white envelope symbol.

DNafit Menu

# The world's most comprehensive DNA test.

- Whole Exome Sequencing
- 500+ DNA Reports in 20 Report Categories
- Genetic counselling support

[Learn More](#)

Great Trustpilot  
Rated 4.4/5 from over 2500 reviews!

## Premium DNA Test

The World's Most Comprehensive DNA Test. Health is Wealth - Invest in Yours by understanding everything your DNA can tell you today, so you can start taking control of your health.

- 115 Cancers & Disease Risks Reports
- 163 Carrier Condition Reports
- 60 Diet, Fitness, and Wellness Reports
- 2 Complimentary Consultation with Our Genetics Professionals & More

HKD 3,992  
~~HKD 4,999~~  
or 3 monthly instalments of HKD 1,330.67 with **atome**

[Add to Cart](#)

## PRODUCT PAGE DESCRIPTION TIP #2

### ✓ Engaging Product Description

#### Entice with benefits:

- Speaking about the benefits of using the product and how it solves their problem works better than listing down the product's features
- Your audience wants to know about the result they can achieve
- Write in the perspective of the buyer, not the seller
- Tie the benefit to your product's feature to showcase how effective it can be to your audience

Supplements / Focus + Brain

### Alpha BRAIN®

★★★★★ 4.0 (2904) Write a review

Alpha BRAIN® is a dietary supplement that helps support cognitive functions, including memory, mental speed, and focus.†

### Make Your Air Conditioner Smart

Control your air conditioner or heat pump from your phone, anytime, anywhere. Maximize your comfort and save energy.

Shop Now

Sensibo

Room	Temp	Humidity
Lounge	23.3°	61%
AC - OFF		
Main 3	21.1°	61%
AC - Heat medium (21°)		
Lounge	23.3°	61%
AC - OFF		
Meeting rooms	21.6°	61%

## PRODUCT PAGE DESCRIPTION TIP #3

### ✓ Engaging Product Description

#### Use Emotional Adjectives/Feeling:

- Use more emotional adjectives and tap into the audience's imagination
- Stay away from using broad adjectives like best-in-class, high quality etc.
- They are overused and tend to make your product description sound general



Say hello to peroxide-free teeth whitening

Feel better about your smile with our worry-free 10-minute whitening formula, and easy-to-use LED device.

- No sensitivity, no irritation
- Formulated at the [Hismile Research Cent](#)
- [Clinically proven](#) instant whitening results
- Includes: PAP, nHAp, and Potassium Citrate

Why peroxide-free?

What is PAP+?

Add to cart

Add to cart

Free shipping & [30 day returns](#)

★★★★★ (3,492)

## SNOW® TEETH WHITENING KIT

+ THE CONFIDENCE CLUB

PRICE

**\$129** ~~\$179~~

Laugh, smile, and glow with confidence all year-round! Meet, the all new **Confidence Club** — a newly minted subscription package that keeps you feeling fresh and looking your best whenever you need a smile boost! Inside each box, you'll receive fresh whitening toothpaste and charcoal floss every 90 days, better yet... all at a **discounted price!**

Join now, and save big on your favorite SNOW® products, today!

Kit includes:

- (3) Wands of whitening serum
- (1) Original LED whitening accelerating technology
- (1) Wand of extra strength whitening serum

FREE GIFTS:



- (1) Whitening toothpaste (*\$15 value*)


## PRODUCT PAGE DESCRIPTION TIP #4






### ✓ Engaging Product Description


#### Write like a human:

- Use facts and numbers to backup your statements
- Focus on comparisons and metaphors to give the reader a way to visualize the content & message
- Speak directly & straight to the point instead of beating around the bush

[pacamask]  



Grey Cotton Face Masks 



£17.95 Tax included. ● In Stock Now!


Loved by 1000's of UK people, Pacamask face masks are not only stylish, comfortable and reusable, but they also feature fabric which kills 99% of bacteria for up to 50 washes.





[Size Guide](#)

Buy More & Save:

Buy 1 Mask	Buy 3+ Masks	Buy 6+ Masks
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WATERHAUL  



FITZROY

★★★★★ (126 reviews)

Our Fitzroy model is made from 100% recycled fishing nets intercepted from the ocean, and paired with polarised lenses, offering complete sustainability and ultimate UVA/UVB 400 protection. The square frame suits both male and female medium to large faces.

Size: 52.5 - [Privacy & Cookies Policy](#)

## PRODUCT PAGE DESCRIPTION TIP #5

### ✓ Engaging Product Description

#### Show don't tell / Appeal to imagination:

- All buying decisions are based on human emotions
  - Fear of loss
  - Comfort and convenience
  - Pride of ownership
  - Desire for gain
  - Emotional satisfaction
- Use keywords to trigger your audience's imagination and how they will feel after using your product

The image displays two mobile product pages side-by-side. The left page is for 'AIROFIT', featuring a red and black smart breathing trainer device and a smartphone showing the app interface. The right page is for 'MOFT', showing a laptop stand with a red 'ADD BUNDLE SAVE 15%' button. Both pages include navigation menus, pricing information, and payment options.

**AIROFIT**

The World's First Smart Breathing Trainer

Improve your physical performance, general wellbeing and boost recovery with 5-10 minutes of breath training a day.

Order Airofit Now

Excellent 4.3 out of 5 ★ Trustpilot

Buy Now

**MOFT**

Portable devices have given us the flexibility to work anywhere but with that freedom can come discomfort like shoulder and neck pain, improper posture like a hunched back, and sore muscles. As bulky laptop stands flooded the market our mission was to create something lightweight, portable, and invisible. We are proud to introduce the MOFT Laptop Stand, winner of the IF Design Award for 2020 and the most funded laptop stand on Kickstarter. Ever.

ADD BUNDLE SAVE 15%

Space Grey

ADD TO CART

Shop Wishlist Cart Account Search

## PRODUCT PAGE DESCRIPTION TIP #6

### ✓ Engaging Product Description

#### Use stories:

- Stories make content more digestible and memorable.
- Use Social Proof or Testimonials from your existing customers to emphasize your benefits and to support your statements
- Social Proof adds a layer of intimacy and relatability to your readers

BOOM!  
BY CINDY JOSEPH



MENU



SHOP



CART

Your Price:

**\$79.00** (a 6% savings)

- 1 +

ADD TO CART

100% NO-RISK MONEY BACK  
GUARANTEE

“Not exaggerating when I say these are the absolute best products I have ever used.”

—Joeinne A., Boomstick Trio Customer

MOST POPULAR: ALL THREE  
BOOMSTICKS, ONE PRICE

The Boomstick Trio is everything BOOM! stands for. It's simple, safe cosmetics and skin care that allow your natural beauty to shine through. It's also many, many beauty products in three easy-to-use, convenient Boomsticks. (Sizing: 7 grams for each Boomstick.)

CeroFace

Feel **confident** in  
your skin.

Eliminate your blackheads and **start smiling** when you look in the mirror.

RUSH MY ORDER →



(1431) ★★★★★ 4.8/5

MY NEW FAV! ★★★★★

"I'm pleasantly surprised by how well this works! For only \$69 this extracts EVERYTHING without leaving a mark. For the first time I've been getting compliments on my skin, feels unreal, thank you!!"

 Jessica W. 🇺🇸 US ✓ Verified buyer



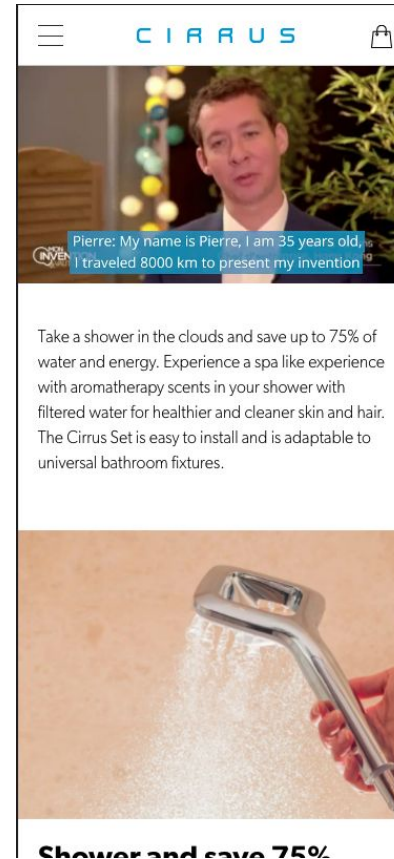


## PRODUCT PAGE DESCRIPTION TIP #7

### ✓ Engaging Product Description

#### Sensory words:

- Tap into the 5 senses by using sensory words to evoke the human senses in your readers
- Captivate your audience's attention by adding personality and flavor to your content



The screenshot shows a mobile website interface for 'CIRAUS'. At the top, there is a menu icon, the brand name 'CIRAUS', and a shopping cart icon. Below this is a video player showing a man in a suit, Pierre, with a subtitle that reads: "Pierre: My name is Pierre, I am 35 years old. I traveled 8000 km to present my invention". Below the video, there is a text block describing the product: "Take a shower in the clouds and save up to 75% of water and energy. Experience a spa like experience with aromatherapy scents in your shower with filtered water for healthier and cleaner skin and hair. The Cirrus Set is easy to install and is adaptable to universal bathroom fixtures." Below the text is an image of a hand holding a showerhead with water spraying out. At the bottom of the screenshot, the text "Shower and save 75%" is partially visible.



## NEOVA

### Enhance your expressiveness

Expressive MIDI Ring Controller

# 399\$

Neova is a multi-award winning MIDI ring controller designed to bridge the gap between musical intention and emotion. The high-end wearable enables you to control sound effects with natural and intuitive hand gestures to enhance your expressivity.

ADD TO CART



## PRODUCT PAGE DESCRIPTION TIP #8

### ✓ Engaging Product Description

#### Make it scannable:

- As technology gets faster, your reader's attention span gets shorter
- Make your content/description short, digestible and appealing
- Font size, bullet points, bolding text and highlights helps the reader scan through the description easier
- Bonus Tip: You can use short videos or GIFs to showcase the product use case/demo
  - Videos are more effective than text and is easier on the reader

