

Creating Desire

Write product descriptions that do the selling for you.

Introducing the ZyberSole!



The ZyberSole insoles are comfortable and give you great arch support. Perfect if you're on your feet all day. Satisfaction guaranteed.

\$199 + GST

Add to Cart 

Would you buy the ZyberSole? Or would you buy this?

Check out the FlyberSole!



The FlyberSole insoles give you great arch support and comfort. Perfect if you are always standing. We guarantee satisfaction.

\$12 + GST

Add to Cart 

Would you choose the cheaper option?

If you are selling a premium product, you need to communicate why it's worth more. We've seen too many pages selling top-quality products using bottom-quality product descriptions. The purpose of this eBook is to change that.

Merchants seem to think that, by the time the visitor reaches the product page, the value of the product should be self-evident. Usually, sites like this tend to put all their sales copy on the home page, and assume that visitors will have read this by the time they make it to the product page.

There are many reasons why your product page could also be a landing page (first page visited during a website session). Visitors could come there via Google Search, a Google Shopping Ad, or a link from a friend. Additionally, they may have come to your product page from your homepage, without having read the homepage copy thoroughly, because they just want to know the price. They may need a refresher on why they should buy your product, after experiencing sticker shock.

Catering for these scenarios is a great reason to spend time improving your product page copy. **This guide is designed to show you how to make the written content on your product page the best it can be.**

Once you've implemented the advice in this guide, you will likely notice an improvement in your product page conversion rate. We recommend setting up conversion tracking to measure this.

Take a look at one of your product pages. Does it express that your product is essential to own? Does it do a better job than your competitors?

Why should you listen to our advice?

We're an award-winning digital agency that develops business strategies for eCommerce websites. Because we've made countless product pages, we know what works and what doesn't.

We've gained crucial insights thanks to the long-term relationships we've had with our clients. By ensuring their continual success, we've decoded the formula that makes for a quality product page.

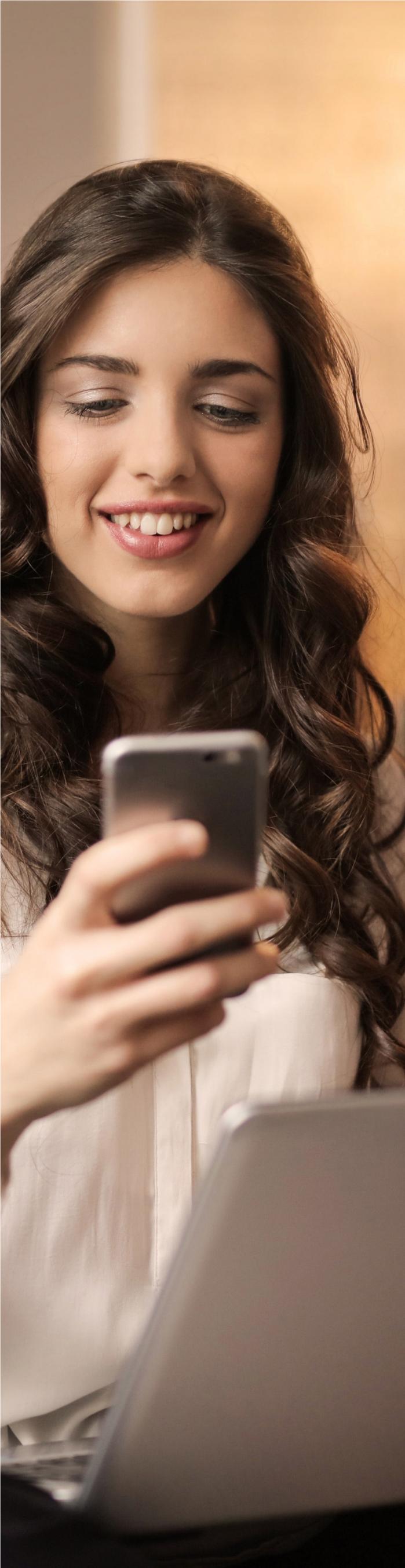


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Are you ready? Let's get started!

1.

Step One: Research

Do you keep tabs on your competitor's product pages? When was the last time you talked to your customers? Do you organize your research in a meaningful way? This is what our first section will show you how to do.

For demonstration purposes, we're going to create a fictional product: a one-size-fits-most gel insole called the ZyberSole. Let's say that this is a kiwi-designed product, with more features and benefits than the gel insoles you'd buy in the corner grocery store. The price reflects that this is a premium product.

How do you compare to your competitors?

If our customer has made the decision to buy gel insoles online in New Zealand, they might start by making a search query; e.g. “gel insoles nz”. This is what that search would bring you (as of writing this article):

The screenshot shows a Google search for "gel insoles nz". The search bar contains the query, and the results page shows "About 328,000 results (0.44 seconds)". The top results are sponsored shopping items:

- Two Pairs of Breathable...** \$9.95, Groupon NZ
- Trenz Gel Insole Cushion Unise...** \$8.90, The Warehouse
- Gel cushions** \$16.00, Mi Piaci NZ
- Orthotic Arch Support Insole...** \$25.96, unistores.co.nz
- Trenz Gel Heel Cushion Unise...** \$7.99, The Warehouse

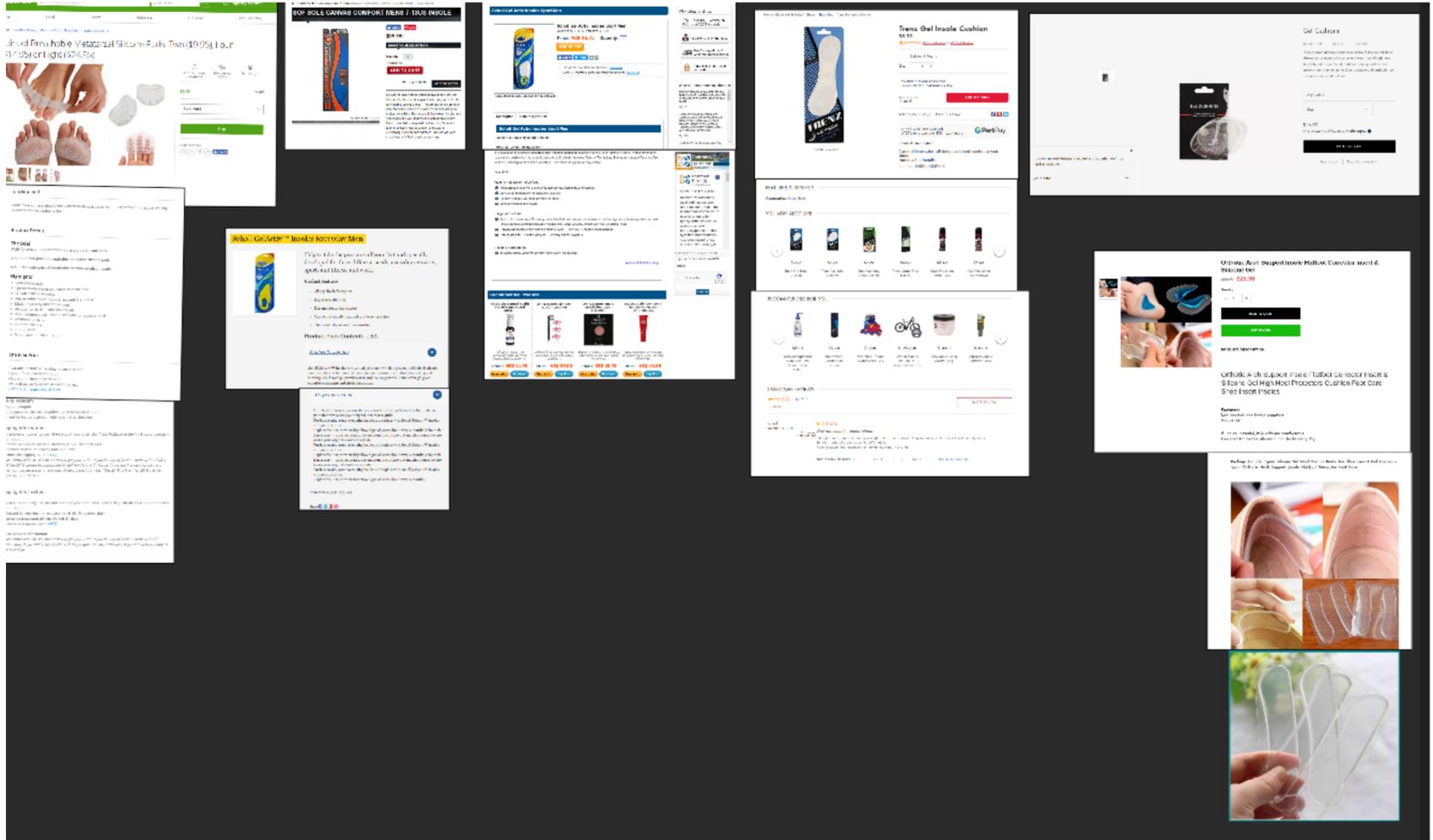
Below the shopping results are organic search results:

- Scholl GelActiv Insoles | Sensational Gel comfort | scholl.co.nz**
www.scholl.co.nz/ ▼
Help to Take the Pressure Off Your Feet, Everyday Insoles for Everyday Use. Odour Spray. Hard & Cracked Skin. Nail Care. Insoles & Orthotics. Types: Hard & Cracked Skin, Party Feet, Nail Care, Dry Skin Care, Odour Spray, Insoles & Orthotics, Compression Hosiery, Callus Removal, Blisters.
GelActiv™ Insoles Impact Cushioning For Heel, Knees And Ankles For All Day Comfort
Eulactol Heel Balm Find Out What Causes Cracked Heels And How To Fight It With Eulactol
- Scholl Gel Insoles - Pharmacy Direct**
https://products.pharmacydirect.co.nz/medical/Scholl-Gel-Insoles ▼
...insole as a guide- For best results, remove existing insole and replace with Scholl GelActiv insoles with the Gel inside Down. * Replace the insoles... Price: NZ ...
- Insoles & Arch Support - Buy Innersoles Online - Rebel Sport**
www.rebelsport.co.nz/footwear/accessories/innersoles ▼
Insoles. Sof Sole Ball of Foot Cushioning. \$18.99. Sof Sole Canvas Comfort Mens 7-13US Insole. \$29.99. Sof Sole Canvas Comfort Womens 5-11US Insole. \$29.99. Sof Sole Fit High Arch Insole. \$64.99. Sof Sole Fit Low Arch Insole. \$64.99. Sof Sole Fit Neutral Arch Insole. \$64.99. Sof Sole Men's Air Insole. \$59.99. Sof Sole ...

Let's take a look at the product pages that these results link to. We'll click the Google Shopping results (at the top) the Google Ads placement, and the two organic results.

We like to organize our research onto a board, but just opening up the product pages in separate browser tabs is fine.

1 Research



Our competitor's product pages provide comprehensive features-and-benefits information: e.g. "spreads forefoot pressure out to ease the pain," "your feet will feel comfortable all day." There's also information about how to use the product, which is helpful. But our competitor product pages are not without weakness. For some, it looks like the retailer has just copied the product information from AliExpress. There's not a lot of information about why we should make the purchase. We don't see how any of these insoles will change our lives.

Now we know how the bar is set. If our product page looks better than these pages, we can start to position ourselves as a top-of-the-market product.

Buyer Persona

Buyer Personas are fictitious yet realistic descriptions of a typical target user of the product. [Here is an in-depth article about them from the Nielsen Norman Group, a User Experience research firm.](#)

Designing a Buyer Persona must start with research. Talk to your customers, whether in-store or just by calling them off your orders page. Here are four quick questions you can ask them to help you build your Buyer Persona:

1 Research

1. What made you realize you needed a product like this?
2. How did you find out about us?*
3. What made you choose our product over others?
4. Any other feedback?

*If your store is set up correctly, you should have a good idea of your traffic sources.

How many people should you call? You don't need academic rigor- calling your last five customers should result in some apparent trends. If anyone wants to have a longer conversation, take the opportunity to listen. If you have a large social media presence, consider asking these questions in a social media post- create a survey, using an online survey creator such as [SurveyMonkey](#).

After you've done some research, it's time to create the Buyer Persona. They can be in-depth, multi-page documents, but for our quick purposes, a Buyer Persona could look like this:



Sarah Strepp

Age: 45

Profession: Office Manager

"I'm on my feet all day, and it causes my knees and ankles to hurt. I'm looking for something to make wearing work shoes more comfortable."

Sarah purchased the ZyberSole after her chiropractor recommended she invest in a pair of gel insoles. She chose the ZyberSole over other brands because it offered the longest lifespan, it was kiwi-made, and made of biodegradable materials.

Note what reasons customers have for seeking your product, how they came to your store or website, and what made them choose your product over others.

Once you have this, print it out and keep it somewhere conspicuous on your desk- you want to be able to refer to this document, which represents the research you did, to keep customer needs at the forefront of your mind when updating your product page, or anything else on your site.

2.

Step Two: Product Presentation

Studies have proven that webpages have about 50 milliseconds to make an impression on the user.

Only images can communicate your message at that speed. You need images that capture attention and show your products looking their best.

2 Product Presentation

Here are some great examples of product image photography from our client [Ruby Rose Flower Studio](#). The images show the product in its entirety, and the photographer clearly put in effort to make the objects look perfect. On the right, they've made a composite product photo, that demonstrates the available variations of the Petite Posy bouquet. They are all set on a light pink background, which is this brand's main colour.



Signature Posy
From \$45.00

BUY NOW



Petite posy
From \$30.00

BUY NOW

The great photography extends to other areas of the site as well. Notice how their layout allows for the images to be displayed as large as possible. Every photo on this site implies a premium shopping experience.

CORPORATE EVENTS AND ACCOUNTS

Corporate event flowers

Looking for something to take your event to the next level?

Look no further!

We love working with our clients to create something special- whether its table decorations or full flower installations we would love to sit down and make your vision come to life.

get in touch and one of our specialist team members will talk you through the process.

Corporate Accounts

Why not make things super easy- set up a corporate account with us and we will make all your gifting to clients, staff members and general important people a breeze.

We have a variety of gifting solutions available only to our corporate account holders which cover everything from flowers, to sweet treats, gift boxes and more!



Three steps for an effective product image photoshoot.

1. What about this product do you want to communicate?

Images can communicate features and benefits. The only thing Ruby Rose Flowers needed to communicate was the ornamental appearance of the bouquet. Let's say for our ZyberSoles, one of the selling points is its flexibility. So let's endeavour to make a product photo that demonstrates this.

2. Look for inspiration

Photography is art, and great artists steal- but don't steal images themselves; replicate the appearance of product photos you like, using your own product. Consider using a mood board software such as [PureRef](#) to organize reference photos of your favourite product images. Let's use this as an example that communicates flexibility:



There are other cues in this image that you can choose to emulate. It's brightly coloured and the entire product is in sharp focus. During your research, you might encounter more stylish photos with lens flares or depth-of-field effects, particularly if you're selling a lifestyle product. There's no one way shoot product photography, but since insoles are fairly quotidian, the aesthetic suits flat, clear, plain presentation.

3. Be mindful of your background.

A popular way of presenting your product is called “clearcutting” - putting your product against a white or transparent background, perhaps casting a small shadow, as seen in the image on the previous page. The benefit of this is that the image can blend in with the website background. You can achieve clearcutting automatically using tools such as [PhotoScissors](#).

Another option is to show your products against a background. This is great if your product is a lifestyle product, as it gives more cues about the environments and attitudes your target market might associate with. This is done very well by one of our clients, EnvyWear:



VOID TANK - BLACK

\$29.00

COLOR



SIZE

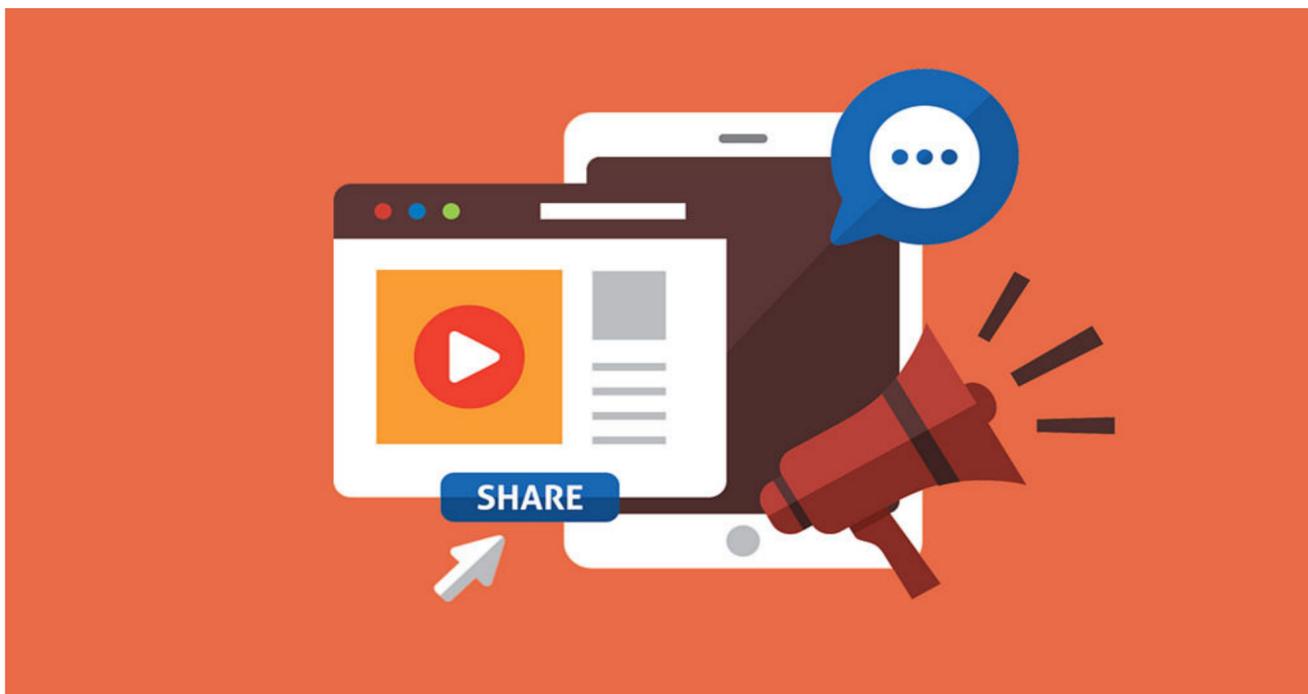


ADD TO CART

The background is urban, yet minimalist- just like the shirt itself. More cues are given thanks to the model- he wears a no-nonsense expression, and also has accessories on his wrists that hint at other aspects of his life. Every detail in the photo becomes a signal to the visitor that says “this product is the crown jewel of a streetwear wardrobe”. Control what your images tell your customers.

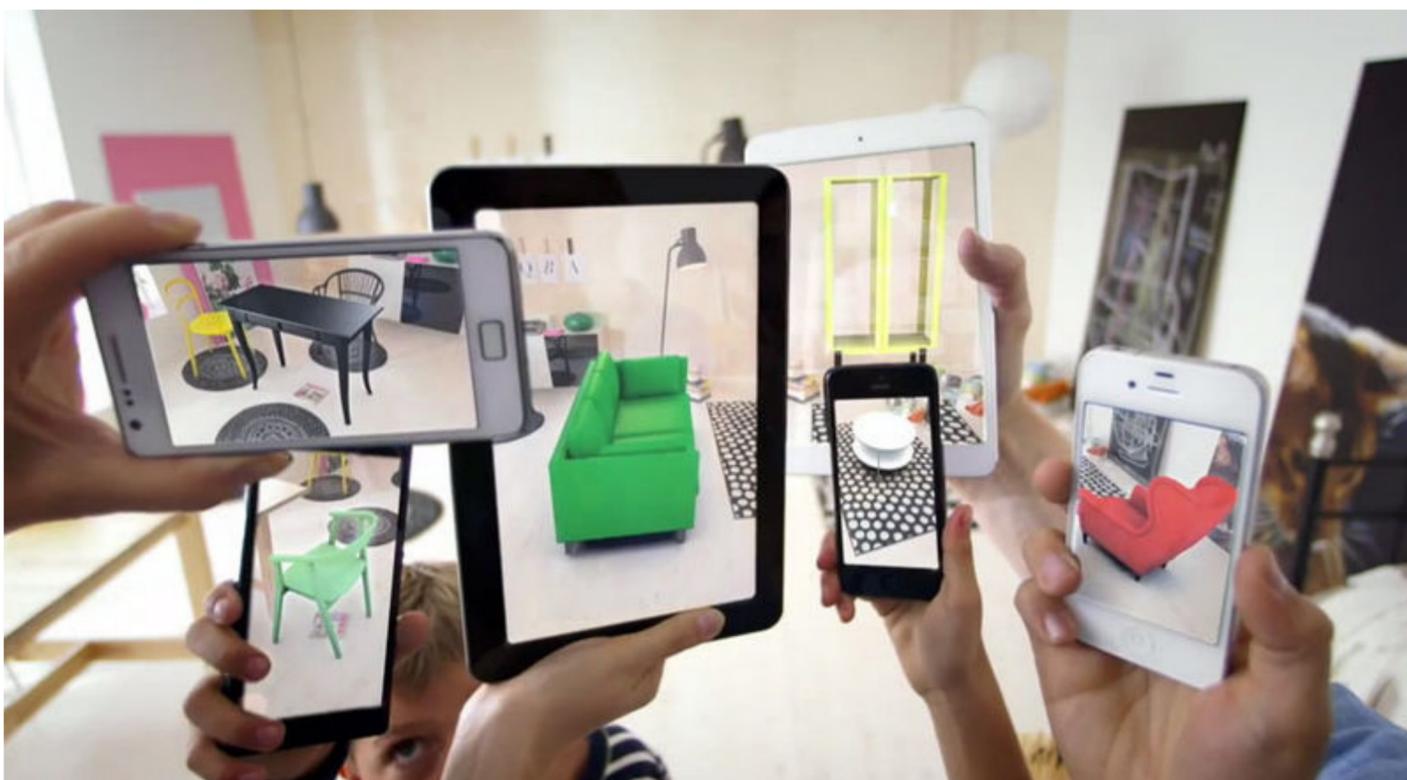
Note that this photo also takes up 60% of the page width. Because product images are so important, you want to make sure your product images are displayed as large as possible on both desktop and mobile. Consider including a zoom feature so users can get up close to the details. This means your product images must be high-resolution, and consequently have bigger file sizes. Ensure they are compressed using a tool such as [Optimizilla](#).

If you have a video demonstration, consider including this in your product page. Highly-polished videos are nice if you have the budget, but a simple demonstration can still help communicate the benefits of a product, particularly if it's a product that performs an action, such as a kitchen appliance. Video reveals product intricacies and allows you to tell a visual story. [Read this article for more information.](#)



Shopify now lets you embed a 3D model of your product, which allows users to rotate your product within their browser. Customers can use their phones to project the model onto a flat surface. You might want to consider using this new feature if customers would be helped by seeing your product in their house, for example if you were selling furniture.

[This can also help increase perceived ownership](#)- wherein a sense of touch helps users make a buying decision.



3.

Step Three: Demonstrate Value

What is the main reason someone needs to buy your product?

Now that you have the customer's attention, you need to keep it, by demonstrating that you are having a conversation relevant to their needs. This means organizing the product info in order of what is most important to the customer. What do we mean by that? First, let's take stock of the features and benefits of the ZyberSole:

- *New Zealand made, from biodegradable materials.*
- *Provides superior arch support- outstanding comfort for long periods of standing.*
- *More padding than competing insoles- you will feel more comfortable in your shoes than ever before, and have more energy to spend time with loved ones.*
- *Odor-neutralizing and machine-washable- never be embarrassed by smelly feet again!*
- *Recommended by an independent clinical trial to reduce sore feet.*

Initially, the customer isn't going to care that the sole is made from biodegradable materials. They still need to know why they're here in the first place, so let's lead with the benefits that would be most universally relevant. Show how the product will enhance the user's life.

According to Brian Tracy's seminal book, "The Psychology of Selling" ([here is a good summary if you haven't read it already](#)) people tend to exchange their money for what they believe will enhance their lives.

With this in mind, we need to address the human needs that motivate your customers to buy. Human needs for the ZyberSole could be:

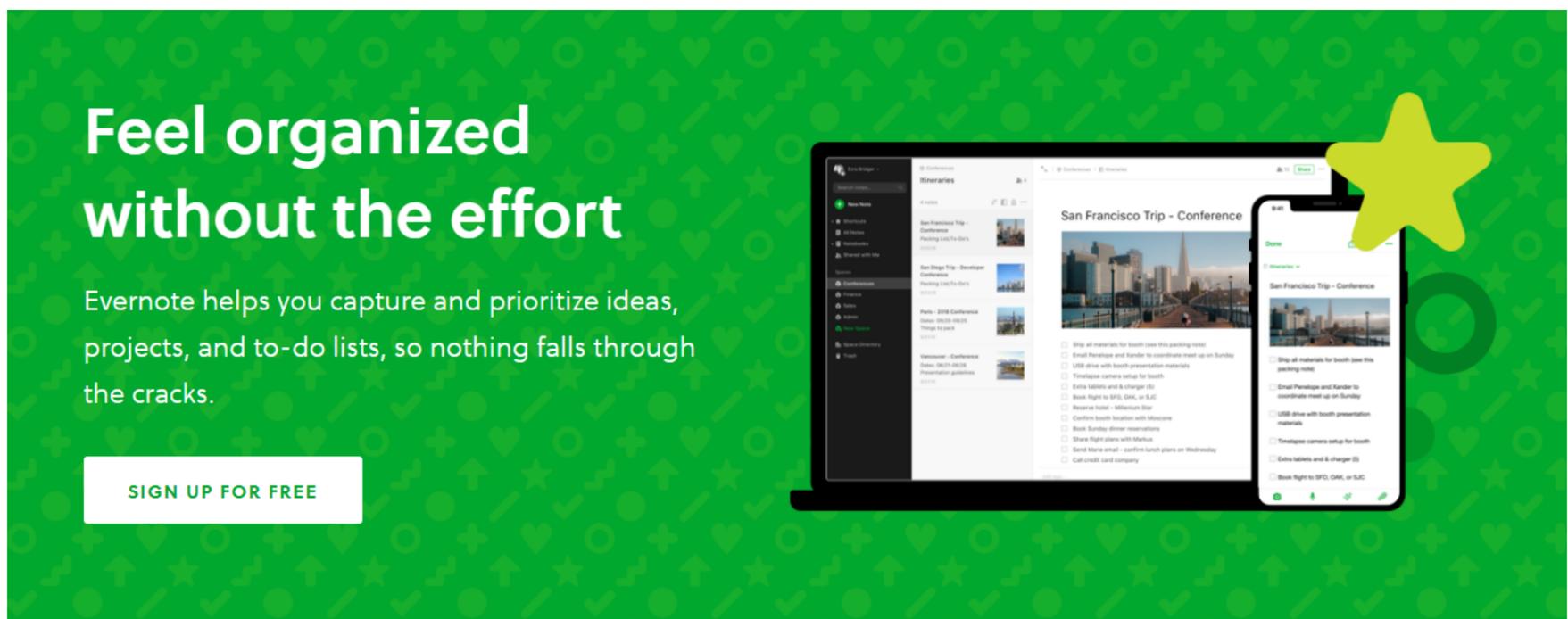
- *Health - allows you to keep your body free of pain and/or in shape.*
- *Fulfillment - when your feet aren't aching, you'll have more energy during your downtime to pursue recreation.*

So now we have the idea of leading with health benefits, and also how that can lead to more energy for recreation. Let's also take this one step further and create a **Unique Value Proposition**.

3 Demonstrate Value

A value proposition is a short statement that explains how your product solves the customer's problems, delivers specific benefits, and tells the customer why they should buy from you and not the competitor. You should write this with your Buyer Persona in mind.

The Unique Value Proposition (UVP), the most comprehensive, top-level incarnation of a value proposition, is usually seen on the homepage, but the principle works for any situation where you need to demonstrate the features and benefits of an offer. Take a look at Evernote's UVP:



It clearly communicates what this app does, the benefit that it gives, and what you should do if you're interested in giving it a whirl. Here is a format you can use to have that same energy on your product page.

Eye-catching Headline

2-3 sentences about what you offer, for whom, and why it is useful.

- **Bullet points**
- **Further expounding**
- **The features and benefits**

So if you're targeting Sarah Strepp, your proposition might look like this:

Be on your feet all day, minus the soreness.

The ZyberSole is a kiwi-designed gel insole for people who are on their feet all day. These soles are clinically proven to improve posture and decrease sore feet, and have more padding than competing brands. Come home at the end of the day with energy to do the things you want, with the people you love.

Features and Benefits

- *Odour Neutralizing- never be embarrassed by smelly feet in the office or at home.*
- *Biodegradable- can be composted when done, to keep Aotearoa clean.*
- *Superior arch support – engineered to handle long periods of standing.*

You can improve the impact of these features and benefits by using icons or other graphics. These can also communicate the benefits offered by your store:



30 day money back guarantee



Free shipping for orders over \$50



International shipping available

[Read this article from ConversionXL to learn even more about Unique Value Propositions.](#)

They are the web's leading educators on Conversion Rate Optimization, and recommend running a split test on your UVP.

4.

Step Four: Preference

By this stage, if your visitor is still with you, they are interested in potentially making a purchase. However, they might be comparison shopping. You need to ensure that, when compared with other products, preference lies with your offering.

Express your Expertise

Achieve this with E-A-T: Expertise, Authoritativeness, and Trustworthiness. This is a concept created by Google, in an attempt to rank webpages according to content quality. ([See this 164-page internal document from Google if you're interested on their reasoning](#)).

Expertise

I started using gel insoles in 2010, when I took on a job that required me to be on my feet all day. After trying many brands, and getting frustrated with insoles that provided minimal support and wore out easily, I decided to make my own, right here in New Zealand. Four years of research and development later, I can finally present the ZyberSole!

You don't need a PhD to sell gel insoles, but if you're selling them based on personal experience, you can consider yourself an "everyday expert." This helps you relate to those who've had a similar experience as yours, and creates a personable touch.

Authoritativeness

Has your product won any awards? Has it been vetted by experts? Do you have any testimonials from influencers? If so, do not miss including this information on your product page. After all, someone could start shopping for gel insoles based on a recommendation from a doctor, chiropractor, or other authority of health. Let's make sure customers know that this product has been vetted.

ZyberSoles have undergone an independent validation study at the Victoria University of Wellington. Lead by Dr. Thomas Oiseau, the study found that the ZyberSole improved posture and carriage of the participants. They reported less foot pain, and had fewer days of aching feet compared to the control.

Is your product something that doesn't need to be clinically proven to work? Consider partnering with a brand ambassador to provide testimony for your product.

Greta Choi, a long-distance runner who represented New Zealand at the paralympics, uses these insoles in between training sessions to reduce everyday wear and tear on her ankle joints.

Even an everyday testimonial can build authoritativeness:

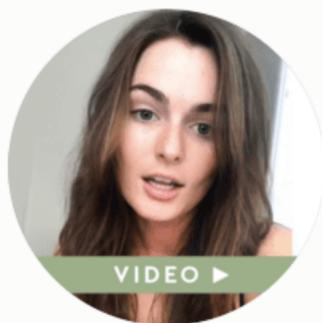
Jim Smith is a pick-and-packer for a large warehousing and logistics company. He's on his feet for up to 14 hours per day, and says of the ZyberSole: "they're the only insole that lets me come home after a long day, to clear away the aches and pains, and have enough energy to play with my kids."

If you're soliciting testimonials, make sure the customer mentions the results they saw from using your product, and have them list the features and benefits they particularly liked. It should read like a story, rather than a friend of yours saying, "great product! 10/10".

This can also be expressed with a reviews block, using an app such as [Yotpo](#). This is a good way to bring social proof to your site. Keep in mind that social proof can work against you- if you don't have reviews, it says that nobody is buying the product.

Consider adding icons to go along with your product testimonials, for a more visual approach.

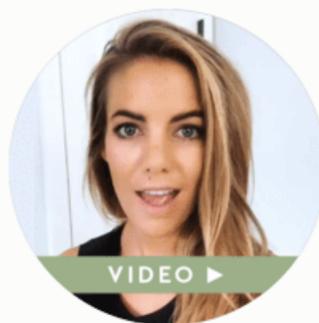
Fans ♥ us!



"It has transformed my skin!"

Not only has it gotten rid of my acne - it has transformed my skin!

👤 - Khloe @kidkhloe



"Start a healthy habit"

What healthy eating does for your body, BioClarity totally does for your face! Kept my skin clear and hydrated all summer long!

👤 - Katie @LoveSweatFitness



"Really, really love!"

I've been using [BioClarity] since June, it's now September and my skin is looking clear and I'm really happy about it!

👤 - Jordan @theBalancedBlonde

Trustworthiness

Anyone can make a store online and sell drop-shipped merch. How should shoppers know that their order from you will even arrive? What if they need post-purchase support?

Be sure you provide all information needed, so that customers know what they're purchasing is right for them:

This insole is one-size-fits-most, which means a foot length of between 253mm and 283mm. For smaller sizes, click here to try our Small Zybersole. For larger, click here to see the Large Zybersole. Click here to see our insoles for specialty shoes (high heels, hiking boots, sport shoes, and everything in between)

Even better, use variants, or a “related products” section at the bottom of the product page, to direct user attention to the existence of alternates. If it’s suitable, include a Frequently-Asked-Questions section.

Let’s also provide shipping information, warranty information, and a returns policy:

This item ships from Auckland, and arrives in 2-5 business days if you’re in the North Island, or 5-10 business days for customers in the South Island. If you are in a rural area, please allow extra time for delivery.

If you are for any reason not satisfied, you may exchange your unused product for an insole of the correct size. Contact us at orders@zybersole.co.nz or call us on 09 280 3680.

Your warranty is supplied with your product, please hold on to this as it is necessary in order to claim your warranty.

Our online transactions are processed through Stripe, a secure online payment gateway.

Google considers online shopping to be a “Your Money or Your Life” industry (YMYL)- if you don’t have contact information on your website, not only will shoppers mistrust you, but Google will rank you lower on the Search Engine Results Page. Show that online transactions processed on your site are 100% safe, and consider using trust badges to communicate your security, if you subscribe to any security services:



5.

Putting it all together

Be on your feet all day, minus the soreness.

The ZyberSole is a kiwi-designed gel insole for people who are on their feet all day. These soles are clinically proven to improve posture and decrease sore feet, and have more padding than competing brands.

- Odour Neutralizing- never be embarrassed by smelly feet in the office or at home.
- Biodegradable- can be composted when done, to keep Aotearoa clean.
- Superior arch support – for long periods of standing.

Honed and Perfected Over Years

I started using gel insoles in 2010, when I took on a job that required me to be on my feet all day. After trying many brands and getting frustrated with insoles that provided the minimum support and wore out easily, I decided to make my own, right here in New Zealand. Four years of research and development later, I can finally present the ZyberSole!

Clinically Proven

ZyberSoles have undergone an independent validation study at the University of Victoria. Lead by Dr. Thomas Oiseau, the study found that the ZyberSole improved posture and carriage of the participants. They reported less back pain, and had fewer days of aching feet compared to the control.

Used by professional athletes, and hard-working people just like you.



Greta Choi, a long-distance runner who represented New Zealand at the paralympics, uses these insoles in between training sessions to reduce everyday wear and tear on her ankle joints.



Jim Smith is a pick-and-packer for a large warehousing and logistics firm. He's on his feet for up to 14 hours per day, and says of the ZyberSole: "they're the only insole that lets me come home after a long day, to clear away the aches and pains, and have enough energy to play with my kids."

Features and Benefits

- Provides superior arch support- outstanding comfort for long periods of standing and improves posture.
- More padding than competing insoles- you will feel more comfortable in your shoes than ever before.
- Odor-neutralizing and machine-washable- never be embarrassed by smelly feet again!

Sizing

This insole is our one-size-fits-most, which means a foot length of between 253mm and 283mm. For smaller sizes, click here to try our Small Zybersole. For larger, click here to see the Large Zybersole. Click here to see our insoles for specialty shoes (high heels, hiking boots, sport shoes, and everything in between)

Shipping, Warranty, and Returns

This item ships from Auckland, and arrives in 2-5 business days if you're in the North Island, and 5-10 business days for the South Island. If you are in a rural area, please allow extra time for delivery.

If you are for any reason not satisfied, you may exchange your unused product for an insole of the correct size. Contact us at orders@zybersole.co.nz or call us on 09 280 3680.

Your warranty information is supplied with your product, please hold on to this as it is necessary in order to claim it.

Our online transactions are processed through Stripe, a secure online payment gateway.



30 day money back guarantee



Free shipping for orders over \$50



International shipping available



6.

Final Tips

Updating your product page is not a one-and-done affair. Like all other aspects of your website, you must be constantly making updates. Here are some more changes to consider making to your product page.

Organize your information in tabs

After these updates, you are going to have a lot more text on your page. This can appear overwhelming if unformatted, so consider organizing your new information in tabs, as you can see on Paris Hilton Skincare's site:



BENEFITS

- Supports the skin's natural DNA maintenance process for bright, buoyant skin
- Delivers luxurious hydration and provides the skin with a natural protective moisture layer
- Inhibits wrinkle formation due to free radical damage
- Promotes collagen production for tighter, smoother skin
- Awakens the skin for a fresh, youthful glow
- Suitable for men & women and all skin types

FULL DESCRIPTION

KEY ACTIVES

HOW TO USE

INGREDIENTS

Psychological Pricing

Psychological Pricing is a theory that certain prices have a psychological impact. It's the classic tactic of [rounding-the-price-down-to-end-in-.99-so-it-seems-smaller](#). In a broader sense, it means using the particular quirks of the human mind to your advantage. Here are a couple ways you can enhance your product page offering using Psychological Pricing.

FOMO

Robert Cialdini, in his book “Influence,” writes, “*We seem to assume that if a lot of people are doing the same thing, they must know something we don’t.*”

FOMO, or Fear of Missing Out, is the apprehension that others might be having a rewarding experience from which one is absent. This is a very real motivator of online behaviour as evinced in [these papers](#). If you’re using Shopify, This can be tapped into with [apps that show that others are buying](#), or showing [low stock levels](#).

Comparative Advertising

You might recognize this as the “compare-at” feature of your store, where you can make the price display as “was \$50, now \$20.”

Comparative Advertising is a classic way to show that you could have priced the item higher, but are now selling it at a more attractive price, potentially for a limited time. Be careful how you use this- you are asking customers to make a comparison, and as the Stanford School of Business says, [their logic might not operate in the way you expect](#).

When comparing a cheap brand of aspirin against a more expensive variation, it caused shoppers to buy the more expensive version-- it positioned the expensive aspirin as the thing that wasn’t the cheap knock-off. By inviting comparison, you are communicating an implicit or explicit message that makes the brand more or less attractive.

[Shopify itself uses this technique with their pricing plans](#). There’s the \$29-per-month plan, the \$79-per-month plan, and the \$299-per-month plan. The \$299 has decent features, but its massive monthly price makes the medium plan seem reasonable by comparison (not that the \$299 plan isn’t great.) Note also how they round their prices down.

The presence alone of a higher priced item may increase revenue by 4%. So consider offering premium (or budget) variations of your MVP, to take advantage of Comparative Advertising.

Action Plan

The best advice is worthless if you don't use it, so we've made it easy for you to follow through on the time you've invested reading this eBook. Here is an action plan based on what you just read, in checklist version. Commit to ticking off each step, and you will be well on your way to a more streamlined product page.

- Google “buy [your product] nz”, and note the top-result product pages.
- Conduct real-world customer research.
- Create a Buyer Persona based off your research.
- Update your product photography.
- Write a Unique Value Proposition.
- Create preference using E-A-T.
- Update the description on your product page.
- Use tabs on your product page to arrange information.
- Use Psychological Pricing and Comparative Advertising to encourage purchases.

Good luck and happy selling!



If you are ready to grow your business, get in touch with Zyber. We are Shopify experts and our business is to make you succeed.

visit.zyber.co.nz