



Product Description Checklist

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Writing product descriptions can be time consuming & tedious!
Here's a checklist so you don't miss anything.

- ☐ **Keyword Research**
Check what people search for when they want to find your product.
- ☐ **Title META Tag**
Write an exciting title that begs to be clicked on.
- ☐ **Description META Tag**
Say something more about your product & attract clicks.
- ☐ **Product Title**
Create an attractive on page product title that includes the main selling point.
- ☐ **Bullet Points**
Make a list of the most important features.
- ☐ **Description**
Construct a well written description that sells the benefits of the features.
- ☐ **Video**
If possible add a video demonstrating your product.
- ☐ **Review/Social Media Quote**
Add a good solid customer review to the description.
- ☐ **Check your main selling point appears 3 times**
Ideally in the title tag, product title & description.
- ☐ **Check spelling**

Can I help you with Product Description Training? Visit jtid.co.uk