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PRODUCT DESCRIPTION FORMULAS

BOOST YOUR CONVERSION RATE
WITH PLUG-AND-PLAY & TIME-
SAVING FORMULAS

Growing Your Craft

As a top 1% Etsy seller across multiple shops, I've spent hundreds of hours writing and perfecting product description.

A good product description can boost your conversion rate by articulating the benefits to your target customers, and eliminate any concerns that they may have.

Over the years, I've tested out many variations for it, and these formulas in this book are the ones that performed the best.

You'll find a range of formulas in this book tailored to shops selling different products, from physical and custom-made products, to digital products and vintage pieces.

A little disclaimer: While customers may skim text, the Etsy Search Algorithm and Google AI read every word.

It is best practice to put your most important selling points in your product photos for the visual shopper, but you must write a robust description to help the search engine rank your item. Your description is the fuel that helps your product get found in the first place.

Before we get into the formula, let's review some key points of writing your product description.



Best Practices For Writing Product Description

Not only do these apply to your product description, they also apply to your other writings, including shop announcement, emails, social media posts, etc.

RULE #1

Avoid Big Words Or Complex Sentences - The easier it is to read, the more likely you can hold your customer's attention

RULE #2

Write Short Paragraphs With Only 1-3 Sentences - People don't want to read a big wall of text

RULE #3

Avoid Overusing Intensifiers - like "very", "really" and "totally"

RULE #4

Use "You" - Address your target customer directly using "you"

RULE #5

Use Symbols & Emojis To Highlight & Format - Emphasise words or phrases like ****Free Shipping**** or  100% Vegan

Product Description Formula For Physical Products

Opening paragraph

A little disclaimer: While customers may skim text, the Etsy Search Algorithm and Google AI read every word.

It is best practice to put your most important selling points in your product photos for the visual shopper, but you must write a robust description to help the search engine rank your item. Your description is the fuel that helps your product get found in the first place.

Supporting paragraph

Expand on your key product benefits. Focus on your target customer and how it solves their problems/make their lives better. Keep it brief, about 2-3 sentences.

Benefit bullet points

3-5 bullet points that mix product benefits with features. Focus on the advantages, transformation and positive outcomes your customers will get from your product. For example:

- Non-toxic, vegan formula using 100% natural essential oils and virgin coconut oil
- Eco-friendly. Made with 100% reclaimed wood
- Suitable for beginners - Easy-to-use with instructions included
- Filter 99.9% of dust and allergens from indoor air with our industry grade filter
- Colours remain vibrant for decades with the xxx technique
- Handmade from 100% organic bamboo rayon which makes it ultra soft to your skin

Shipping & delivery information (Optional)

Set your customer expectations on when they will get the product, especially important during holiday seasons.

Gift wrapping & packaging information (Optional)

Strongly recommend if your product can be bought as a gift. Mention whether it's possible to include a custom note, not include an invoice, etc. If you offer gift wrapping, mention it here and show it in your listing photos. Also important during holiday or gifting seasons.

Product details

The essential information about your product. Use bullet points to improve readability. Check with the list at the back for what to include potentially. For example:

- Set of 4 spoons, 4 forks and 4 knives
- Dimension: 8" width x 10" height
- Zipper finishing with YKK zippers

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

Product Description Formula For Digital Products

Opening paragraph

Catch attention. 1-2 sentence(s) that include the most compelling selling point of your product, and a short description of what you're selling and why your target customer will love it. Best to include 2-3 long-tail keywords naturally in this paragraph.

Supporting paragraph

Expand on your key product benefits. Focus on your target customer and how it solves their problems/make their lives better. Keep it brief, about 2-3 sentences.

Benefit bullet points

3-5 bullet points that mix product benefits with features. Focus on the advantages, transformation and positive outcomes your customers will get from your product. For example:

- Suitable for beginners - Easy-to-use with instructions included
- Start with a professional template and save hours

Statement about no physical product shipped

e.g. "No physical labels will be shipped. Digital design only."

Technical & access information

- *"How to Download: Please note that the Etsy App does not currently support downloading files. Please log in to Etsy on a web browser (Safari/Chrome) or a computer to access your download"*
- (If applicable): *"Created with the assistance of AI tools to bring this unique vision to life, then manually edited/curated by [Your Shop Name]"*.

Delivery information

How your customer will get the digital product to give them a clear expectation. If it involves multiple steps, lay them out in a numbered list.

Product details

The essential information about your product. Use bullet points to improve readability. Check with the list at the back for what to include potentially. For example:

- Fully editable with Canva
- Dimension: 8" width x 10" height
- Digital download with JPG and PDF formats

Printing Tips

Recommendations of how customers can print out the designs easily. Include links to printing services if appropriate.

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

Product Description Formula For Made-To-Order Products

Opening paragraph

Catch attention. 1-2 sentence(s) that include the most compelling selling point of your product, and a short description of what you're selling and why your target customer will love it. Mention the handmade nature of your product. Best to include 2-3 long-tail keywords naturally in this paragraph.

Supporting paragraph

Expand on your key product benefits and your specific creation process. Transparency is key in 2026. Briefly explain your role: did you hand-make it, or did you design it and have a partner print/cast it?

Showing the 'human touch' behind the item builds trust and aligns with Etsy's Creativity Standards.

Benefit bullet points

3-5 bullet points that mix product benefits with features. Focus on the advantages, transformation and positive outcomes your customers will get from your product. For example:

- Non-toxic, vegan formula using 100% natural essential oils and virgin coconut oil
- Eco-friendly. Made with 100% reclaimed wood
- Suitable for beginners - Easy-to-use with instructions included
- Filter 99.9% of dust and allergens from indoor air with our industry grade filter
- Colours remain vibrant for decades with the xxx technique
- Handmade from 100% organic bamboo rayon which makes it ultra soft to your skin

Order process & shipping information

Set your customer expectations on the order process and shipping time. List out the steps in a numbered list for clarity. Highlight the production time added on top of the shipping time. This section is especially important during holiday seasons.

Gift wrapping & packaging information (Optional)

Strongly recommend if your product can be bought as a gift. Mention whether it's possible to include a custom note, not include an invoice, etc. If you offer gift wrapping, mention it here and show it in your listing photos. Also important during holiday or gifting seasons.

Product details & customisation options

The essential information about your product. Use bullet points to improve readability. Check with the list at the back for what to include potentially. For example:

- Set of 4 spoons, 4 forks and 4 knives
- Dimension: 8" width x 10" height
- Zipper finishing with YKK zippers

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

Product Description Formula For Fragile Products

Opening paragraph

Catch attention. 1-2 sentence(s) that include the most compelling selling point of your product, and a short description of what you're selling and why your target customer will love it. Best to include 2-3 long-tail keywords naturally in this paragraph.

Supporting paragraph

Expand on your key product benefits. Focus on your target customer and how it solves their problems/make their lives better. Keep it brief, about 2-3 sentences.

Benefit bullet points

3-5 bullet points that mix product benefits with features. Focus on the advantages, transformation and positive outcomes your customers will get from your product. For example:

- Non-toxic, vegan formula using 100% natural essential oils and virgin coconut oil
- Eco-friendly. Made with 100% reclaimed wood
- Suitable for beginners - Easy-to-use with instructions included
- Filter 99.9% of dust and allergens from indoor air with our industry grade filter
- Colours remain vibrant for decades with the xxx technique
- Handmade from 100% organic bamboo rayon which makes it ultra soft to your skin

Packaging or gift-wrapping information

For fragile products, this section is important in reducing the barrier of purchase and increase your conversion rate. Describe how your packaging can protect the piece and make sure it arrives safely and undamaged. And if you offer gift wrapping, mention it here and show it in your listing photos.

Shipping & delivery information (Optional)

Set your customer expectations on when they will get the product, especially important during holiday seasons.

Product details

The essential information about your product. Use bullet points to improve readability. Check with the list at the back for what to include potentially. For example:

- Set of 4 spoons, 4 forks and 4 knives
- Dimension: 8" width x 10" height
- Zipper finishing with YKK zippers

Care instructions

Paragraph or bullet points about how to keep the product is its best condition in the future.

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

Product Description Formula For Craft Supplies & DIY Products

Opening paragraph

Catch attention. Clearly state if these are 'Handmade Supplies' (you made them) or 'Sourced Supplies' (you curated them). 1-2 sentences describing the material quality and exactly what project this supply is best suited for.

Supporting paragraph (Optional)

Expand on your key product benefits. Focus on your target customer and how it solves their problems/make their lives better. Keep it brief, about 2-3 sentences.

Feature bullet points

Bullet points that mention the essential information about your product. Check with the list at the back for what to include potentially. For example:

- Your DIY macrame box will include 40 metres of cotton cord, step-by-step instruction, ...
- Bead hole size: 1mm

Shipping & delivery information (Optional)

Set your customer expectations on when they will get the product, especially important during holiday seasons.

Gift wrapping & packaging information (Optional)

Strongly recommend if your product can be bought as a gift. Mention whether it's possible to include a custom note, not include an invoice, etc. If you offer gift wrapping, mention it here and show it in your listing photos. Also important during holiday or gifting seasons.

Project ideas (Optional)

Some examples and ideas of what DIY projects can be made with this craft supplies item.

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

Product Description Formula For Vintage Items

Opening paragraph

Catch attention. 1-2 sentence(s) that include the most compelling selling point of your product, and a short description of what you're selling and why your target customer will love it. Think about the time period, materials, condition or unique details. Best to include 2-3 long-tail keywords naturally in this paragraph.

Supporting paragraph

Expand on your key product highlights. Focus on the history and origins of the vintage piece and why that makes it special. Keep it brief, about 2-3 sentences.

Vintage Authenticity Details

Mention any proofs, makers marks, or credentials that show the piece's authenticity.

Tip: Highlight the sustainability aspect. Use phrases like 'Sustainable fashion,' 'Pre-loved,' or 'Circular economy' to appeal to eco-conscious buyers looking to reduce waste.

Benefit & feature bullet points

Bullet points that mention the essential information about your product. Check with the list at the back for what to include potentially.

Packaging information

Important for vintage products. Mention the how your packaging can protect the piece and make sure it arrives safely and undamaged.

Shipping & delivery information (Optional)

Set your customer expectations on when they will get the product, especially important during holiday seasons.

Care Instructions

Paragraph or bullet points about cleaning methods, display tips, storage environment, etc.

Guarantee (Optional)

A good product guarantee can minimise the doubts in customers' minds. Make sure it's not limiting and easy to be initiated by your customers.

Social proof (Optional)

If you have a large following, or other significant achievement like a feature in a well-known magazine, show it off here. You can also highlight 1-2 customer testimonials after asking for permission from the customers.

List Of Product Details

(Add The Relevant Ones)

Use this list to brainstorm your product feature section. Think of all the ones that are relevant to your customers. Usually 3-6 bullet points are sufficient.

- Size & Dimension
- Weight
- Volume
- Colour
- Materials
- Composition or Ingredients
- Format
- Style
- Scents
- Flavours
- Quantity
- Shapes
- Patterns
- Closures
- Finishings
- Unique Details
- What Is Included
- What Is Not Included
- What It Is For
- Who It Is For
- How To Use
- When To Use
- Where To Use
- Usage Prerequisites
- Safety Requirements
- Allergy Information
- Indoor, Outdoor Use
- Country Of Origin

