

**SEO OPTIMIZED
PRODUCT DESCRIPTION
COPYWRITING**

WORKFLOW GUIDE

WELCOME:

**HERE WE PROVIDES YOU COMPLETE STEP BY STEP GUIDE OF HOW WE WRITE HIGH SELLING
OPTIMIZED PRODUCT DESCRIPTION FOR E-COMMERCE.**

Step # 1: Keywords Research

Info: We search low competition Keywords related to the product names and have high search volume.

Example: Power Ballon, Luxor, Standing Desk etc.

Software we used for Keywords research.

- 1. Google keyword planner**
- 2. Ahref keyword Explorer**
- 3. Ubersuggest keyword Tool**

Step # 2: Competitor Research

Info: In second step we analysis of a business, market e-shops competitors to find their product description and weaknesses and to identify opportunities to capitalize on them with a more optimized product description.

We break Competitor Research into three main parts.

1. Analysis title
2. Analysis Keyword
3. Analysis Call to action (trigger points)

And Sketch initial optimized draft to start copwriting of any product description.

Step # 3: Title and description

In this step we copywrite product title and description by using low competition keywords + compotator analysis.

Example: Title with keywords SEO Optimized

TITEL: LUXOR 60 ELECTRIC STANDING DESK

Example: Description with keywords SEO Optimized

Back pain is one of the most common problems nowadays. We spend our half-day sitting on a desk for working, eating & entertainment purpose and in that case classic desks are fixed and not providing you comfortable sitting posture as well as consuming large space. It's time now, you really need to follow revolution and change classic desk with a modern one and safe your back, room space, and boost performance. But not worry we care about you so here we present a one-time solution Luxor 60 Electric Standing Desk this is essential to providing you comfortable sitting posture & distress your pain with their 3 stages of adjustable height the second plus point this desk is portable and not consuming large space. This desk is designed to increase productivity with health benefits and the high portability makes it ideal choices for office & home use. The desk is made of high-quality Sharpless smooth steel frame and durable paint providing scratch-free property.

FEATURES & BENIFITS: -

1. It comes with two motors 1.2 per second lifting speed capacity and provides 7 years of warranty just a click of a button you can adjust the height according to your comfort.
2. Desk height can be adjusted from 26" to 51.6" and it provides a working surface of 59" x 29.5" with 256 lbs. weight holding capacity.
3. It is using an advanced three-stage, telescoping leg system which makes it easier to lift up and down with the heavy load.
4. Four premium quality desk wheels providing freedom of quick-moving anywhere with the heavy load without scratching on the floor.
5. This premium quality multitasking electric desk comes in melamine top with a black oak finish match with almost every type & color of furniture sets and it meets ANSI/BIFMA standards.

Step # 4: Html Tags

Info: In final we provide html tags for title and description if needed.

Example: Html Title tags

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<Title><h2><u>Luxor up pro 32 converting desk</u></h2> </Title>
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Example: Html Description tags

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<Body><P><h4> It is always challenging to working on a desktop with a comfortable position just like the laptop it limits your movement and comfort. Sitting street when working with a desktop and it will really become irritating & problematic in long run hours of workload. So, for that we introduced Luxor Level Up Pro 32 a Standing Desk Converter this desk is designed to give you the freedom to adjust your sitting position according to your comfort with the desktop</h4></P></body>
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Product Description Copywriting Samples.

Sample # 1:

Title: Wooden Memory Game for Kids

Your kid may be the future Einstein who knows we live in a learning age "golden period of humans history" everything available on the doorstep and if you want your children bright feature in this competitive world so you need to make sure they learn every day just like they grow little more every day. We care about everything related to the upcoming generation so we present a wooden memory color game for your kids. This wooden board puzzle toy is designed to contribute to the kid's memory development. Children can also learn about colors very well while playing with this wooden memory game. This toy is crafted from harmless sustainable FSC approved wood and the lightweight makes it the absolute choice for indoor games.

Features & Benefits:

- 1-: This game can be used as an independent play for a single person and also can use it to collaborate play multiple people can play in one time.
- 2-: Wooden memory game crucial in rain fine moves and improve hand-eye coordination abilities, and also improve thinking ability.
- 3-: The playing method of this memory game for kids is so simple. First, roll the dice to reveal color, and then find a matching color pin on the board, and collect as many pieces as possible (all pin's bottom is painted).
- 4-: Board game is made of smooth lightweight wood. This product is made without any sharp edge kids will always stay safe while playing with toy.
- 5-: This game board comes with 24 wooden colored pencils (4 white, 4 green, 4 yellow, 4 blue, 4 black, 4 red) perfect toy for kid's memory training.

Sample # 2:

Title: Power Balloon car and rocket Launcher toy

A good physical gameplay one of the important needs for your growing kid's which help to make strong bones for a healthy long life so here we introduce Power Balloon Launch Tower Toy this toy not only provide you kid's good physical game paly but also built interest in the science. Design for 4 to 12 years kids to help them explore the magic of airpower, how science working behind the thing, and develop an interest in science. This toy is made of ABS eco-friendly durable plastic Using aerodynamic technology can promote environmental protection and energy savings without the use of batteries.

Features & Benefits:

1-: This toy has the characteristics of fall-proof and also not making any air pressure 100% safe for kids working well for a long time.

2-: lunch tower comes in two-modes one is car mode, it powers the car move forward on the ground and the second is launcher mode, it gives the power to sends the rocket into the air.

3-: This toy is easy to play just open the roof of the car or rocket, then set the balloon in the car/rocket. Connect it to the launchpad to the pump air. Filled the balloon by pressing the rod continuously, then press the start button, the car will move forward and the rocket will fly into the air.

4-: The product comes with a complete kit set, 12 colorful balloons 3 different cars, and one rocket.

5-: Excellent gift for your kid's birthday party, New Year and etc. Multiple kids can play with this toy.