

# ETSY Intensives

## 10 Points to Writing the Perfect Description



# 10 POINTS TO WRITING THE PERFECT DESCRIPTION

1. Define your voice
2. All descriptions should be consistent and follow the same structure
3. Use “I” statements
4. Short paragraphs are always best
5. Bullet points break it up making it easy to read
6. Proof read and proof read again
7. End with a link to another page in your store
8. The first 160 characters in the description show up in Google; always remember how important these characters are; use keywords from the beginning of the title and tags
9. Use keywords throughout the description
10. Do not copy and paste your title into the description, take your time and turn it into a sentence