

Introduction

Breaking into the world of online commerce might seem like such a hard thing to do, especially for artists, handcrafters and creative people, who have their minds set on creative energy more than anything else. Having talent and creative drive result in wonderful products that are tiny bits of magic, really. In order to get these bits of magic to the people who want it, you need to take great product pictures as these will be the utmost important part of your web store; you need to categorize your products for easy access and you need to add product description that can make all the difference in the world for potential customers looking for a certain size, fabric, texture or color.

Include these into your online selling routine and enrich your customers' shopping experience, so they can find, pick and receive the magic that they want.

5 reasons why you should categorize your products



You create amazing products, you took great pictures of them all and you have your store going. Apparently everything is ready for you to kickstart selling and share your wonderful products with everyone. However, you should keep in mind one little detail that can make all the difference in the world: product categorization.

It may seem insignificant at first but trust this: no potential customer is going to scroll through 9 pages to find the one product they should be seeing right away. And if this argument failed to convince you then maybe the search engine optimization will: search engines have a better understanding of your store if you categorize every product, this way they can propel you high on the search result.

Here are our top reasons why categories are important and how to use them:

- by categorizing your products, you give your customers a clear alley they can walk down when searching for something specific rather than scrolling through pages with no end. A sea of products can be quite overwhelming and time consuming to go through, so be time-efficient and remember- you may know all your products because you have seen them a million times but your customers are just now discovering them, so give them a helping hand in their shopping experience.
- use logical categories that will make the shopping effortless and fast- this is what you should be working toward. Choose categories that can be understood by the majority of your potential customers, so avoid the very technical terms that only a small group will understand.

- there are a number of different ways you can categorize your products: what the product is, what your product can be used for, by the users of that product or what necessity that product solves- so you can use categories like pendants or gloves, body lotions or hair oils, men, women or children, leather belts or linen towels, size M or size XL etc. Find the categories that best fit your products and start arranging them into these categories and promote efficient purchase.
- in your categorization approach always follow the pattern broad-to-specific, so the main categories are going to be the product themselves and the sub categories are going to be the different sizes for example. So first there is the skirt or trousers then comes the size, color, type as subcategory.
- Subcategories should be used only when there are 30 or more products in a certain category. There is no point in using a subcategory for gloves if there are only 6 altogether.

Remember, product categorization is extremely important so find the proper ones for your product and start selling efficiently!

How to take a great product photo



There is no question that your product pictures are the utmost important part of your web store. Period. People are visual beings, so pictures capture and keep their attention and prolongs their visit duration, meaning they are more likely to fall in love with your products and want to buy them.

Every shopping trip includes touching and holding the product so you can get the feel of their texture, material, weight, size, etc. Your customers don't have the chance to actually hold your products so give them the next best thing and take pictures that are detailed and of good quality so they can see clearly if it is a velvet shoe or a leather bracelet. Different textures make for awesome images!

You might be thinking you are not a professional photographer but good news is, you don't have to be! You don't even have to have a camera to take pictures, all you need is a phone and you are good to go! There is no recipe for taking photos of your products so you can't really go wrong. Be creative, follow our tips below and amaze your customers:

- think about your product and its functionality. Try to present your product in its "natural habitat". If you are selling bikes, you might want to take pictures outdoors, in the nature, with a great green background, or even pictures where a family or smiling people are having fun riding the bikes. Seeing pictures in nature might get your customers to think about the good times when they used to hang out with their friends and family and they will want to experience that again. Try to link good vibes to your products and take pictures accordingly. Similarly, if you are selling soaps or beauty products, you might want to take pictures indoors, where it is likely to use soaps and

shampoo. Remember, it's not about the product itself but rather about its use.

- Filters. Some filters are crazy fun and can really elevate the mood of a picture. However, don't overdo it or your customers will get a sense of being misled, especially if they can't see the actual color through the blur and gradation. Our advice is to keep your photos "clean" and filter-free just to reflect the little flaws and imperfections of your handmade artisan products- they make them special and one of a kind!
- When trying to decide on the background, think in terms of contrast. A red bike will jump off a green background photo and will get attention immediately. If you are selling silver jewelry, a dark background would be the perfect contrast to make your product pop. If your product is a colorful glove, keep the background simple. If your product is an orange sofa, a patterned wallpaper will be the best fit. Always think in contrast. A white background surrounding a white product will seem to be swallowing it and it will be hard to see the outline and color of the product. The background is meant to complement and to compliment your products, not to distract attention from what is really important.
- Product pictures should reflect the mood and feel of your products. If you are selling essential oil soaps, a bouquet of lavenders might be a great choice for picture concept; if your products are high-end yellow ties, photograph them against dark suits to complete the look. Your products should be the best indication of where and how they can be used, so let them guide you.
- Ratio. The product-background ration should be balanced, your primary concern is the product obviously, so don't lose it to a huge background if you take a picture from afar: a small product with a big background is almost always too hard to figure out and your visitors will lose focus. Take pictures that zoom in on your products and show them completely- never crop off parts of the product either.
- Natural light. Don't take pictures in the evening, at the light of your lamp, this may alter the colors of your products and it's not a very appealing look. Try to schedule your taking pictures when it's natural light, this way you don't need to use the flash.

A good product description is a good idea



What can be more important than a great product picture? Well, its description. Although a good product picture is worth a thousand words, the description is just as important to clear some details about your product.

The description should be of quality, as that will have a major influence on whether that product will be bought or looked over.

Maximize your chances by following our guidelines and grab the e-commerce opportunity!

1. The words you use, the length of it, the fonts, all these details are more important than you might think. The **tone** you touch in your approach is especially important as that reflects the feel of your store and of your products, so a part of you! Be funny, serious or both, just be true to yourself.
2. It would be naive to think that a product description is supposed to describe your product. It is supposed to sell it and **sell an experience!**
3. Make sure to include all the information that a potential buyer might need to know before buying your product. To you, **all that information** is clear because you are already familiar with them but try and think with the brain of your ideal customer who doesn't know anything about your product and might be interested to find out more. Think in terms of **potential questions** that might arise when looking at the product image and try to answer them one by one in your description. For example, you are manufacturing Christmas tree decorations. You posted a lovely picture of one of them. Viewers might ask who is it for, what is the purpose of it or where

could it be used, what is it made of, what are the dimensions, what is the material, the pattern, what are the product features and its functions, what sets this product apart from the similar ones on the market and how does it work exactly etc. so you might want to mention all these details. Remember, you have the power to turn potential customers into customers, so take the opportunity and present your products in an attractive light by answering all these questions before they have the chance to ask.

4. Appeal to the imagination of your buyers and **be so descriptive** that they will imagine holding your product in their hands. You might think, oh that is a hard task, but practice makes perfect so get to it. It will be a process but it will be worth it.
5. Appeal to the people in your customers and incorporate your product description into a **story**. Don't forget that they are human and they enjoy a good story, just like you do.
6. **Avoid** using phrases that are **common place** like *amazing features* or *excellent quality*. These same exact words are used over and over again by most online shop owners. Excellent quality? This is something that your buyers should think to themselves after experiencing your product and not something you state. Makes sense, right?
7. Use **adjectives that are unique** and that truly describe just your product instead of a dozen others. Be specific and include the actual features and the actual benefits of your product and this way your customers will get the impression of quality but without having to try too hard and you losing credibility in the process.
8. As with every writing task, pay attention to the **basic writing rules** of grammar, punctuation and accuracy. This type of writing should be no different from any other writing.
9. **Be creative** and don't take yourself too seriously. The creativity that goes into manufacturing your products should also be reflected in the way you describe them and talk about them.

All in all, don't underestimate the importance of product description, it isn't just practical but it is also your opportunity to address your potential customers and buyers.

Conclusion

We intend this book to serve as a reminder that there is no need to reinvent the wheel and that following a few easy but strategic steps can make all the difference in your approach to online selling as well as in the way your potential customers perceive you and your products.

Good luck selling and getting your message across!