# Unit 3

## Text A

### E-commerce Website Design

Designing an e-commerce site is not just about building a website to sell products but designing a pleasant online shopping experience.

### 1 Design E-commerce for Trust and Security

First and foremost，it is important to design a website that shoppers feel they can trust. Most shoppers are concerned about privacy and whether the site will protect their personal data by providing a secure transaction. If the website does not feel trustworthy，they will simply choose to shop elsewhere. Here are some methods that will communicate trustworthiness：

- Include an overview of the business：Provide general information，contact information，links to social media and a Frequently Asked Questions（FAQ）page.
- Publish store policies and make sure they are not too difficult to find：Provide shipping and return policies，outline the returns process and what products can be returned，and provide easy access to a privacy policy that covers shoppers' personal and financial information（this is crucial）.
- Write in plain language and avoid legal or internal policy jargon.
- Share product reviews. Provide product reviews to help shoppers understand more about the product. This will help alleviate any concerns they may have and provide great e-commerce UX. Take it a step further by offering product reviews along with additional information about the reviewers，or by summarizing the reviews. This step can help make it easier for shoppers to get the full benefit of others' opinions.
- Use a secure server. Shoppers expect that their personal information will stay secure while they purchase online. SSL（Secure Sockets Layer）certificates authenticate the identity of a website and encrypt information that needs to remain safe. It is an essential sign that indicates checkouts are secure. Assure shoppers that their data is protected by implementing SSL and displaying SSL certificate badges.

## 2　E-commerce UI Design Considerations

The look and feel of a website is the main driver of first impressions. Research concludes that people will determine whether they like a website or not in just 50 milliseconds.

Here are some essential UI design tips：

- Follow the brand identity. The branding should be apparent throughout the website. Choose colors that reflect the brand，and set the style in order to make clear what type of products are sold. Ensure brand experience is consistent across all channels—whether online，in-store，or on a mobile device. This will help build a strong brand-customer relationship.
- Adopt visual hierarchy. The most critical content should be displayed above the fold. In some cases，using less white space to bring items closer together is better than pushing critical content below the fold.
- Do not over design. Limit font formats such as font face，sizes，and colors. When the text looks too much like graphics，it will be mistaken for an ad. Use high-contrast text and background colors to make the content as clear as possible.
- Stick to known symbols. Use icons or symbols that are easy to identify. Unfamiliar icons will only confuse the shoppers.
- Avoid popup windows. Popup windows are a distraction.

## 3　The Importance of Frictionless E-commerce Site Navigation

### 3.1　Well-defined Product Categories

The top level of navigation should show the set of categories that the site offers. Group products into categories and subcategories that make sense. Category labels work best as single words that describe the range of products，so shoppers can scan through them and instantly understand what they represent. It's best to user-test site navigation as much as possible for great e-commerce UX as it's a key make-or-break feature of the site.

### 3.2　Product Search

Simply put，if shoppers cannot find the product，they cannot buy the product. So take the following actions to build a search function that helps them easily find what they are looking for：

- Make search omnipresent. Put the search box on every page and in familiar locations. The box should be visible，quickly recognizable，and easy to use. Standard positions to implement the search box are the top right or top center of the pages，or on the main menu.

- Support all kinds of queries. Searches need to support all types of queries such as product names，categories，and product attributes，as well as customer service related information. It's a good idea to include a sample search query in the input field to suggest the shoppers the use of the various functions.
- Have a search auto-complete functionality. Auto-complete functionality makes it easier for shoppers to find what they are looking for and increases sales potential by suggesting things within the area they are already searching.
- Allow sorting and filtering of results. Let shoppers sort search results based on various criteria（best sellers，highest or lowest price，product rating，newest item，etc.）as well as eliminate items that do not fit within a certain category. See Figure 3-1.
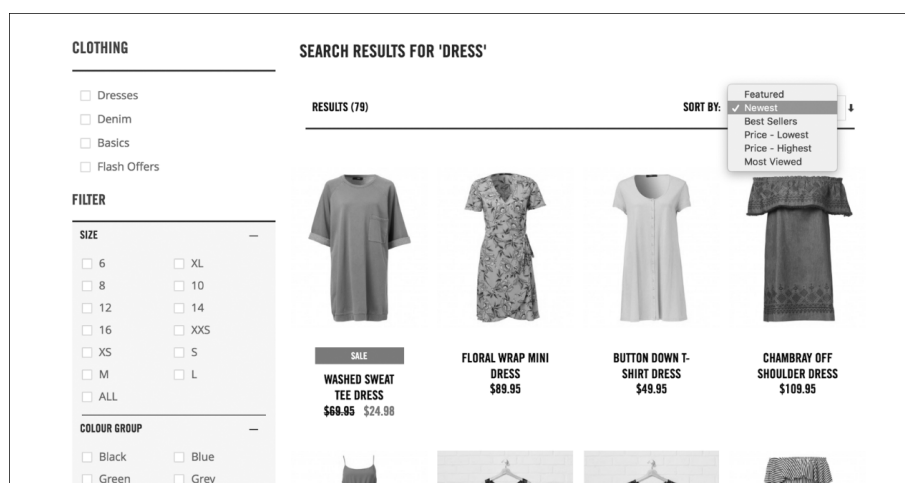


**Figure 3-1    Sportsgirl allows sorting and filtering the search results**

### 3.3    Filtering Products

The more choices given，the harder it is to choose. Help shoppers find the right products by implementing filters. It will help them narrow their choices and jump to their desired product range directly.

### 3.4    Product Quick View

A "quick view" reduces the time it takes for shoppers to find the right product by eliminating unnecessary page loads. Typically，the product details are displayed in a modal window[①] over the viewed page. Do not try to show all the product details，

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① 　模态窗口（modal window），或者称为浮窗，一般用于在空间紧张的页面中展示额外信息。在模态窗口中，可以放置放大版的图像、额外内容、警告/提示信息、视频等。用模态窗口展示信息时，要同时明确地提示用户如何关闭它。同时，用于打开模态窗口的链接、缩略图、图标或者其他图形元素一定要保证与模态窗口要展示的内容有足够的关联。相似的图标、摘要、图形元素都能帮助用户建立原始链接与打开的模态窗口的联系。

instead，include a link to the full product page to view complete details. Also，be sure to include a prominently positioned "Add to Cart" button as well as a "Save to Wishlist" functionality. See Figure 3-2.
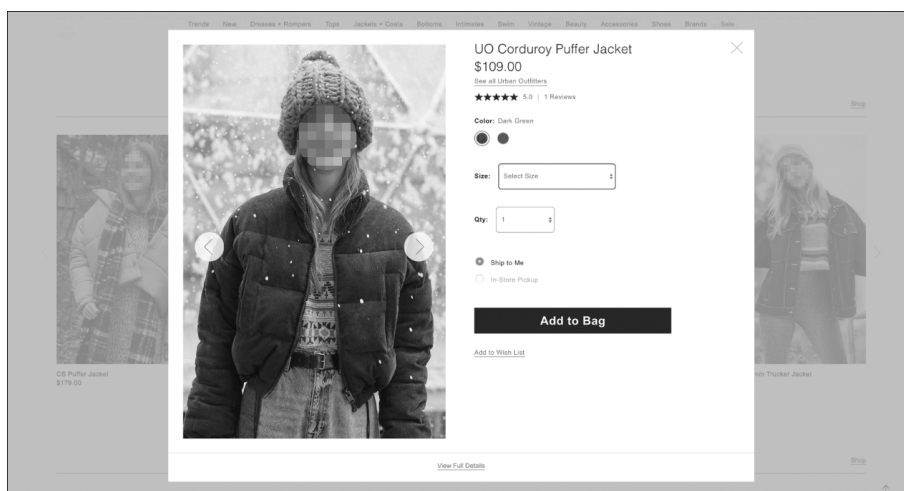


**Figure 3-2　A "quick view" modal window from Urban Outfitters**

### 3.5　Special Offers

Shoppers always look for special offers，discounts，or best deals. Make exclusive offers visible so shoppers know about them. Even if the price differences aren't that great，the psychological feeling of saving some money creates an illusion of having an upper hand.

## 4　E-commerce Product Page Design

Design a product page that creates an experience that is as similar to an in-person shopping experience as much possible by including lots of images，detailed descriptions and any other useful and related information about the product. Let's take an in-depth look at what this means.

### 4.1　Provide Great Product Images

With e-commerce，shoppers cannot touch，feel，or try out the product. Instead，everything depends on what they see online. This is why providing product images that clearly exhibit all aspects of the product is critical. See Figure 3-3. Here is a checklist for perfect product images：

- Use a white background. The background for product images should not distract or conflict with the product itself. A white background works best because it allows the product to stand out，and works with almost any style or color scheme.
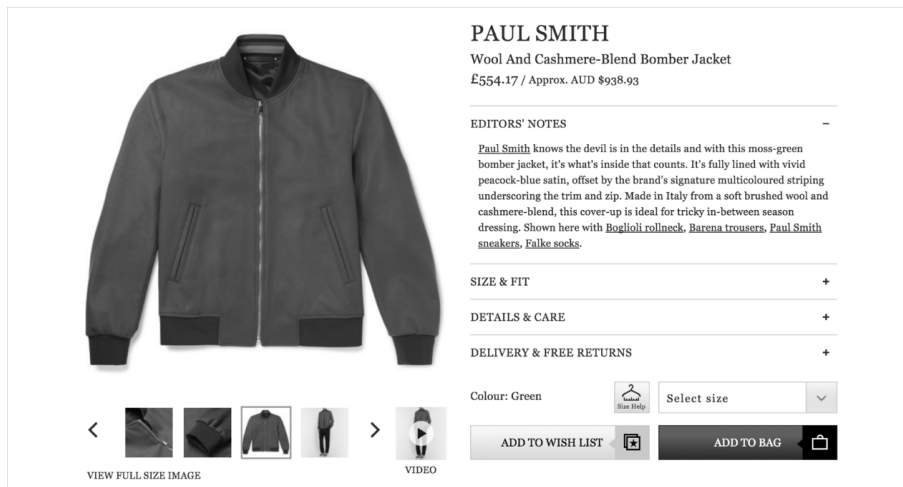
**Figure 3-3　Product images include a zoom feature and even a video**

• Use high-quality，large images. Good images sell the product. High-quality images catch shoppers' interest and show them exactly what they are buying. Having large images lets shoppers zoom up and examine a product in fine detail. See Figure 3-4.
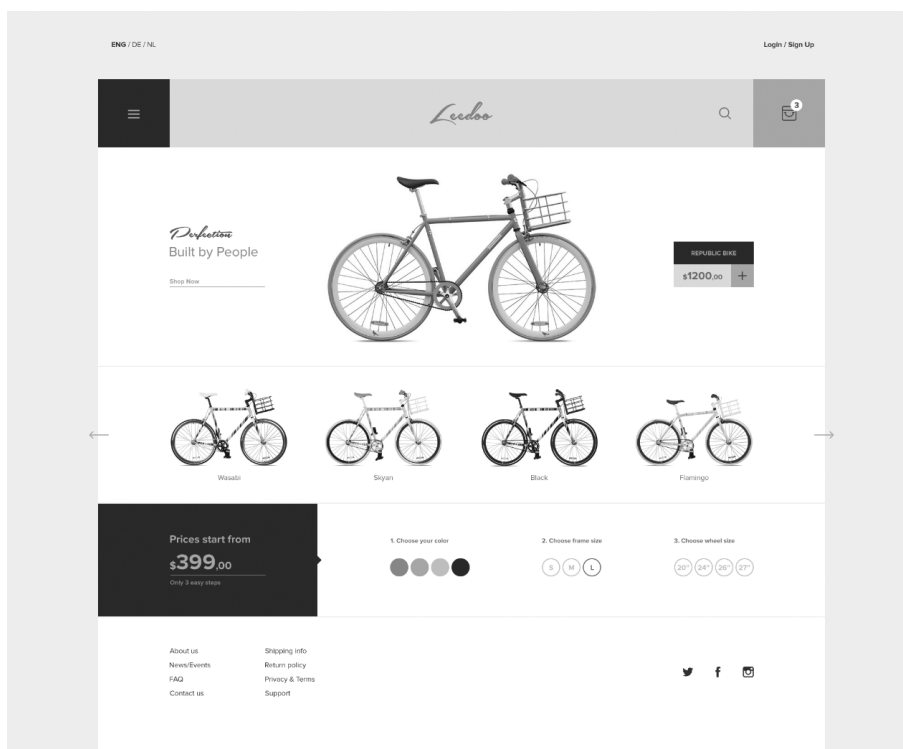


**Figure 3-4　High-quality product images on a minimalist UI**

- Use a variety of images. Display the product from a number of different angles and include close-ups in order to provide a more complete sense of the product. A 360-degree view，where they can move the product around，is a good way to provide an experience close to physically going into the store and engaging with it. VR e-commerce is the next wave of this experience.

- Use video. Videos have the ability to deliver a lot of information in a short amount of time. Use a video to show the product in use，and to provide as much functional information as possible.

- Be consistent. Use images that are consistent across multiple pages and are also in line with the look and feel of the rest of the website. This will keep everything looking clean and uncluttered. The main product image should be the same across all areas of the site，such as product highlights or in the featured items section.

## 4.2　Give Just the Right Amount of Product Information

Give shoppers detailed information about the product so they can make an informed purchase decision. Show availability，options for different sizes or colors，dimensions，a size chart，materials used，total cost，warranties，and more. The fewer remaining questions they have about a product，the more likely they are to make a purchase. See Figure 3-5.



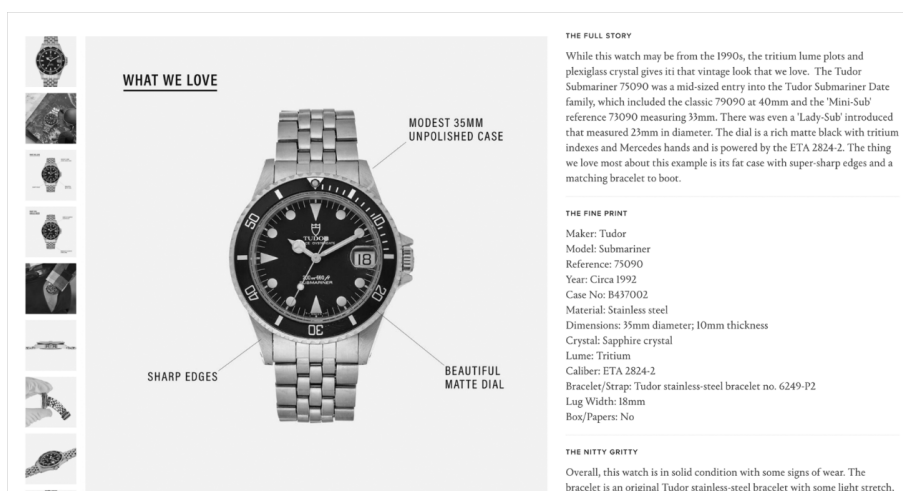**Figure 3-5　Detailed product information**

## 4.3　Show Related and Recommended Products

Display similar products that shoppers might also like，or products that others have purchased. This can be displayed on a product detail page or in the shopping cart and will help guide shoppers to the products that meet their needs，potentially encouraging them to continue shopping—a great way to cross-sell related products.

## 5　Shopping Cart Design

The shopping cart is essential as it is where shoppers review their selected products，make the final decision，and proceed to checkout. The primary goal of the shopping cart is to lead shoppers to checkout. The following are tips on designing a shopping cart that is user-friendly，and will encourage shoppers to purchase further.

- Use a clear Call To Action（CTA）[①]. The primary call to action on the shopping cart page should be the checkout button. Use bright colors，plenty of clickable areas and simple language to make the checkout button visible，straightforward and easy to use.
- Provide adequate feedback. Make sure when a product is added to the shopping cart it is immediately and clearly confirmed. Shoppers get confused by inadequate feedback，such as showing inconspicuous confirmation text. A good idea is to use animations，as movement attracts the human eye.
- Use a mini cart widget. Allow shoppers to add products to their cart without leaving the page they are on by using a mini cart. It also allows them to navigate，discover，and add more products. Mini cart widgets should always link to the full page shopping cart.
- Display product details. Displaying details like product names，images，sizes，colors，and prices in the shopping cart helps the shoppers to remember each product as well as to compare products. Link products in the cart back to their full product pages，so shoppers can review more details when necessary.
- Make the cart easily editable. The ability to remove，save for later or change details like size，color，or quantity should be easy to access.
- Avoid the surprise of unexpected shipping costs and taxes. Unexpected shipping costs are one of the leading reasons shoppers abandon their shopping carts. Place shipping options and taxes with precise calculation of the costs，and an expected delivery date up front.

## 6　E-commerce Checkout Design

Here are a few ways to build a well-designed checkout page，which will contribute to a successful conversion：

- Offer various payment options. Different shoppers have different preferences when it comes to making payments. Provide as many payment options as possible

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① A Call To Action（CTA）is a marketing term that refers to the next step a marketer wants its audience or reader to take. The CTA can have a direct link to sales. For example，it can instruct the reader to click the buy button to complete a sale，or it can simply move the audience further along towards becoming a consumer of that company's goods or services.

（contingent on the target audience）to expand the customer base，and to make it easy for shoppers to complete their order.

- Keep it simple. Minimize the number of fields and steps to complete the purchase. Using shipping address as billing address by default is a good way to minimize the number of fields—ideally，design a single page checkout where shoppers can view their cart and enter delivery and payment information.

- Make registration optional. Forcing shoppers to create an account prior to their first purchase will drive the shoppers away. Give them an option to register after the purchase is complete，and highlight the benefits of registration when asking them to register. Benefits include faster checkout thanks to personal information like saved shipping address or payment information and access to exclusive offers that are only available to registered members.

- Use clear error indications. There is nothing more frustrating than not being able to make a purchase or figure out why. Instead of showing the errors after a form is submitted，make error notifications come up in real time. Place clear and concise error messages directly above，or next to the item that requires correction，so shoppers will notice and understand them.

- Keep people on track. When using a multi-page checkout，include a progress bar that shows how many more steps are left to complete the purchase. This will eliminate any ambiguity，and assure shoppers they are on the right track. When the purchase is complete，display an order confirmation and order status with shipment tracking.

- Offer support. Include a live chat or contact number throughout the checkout process，so when shoppers have questions，they can quickly get answers rather than having to leave the site and go elsewhere.

## 7　Summary

All online shoppers expect frictionless experiences. When designing an e-commerce site，it is not just about building a website but creating an online shopping experience that will convert passive shoppers into paying customers.

## *New Words*

| | | |
|---|---|---|
| pleasant | ［ˈpleznt］ | *adj.* 令人愉快的；友好的 |
| security | ［sɪˈkjʊərəti］ | *n.* 安全性 |
| shopper | ［ˈʃɒpə］ | *n.*（商店的）顾客，买东西的人 |
| transaction | ［trænˈzækʃn］ | *n.* 交易，业务，事务 |
| trustworthy | ［ˈtrʌstwɜːði］ | *adj.* 值得信赖的，可靠的 |
| link | ［lɪŋk］ | *n.* & *v.* 链接 |

| | | |
|---|---|---|
| return | [rɪˈtɜːn] | v.& n.退货 |
| policy | [ˈpɒləsi] | n.政策；策略 |
| share | [ʃeə] | v.共享，分享 |
| alleviate | [əˈliːvieɪt] | v.减轻；缓解 |
| opinion | [əˈpɪnjən] | n.意见 |
| server | [ˈsɜːvə] | n.服务器 |
| certificate | [səˈtɪfɪkət] | n.证书 |
| authenticate | [ɔːˈθentɪkeɪt] | vt.证明是真实的、可靠的或有效的 |
| encrypt | [ɪnˈkrɪpt] | v.加密，将…译成密码 |
| checkout | [ˈtʃekaʊt] | n.结账 |
| badge | [bædʒ] | n.徽章；象征 |
| identity | [aɪˈdentəti] | n.身份；个性；一致 |
| in-store | [in-stɔː] | adj.商店内的 |
| fold | [fəʊld] | n.首屏 |
| font | [fɒnt] | n.字体；字形 |
| ad | [ˌeɪˈdiː] | n.广告 |
| icon | [ˈaɪkɒn] | n.图标 |
| confuse | [kənˈfjuːz] | v.混淆，使困惑 |
| distraction | [dɪˈstrækʃn] | n.使人分心的事 |
| navigation | [ˌnævɪˈgeɪʃn] | n.导航 |
| make-or-break | [meik ɔː breik] | conj.不成则败 |
| search | [sɜːtʃ] | n.& v.搜索 |
| omnipresent | [ˌɒmnɪˈpreznt] | adj.无所不在的 |
| query | [ˈkwɪəri] | n.查询，询问 |
| auto-complete | [ˈɔːtəʊ kəmˈpliːt] | adj.自动完成的 |
| filter | [ˈfɪltə] | n.过滤器；筛选(过滤)程序 |
| load | [ləʊd] | v.装载，加载 |
| wishlist | [wɪʃlist] | n.意愿清单，心愿单 |
| psychological | [ˌsaɪkəˈlɒdʒɪkl] | adj.心理的；心理学的 |
| in-person | [ˈinˈpɜːsən] | adj.亲自的，本人的；现场的 |
| exhibit | [ɪgˈzɪbɪt] | v.展览；表现 |
| background | [ˈbækgraʊnd] | n.背景；底色 |
| distract | [dɪˈstrækt] | v.分散注意力；使分心 |
| video | [ˈvɪdiəʊ] | n.视频 |
| consistent | [kənˈsɪstənt] | adj.一致的；连续的 |
| unclutter | [ʌnˈklʌtə] | vt.使整洁，整理 |
| dimension | [daɪˈmenʃn，dɪˈmenʃn] | n.尺寸；维度 |
| material | [məˈtɪəriəl] | n.材料；原料；布料 |

| | | |
|---|---|---|
| user-friendly | [ˌjuːzəˈfrendli] | *adj.* 用户友好的 |
| clickable | [ˈklɪkəbl] | *adj.* 可点击的 |
| visible | [ˈvɪzəbl] | *adj.* 可见的；明显的 |
| inconspicuous | [ˌɪnkənˈspɪkjuəs] | *adj.* 不明显的，不显著的 |
| widget | [ˈwɪdʒɪt] | *n.* 小器具，窗口小部件 |
| compare | [kəmˈpeə] | *v.* 比较 |
| editable | [ˈedɪtəbl] | *adj.* 可编辑的 |
| taxe | [ˈtæks] | *n.* 税款 |
| abandon | [əˈbændən] | *v.* 抛弃，舍弃，放弃 |
| contribute | [kənˈtrɪbjuːt] | *v.* 增加，增进 |
| conversion | [kənˈvɜːʃn] | *n.* 转换 |
| target | [ˈtɑːgɪt] | *n.* 目标；对象 |
| | | *v.* 瞄准，面向 |
| field | [fiːld] | *n.* 区域，字段 |
| default | [dɪˈfɔːlt] | *adj.* 默认的 |
| | | *n.* 默认值；默认指令 |
| registration | [ˌredʒɪˈstreɪʃn] | *n.* 登记，注册 |
| indication | [ˌɪndɪˈkeɪʃn] | *n.* 表明；标示 |
| notification | [ˌnəʊtɪfɪˈkeɪʃn] | *n.* 通知；通知单；布告；公布 |
| concise | [kənˈsaɪs] | *adj.* 简明的，简洁的 |
| ambiguity | [ˌæmbɪˈgjuːəti] | *n.* 歧义；不明确，模棱两可 |
| frictionless | [ˈfrɪkʃnləs] | *adj.* 无障碍的 |

## *Phrases*

| | |
|---|---|
| personal data | 个人数据，个人资料 |
| social media | 社交媒体 |
| returns process | 退货步骤，退货过程 |
| privacy policy | 隐私政策 |
| internal policy | 内部政策 |
| product review | 产品评论 |
| essential sign | 基本符号，重要标志 |
| first impression | 第一印象，初步印象 |
| in order to | 为了… |
| mobile device | 移动设备 |
| high-contrast text | 高对比度文本 |
| background color | 背景颜色 |
| as clear as possible | 尽可能清晰 |
| stick to | 遵守；保留；坚持 |

| | |
|---|---|
| popup window | 弹出式窗口 |
| main menu | 主菜单 |
| quick view | 快速查看 |
| modal window | 模态窗口 |
| Add to Cart | 添加到购物车 |
| upper hand | 优势，上风，有利地位 |
| depend on | 取决于；依赖于 |
| stand out | 突出；超群 |
| zoom up | 放大视图；推近 |
| a variety of | 各种各样的 |
| size chart | 尺码表 |
| product detail page | 产品详细信息页面 |
| confirmation text | 确认文本 |
| mini cart | 迷你购物车 |
| full page | 整个页面；整版 |
| contingent on … | 视…而定 |
| customer base | 客户群 |
| error message | 出错信息 |
| progress bar | 进度条 |
| order confirmation | 确认订单，证实订单 |
| order status | 订单状态 |

## Abbreviations

| | |
|---|---|
| FAQ（Frequently Asked Questions） | 常见问题 |
| UX（User eXperience） | 用户体验 |
| SSL（Secure Sockets Layer） | 安全套接层 |
| UI（User Interface） | 用户界面 |
| VR（Virtual Reality） | 虚拟现实 |
| CTA（Call To Action） | 行动召唤 |

## Exercises

【Ex1】 **Answer the following questions according to the text.**

1. What is it important first and foremost when designing a website? What are most shoppers concerned about?

2. What do SSL（Secure Sockets Layer）certificates do?

3. What are some essential UI design tips mentioned in the passage?

4. Why is it best to user-test site navigation as much as possible for great e-commerce UX?

5. What actions should the designer take to build a search function that helps shoppers easily find what they are looking for?

6. What does a "quick view" do? And how? Where are the product details displayed typically?

7. How can we design a product page that creates an experience that is as similar to an in-person shopping experience as much possible?

8. What is the checklist for perfect product images?

9. What are the tips on designing a shopping cart that is user-friendly，and will encourage shoppers to purchase further?

10. What are the ways to build a well-designed checkout page?

【Ex2】 **Translate the following terms or phrases from English into Chinese or vice versa.**

1. Add to Cart                      1. _____

2. customer base                  2. _____

3. mini cart                         3. _____

4. order confirmation           4. _____

5. order status                     5. _____

6. *n.* 证书                          6. _____

7. *n.* 意愿清单,心愿单          7. _____

8. *adj.* 可点击的                 8. _____

9. *n.* 结账                          9. _____

10. *adj.* 用户友好的            10. _____

【Ex3】 **Fill in the blanks with the words given below.**

| important | purchasing | orders | tracking | review |
|---|---|---|---|---|
| information | system | fulfillment | experience | customer |

### Three Reasons to Provide Order Tracking

#### 1　Reduce costs

With e-commerce order tracking，there are significantly fewer inquiries. Once implemented，all the tracking ____1____ is automatically provided to your customer. And if there are any issues，you can easily search through all of your orders to find what you need.

Order tracking automates the process without creating any extra work for you，putting less burden on your ____2____ support team without compromising quality. By saving time and money，you have more resources to invest in other methods of improving the customer ____3____ .

#### 2　Meet customers expectations

97% of customers expect the ability to monitor their orders throughout every step of

the shipping process.

Shoppers have obviously become accustomed to having a high level of visibility into their _____4_____. Online shopping basically demands it with such a competitive e-commerce landscape. Having an e-commerce order tracking _____5_____ in place is mandatory if your brand doesn't want to lose business to Amazon and other major retailers.

If you can't provide the expected level of service，shoppers will take notice，posing a risk to customer loyalty. By providing order _____6_____ that gives the up-to-date information your customers want，their expectations are met and they are more likely to give you a good _____7_____，buy from you again，or tell their friends.

### 3　Have more control over fulfillment

Your job is not done once the box is packed and in the carriers' hands. With order tracking，you maintain more control over the order _____8_____ process and can quickly address any issues as they arise with ease. Without a system，_____9_____ tracking information can get missed，resulting in a backlog of emails from unhappy customers.

Customer acquisition is great but the real money is in having repeat customers who keep _____10_____ more from you. The right e-commerce fulfillment strategy，which includes order tracking，can help minimize issues as well as increase the lifetime value of your customers and win more sales.

【Ex4】 **Translate the following passage from English into Chinese.**

### Four Ways to Proactively Reduce Returns

It's clear that creating a great return policy is important for increasing sales and building customer loyalty. But with the average retailer spending 8.1% of total sales on reverse logistics，it can pay to reduce overall return volume as well.

### 1　Create clear product descriptions

With online shopping，what you see isn't always what you get. That's why 88% of shoppers characterize detailed product content as being extremely important to their purchasing decision.

Giving reliable info about your product upfront can also decrease returns. When what customers receive matches their expectations，they'll be less likely to return that product. Make sure that the product pages on your website are descriptive and include high-quality，accurate product photos.

### 2　Increase return time window

Customers expect at least 30 days to return an online purchase. But only 5% of shoppers say they return online orders more than 30 days after purchase.

Being lenient with return time limits（e.g.，a 60-day vs. 30-day policy）can actually decrease returns by creating less urgency around returns for the customer.

### 3 Conduct regular quality testing

If your product page seems to reflect the product accurately，and you're still getting a high rate of returned items，there may be an issue with the item itself. Assess the quality of the item，do product testing，and check in with your manufacturer to address any production or quality issues.

### 4 Identify trends in commonly returned items

You can also include a quick one-question survey in the returns process asking why a customer chose to return a certain product. If your returns process is easy to complete，customers will likely be happy to select a return reason from a list of preset options.

This can be particularly helpful in identifying a quality issue with a product，such as a fit issue with apparel. For example，if clothing items are being returned because they are too large，you may be able to identify a potential sizing issue with your manufacturer.

Gathering information on the return side can help you identify trends and issues with your products and make the necessary improvements to future inventory.

# Text B
## How to Write a Product Description in E-commerce

A product description is the marketing copy that explains what a product is and why it's worth purchasing. Its purpose is to supply customers with important information about the features and benefits of the product so they're compelled to buy.

A well-crafted product description moves buyers through your conversion funnel. If you add a bit of creativity，your product pages instantly become more compelling，leading to more conversions from casual shoppers.

To succeed in writing product descriptions，you need to answer questions customers have about your products：
- What problems does your product solve?
- What do customers gain from your product?
- What makes it better than the competition?

A product description should answer these questions in a fun and engaging way.

Online stores often make the mistake of listing product features when writing product descriptions. This likely results in lower conversions because people don't understand how the product helps them.

Let's look at how you can create perfect product descriptions that sell for you.

### 1 Focus on Your Ideal Buyer

Understanding how to write a product description requires putting yourself in the

shoes of your audience. When you write a product description with a huge crowd of buyers in mind，your descriptions become wishy-washy and you end up addressing no one at all.

The best product descriptions address your target audience directly and personally. You ask and answer questions as if you're having a conversation with them. You choose the words your ideal buyer uses. You use the word "you".

When it comes to writing your own product descriptions，start by imagining your ideal buyer. What kind of humor do they appreciate（if any）? What words do they use? What words do they hate? What questions do they ask that you should answer?

Consider how you would speak to your ideal buyer if you were selling your product in-store，face to face. Now try and incorporate that language into your e-commerce site so you can have a similar conversation online that resonates more deeply.

## 2　Entice with Benefits

When we sell our own products，we get excited about individual product features and specifications. The problem is our potential buyers are not as interested in mundane features and specs. They want to know what's in it for them—how it will address their biggest pain points. How does your product make your customers feel happier，healthier，or more productive? What problems，glitches，and hassle does your product help solve?

Don't sell just a product，sell an experience.

## 3　Avoid "Yeah，Yeah" Phrases

When we're stuck for words and don't know what else to add to our product description，we often add something bland like "excellent product quality".

That's a "yeah，yeah" phrase. As soon as a potential buyer reads "excellent product quality" he thinks，"Yeah，yeah，of course. That's what everyone says." Have you ever heard someone describe their product quality as average，not so good，or even bad?

You become less persuasive when your potential buyer reads your product description and starts saying "yeah，yeah" to themselves. To avoid this reaction，be as specific as possible.

Product details add credibility. Product details sell your product. You can never include too many technical details in your product descriptions. Be specific.

## 4　Justify Using Superlatives

Superlatives sound insincere unless you clearly prove why your product is the best，the easiest，or the most advanced.

If your product is really the best in its category，provide specific proof why this is the case. Otherwise，tone your product copy down or quote a customer who says your

product is the most wonderful they've ever used.

## 5　Appeal to Your Readers' Imagination

Scientific research has proven that if people hold a product in their hands，their desire to own it increases.

You're selling things online，so your web visitors can't hold your products. Large，crystal-clear pictures or videos can help，but there's also a copywriting trick to increase desire：let your reader imagine what it would be like to own your product.

To practice this copywriting technique，start a sentence with the word "imagine"，and finish your sentence（or paragraph）by explaining how your reader will feel when owning and using your product.

## 6　Cut Through Rational Barriers with Mini-stories

Including mini-stories in your product descriptions lowers rational barriers against persuasion techniques. In other words，we forget we're being sold to.

When it comes to telling a story about your products，ask yourself：
- Who is making the product?
- What inspired creating the product?
- What obstacles did you need to overcome to develop the product?
- How was the product tested?

## 7　Seduce with Sensory Words

Adjectives are tricky words. Often they don't add meaning to your sentences，and you're better off deleting them. However，sensory adjectives are power words because they make your reader experience the copy while reading.

Dazzle your readers with vivid product descriptions. Think about words like "velvety"，"smooth"，"crisp"，and "bright" if you're selling food products.

## 8　Tempt with Social Proof

When your web visitors are unsure about which product to purchase，they look for suggestions about what to buy. They're often swayed to buy a product with the highest number of positive reviews and testimonials.

Try to include an image of the customer to add credibility to a quote. It also makes your online business more approachable and relatable. You can even integrate a social media feed filled with user-generated content that shows real people using your products.

Most buyers are attracted to buying something that's popular. When it comes to your e-commerce website，highlight the products that are customer favorites.

## 9　Make Your Description Scannable

Is your web design encouraging web visitors to read your product descriptions?

Packaging your product descriptions with a clear，scannable design makes them easier to read and more appealing to potential customers.

Here are some areas to focus on when designing yours：

- Entice your web visitor with headlines.
- Use easy-to-scan bullet points.
- Include plenty of white space.
- Increase your font size to promote readability.
- Use high-quality product images.

## 10　Set Goals and KPIs

The goal of a product description is to move a shopper toward purchase. But how do you know if your descriptions are working or not?

You'll want to decide on a set of metrics to track on your product pages. Defining these metrics will help you understand what product descriptions are working best and improve on underperforming ones.

Common KPIs to monitor include：

- Conversion rate.
- Shopping cart abandonment.
- Return rate.
- Support inquiries.
- Organic search rankings.

## *New Words*

| | | |
|---|---|---|
| description | [dɪˈskrɪpʃn] | n . 描述, 说明 |
| explain | [ɪkˈspleɪn] | v . 解释；说明…的理由 |
| well-crafted | [wel krɑːftɪd] | adj . 精心设计的 |
| creativity | [ˌkriːeɪˈtɪvəti] | n . 创造性, 创造力 |
| casual | [ˈkæʒuəl] | adj . 漫不经心的；随便的；偶然的 |
| wishy-washy | [ˈwɪʃi wɒʃi] | adj . 软弱无力的；空洞无聊的 |
| conversation | [ˌkɒnvəˈseɪʃn] | n . 交谈, 谈话 |
| appreciate | [əˈpriːʃieɪt] | v . 欣赏；理解, 领会 |
| resonate | [ˈrezəneɪt] | vi . 共鸣, 共振 |
| entice | [ɪnˈtaɪs] | vt . 诱惑；怂恿 |
| mundane | [mʌnˈdeɪn] | adj . 平凡的, 寻常的 |
| spec | [spek] | n . 规格；说明书 |

| glitch | [glɪtʃ] | *n*. 小过失,差错 |
| hassle | [ˈhæsl] | *n*. 困难的事情;麻烦的事情 |
| persuasive | [pəˈsweɪsɪv] | *adj*. 有说服力的 |
| credibility | [ˌkredəˈbɪləti] | *n*. 可信度,可信性 |
| superlative | [suˈpɜːlətɪv] | *adj*. 最高的;最高级的;过度的 |
| | | *n*. 最高级 |
| imagination | [ɪˌmædʒɪˈneɪʃn] | *n*. 想象(力) |
| crystal-clear | [ˈkrɪstlˈklɪə] | *adj*. 清晰的 |
| rational | [ˈræʃnəl] | *adj*. 理性的;理智的 |
| barrier | [ˈbæriə] | *n*. 屏障;障碍;界限 |
| obstacle | [ˈɒbstəkl] | *n*. 障碍,障碍物 |
| seduce | [sɪˈdjuːs] | *vt*. 吸引,使入迷 |
| sensory | [ˈsensəri] | *adj*. 感觉的,感受的,感官的 |
| dazzle | [ˈdæzl] | *v*. 使目眩,眼花,使惊叹 |
| velvety | [ˈvelvəti] | *adj*. 天鹅绒般柔软的 |
| tempt | [tempt] | *vt*. 吸引;使…感兴趣 |
| | | *vi*. 有吸引力 |
| suggestion | [səˈdʒestʃən] | *n*. 建议 |
| sway | [sweɪ] | *v*. 摇摆 |
| testimonial | [ˌtestɪˈməʊniəl] | *adj*. 表扬的 |
| | | *n*. 推荐信 |
| approachable | [əˈprəʊtʃəbl] | *adj*. 可亲近的,可接近的 |
| headline | [ˈhedlaɪn] | *n*. 标题 |
| | | *vt*. 给…加标题 |
| readability | [ˌriːdəˈbɪləti] | *n*. 可读性 |

## *Phrases*

| product description | 产品阐述,产品说明 |
| conversion funnel | 转化漏斗 |
| a bit of | 一点,一星半点 |
| potential buyer | 潜在买家 |
| pain point | 痛点 |
| bullet point | 商品特点描述;要点,卖点 |
| conversion rate | 转化率 |
| shopping cart abandonment | 购物车放弃 |
| return rate | 退货率 |
| search ranking | 搜索排名 |

## *Abbreviations*

KPI (Key Performance Indicators)        关键业绩指标

## *Exercises*

【**Ex5**】 **Answer the following questions according to the text.**

1. What is product description? What is its purpose?

2. To succeed in writing product descriptions，what are the questions customers have about your products that you need to answer?

3. What does understanding how to write a product description require?

4. When do you become less persuasive?

5. When do superlatives sound insincere?

6. What has scientific research proven?

7. What do you ask yourself when it comes to telling a story about your products?

8. Why are sensory adjectives power words?

9. What are some areas to focus on when designing your product descriptions?

10. What do common KPIs to monitor include?

【**Ex6**】 **Translate the following terms or phrases from English into Chinese or vice versa.**

| | |
|---|---|
| 1. search ranking | 1. _____ |
| 2. return rate | 2. _____ |
| 3. product description | 3. _____ |
| 4. conversion rate | 4. _____ |
| 5. conversion funnel | 5. _____ |
| 6. *n.* 可信度,可信性 | 6. _____ |
| 7. *n.* 交谈,谈话 | 7. _____ |
| 8. *adj.* 感觉的,感受的,感官的 | 8. _____ |
| 9. *n.* 规格;说明书 | 9. _____ |
| 10. *n.* 建议 | 10. _____ |

# Reading Material

## How to Choose Products That You Can Sell Easily

### 1 Product Research

If you want to sell products easily on line，you will have to carry out product research. The first thing to understand is that not all products are the same. While this may seem obvious when comparing，say，bicycles to bookshelves，it also reflects in more

subtle① ways—such as how popular the product is，how well the supply chains run，how much its shipping charges will cost，and so on.

Product research simply refers to the process of choosing products with good market potential② and discovering how best to sell them.

If you don't have the right product，for the right audience，and at the right price，your listings will simply be irrelevant③ on any digital marketplace.

## 2　Product Criteria—What to Look Out for

At the core of every product research study is the collection and analysis of a few key metrics. While there's more to look at，you will need to put these four factors under the magnifying glass④，so to speak.

Here's what you need to observe when vetting a potential new product.

### 2.1　Profitability⑤

If there's one thing you shouldn't take your eye off in the e-commerce game，it's your product's actual ability to generate a profit.

By buying low and selling high，you generate a better return on investment. This means that the first thing you need to calculate when looking at a new product is the cumulative⑥ total overhead cost⑦ associated with sourcing it.

Perhaps your product cost is cheap. However，if you end up⑧ paying a significant amount in duty，shipping，payment processing fees and more，you will compromise your overall profitability，and make your business growth weak and your sustainability⑨ lower.

Try to keep your product cost price about one-third of your sales price. This brings us to…

### 2.2　Pricing

You might have heard of how several major companies spend ever-increasing⑩ percentages of their budgets on marketing efforts. There's a good reason why they do this.

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① subtle ['sʌtl] *adj.* 微妙的，巧妙的。
② market potential：市场潜力。
③ irrelevant [ɪ'reləvənt] *adj.* 无关紧要的。
④ magnifying glass：放大镜。
⑤ profitability [ˌprɒfɪtə'bɪləti] *n.* 收益性；利益率。
⑥ cumulative ['kjuːmjələtɪv] *adj.* 积累的，累计的。
⑦ total overhead cost：总间接费用，总管理费用。
⑧ end up：最终，到头来。
⑨ sustainability [səˌsteɪnə'bɪləti] *n.* 持续性。
⑩ ever-increasing ['evə ɪn'kriːsɪŋ] *adj.* 不断增长的。