

Debenhams – product copy

The UK's favourite department store had an urgent requirement for product copy for a designer sunglasses range. Working via an intermediary, I was tasked with producing SEO-friendly descriptions for Debenhams' full Ray-Ban range.

The brief itself was minimal, and featured merely product codes, basic colourway and product details, and a link to a database of product photos. Using Ray-Ban's website, I was able to cross-refer codes and photos to obtain the necessary details to create meaningful product descriptions.

Working methodically and developing a spreadsheet format, I used a glossary of relevant terms that I'd created to differentiate each pair of glasses. I also referred to existing Debenhams website copy (where it wasn't inconsistent and inaccurate in length and detail!) to appreciate format required.

The copy I generated was unique to each pair of glasses and was written with SEO in mind – whilst retaining coherence and fluidity. Descriptions were all 30-40 words in length; and materials, colourways, lens specifications and innovative features were included in an accurate and consistent manner.

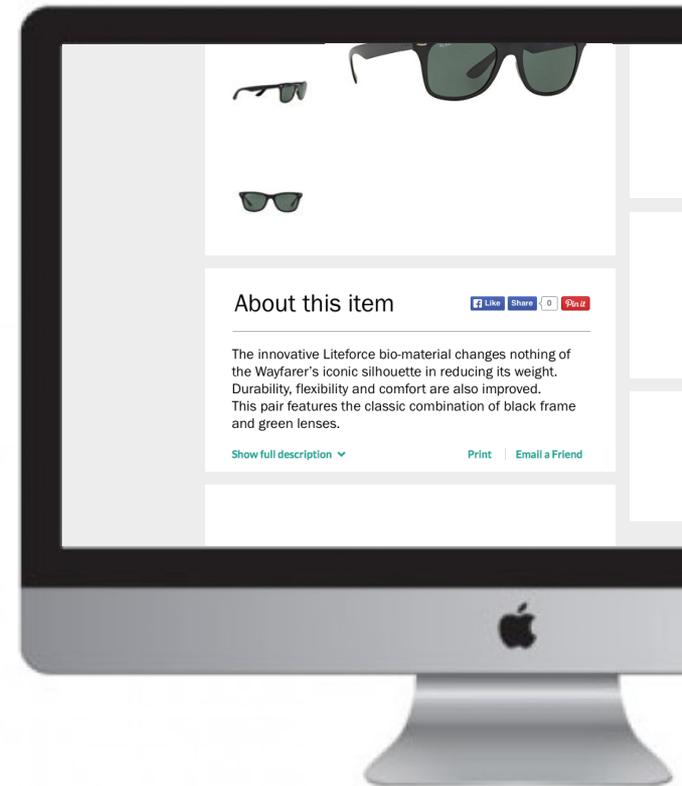
A background in the fashion industry meant that producing, editing and proofing product copy was already familiar to me. However, my prior knowledge of sunglasses styles and materials used was fairly basic, so a self-imposed crash course was taken to appreciate the finer details. This level of attention and commitment to accuracy and insight ensured that supplied copy set the standard for Debenhams fashion product descriptions.

Due to issues with the agent managing the sourcing of copy, my work was not used. So don't judge me for the woeful descriptions appearing on the website!

A proactive approach

With a very basic brief, insufficient raw product information, and a suggested standard that turned out to be *sub*-standard – I took it upon myself to seek out the necessary detail. This proactive approach – particularly given timescales advised – was crucial in generating accurate, comprehensive, and impactful product copy.

DEBENHAMS



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