

Plumbworld Product Copy Guidelines

These are guidelines only and should there be any doubt about categorisation of a product or the content that it required please consult your manager.

Ground Rules:

1. The more complex the product, the more need you have for a detailed product description that adequately addresses fears, concerns, and buyer barriers.
2. Product description exists #1 to inform, and #2 to persuade.

2 Types of Product Listing:

This depends on the amount of content that's available and the target audience of that product.

- **Product A:** Inspirational products with 8 or more detailed features will require multiple widget images.
- **Product B:** Technical or basic products require a text only description.

Product Listing Examples:

- **Product A** examples: Bathroom Suites, Showers, Furniture.

<https://www.plumbworld.co.uk/essentials-bathroom-suite-with-single-ended-bath-taps-shower-screen-1700mm-102207-1264346>

<https://www.plumbworld.co.uk/mira-platinum-dual-ceiling-fed-wireless-digital-mixer-shower-hpcombi-2631-1274861>

<https://www.plumbworld.co.uk/vitusso-garda-wood-wall-hung-vanity-unit-st-tropez-white-countertop-basin-1100mm-lh-733-1268872>

- **Product B** examples: Showers, Shower Enclosures, Shower Trays, Furniture, Baths, Toilets, Basins, Taps, Underfloor Heating, Radiators, Towel Radiators, Fires & Stoves, Bathroom Mirrors, Kitchen Sinks, Waste Disposal Units, Shower Accessories, Bath Accessories, Macerators, Toilet Accessories, Basin Accessories, Water Heaters, Plinth Heaters, Radiator Valves, Towel Rail Valves, Bathroom Accessories, Bathroom Electrical, Plumbing Supplies, Tiles, Flooring, Wall & Floor Accessories, Splashbacks, Kitchen Extractor Fans, Waste Kits.

<https://www.plumbworld.co.uk/architect-1-12-bath-waste-overflow-with-plug-chrome-320-1290270>

<https://www.plumbworld.co.uk/saniflo-sanishower-lifting-station-510-33092>

<https://www.plumbworld.co.uk/smiths-space-saver-ss2e-electric-plinth-heater-white-grille-1304-1274589>

<https://www.plumbworld.co.uk/towelrads-traditional-cross-head-angled-radiator-valve-chrome-776-1273303>

<https://www.plumbworld.co.uk/multipanel-end-cap-profile-type-c-satin-silver-mpecsa-102168-1255257>

These rules are brand dependent, and we must be consistent with existing products e.g. Mira, Vitusso etc. The number of images and whether the product is trade focused will also determine where a product fits into Type A or B classification.

Description Structures by Product Type

Examples of these can be found at the end of this guide.

Product A structure:

- Key Feature Bullet Points (roughly 6 – 8)
- What's Included (if applicable)
- Blurb
- Video (if applicable)
- Detailed Features (repeat)
- Widget Image (repeat)
- Additional Features Bullet Points (if applicable)
- Technical Features Bullet Points
- Flow Rates (for taps and showers)
- Call to Action (CTA)

Product B structure:

- Key Feature Bullet Points (roughly 5 – 6)
- What's Included (if applicable)
- Blurb
- Additional Features Bullet Points
- Technical Features Bullet Points
- Flow Rates (for taps and showers)
- Call to Action (CTA)

Key Features:

1. Best practices:
 - Prioritise the most relevant features from the buyer's perspective. What typically moves people? (Space saved / durable / finish / storage capacity).
 - Use benefits + features: don't just say what something is, but why it matters. (Will hold more / easier to clean / saves space)
 - Keep it scannable with short bullets, clear bold headings.
 - Use persuasive / vivid language: evoke ease, appeal, aesthetic, quality.

2. Examples:

Existing:

- Slim bathroom storage unit
- White gloss finish
- Stylish chrome handles
- 4 drawers for storage
- Dimensions: 250 (W) x 298 (D) x 766 (H)mm
- 3-year guarantee

To improve, highlight the feature and explain the benefit:

- **Dimensions:** 800mm (H) x 800mm (W) x 383mm (D)
- **Moisture resistant MDF:** gloss white and easy to clean
- **4 soft-close drawers:** 90mm deep, smooth and quiet operation
- **Supplied pre-assembled:** No flat pack skills required
- **3-year guarantee**

Writing Style:

Copy plays a vital role in engaging and retaining customers. Copy written for the website must always use clear and straightforward language. Here are the rules we must abide by.

1. Clarity and Simplicity:

- Use clear and straightforward language.
- Copy should be proportionate to the feature - most people know what a soft-close seat is. You can quickly explain the mechanism and give the benefits without going overboard about how very innovative and clever it is. On the other hand, a brand's special patented technology requires more explanation.
- Get to the point quickly and avoid unnecessary fluff. Make sure every sentence has a purpose - customers shouldn't have to dig around to find out what they need to know.
- Aim for a low reading level. Sentences should be kept quite short and succinct with a straightforward grammatical structure (Flesch reading ease score of 8-10, which is a reading level appropriate for a 13-year-old). This makes it more accessible and easier to skim and understand for the customer.
- Avoid empty phrases (E.g. High-quality, first-class, leading-edge) and be original instead.

2. Audience Awareness:

- Understand your target audience and tailor your writing to their needs, interests, and level of expertise. Use the price point and the type of product to better understand who you're writing for.
 - Make that person imagine using/having that product. Appeal to their emotions.
 - Try to anticipate what a customer might want to know about a product before buying. Imagine what you might want to know. This is the information that is critical when listing it. If we don't understand the product, how is a customer meant to?
3. Copy Consistency:
- Use an active voice and keep copy casual, conversational and friendly throughout.
 - Ensure consistency in formatting, punctuation, and language style.
4. Visual Appeal:
- Break up text with images, infographics, and other visual elements (applies to product type **A**).
 - Use headings, subheadings, and bullet points to make content scannable.
5. Call to Action (CTA):
- Clearly communicate the desired actions you want visitors to take. E.g. "Shop {insert product name/type of product} today", "Get yours today", "Place your order today". Insert this as a sentence at the end of the product description.

Description must haves:

1. Keywords (not keyword stuffing!):
 - This creates content that's valuable to both readers and search engines. Each product should have a mention of each of the groups in its breadcrumb trail. For example, <https://www.plumbworld.co.uk/mira-azora-thermostatic-98kw-electric-shower-65-17780> needs to include the words "Shower/s" and "Electric Shower/s" within the copy. These links are automatically added and will create overnight.
 - We also want to include target keywords relating to the product. These can help us rank better organically. There is a database of these on a tab in the Product Title Structures spreadsheet (Keywords). Speak to your manager if gaps are present against your product type.
2. Materials & Finish:
 - Include what material it's made from. If it's UK-made, mention it. If it's German-made (or similar, a country with a strong manufacturing reputation), mention it.
 - Include the colour and/or finish, so people aren't just relying on imagery to work out if it will suit their bathroom.

3. Measurements:

- Be detailed with measurements. Give an idea of the size of bathroom/room it might fit comfortably in. E.g. Include important dimensions in the key features like bath or shower tray sizes.

4. Connected Features & Benefits:

- E.g. Feature: Integrated child seat. Benefit: To make your child feel like part of the family.
- E.g. Feature: 9.8kW power rating. Benefit: Saves money as it requires less power to run.

5. Sticky or Sensory Words:

- E.g. Soft, fine, fluffy, gritty, rough, smooth, cool, warm, crisp, woolly, hard, solid (the list is endless!)

6. Urgency:

- Create a sense of urgency. We don't sell limited items but the use of "Hurry" "Now" "Don't miss out" will drive urgency. Include this in a call to action (CTA) at the end of descriptions.

7. Mobile Friendly:

- Check mobile optimisation (only applicable on product type A or group content).

8. Medical Links (if applicable):

- Any medical claims must be backed up by a link to an authoritative website such as the NHS.

Grammar and Proofreading:

Always proofread copy that you have written to ensure it's easy to read and free of errors or typos. Use the Grammarly extension to ensure spelling and grammar mistakes are picked up. You can install a plugin to your browser for this.

Also run copy through Hemingway to check readability too. There is no plugin, the site can be found here:

<https://hemingwayapp.com/>