


Analyze the entire process of e-commerce copywriting

**E-commerce copywriting**

- ★ Improve click-through rate
- ★ Improve conversion rate

**Competitive product analysis**


- ★ Should we pay attention to our competitors? — Users themselves will not create products. If your product is eliminated, it must be your competitors who innovate.
- ★ How to choose competitors? — Price range, style, sales volume basis
Business Advisor (old version) — ➔ compete — ➔ Competitive product identification
- ★ What to analyze competing products?

1 Competing products — ➔ Products with many details, comprehensive understanding


2 Main image & car image of competing products — See product display — ➔ The shooting angle, whether it is refined, whether there are modifications, whether it is a white background picture, a scene picture, or a special effects composite picture
Read the copy — ➔ Headings, subheadings, tags
Look at the color combination — ➔ Background color, decoration color, text color

3 Competing product details page — Highlight selling points
Selling point order
selling point expression

4 SKU diagram — ➔ Do competing products have labels for applicable groups, scenarios, and specifications in the SKU map? Should we make such labels?


**User needs analysis**

- ★ Reviews (positive & negative reviews) — ➔ Discharge water for evaluation, otherwise it will affect the research results
- ★ Ask everyone — Use the points that everyone cares about the most as selling points
- ★ search term — ➔ Related word analysis — ➔ associated modifier

**Refining selling points**

Competitive product research
User research


Organize data into charts

**Copywriting (main image & details page)**

1 frame — Has its own logic and layout

2 expression of copywriting — ➔ many tricks — Reshape cognition

3 Banned word check — Common banned words
Category prohibited words — Out of service


**car pictures**

1 Product departure — Reflect product advantages

2 User starts — Use highly condensed information words — "Wear an A4 waist"

3 Competitive products start — Write copy for competing products

Try more, run through-train tests, and let data speak for itself

**Summarize**

Summarize the above steps