Your Product Description

In order to turn your projects into products that can be sold successfully, you need convincing product descriptions.

Your product description is made up of three elements: **short description**, **advertising blurb** and **keywords**. They contain the most important information that we transfer to retail platforms together with your image data and calendar. All three are essential for search engine exposure and making your product visible on the web.

Our advice therefore: Dedicate enough time to getting this bit right.

This is your chance to attract attention to what makes your product stand out and interest potential buyers in what you have created.

1. Short description

Please enter a **short, descriptive and complete sentence** in the 'short description' field. It's not sufficient to repeat your title here! There's no need to add words such as 'calendar' or 'monthly calendar'; we'll automatically deliver this information to retailers.

2. Advertising blurb

A good quality product is (unfortunately) not enough: Your advertising blurb is as important for successfully selling your product. Therefore, please make sure to come up with a text that is succinct, pithy and meaningful. Your advertising blurb should not be longer than **three to four sentences**. Talk about the content of your project, for example, and what's special about it. Try to convince potential buyers!

Don't do this in a rush and pay attention to the following:

- **Short sentences are better than long ones**: Long sentences are not ideal when it comes to displaying your product on online retail platforms and they are more difficult to read for users.

- **Spelling and punctuation**: Both should be correct. Copy full of spelling mistakes and sloppy writing will deter potential buyers and reflect badly on the overall quality of your product.

- **Selling points**: Try and convince potential buyers with convincing arguments and create curiosity. Choose appropriate and positive adjectives (e.g., the perfect gift for xyz enthusiasts, fantastic, fabulous, wonderful, elegant, quirky, delicate, etc.)

In this context, please consider that a maximum of 400 characters of your advertising blurb will be included in the pdf catalogue page.

Please take a look at some example of good advertising blurbs:

- "Emotive, dark and brooding mono landscapes by UK photographer Rory Garforth. Visions of the Lake District, Wiltshire, Scotland, the Peak District and Yorkshire are stripped back to the mono essentials of light, shape, contrast and form." (Rory Garforth Photography: [Monoscapes](#))

- "Follow the seasons through colourful fine art photography. Award winning artist Nadia Attura introduces layers to texturise her work adding a touch of impressionism to the final print. A must for any nature and art lover." (N. Attura & B. Waaler: [Nature in Art](#))

- "Enjoy 12 portraits of majestic wild deer in the Scottish Highlands, beautifully captured by German photo artist Martina Cross, who lived in Scotland for over 10 years. The photos are set in a digital fineart passepartout, to let those wonderful animals stand out even better." (Martina Cross: [Wild Deer In The Highlands](#))

3. Keywords

When choosing your keywords, please think about the following:

- Put yourself into the shoes of a retailer or consumer interested in a particular topic: Which keywords would you use if you were to search for a

project (topic) such as yours? Which keywords make most sense?

- Attach **a minimum of five and a maximum of twelve keywords** to your project and start with the most important ones. Retailers won't include more than twelve keywords in their catalogues.

- You neither need to include your name nor the word 'calendar' as keywords; this information will always be provided by Calvendo anyway and you'd only waste valuable keywords.

- Your keywords should not be too generic but at the same time apply to ideally all of your images. Don't use keywords that would only describe one single motive of your calendar.

  Here's an example of what we mean by that: In the case of a calendar featuring Lipizzan stallions including one image showing a stud, keywords such as 'Lipizzan stallions','horses','dressage' or 'Spanish Riding School' make sense. Using 'animals','Spain' or ,stud' would be too generic.

- Use commas between keywords but NO spaces. As you see can above, you can also use combinations of words as one keyword, i.e. not 'Lipizzan' and ' stallions', divided by a comma, but ,Lipizzan stallions'.