

SLG Design

Transforming Amazon Listings Through Professional Copywriting and Strategic Storytelling

325

Product Listings Optimized

58%

Sales Increase in First Full Month

200%+

Sales Growth by Project End

3 Weeks

To Complete All Listing Rewrites

Executive Summary

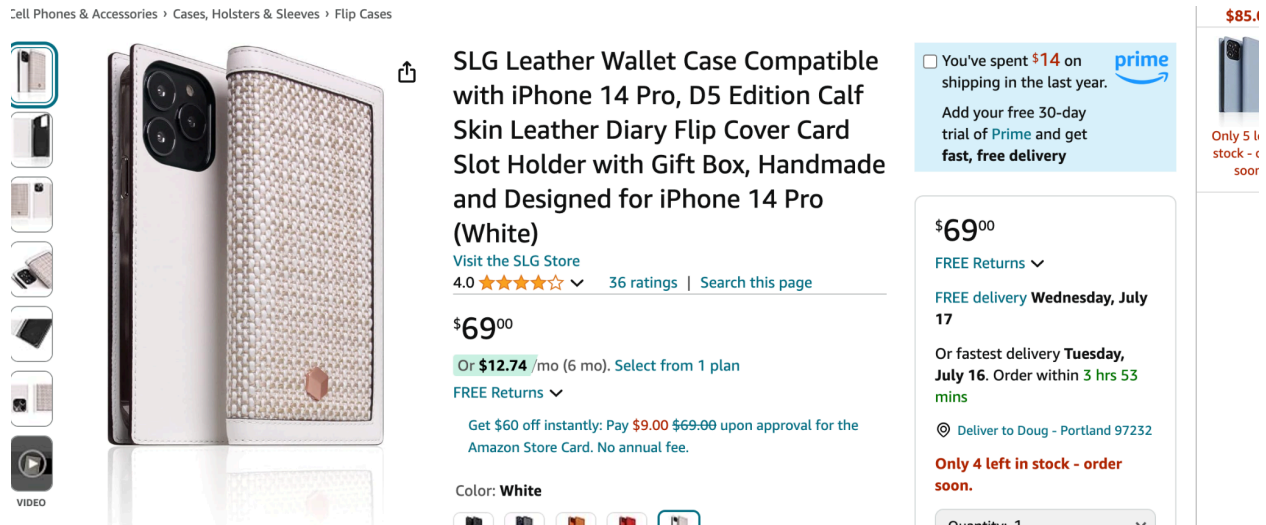
In June 2024, I was tasked with improving a South Korean premium leather goods company's Amazon presence. SLG Design manufactured exceptional vegetable-tanned leather products from renowned Italian tanneries, but their Amazon listings failed to communicate this quality. Written by non-native English speakers, the listings were riddled with awkward phrasing like "Chrome leather that fundamentally supplies life waterproof" and "sophisticatedly designed by our professional craftsmen."

Over three intensive weeks, I **manually rewrote all 325 product listings**, transforming confusing descriptions into compelling narratives that educated customers about premium vegetable-tanned Italian leather, positioned SLG as a luxury brand, and created emotional connections with buyers. I simultaneously optimized their Amazon advertising strategy, shifting from ineffective broad match keywords to automated targeting focused on top-rated products.

The results were immediate and dramatic. In the first full month following my improvements, **sales increased 58% year-over-year**. By the project's conclusion,

sales had grown by over 200%, demonstrating how professional copywriting and strategic positioning can transform an Amazon business.

Cell Phones & Accessories > Cases, Holsters & Sleeves > Flip Cases



SLG Leather Wallet Case Compatible with iPhone 14 Pro, D5 Edition Calf Skin Leather Diary Flip Cover Card Slot Holder with Gift Box, Handmade and Designed for iPhone 14 Pro (White)

Visit the SLG Store
4.0 ★★★★★ 36 ratings | Search this page

\$69⁰⁰
Or \$12.74 /mo (6 mo). Select from 1 plan
FREE Returns

Get \$60 off instantly: Pay \$9.00 ~~\$69.00~~ upon approval for the Amazon Store Card. No annual fee.

Color: White

You've spent \$14 on shipping in the last year. Add your free 30-day trial of Prime and get fast, free delivery

\$69⁰⁰
FREE Returns
FREE delivery Wednesday, July 17
Or fastest delivery Tuesday, July 16. Order within 3 hrs 53 mins
Deliver to Doug - Portland 97232
Only 4 left in stock - order soon.

The Challenge

Premium Products, Amateur Presentation

SLG Design created beautiful leather products using vegetable-tanned leather from prestigious Italian mills like Conceria Walpier in Tuscany. Their materials and craftsmanship were exceptional, yet their Amazon listings read like they'd been run through a broken translation engine. The disconnect between product quality and presentation was costing them sales every single day.

The Language Barrier Problem

The listings revealed numerous fundamental issues that extended far beyond simple grammatical errors:

- **Incomprehensible Phrasing:** Product descriptions contained bizarre constructions like "Chrome leather that fundamentally supplies life waterproof" and "sophisticatedly designed by our professional craftsmen in order to provide its luxurious mood." These phrases weren't just awkward—they were confusing and eroded customer trust.
- **Overstuffed, Repetitive Titles:** Product titles were excessively long with repeated words and phrases, violating Amazon best practices and making products harder to find. They prioritized keyword stuffing over readability.

- **Zero Storytelling:** The listings read like technical specifications without any emotional appeal or brand narrative. They completely failed to communicate SLG's premium positioning or the heritage behind their materials.
- **Missing Value Proposition:** None of the listings mentioned the exceptional quality of vegetable-tanned Italian leather from renowned Tuscan tanneries. The primary differentiator that justified premium pricing was completely absent.
- **No Educational Content:** Customers had no context about why vegetable-tanned leather was superior, how it develops a natural patina, or why Italian leather commands premium prices. The listings assumed knowledge that most buyers didn't possess.

Ineffective Advertising Strategy

Beyond the listing problems, SLG's Amazon advertising approach was fundamentally flawed. They relied on broad match keywords that attracted low-quality traffic and wasted budget on clicks from people who had no intention of purchasing premium leather goods. Their ads weren't targeting the right customers, and they weren't promoting their strongest products.

Strategic Approach

The Three-Week Transformation

I approached this project with a clear mission: transform 325 product listings from confusing liabilities into compelling sales tools. Working methodically over three weeks, I prioritized listings for products that had active inventory, ensuring that my improvements would have immediate impact on available products rather than out-of-stock items.

Each listing required complete manual rewriting. There were no shortcuts, no templates, no automated solutions. Every product needed individual attention to craft descriptions that were simultaneously accurate, compelling, and optimized for Amazon's search algorithm.

Building the Premium Leather Narrative

I developed a comprehensive brand story centered on SLG's key competitive advantage: their use of premium vegetable-tanned leather from prestigious Italian tanneries. This narrative became the foundation for all product listings:

- **Italian Heritage:** I highlighted the provenance of materials, specifically mentioning renowned tanneries like Conceria Walpier in Tuscany, Italy, and explaining the centuries-old traditional tanning methods.
- **Vegetable Tanning Education:** I educated customers about the superior qualities of vegetable-tanned leather—its durability, natural beauty, environmental benefits, and how it develops a unique patina over time.

- **Premium Positioning:** Every listing communicated luxury, craftsmanship, and quality. I transformed technical specifications into emotional benefits, explaining not just what the product was, but why it mattered.
- **Differentiation Through Story:** This Italian leather heritage story became a key differentiator that competitors weren't using. While others simply sold "leather cases," SLG now sold pieces with provenance, history, and craftsmanship.

Title Optimization

I completely restructured product titles to be concise, readable, and optimized for both Amazon's algorithm and human shoppers. The goal was to communicate essential information without keyword stuffing or repetition, making products easier to find and more appealing to click.

Advertising Restructuring

I overhauled their Amazon advertising strategy by eliminating broad match keywords that attracted irrelevant traffic. Instead, I implemented **automated targeting focused exclusively on their top-rated products**. This approach allowed Amazon's algorithm to identify qualified buyers while concentrating budget on products with proven customer satisfaction and strong reviews.

Before & After Examples

Product Title Transformation

The original titles were excessively long, repetitive, and difficult to read. Here's a representative example:

Title	BEFORE	AFTER
Content	SLG Leather Wallet Case Compatible with iPhone 14 Pro, D5 Edition Calf Skin Leather Diary Flip Cover Card Slot Holder with Gift Box, Handmade and Designed for iPhone 14 Pro (White)	SLG Wallet Case for iPhone 14 Pro - Handcrafted Diary Style with Card Holders and Side Cash Pocket, Gift Box Included (White)

Key Improvements:

- Reduced length from 156 characters to 134 characters while maintaining all essential information
- Eliminated redundant repetition of "iPhone 14 Pro"
- Replaced awkward "Compatible with" phrasing with cleaner "for"
- Improved readability with better phrase structure and punctuation

Bullet Point Rewrite: iPhone Case

The transformation from broken English to professional copy is most evident in the bullet points. Here's how I rewrote the description for an iPhone case:

BEFORE:

- "Compatible with iPhone 14 Pro (6.1 inch) / Fabric and Chrome leather that fundamentally supplies life waterproof"
- "Each of these products is sophisticatedly designed by our professional craftsmen in order to provide its luxurious mood"
- "Easily able to charge your iPhone wirelessly although your iPhone is covered by the case. The used leather of our cases was sliced as thin as possible to convey its light and premium feel"

AFTER:

- **Premium Craftsmanship:** Our D5 Edition Calf Skin Leather is selected for its unparalleled quality and luxurious feel. The elegant white color adds a touch of refined sophistication, making your phone a standout accessory.
- **Superior Tanning Process:** The leather undergoes a meticulous tanning process, enhancing its durability and ensuring a smooth, supple finish. This advanced process preserves the natural beauty of the leather, providing a surface that stands the test of time.
- **Natural Patina:** With use, the D5 Calf Skin Leather develops a natural patina, adding depth and character to your wallet case. This unique transformation ensures that each case becomes a personalized reflection of your style.
- **Diary Flip Cover:** The elegant diary flip design offers comprehensive protection for your iPhone 14 Pro while allowing easy access to all buttons and ports.
- **Card Slot Holder:** Conveniently store your essential cards in the dedicated slots, perfect for daily use and on-the-go convenience.
- **Including Gift Box:** Each wallet case is beautifully presented in a stylish gift box, making it an ideal gift for loved ones or a luxurious treat for yourself.

Transformation Analysis:

- **Eliminated confusing phrases:** "fundamentally supplies life waterproof" and "sophisticatedly designed" became clear, professional language.
- **Added emotional appeal:** Introduced concepts like "refined sophistication," "standout accessory," and "personalized reflection of your style."
- **Educated customers:** Explained the tanning process, natural patina development, and long-term benefits.
- **Structured information logically:** Organized features into clear categories with descriptive headers.
- **Created benefits, not just features:** Transformed "wireless charging capability" into benefits-focused language that resonated with buyers.

Bullet Point Rewrite: Apple Watch Band

For the Apple Watch band, I crafted a description that educated customers about premium Italian leather while positioning the product as a luxury accessory:

- **Perfect Compatibility and Fit:** Designed to fit Apple Watch SE & Series 9/8/7/6/5/4/3/2/1 models, and available in 38/40/41mm sizes. Designed to fit wrist sizes from 6.7 inches to 9 inches (170 mm to 230 mm). The chrome-coated buckle and lug add high gloss and durability, setting this band apart from other manufacturers.
- **Premium Cowhide Leather:** Made from naturally tanned Buttero Leather, sourced from the renowned Conceria Walpier Tannery in Tuscany, Italy. Crafted using centuries-old traditional methods, this strap embodies quality and heritage.
- **Durable and Stylish:** This leather's natural durability and beauty develop a unique patina over time, enhancing its vintage look and feel. The high-gloss, chrome-coated buckle and lug ensure extreme durability and a sophisticated finish.
- **Easy Installation:** Enjoy quick and easy slide-in and slide-out installation without the need for additional tools, making it simple to switch out your watch strap as desired.
- **Complete Package:** This premium watch band comes with a luxurious gift box, making it a perfect present or a personal upgrade.

This listing exemplifies the Italian leather heritage story that became SLG's key differentiator. By specifically mentioning Conceria Walpier Tannery in Tuscany and explaining the traditional methods, I gave customers a compelling reason to choose SLG over generic leather watch bands.

Results

Immediate and Dramatic Sales Growth

The impact of professional copywriting and strategic positioning was immediately evident. Beginning my work on June 24, 2024, I helped the company achieve a **58% increase in sales during the first full month, year-over-year**. This wasn't a gradual improvement—it was an immediate transformation that validated the entire approach.

As the optimized listings continued to gain traction in Amazon's search algorithm and as customer reviews reflected improved satisfaction with clearer product expectations, sales momentum accelerated. By the project's conclusion, **sales had grown by over 200% compared to the pre-optimization baseline**.

The Compounding Effect of Quality Listings

The sales growth resulted from multiple factors working together:

- **Improved Conversion Rates:** Clear, professional descriptions helped qualified buyers make confident purchasing decisions. Customers understood exactly what they were buying and why it was worth the premium price.
- **Better Search Visibility:** Optimized titles and keyword-rich descriptions improved organic search rankings within Amazon, making products easier to find.
- **Premium Positioning:** The Italian leather heritage story justified higher prices and attracted customers seeking quality over bargains.
- **Reduced Returns:** Accurate, detailed descriptions set proper expectations, likely reducing returns and negative reviews from disappointed customers.
- **More Efficient Advertising:** Automated targeting on top-rated products meant advertising budget went toward products most likely to generate positive customer experiences and strong reviews.

The Power of Differentiation

The Italian leather heritage story proved to be a powerful competitive differentiator. While competitors simply sold generic "leather iPhone cases" or "leather watch bands," SLG now offered products with provenance, craftsmanship, and a compelling narrative. This storytelling approach transformed commodity products into premium purchases, allowing SLG to command higher prices and attract discerning customers who valued quality and heritage.

Key Lessons & Takeaways

- **Professional Copy Is Non-Negotiable for Premium Products:** You cannot sell premium products with amateur descriptions. The language barrier wasn't just hurting clarity—it was destroying credibility and trust. Professional copywriting is an investment, not an expense.
- **Tell Your Brand Story:** SLG's Italian leather heritage was their greatest competitive advantage, yet it was completely absent from their listings. Identifying and communicating what makes your products unique is essential for differentiation in crowded marketplaces.
- **Educate, Don't Just Describe:** Most customers don't understand what makes vegetable-tanned Italian leather special. By educating buyers about superior materials and craftsmanship, I created perceived value that justified premium pricing.
- **Emotional Benefits Sell, Not Features:** Transforming "wireless charging compatible" into "allowing easy access while maintaining elegant protection" creates emotional resonance that pure specifications cannot achieve.
- **Amazon Title Optimization Matters:** Concise, readable titles that avoid keyword stuffing improve both search visibility and click-through rates. Every character must earn its place.
- **No Shortcuts for Quality:** All 325 listings required manual, individual attention. There was no template or automation that could replicate the nuanced, tailored approach each product deserved.

- **Automated Advertising Can Outperform Manual Targeting:** By trusting Amazon's automated targeting on proven top-rated products, I eliminated wasted spend on broad match keywords and let the algorithm find qualified buyers.
- **Quality Compounds Over Time:** The 58% first-month increase grew to 200%+ as improved listings gained search visibility, accumulated positive reviews, and established SLG's premium positioning in the marketplace.

Conclusion

The transformation of SLG Design's Amazon presence demonstrates the profound impact that professional copywriting and strategic storytelling can have on e-commerce success. By investing three weeks to manually rewrite 325 product listings—transforming confusing, broken English into compelling narratives that educated customers and positioned SLG as a premium brand—I helped achieve a 58% sales increase in the first month and over 200% growth by project's end.

This case study illustrates a fundamental truth about online retail: in a marketplace where customers cannot touch or see products in person, words are your sales force. Every product title, bullet point, and description must work together to build trust, communicate value, and create emotional connections with buyers.

SLG Design manufactured exceptional products using premium materials from renowned Italian tanneries. They deserved listings that reflected that quality. By uncovering their Italian leather heritage story and crafting professional, compelling copy that educated and inspired customers, I transformed their Amazon presence from a liability into a powerful sales engine.

About Doug Duguay

I specialize in transforming e-commerce listings through professional copywriting, strategic positioning, and data-driven optimization. My work focuses on helping businesses articulate their unique value propositions, educate customers about premium products, and create emotional connections that drive purchasing decisions. Whether optimizing hundreds of Amazon listings or restructuring digital advertising strategies, I deliver measurable revenue growth through strategic storytelling and meticulous execution.