

WORK EXAMPLE

CLIENT

The Silver Place

BRIEF

Re-write product descriptions so the products sound appealing

THIS IS HOW IT LOOKS

The screenshot shows the homepage of 'The Silver Place' website. At the top right, there are links for 'Log In | Register'. The main header features the 'The Silver Place' logo, a search bar, a phone number '0845 680 0212', and a 'View Basket' link showing '0 items (£0.00)'. A navigation menu lists various product categories: 'Sterling Silver Cufflinks', 'Sterling Silver Initial Cufflinks', 'Sterling Silver Bookmarks', 'Sterling Silver Keyrings', 'Sterling Letter Keyrings', and 'Sterling Silver Gifts'. A welcome message reads: 'Welcome to The Silver Place. Beautiful selection of Sterling Silver Gifts'. Below this, there are two main product sections. The first is 'Silver Sterling Cufflinks', featuring an image of an open box with engraved cufflinks and the text 'Extensive collection of elegant, engravable Sterling Silver Cufflinks.' The second is 'Sterling Silver Keyrings', showing four letter keyrings (A, B, C, D). Below these are 'Popular Items' with four product cards: 'Sterling Silver Tassel Bookmark' (£34), 'Plain Rectangle Sterling Cufflinks' (£44), 'Sterling Silver Oval Cufflinks' (£44), and 'Hallmarked Sterling Silver Napkin Ring' (£47). Each card includes a 'Details »' link and a heart icon for favorites.

TESTIMONIAL

“Fiona quickly produced original descriptions for the products I sell. She was professional, efficient, and hit all my deadlines!”

Jeremy Katz, The Silver Place