

Portfolio Note: This is a set of product copy for Langly Camera Bags, a prosumer brand that has won a ton of awards for its product. However, the website copy needed a fair amount of work.

Below, you'll find the original copy and my revised text, which is broken into bullet points and flavor descriptions written in line with the company brand.

The client's main goal here was to boost sales and increase SEO. As an SEO specialist, I conducted the keyword research and helped him climb in the rankings while also making the product copy more legible and user-friendly.

Product Copy

Langly.co

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Camera Bags

Alpha Globetrotter Camera Bag

Original Copy

The all-new Alpha Globe-Trotter tops Langly's range, maximizing organization and functionality. The bag's lower compartment has been redesigned to be front loading. We reinforced the camera inserts that securely cradle an SLR and as many as five additional lenses. The lower compartment also offers a tripod holder. The upper compartment is designed to stow anything else you might want to bring: rolls of film, a down puffer, and a sleeve that will accommodate up to a 15" laptop. The ventilated harness shoulder straps with waist and chest attachments provide back support for long hikes and walkabouts through foreign lands. Custom molded air channels on the backside will keep you cool and dry, making the Alpha Pro the bag of choice whether your next adventure takes you down into town or out in the jungle.

Rewrite

DIMENSIONS

- External Dimensions: 18'' x 14'' x 8'' (LxWxH)
- Top Compartment: 8.8'' x 12.6'' x 6.5'' (LxWxH)
- Bottom Compartment: 9.5'' x 12.6'' x 6.5'' (LxWxH)

FEATURES AND COMPATIBILITY

- **Waterproof body fabric** and **YKK zippers** for ultimate weather protection.
- Reinforced camera inserts designed to cradle any **SLR** or **DSLR** and **up to five (5) lenses**.
- Intuitive, **front-loading** lower compartment.
- **Sturdy nylon straps** to secure most tripods.
- Spacious upper compartment to hold your extra gear and **a 15-inch laptop**.
- **Ventilated** shoulder and chest straps.
- **Custom-molded air channels** along the backside for additional airflow.
- Detachable **waist and chest attachments** for additional back support.

ABOUT THIS BAG

Offering maximum organization and functionality, the all-new **Alpha Globetrotter Camera Backpack** is the bag that does it all.

Our camera bags are known for their **durability** and **rugged, good looks**. Whether you're taking a day trip around town or a walkabout in a foreign land, the Alpha Globetrotter will keep you cool and dry wherever your next adventure takes you.

Multi Camera Bag - Globetrotter

Original Copy

The newest upgrade of our largest professional-grade photo bag. is the ideal solution for studio or the airport when you need to tote tons of gear. The Multi Globetrotter provides easy top access to your camera, padded compartments with zip-up mesh security net for up to ten lenses, and space for a 15-inch laptop. A tripod holder, chest strap, waist strap, hidden pockets for passport to secure your valuables and TSA locking zippers. EVA foam inserts and sweat-wicking mesh panels provide relief for your shoulders and back. The ventilated harness shoulder straps with waist and chest attachments provide back support for long hikes and walkabouts through foreign lands. Custom molded air channels on the backside will keep you cool and dry.

Rewrite

DIMENSIONS

- External Dimensions: 20'' x 11'' x 8'' (LxWxH)

FEATURES AND COMPATIBILITY

- **Waterproof body fabric** and **YKK zippers** for ultimate weather protection.
- Padded compartments to hold **up to ten (10) lens** or **multiple camera bodies**.
- Secure upper sleeve to hold a **15-inch laptop**.
- **Zip-up mesh security net** for additional protection.

- **Adjustable chest and waist straps** for additional back support.
- **Sturdy nylon straps** to secure most tripods.
- **Hidden pockets** to secure passport and other valuables.
- **TSA-approved** locking zippers.
- **EVA foam inserts and sweat-wicking mesh panels** along the shoulder straps and back for additional comfort.
- **Custom-molded air channels** along the backside for additional airflow.

ABOUT THIS BAG

Our largest professional-grade camera bag, the **Multi-Camera Bag: Globetrotter** is an ideal solution for studio setups and field work that requires a wide selection of lenses or multiple camera bodies.

Like all Langly bags, the **Multi-Camera Bag** is designed for rugged durability and support. This camera backpack features padded and ventilated shoulder straps, as well as sturdy chest and waist straps, to prevent fatigue and offset the additional weight.

When you're packing heavy for your next great adventure, don't skimp. The **Multi-Camera Bag Globetrotter** has you covered.

Multi Camera Bag Classic

Original Copy

Our largest professional-grade photographer bag is the ideal solution for studio or video shoots where you need to tote tons of gear along. The Multi-Pack provides easy top access to your camera, padded compartments for up to ten lenses, and space for a 15-inch laptop. A tripod holder and chest strap secure your valuables, while EVA foam inserts and sweat-wicking mesh panels provide relief for your shoulders and back.

Rewrite

DIMENSIONS

- External Dimensions: 20'' x 11'' x 8'' (LxWxH)

FEATURES AND COMPATIBILITY

- Padded compartments to hold up to **ten (10) lens** or **multiple camera bodies**.
- Secure upper sleeve to **hold a 15-inch laptop**.
- **Adjustable chest strap** for additional back support.
- **Sturdy nylon straps** to secure most tripods.
- **EVA foam inserts and sweat-wicking mesh panels** along the shoulder straps and back for additional comfort.

ABOUT THIS BAG

Every great adventure tells an incredible story, but some stories require more gear than others. That's why we created the **Multi-Camera Bag Classic**.

Capable of holding multiple lenses and camera bodies, this camera backpack is the one part of your adventure that you'll never have to worry about.

Equipped with EVA foam inserts, a tripod holder, and sweat-wicking mesh panels, the **Multi-Camera Bag Classic** is the only bag you'll ever need when you're packing heavy.

Simple Camera Bag Set

Original Copy

A minimalist-style bag that offers maximum versatility. When you're pared down to essentials, the Simple easily carries a 15-inch laptop, a blanket, and anything you'd need on an average day. For more technical shoots, we add the camera insert in this bundle and you gain compartments for up to eight lenses and a camera body.

Rewrite

DIMENSIONS

- External Dimensions: 18'' x 14.5'' x 8'' (LxWxH)

FEATURES AND COMPATIBILITY

- **Waterproof body fabric** and **YKK zippers** for ultimate weather protection.
- Reinforced camera inserts designed to cradle any **SLR** or **DSLR** and **up to eight (8) lenses**.
- Dedicated sleeve for a **15-inch laptop**.

- Intuitive, **front-loading** compartment for easy access your most essential gear.
- Ventilated shoulder and chest straps.

ABOUT THIS BAG

Our **Simple Camera Bag** is designed for **maximum versatility in a minimalist package**.

Whether you're pared down to essentials or gearing up for a technical shoot, this camera backpack can hold up to eight lenses and a single camera body – everything you need to get the job done on a typical day.

Thanks to our removable camera insert, the **Simple Camera Bag** is your all-day companion, with or without your camera.

Fashionable and low profile, the Simple Camera Bag can find a way to meet your needs anytime, anywhere.

Cross-Body Camera Bag

Original Copy

Hand crafted with water-resistant XPU Coated twill and leather details, the Cross body is a low profile, everyday carry that doubles as a camera bag. It features six exterior pockets, EVA foam, and removable inserts. The Cross Body can carry a camera, 1-2 extra lenses and small personal items.

Rewrite

DIMENSIONS

- External Dimensions: NONE LISTED

FEATURES AND COMPATIBILITY

- **TPU-coated twill and leather** for ultimate waterproofing and stain protection.
- Reinforced camera inserts designed to cradle any **Micro Four-Thirds (M4/3) camera** and up to **3 lenses**.
- **Removable camera insert** comprised of **nylon-wrapped EVA foam**.
- **Practical, no-nonsense design** helps you keep a low profile.

ABOUT THIS BAG

When a low profile matters most, our **Cross-Body Camera Bag** helps keep you and your gear under wraps.

Designed for travel where space is a commodity, the **water-resistant, TPU-coated twill** keeps the interior of the bag cool and dry while the **nylon-coated, EVA-foam camera insert** holds your **Micro Four-Thirds** and **additional lenses** without a fuss.

Headed somewhere without your camera? No problem. Remove the insert and stuff the bag with your personal gear. The **Cross-Body Camera Bag** helps you keep your essentials close when traveling in a foreign land.

Weekender Travel Bag

Original Copy

Hand crafted with water-resistant TPU Coated twill and leather details, The Messenger Tote is a weekender that doubles as an camera bag . It features six exterior pockets, EVA foam, and removable inserts. The Tote can carry a camera, 3-4 extra lenses and personal items and a 15 inch Laptop.

Rewrite

DIMENSIONS

- External Dimensions: NONE LISTED

FEATURES AND COMPATIBILITY

- **TPU-coated twill and leather** for extra waterproofing and stain protection.
- **Six exterior pockets** for easy access to essential gear.
- **Spacious interior** holds a **15-inch laptop** and camera equipment.
- **Removable camera inserts** for everyday versatility, with or without a camera.
- Supports **3-4 camera lenses** and most **SLR / DSLR camera bodies** when inserts are installed.
- **Practical, no-nonsense design** helps you keep a low profile.

ABOUT THIS BAG

For your trek off the beaten path, the **Weekender Travel Bag** is Langly's **messenger tote** for the weekend warrior.

Handcrafted with TPU-coated twill for added **durability and water resistance**, this messenger camera bag is your dual-purpose sidekick when out on an adventure. Stuff the spacious interior **full of essential gear** or add the **camera insert to carry a camera body and up to four lenses**.

No matter what adventure you're having for the weekend, the **Weekender Travel Bag** is durable enough to see it through to the end.