

Walmart.ca Content Guide – Home

This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal.

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1. Anatomy: Product Detail Page (PDP)

Images



Product
Description

KitchenAid Tri-Ply Copper and Steel Cookware Set → **Product Name**

10-piece set, 3-layer design

☆☆☆☆☆ > 0 Reviews

Qty:

- 1 +

→ **Short Description**

\$699⁹⁷

! Only a few left online!

> See estimated delivery date

> Not Available at stores nearest M6H 4A9

Add to cart

Add to list ▼

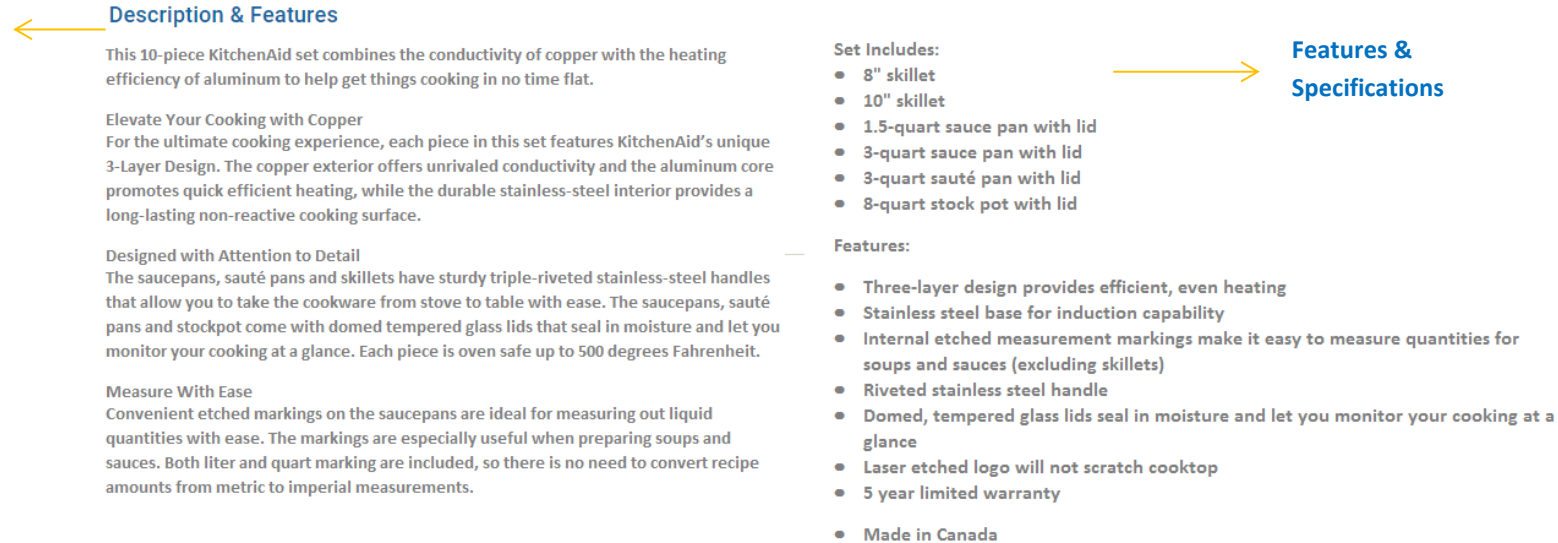
THIS ITEM QUALIFIES FOR ✓

FREE PICK UP* no minimum

Grab & Go Canada Post

FREE SHIPPING TO HOME*
on orders over \$50

* Conditions apply. [Click here](#) for details.



2. GENERAL OVERVIEW

The product page is the equivalent of your product packaging, and the most important part of the conversion funnel. Product content is extremely important in helping our customers make confident, informed purchase decisions, as well as driving the searchability of products.

Brand Voice

The Walmart Brand Voice is defined as clear, relevant, informative, straightforward and positive. We strive to deliver a friendly, straightforward tone and a voice that doesn't insult or mislead our online customers. As a partner, you should always write in a way that is honest, understandable and informative - but don't forget to remain true to your brand. In general, you should:

1. **Use an active voice**
2. **Say more with fewer words**
3. **Focus on the product featured, highlighting key differentiating characteristics**

3. SEO

SEO, or Search Engine Optimization, is an important part of product content. It helps your products find your products more easily on external search engines, like Google, Yahoo! and Bing.

How to Optimize Your Product Descriptions:

1. Provide unique, relevant content that is truly useful to the user.
2. Repeat the product name in the product description.
3. Do not provide the same copy to multiple online retailers – it needs to be unique to Walmart.
4. Always build detailed descriptions, as if you are speaking to someone who is completely unfamiliar with this commodity.
5. Don't use industry terminology; use simple language, which customers are more likely to search the web for.
6. Do not add filler, fluff or spam content.

4. Home products by Category: Product Name and Short Description

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results.

*** YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.**

***If your product is licensed, always put in the franchise in your product name. For example: Disney Frozen Spinner Luggage Set**

4.1 Copy Guidelines: Bath Products

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
<p>Product title to be displayed on product detail page.</p> <p>Brand + Colour/Pattern + Material + Feature (optional) + Product Type</p> <p><i>*Which brand should I put in the Product Name if my product is licensed?</i></p>	<p>Abbreviated list of key item features.</p> <p>Size (if applicable), Quantity (if applicable), Additional Features</p>
<p><i>Example 1 (Shower Curtains):</i> MAINSTAYS Cherry Blossom Polyester Shower Curtain</p> <p><i>Example 2 (Towels)</i> Springmaid Sky Blue Egyptian Cotton Hand Towel</p> <p><i>Example 3 (Bath Scales)</i> Conair Weight Watchers® Black Glass Digital Scale</p> <p><i>Example 4 (Shower Hooks)</i> MAINSTAYS White Plastic Shower Curtain Rings</p>	<p><i>Example 1 (Shower Curtains):</i> 70" x 72", machine washable</p> <p><i>Example 2 (Towels):</i> 21" x 30", extra soft</p> <p><i>Example 3 (Bath Scales):</i> 400lb/182kg weight capacity</p> <p><i>Example 4 (Shower Hooks)</i> Set of 12</p>

4.2 Copy Guidelines: Bedding

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
<p>Bedding Sets Brand + Collection (if applicable) + Colour or Pattern or Differentiating Feature + Material + Product Type</p> <p>Sheets/Bedspreads Brand + Collection (if applicable) + Colour or Pattern or Differentiating Feature + Material + Product Type</p> <p>Pillows Brand + Collection (if applicable) + Support Level/Differentiating Feature + Product Type</p>	<p>Available Sizes</p> <p>Available Sizes</p> <p>Size, Quantity/Additional Feature</p>
<p><i>Example:</i></p> <p>Bedding Sets <i>hometrends 3 Piece Flannel Sheet Set</i></p> <p>Sheets <i>Mainstays Tuscan Super Soft Microfiber Sheet Set</i> <i>Mainstays Flamingo Print Cotton Fitted Sheet</i></p> <p>Pillows <i>Mainstays Medium Support Down Pillow</i></p>	<p><i>Example:</i></p> <p><i>Sizes: Twin – King</i> <i>Sizes: Twin XL</i></p> <p><i>Sizes: Twin – King</i> <i>Sizes: Full/Queen & King</i></p> <p><i>Jumbo, 2 pack, cool support</i> <i>Queen, 300 thread count</i></p>

4.3 Copy Guidelines: Heating and Cooling

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Brand + Capacity (if applicable) + Size (if applicable) + Installation type (if applicable) + Main Feature (optional) + Product Type	Abbreviated list of key item features. Compatible Devices (optional), Additional Feature, Colour/Finish, Model #
<p><i>Example (Air Conditioners):</i> Danby Estar 5,000 BTU Window Air Conditioner</p> <p><i>Example (Fans):</i> Bonaire 36" Manual Oscillating Tower Fan</p> <p><i>Example (Humidifiers):</i> Pureguardian 70-Hour Ultrasonic Humidifier</p> <p><i>Example (Dehumidifiers):</i> Ecohouzng 50 Pints Dehumidifier</p> <p><i>Example (Fireplaces):</i> Muskoka Electric Fireplace with Corner Option and 28" Full View Insert</p> <p><i>Example (Accessories):</i> Classic Accessories Ravenna Square Air Conditioner Cover</p>	<p><i>Example (Air Conditioners):</i> 2-way air direction, white, DAC050MUB1GDB</p> <p><i>Example (Fans):</i> White, BTF3610MB-CN</p> <p><i>Example (Humidifiers):</i> Medium to small rooms, white, H965CA</p> <p><i>Example (Dehumidifiers):</i> Covers 3,000 sq. ft, white, ECH1050</p> <p><i>Example (Fireplaces):</i> Heats 400 sq. ft, burnished cherry</p> <p><i>Example (Accessories):</i> Fits up to 34"L 34"W 30"H, black, 55-189-015101-EC</p>

4.4 Copy Guidelines: Home Décor

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
<p>Product title to be displayed on product detail page.</p> <p>Candles: Brand + Scent + Product Type</p> <p>Arts & Wall Décor: Content + Product Type</p> <p>All other Home Décor products: Brand + Material + Main Feature (optional) + Colour/Pattern + Product Type</p> <p><i>*Which brand should I put in the Product Name if my product is licensed?</i></p>	<p>Abbreviated list of key item features.</p> <p>Candles: Size/Weight, Quantity (if the set has multiple items)</p> <p>Arts & Wall Décor: Size, Frame Option</p> <p>All other Home Décor products: Size (if applicable), Additional Feature (optional)</p>
<p><i>Example (Rugs):</i> Delight Rectangle Floral Nylon Area Rug</p> <p><i>Example (Candles):</i> MAINSTAYS Black Cherry Candle</p> <p><i>Example (Arts & Wall Décor)</i> Ballerina Grace in Motion Art Print</p> <p><i>Example (Window Coverings)</i> hometrends Faux Silk Thermal Window Panel</p> <p><i>Example (All other Home Décor products)</i> hometrends Polyester Daisy Bloom Cushion</p>	<p><i>Example (Rugs):</i> 5' x 8', non-slip back</p> <p><i>Example (Candles):</i> 10 oz, set of 2</p> <p><i>Example (Arts & Wall Décor):</i> 24" x 36", print without frame</p> <p><i>Example (Window Coverings)</i> Beige, 63"x54"</p> <p><i>Example (All other Home Décor products)</i> 18"x18"</p>

4.5 Copy Guidelines: Home Improvement

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Brand + Size (if applicable) + Material (optional) + Main Feature (optional) + Product Type	Abbreviated list of key item features. Quantity (if it's a set with multiple items), Model # (if applicable), Compatible Devices/Usage (if applicable)
<i>Example:</i> <i>FIX IT! 3" Steel Cornice Hooks</i>	<i>Example:</i> <i>Set of 2</i>

4.6 Copy Guidelines: Kitchenware

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Brand + Collection (optional) + Size/Volume (if applicable) + Colour (optional) + Material (optional) + Main Feature (optional) + Product Type	Abbreviated list of key item features. Quantity (if it's a set with multiple items), Additional Feature (optional)
<i>Example (Food Storage):</i> <i>Golden Harvest 250 ml Glass Mason Jars</i> <i>Example (Dinnerware):</i> <i>Corelle® Livingware™ True Blue Plastic Dinnerware Set</i> <i>Example (Knives and Cutting Boards):</i> <i>Labell Canadian Maple Wood Cutting Board</i>	<i>Example (Food Storage):</i> <i>Set of 8</i> <i>Example (Dinnerware):</i> <i>16-piece</i> <i>Example (Knives and Cutting Boards):</i> <i>Reversible with angled cutting edge</i>

4.7 Copy Guidelines: Lighting

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Lighting: Brand + Colour/Finish + Material + Major Feature (optional) + Product Type Light Bulbs: Brand + Wattage + Bulb Shape + Product Type <i>*Which brand should I put in the Product Name if my product is licensed?</i>	Abbreviated list of key item features. Lighting: Size (if applicable), Additional Feature Light Bulbs: Quantity (if it's a set with multiple items), Additional Feature (optional)
<i>Example (Lighting):</i> MAINSTAYS Ivory Shade Iron Cage Floor Lamp <i>Example (Light Bulbs):</i> GE 4W C7 Nightlight Bulbs	<i>Example (Lighting):</i> 60", 3-way switch <i>Example (Light Bulbs)</i> 2 pieces, lasts 50% longer than standard nightlights

4.8 Copy Guidelines: Luggage

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Brand + Collection (if applicable) + Number of Pieces included (if it's a set with multiple items) + Main Feature (optional) + Product Type <i>*Which brand should I put in the Product Name if my product is licensed?</i>	Abbreviated list of key item features. Additional Feature (optional), Colour
<i>Example:</i> Millennium 3 Piece Hard Shell Luggage Set	<i>Example:</i> Locking telescopic handle system, Purple

4.9 Copy Guidelines: Sinks

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Sinks: Brand + Size + Finish + Volume + Main Feature (optional) + Product Type Faucets: Brand + Finish + Number of Handles + Product Type Showerheads: Brand + Finish + Installation Type + Product Type	Abbreviated list of key item features. Number of Basins, Additional Feature (optional) Faucets: Type of Handles, Additional Feature (optional) Showerheads: Additional Feature (optional)
<i>Example (Sinks):</i> <i>Evers Asil Sinks 25" Stainless Steel 18 Gauge Kitchen Sink</i> <i>Example (Faucets):</i> <i>Peerless® Chrome Two Handle Centerset Lavatory Faucet</i> <i>Example (Showerheads):</i> <i>Exquisite Chrome Wall-Mounted Showerheads</i>	<i>Example (Sinks):</i> <i>Single Basin, Handmade</i> <i>Example (Faucets):</i> <i>Lever handles, plastic pop-up drain assembly</i> <i>Example (Showerheads):</i> <i>Adjustable</i>

4.10 Copy Guidelines: Organization

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Product title to be displayed on product detail page. Brand + Material + Main Feature (optional) + Product Type <i>*Which brand should I put in the Product Name if my product is licensed?</i>	Abbreviated list of key item features. Size (if applicable), Colour/Finish
<i>Example:</i> <i>Sterilite Plastic ID Box</i>	<i>Example (Accessory):</i> <i>25 L, white</i>

4.11 Curtains & Window Treatments

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Blinds/Shades Brand + Slat Width (if applicable) + Differentiating Feature (optional) + Material + Product Type Curtains/Drapes Brand + Collection (if applicable) + Length (in inches) + Heading + Material + Differentiating Feature (optional) + Product Type	Dimensions or Width Range + Colour/Finish Number of pieces, Dimensions
<i>Example:</i> Blinds/Shades <i>Mainstays 1" Cordless Light Filtering Aluminum Blinds</i> Curtains/Drapes <i>hometrends Sheridan 63" Rod Pocket Blackout Window Panel</i>	<i>Example:</i> 48" x 84", White 36" & 48", Black 2 Panels & 2 tie-backs, 48" x 95"

4.12 Area Rugs & Mats

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: 30</i>
Area Rugs Brand + Collection (if applicable) + Differentiating Feature (optional) + Material + Product Type Mats Brand + Collection (if applicable) + Material + Differentiating Feature (optional) + Product Type	Dimensions or Available Sizes + Additional Features Dimensions, Additional Features
<i>Example:</i> Area Rugs <i>hometrends Milano Jute Woven Area Rug</i> Mats <i>Mainstays Platinum Rubber Back Charcoal Mat</i>	<i>Example:</i> 5.5' x 7.3', skid resistant 5' x 8' - 6' x 9', indoor/outdoor 3'x4', stain resistant

5. Product Description, Features & Specifications and Imagery Requirements

5.1 Product Description

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision.

*** YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.**

PRODUCT DESCRIPTION <i>Min Characters: 100</i> <i>Max Characters: 4,000</i> <i>Format: At least 3 sentences</i>	Examples
<p>Overview of the key selling points of the item, marketing content, and highlights in paragraph form. For SEO purposes, repeat the brand, product name, material & relevant keywords.</p> <p>For inspiration, consider answering the following questions:</p> <ul style="list-style-type: none"> • Which type of scenario/environment would a customer use this product? • What problem/pain point does your product solve? How does it help your customer? For example, does your pan make cooking faster and easier? Does your three-head floor lamp address the customer's needs of a floor lamp, a reading light and an accent light? • What are some major features your product has? Note that what's important to customers differs based on your product type. If you sell rugs, can customers use your rugs both indoor and outdoor? If you sell bedding, how is the material different or better than other bedding in the market? • Describe the style and character of your product if style is relevant to you. Is it contemporary or traditional? Is it elegant, colourful or rustic? 	<p><i>This 10-piece KitchenAid set combines the conductivity of copper with the heating efficiency of aluminum to help get things cooking in no time.</i></p> <p><i>Elevate Your Cooking with Copper</i></p> <p><i>For the ultimate cooking experience, each piece in this set features KitchenAid's unique 3-Layer Design. The copper exterior offers unrivaled conductivity and the aluminum core promotes quick efficient heating, while the durable stainless-steel interior provides a long-lasting non-reactive cooking surface.</i></p> <p><i>Designed with Attention to Detail</i></p> <p><i>The saucepans, sauté pans and skillets have sturdy triple-riveted stainless-steel handles that allow you to take the cookware from stove to table with ease. The saucepans, sauté pans and stockpot come with domed tempered glass lids that seal in moisture and let you monitor your cooking at a glance. Each piece is oven safe up to 500 degrees Fahrenheit.</i></p> <p><i>Measure With Ease</i></p> <p><i>Convenient etched markings on the saucepans are ideal for measuring out liquid quantities with ease. The markings are especially useful when preparing soups and sauces. Both liter and quart marking are included, so there is no need to convert recipe amounts from metric to imperial measurements.</i></p>

5.2 Features & Specifications

FEATURES & SPECIFICATIONS <i>Max Characters: 200 per bullet point</i> <i>Format: 10-15 bullet points</i>	Examples
<p>Complete description that will be displayed on the item page as a bulleted list. Here are a few things you may want to include in your list:</p> <ul style="list-style-type: none"> • Product size • Product material • Care instruction • If it's a set, give specific description (including size) to each product in the set • Which (if any) devices your product is compatible with • Any additional notes on product features, certifications, warranty and packaging 	<p><i>Example:</i></p> <p><i>Set Includes:</i></p> <ul style="list-style-type: none"> • 8" skillet • 10" skillet • 1.5-quart sauce pan with lid • 3-quart sauce pan with lid • 3-quart sauté pan with lid • 8-quart stock pot with lid <p><i>Features:</i></p> <ul style="list-style-type: none"> • Three-layer design provides efficient, even heating • Stainless steel base for induction capability • Internal etched measurement markings make it easy to measure quantities for soups and sauces (excluding skillets) • Riveted stainless steel handle • Domed, tempered glass lids seal in moisture and let you monitor your cooking at a glance • Laser etched logo will not scratch cooktop • 5 year limited warranty • Made in Canada

5.3 Imagery Requirements

Mandatory Images:	Image Requirements:
<ul style="list-style-type: none"> • (1) Primary Image (for all categories excluding Bedding, Shower Curtains and Curtains) should be a direct angled view of only the product itself. • (1) Primary Image (for Bedding, Shower curtains and Curtains) could be either a lifestyle or direct/angled view image, but your product has to take at least 80% of the space in the image if it's lifestyle. • (1-2) Alternative Images (AI) should include multiple views, including lifestyle images of the product in use, product interior and details. • If the product is a set, please provide a picture of all pieces. It is also recommended to show individual picture of each piece. • It is recommended to show your furniture in an environment with other furniture or doors and windows, so customers can get a sense of your product's actual size by comparison. • If your product can be folded or its height can be adjusted, we recommend that you show different views of the product. 	<ul style="list-style-type: none"> • Background: seamless white background (255/255/255 RGB) • Pixels: Min. 750x750; Max. 2000x2000; 300 dpi

PRIMARY Example:



AI Example:

