



READY, SET, SPREAD JOY!

Product Content Holiday Checklist

The upcoming Holiday season is a busy and exciting time of the year with great opportunities to showcase your assortment and drive sales. Ensuring your product content is top-notch will help you drive sales and satisfy your customers. We've highlighted your top product content opportunities with this handy checklist and important dates to keep top of mind as you get ready to drive sales during the Holiday season!

Leverage Walmart's Content Scorecard & Content Guides

- ☐ 1. **Review your latest product content scorecard, which Walmart sends to you biweekly**

If you are not receiving a scorecard, contact OnlineContentSupport@walmart.com

- ☐ 2. **If your content score is under 75%, download your category-specific Content Guide from the Walmart Vendor Portal and review the following callouts to boost your content score:**

- ☐ **Product Titles** should follow the formulas in the category-specific Content Guides.

For each product, add at least 15-25 additional words to the **Product Description**.

Include 3 to 10 of the most important benefits and features of your product.

Include key features in the keywords and a highly descriptive paragraph. Put the most important features first. Call out specific details about the product and provide complete information.

- ☐ Upload 2 or more **product images** for each product to make it more appealing.

- ☐ Ensure **100% attribute completeness**.

Go to walmart.ca and navigate to the digital shelf housing your product. Look at the category-specific filters in the left-hand navigation. Make sure you have those filled out for each of your products in the spec sheet. This ensures your products are discoverable by customers browsing and searching our site.

- ☐ Ensure **product shelf / category** is assigned correctly.

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- ☐ Monitor your product's **average product rating** by reading the reviews customers leave. Double check that your product content clearly conveys what the product is and that its key features are clear and accurate. Investigate whether there are any issues with product quality or gaps in product content.
- ☐ Focus on increasing the total number of reviews for each of your products. Customer feedback is vital as customers use this information to make buying decisions. More on this below!

Product Reviews Are Crucial

Included below are a few questions to consider, which will help you improve the quantity and quality of your product reviews.

- ☐ **1. Are you selling the same product on Walmart.com and Walmart.ca?**

If the UPCs are the same, reviews will be imported automatically from Walmart.com to Walmart.ca

If the UPCs are different, Walmart Canada's User Generated Content Team will have to manually map the UPCs to bring any reviews over from the US to Canadian sites.

Contact them at UGC_WMCA@walmart.com for support.

- ☐ **2. Are you collecting reviews on your brand site or another website?**

You can bring those reviews over to Walmart.ca via [Bazaarvoice Collect and Distribute Program](#).

- ☐ **3. Are you launching a new product on Walmart.ca?**
Are you selling a product with NO, LOW or OLD reviews?

You can start collecting reviews by participating in a sampling program via any of our approved vendors – Caddle, Home Tester Club, Shopper Army, and Field Agent.

Sampling programs may take 4-6 weeks to execute. Reviews will be marked as “incentivized”.

Contact Walmart Canada's User Generated Content team UGC_WMCA@walmart.com

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☐ 4. Have you grouped or ungrouped your products?

Grouping / ungrouping causes the Product ID to change, which disconnects all the native reviews in the back-end. Walmart Canada's User Generated Content team can migrate those reviews so they will reappear. Contact Walmart Canada's User Generated Content team at UGC_WMCA@walmart.com

☐ 5. Are you selling similar products?

Sharing reviews between products in your portfolio that are similar is possible via product families. Contact Walmart Canada's User Generated Content team at UGC_WMCA@walmart.com

Important Dates

- Updates made in the Vendor Portal to your product content will not be reflected to customers on Walmart.ca **if submitted after 2 PM** on the day of the event. Complete any content updates well in advance of the event dates!

Event dates:

- Black Friday (Week 1): **November 8**
- Black Friday (Week 2): **November 15**
- Black Friday (Week 3): **November 22**
- Cyber Week: **November 26**
- Complete/Submit all product page grouping/ungrouping requests prior to **November 7th**