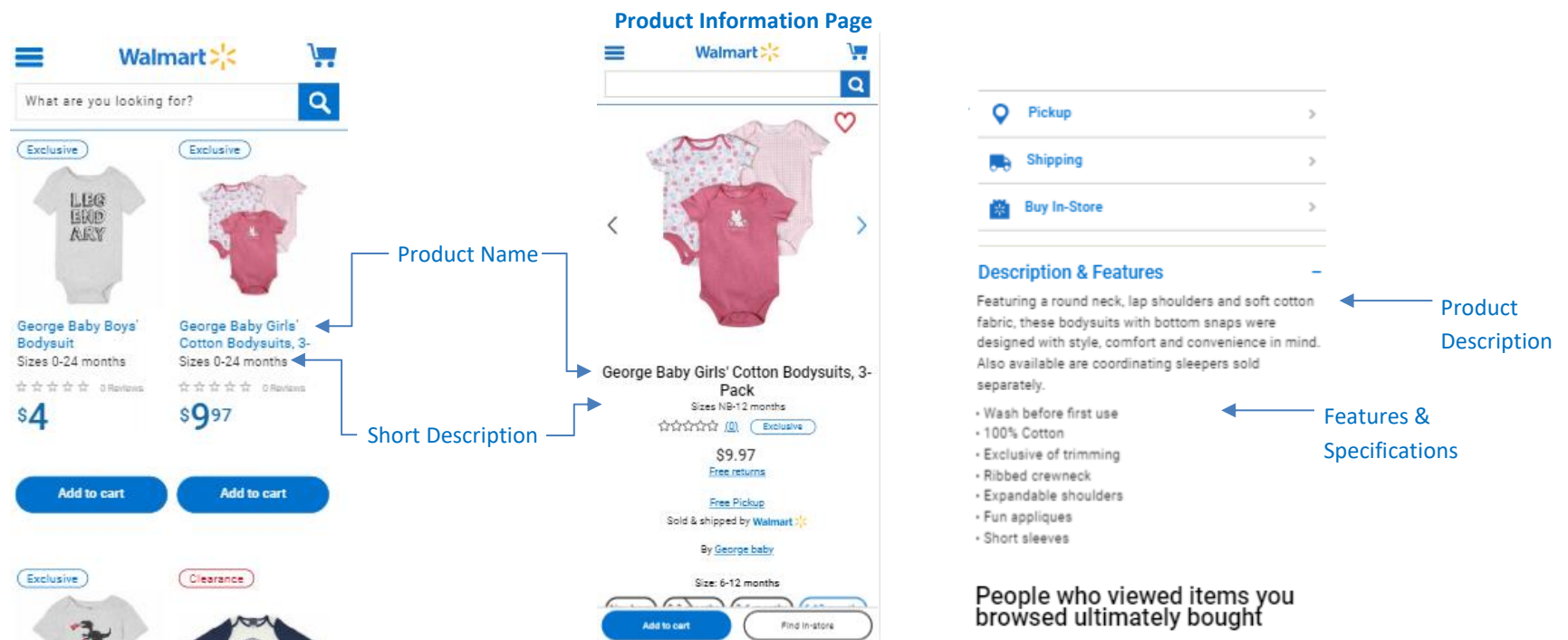# Walmart.ca Content Guide – Baby/Toddler - Apparel, Shoes & Accessories

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.

OVERVIEW:
1. Anatomy: Product Information Page (PIP)
2. General Overview
3. SEO
4. Copy Guidelines
5. Imagery Specifications

1. ANATOMY: PRODUCT INFORMATION PAGE (PIP)

Product Information Page

2. 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 rank higher 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, fluffy or spammy content.

4.   COPY GUIDELINES

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. It 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.

4.1   PRODUCT NAME *Recommended Characters: 45 | Maximum Characters: 120*

Brand + Customer Type* + {Defining Quality} + {Material} + Item Type

Examples:
Geroge Girl' Short Sleeve Knit Bodysuit
George Baby Boys' V-Neck Cotton T-Shirt
George Boys' 3pk Cotton Crew Sock

* Customer Types: Women's, Men's, Girls', Boys', Baby Girls', Baby Boys', Toddler Girls', Toddler Boys'

4.2   SHORT DESCRIPTION *Character limit: <30*

Short Description for Apparel should be the available Size range. Once the customer has filtered down their assortment the short description section lets customers know if the item comes in their size without having them go to the Product Information page. It is important that all items follow this guideline as consistency is important in maximizing the usefulness of this information.

Examples*:*

Kids Sizes to be written as :	Sizes S-XL	English/French guidelines:
0-3 months	Sizes 0-9 months (Shoes - Baby)	2XL/2TG
6-24 months	Sizes 5-10 (Shoes - Numeric)	
	Sizes S-XL (Shoes - Alpha)	

4.3   PRODUCT DESCRIPTION *Minimum Characters: 100 | Maximum Characters: 4000*

The Product Description should be 2-5 sentences to briefly describe any details of the product. The first two sentence should be descriptive enough for people to visualize the product without looking at the image. The remaining sentences can be utilized to explain unique benefits to features that would not be able to be explained in images or bullets.

Examples:

Mid waist, dark wash boot-cut jeans that feature five pockets, metal zipper and top button fastening in the front.

Perfect for warmer weather, but wearable all year.

With a buttoned front, long sleeves, soft knit with drop pockets this versatile sweater will be your favorite wardrobe staple.

4.4   FEATURES & SPECIFICATIONS *Max Characters: 200 per bullet point | Format: 5-15 bullet points*

All other bullet points should be used for style and special features such as hemline, sleeve, length, etc.
The two mandatory bullets are*:*
1. Material Family and Material
2. Care Instructions
Plus any features/characteristics that is not visible on the image.

Example:
- *Material: dress 100% polyester; leggings 95% cotton, 5% Lycra*
- *Care Instructions: Machine washable*
- *Invisible zipper on back*
- *Adjustable waist*
- *A-line Dress, knee length*
- *Waterproof*

Bullets by Category with <u>example</u> values

TOPS	**Type**	**Sleeve Length**	**Neckline**	**Hoody Type**		
	Polos,Blouses, Tank	Sleeveless, Short Sleeve, 3/4	High Neck, Cowl Neck, Turtleneck	Zippered, Pullover, Hooded		
BOTTOMS	**Pant Style**	**Fit**	**Rise**	**Length**	**Wash (Denim)**	
	Casual, Dress	Bootcut, Slim, Straight	High Rise, Mid Rise	Ankle, Capri & Cropped, Full Length	Dark, Medium, Light	
OUTERWEAR	**Length**	**Fill Material**	**Style**	**Feature**		
	Short, Mid-Length, Long	Down, Down Blend, Synthetic	Anorak, Puffer, Bomber	Water Repellant, Packable		
BRAS	**Support**	**Style**	**Lingerie Style**			
	High Support, Medium Support	Balconnet, Push-Up, Plunge	Kimonos, Chemises, Babydolls			
PANTIES	**Style**	**Fit**				
	Briefs, Thong	Hi-Waist, No show				
SHAPEWEAR	**Style**	**Control Level**				
	Briefs, Boyshorts	Firm, Medium				
SKIRTS	**Style**	**Length**				
	A-Line, Pencil, Maxi	Above the Knee, At the knee				
DRESS	**Length**	**Sleeve Length**	**Style**	**Neckline**		
	Mini, Midi, Maxi	Sleeveless, Shortsleeve, 3/4	Casual, Dress	Boat Neck, Scoop Neck		
SLEEPWEAR	**Style**	**Sleeve Length**	**Length**			
	Tank, Shorts, Pant Set, T-shirt	Capped, Sleeveless, 3/4	Short, Mid, Long			
SWIMWEAR & COVER-UPS	**Top Type**	**Style**	**Bottom Type**	**Sleevelength (Rashguard)**		
	Bikini Tops, Tankini Tops	Bandeau, Triangle, High Neck	Bikini Bottoms, Swim Shorts	Short Sleeve, Mid Sleeve		
SOCKS, TIGHTS & PANTYHOSE	**Style**	**Length**	**Sheerness Level (Tights)**			
	Athletic, casual, compression	Ankle, crew, Thigh-High	Opaque, Semi Opaque, Very Sheer			
SHOES	**Width**	**Type**	**Heel height**	**Heel Type**	**Boot Length**	**Toes Style**
	Narrow, Wide	Wedge, Slip on, Dressy	1", 2.5"	Block Heel, Stiletto Heel	Ankle, Mid Calf, Knee High	Round toe, Pointy
BELTS	**Style**					
	Braided, Buckle, Reversable, Skinny Belt					
SUNGLASSES	**Style**	**Features**				
	Aviator, Navigator,Round	Polarized, Glass, Mirrored				
JEWELLERY	**Metal Type**	**Gemstone**	**Category**	**Earring Type**		
	Sterling Silver, Gold Plated, White Gold	Garnet, Ruby	Fine, Fashion	Stud, Drop, Hoop		
WATCHES	**Watch Display**	**Occasion**				
	Analog, Digital	Casual, Sport, Formal				
HANDBAGS & WALLETS	**Style**	**Closure**	**Wallet Style**			
	Mini, Reversible, Top Handle	String, Zipper, Flap	Phone Wallets, Wristlets, Coin Purse			

5. IMAGERY SPECIFICATIONS

Mandatory Images:	Image Requirements:
• **(1) Primary Image** should be a direct or angled front view of product. • No image of product in-package should be used as the primary image • **(2-5) Alternative Images** (AI) should include multiple views, front, back 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. • If your product can be folded or its height can be adjusted, we recommend that you show different views of the product.	• Background: seamless white background **(255/255/255 RGB)** • Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

PRIMARY Example: **SECONDARY Examples:**

Toddler 3 pc. Set
All sleeve lengths are displayed

Baby 3 pack Bodysuits
Unique features are displayed

Baby 5 pack Bodysuit
Unique prints are displayed

Baby 3 pack Pants
Waist and cuff are displayed

Toddler 3 pc. Set
Waist and cuff are displayed

Toddler 3 pack Underwear
Primary image is out of packaging

Toddler 3 pack Underwear
Secondary image packaging shot

Baby Sock
All print/patterns displayed