

Walmart.ca Content Guide – Small Appliances

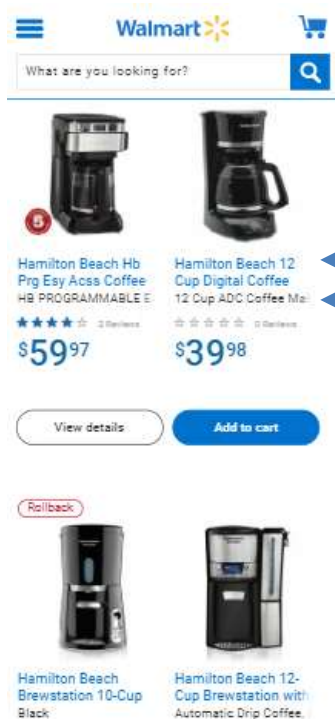
This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when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

OVERVIEW:

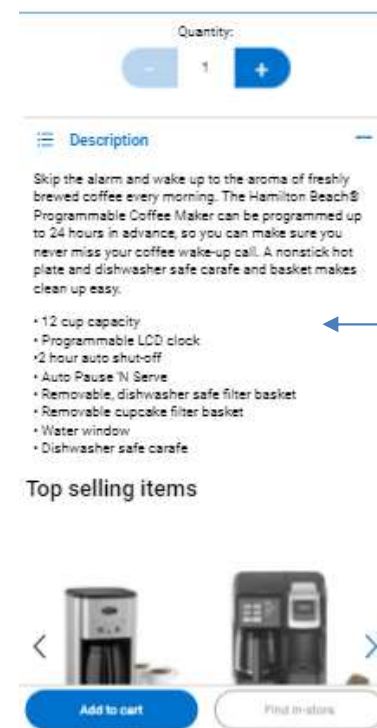
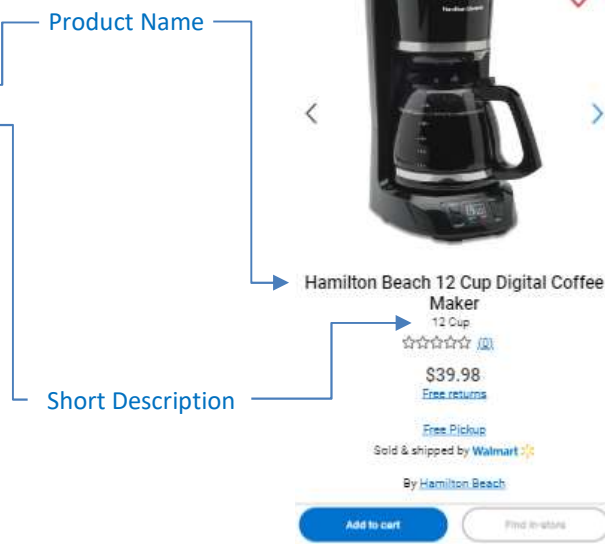
1. Anatomy: Product Information Page (PIP)
2. General Overview
3. SEO
4. Appliances by Category
5. Copy Guidelines & Imagery Specifications

1. Anatomy: Product Information Page (PIP)

Product Listing Page



Product Information Page



Product Description

Features & Specifications

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 customers 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. Copy Guidelines & Imagery Specifications

4.1 Copy Guidelines: Product Name

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

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.

Default Format

The default format of the Product Name for Small Appliances is as follows

Brand + Series (optional) + Differentiating Feature (optional) + Product Type + Model #

Recommended Characters: 40, Limit 50-70

Example

Brand + Series (optional) + Differentiating Feature (optional) + Product Type + Model #
Mainstays Platinum Stainless Steel Food Slicer WM-1234

Note on Differentiating Feature:

Visually identical products may have different features which distinguish them. Eg. One toaster may fit bagels and one may not. This needs to be called out in the Product Name. Keep in mind a products external material may be an important differentiating feature. Eg. Stainless Steel.

Custom Format

Some Categories do not follow the standard naming format. They are listed in the chart below. If a product name is being create for a product that falls on one of these shelves it is important that the format for that shelf is followed. Additional information is highlighted in **RED**.

Shelf	Product Name Format <i>Recommended Characters: 40, Limit 50-70</i>	Examples
Toasters	Brand + Series (optional) + # of slices + Differentiating Feature (optional) + Product Type + Model #	Mainstays 2 Slice Digital Toaster
Electric Woks	Brand + Series (optional) + Capacity + Differentiating Feature (optional) + Product Type + Model #	Mainstays 6 Quart 6-in-1 Multi Pot WM-XXX
Rice Cookers and Steamers		Mainstays 6 Quart Programmable Slow Cooker WM-XXX
Egg Cookers		Mainstays 1.2 cu.ft. Stainless Steel Microwave WM-XXX
Electric Fondue Pots		Mainstays Classic 4.5 Qt Stand Mixer Watts WM-XXX
Food Warmers		Mainstays Quiet 12 Cup Mini Food Processor WM-XXX
Pressure Cookers & Multi Pots		
Slow Cookers		
Microwaves		
Stand Mixers		
Food Prep and Processors		
Food Processors		
Mini Choppers		
More Food Prep and Processors		
Electric Skillets	Brand + Series (optional) + Cooking Surface Size + Differentiating Feature (optional) + Product Type + Model #	Mainstays Professional 12"x24" 5 in 1 Grill WM-XXX
Electric Grills		
Crepe Makers		
Electric Griddles		
Cooktops and Burners	Brand + Series (optional) + Element Type + Product Type + Model #	Mainstays Induction Portable Cooktop WM-XXX
Waste Disposers	Brand + Series (optional) + Power (if Available) + Differentiating Feature (optional) + Product Type + Model #	Mainstays 1/3 HP In-sink Waste Disposer WM-XXX

4.2 Copy Guidelines: Short Description

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SHORT DESCRIPTION

Character limit: <30

Short description appears under the product name and its purpose is to provide additional information without having to go to the Product Information Page. It is important that all items follow the suggested short descriptions for each category. Consistency is important in maximizing the usefulness of this information.

L2	L3	L4	Short Description <30 Characters	Example
Small Appliances	Trash Compactors		Dimensions	15" (w) x 34"(h) x 24" (d)
Small Appliances	Electric Grills and Skillets	All Grills	Cooking surface area (L x W)	12" x 14"
Small Appliances	Rice Cookers and Steamers		Cups (Must show Cooked & Uncooked for Rice)	10 cups cooked/5 cups uncooked
Small Appliances	Specialty Appliances	Food Dehydrators	Differentiating Feature	Digital Display, 5 Trays
Small Appliances	Specialty Appliances	Bread Makers	Capacity & Differentiating Feature	2 Pound, Gluten free setting
Small Appliances	Specialty Appliances	Meat Grinders	Differentiating Feature	5 Attachments
Small Appliances	Specialty Appliances	Slicers	Differentiating Feature	Serrated Blade
Small Appliances	Specialty Appliances	Cooktops and Burners	Number of Burners, Burner Diameter	Single Burner, 12" diameter
Small Appliances	Specialty Appliances	Egg Cookers	Capacity	8 Eggs
Small Appliances	Specialty Appliances	Electric Fondue Pots	# Person it can Service, Differentiating Feature	8 Person, Meat, cheese & chocolate
Small Appliances	Specialty Appliances	Food Warmers	Dimensions	12" x 24" x 4"
Small Appliances	Specialty Appliances	Hot Dog Warmers	Capacity, Differentiating Feature	20 Hot Dogs, Digital display
Small Appliances	Specialty Appliances	Pizza Makers	Capacity	10"Pizzas
Small Appliances	Specialty Appliances	Quesadilla Makers	Differentiating Feature	Digital display
Small Appliances	Specialty Appliances	Vacuum Sealers	Differentiating Feature	24 Bags included
Small Appliances	Pressure Cookers & Multi Pots		Differentiating Feature	Digital Display
Small Appliances	Slow Cookers		Differentiating Feature	Digital Display, Includes probe
Small Appliances	Blenders	All Blenders	Power(if available), Capacity (if available), # of Speeds	1000w, 10 cup, 7 speed
Small Appliances	Fryers	All Fryers	Capacity	4.5 L Capacity
Small Appliances	Microwaves		Watts	1000 watts
Small Appliances	Waffle Makers		Number of Slices, Differentiating Feature	2 Waffles, Belgian style
Small Appliances	Waste Disposers		Differentiating Feature	
Small Appliances	Soda Makers		Differentiating Feature	Carbonation indicator
Small Appliances	Mixers	All Mixers	Watts, # of Speeds	300 Watts, 7 Speed
Small Appliances	Coffee, Espresso and Tea		Capacity	12 Cups
Small Appliances	Coffee, Espresso and Tea	Coffee Grinders	Capacity	2.5 oz.
Small Appliances	Coffee, Espresso and Tea	Electric Kettles	Capacity, Differentiating Feature	1.5 L, Variable temperature

Small Appliances	Coffee, Espresso and Tea	Coffee Maker Accessories	Compatibility (optional)	Compatible with Mainstays coffee makers
Small Appliances	Coffee, Espresso and Tea	Drip Coffee Makers	Capacity, Differentiating Feature	12 Cups, Brew strength selector
Small Appliances	Coffee, Espresso and Tea	French Presses	Capacity	500 ml
Small Appliances	Coffee, Espresso and Tea	Espresso Machines	Pressure, Differentiating Feature	15 Bar pressure, Fully automatic
Small Appliances	Coffee, Espresso and Tea	Single-Serve Brewers	Capacity Reservoir, , Differentiating Feature	40 oz. reservoir, Brew strength selector
Small Appliances	Coffee, Espresso and Tea	Coffee Percolators	Capacity	20 Cups
Small Appliances	Coffee, Espresso and Tea	Pour Overs	Capacity	2 Cups
Small Appliances	Coffee, Espresso and Tea	Hot Water Dispenser	Capacity	8 Litres
Small Appliances	Electric Tools and Gadgets	All Electric Tools & Gadgets	Additional Features	Auto Stop
Small Appliances	Food Processors & Choppers	All Food Prep & Processors	Differentiating Feature	Extra wide chute
Small Appliances	Ice Cream & Dessert Makers	All Dessert Makers	Differentiating Feature	Digital Display
Small Appliances	Juicers	Citrus Juicers	Differentiating Feature	4 Cup
Small Appliances	Juicers	Centrifugal Juicers	Power(if available), Capacity (if available), # of Speeds	1000w, 10 cup, 7 Speed
Small Appliances	Juicers	Slow Juicers	Differentiating Feature	Extra wide chute
Small Appliances	Popcorn Machines		Capacity	5 Cups
Small Appliances	Roasters and Rotisseries		Capacity	5 lb. Capacity
Small Appliances	Toasters and Ovens	Toasters	Differentiating Feature	Bagel & Long slot
Small Appliances	Toasters and Ovens	Toaster Ovens	Differentiating Feature	Steam, Rotisserie, Convection oven
Small Appliances	Kitchen Appliance Parts and Accessories		Compatibility (optional)	Compatible with Walmart blenders
Small Appliances	More Small Appliances		Differentiating Feature	Extra wide chute

4.3 Copy Guidelines: 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: 150</i> <i>Format: 3-5 sentences</i>	Example
<p>Overview of the key selling points of the item, marketing content, and highlights in paragraph form.</p> <p>This should include any features and the benefits of those features particularly ones that would not be visible in the product images.</p> <p>For SEO purposes, repeat the brand, product name, material & relevant keywords.</p>	<p>Start your day off the right way with the Mainstays Black 5-Cup Coffee Maker with Removable Filter Basket. Just load up the coffee maker with your favorite beans and add some water. Then hit the switch and let the Mainstays Coffee Maker go to work! The auto keep warm function will make sure that your refill is just as tasty as your first mug. The simple power button design makes the unit easy to operate. Ditch the expensive take-out coffee habit and enjoy a satisfying cuppa joe with the Mainstays Black 5-Cup Coffee Maker with Removable Filter Basket.</p>

4.4 Copy Guidelines: Features and Specifications

Features & Specifications <i>Max Characters: 200/bullet point</i> <i>Format: 10-15 bullet points</i>	Example
<p>Complete description that will be displayed on the item page as a bulleted list. Here are a few things 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 • Any additional notes on product features, certifications, warranty and packaging 	<ul style="list-style-type: none"> • 120V/60Hz/700W • Mainstays coffee maker includes a removable filter basket • Brews 5 Cups • Automatic Pause 'n Serve Function • Keep-warm function • High-temperature and dishwasher-safe carafe • Easy Pour, Non-drip Carafe with Ergonomic Handle • Dual Water Windows give a clear view of water level while filling, to reduce overflowing. • Coffee temperature equal or above 77 degrees C • Easy cord storage eliminates counter clutter • Power On/Off Indicator light displays coffee maker status • Power On light reminds you to shut it off

4.5 Imagery Specifications

Mandatory Images	Image Requirements
<ul style="list-style-type: none"> • (1) Primary Image should be a direct or angled front view of product. • (2-5) Alternative Images (AI) should include multiple views, including life style 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. • 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:

SECONDARY Examples:

