Walmart.ca Content Guide – Automotive

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)

Image

Product Name

Alpena 15" Le Mans Pro Premium Wheel Covers - Matte-Black 4 pack

Short Description

Four 15" Wheel Covers

(3)

$49.97
Free returns

Free pickup

Sold & shipped by Walmart

By Alpena

Quantity:

− 1 +

Add to cart   Find in-store

Product Description

Description −

Premium European wheel covers are made from the finest, top-quality materials to give you durable, long-lasting wheel covers. These very stylish designed wheel covers are clear coated for durability and super shine even in harsh weather conditions. These covers are designed in a European sport and luxury car style. The adjustable three tiered steel ring makes for super easy installation and a secure fit. At Alpena we take pride in making our products using only the highest quality material on the market. Most other steering wheel cover companies buy cheap, low grade materials made from a mass-produced manufacturing plant. Only the finest material is used from beginning to end when making our products. Since we know everything that goes into our products is first-rate material, we know you'll be completely satisfied with your purchase. Made with high quality machinery using premium-grade materials, Alpena products are durable, of the highest quality and the top choice for consumers looking for first-class products. With Alpena, you get superior products for your money.

- Made in Europe
- Stylish designs
- Clear coated for durability
- Adjustable ring design for secure fit and installation

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 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. Content Standards – Tires for Cars, SUV, Trucks

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. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

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

PRODUCT NAME *Recommended Characters: 45* *Maximum Characters: 120*	SHORT DESCRIPTION *Character limit: <30*	PRODUCT DESCRIPTION *Min Characters: 100* *Maximum Characters: 4,000* *Format: 2-5 sentences*	FEATURES & SPECIFICATIONS *Max Characters: 200/bullet point* *Format: 5-15 bullet points*
Product title to be displayed on product details page. *{optional values}* **Brand + Series + Season/Use + Product Type**	**List full tire specifications (as seen on side wall of tire)** **Tire Type + Tire Width/Aspect Ratio + Construction + Rim Radius + Load Index + Speed Rating**	**Overview of the key selling points of the item, marketing content, and highlights in paragraph form.** **Explain each feature while relating product functions to real life (what this function means to customers).** **For SEO purposes, repeat the product name, full tire specifications & relevant keywords.**	**Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line.**
Examples: **Weathermaxx Arctic Winter Tire** **Goodyear Wrangler SilentArmor All Terrain Tire**	*Example:* **P 225/65R17 102 Q**	*Example:* Weathermaxx Arctic 225/65R17 102 Q Winter Tire features a V-shaped directional studdable tread design, which provides optimal driving performance on icy and snowy roads. Made with Kevlar for rugged toughness and a smooth quiet ride. A rugged wheel guard helps to protect against accidental curb damage.	*Example:* • Low contact stress in tire footprint • V-shape tread design increases traction on icy and snowy roads • Made with Kevlar for toughness and for low noise • High stability on uneven surfaces • Ideal for passenger vehicles • Tire size: 225/65R17 • Load index: 102 • Speed rating: Q

Imagery Specifications – Tires for Cars, SUV, Trucks

Mandatory Images:	Image Requirements:
• **(1) Primary Image** should be a ¼ view of product. Preferred orientation as illustrated below. Tire should be fitted with rim. • **(2-3) Alternative Images** should include images of treads, full side view, lifestyle image.	• Background: seamless white background **(255/255/255 RGB)** • Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

Primary Image Example:

Alternative Image Examples:

Key Attributes – Tires for Cars, SUV, Trucks

Attributes are a key factor on Walmart.ca that help our customers find the items they are looking for and thus it is the responsibility of our vendor partners to populate where applicable. Below are key attributes which are recommended to be filled out for Tires and Wheels & RIms:

Tires:	Wheels & Rims:
• Tire Season • Tire Size • Tire Type (i.e, Sedan Tires, SUV Tires, Truck Tires, etc)	• Wheel Diameter (inch) • Material

Tire Season —

☐ All Season (154)

☐ Winter (36)

☐ All Weather (3)

Specifications

Clearout Deal	No
Count	1
Out of Tote	Yes
Size	28x10-14
Tire Season	All Season
Tire Type	ATV & Motorcycle Tires
Tire size	28x10-14
Brand	WOLFPACK

5. Content Standards – Automotive Parts & Accessories (Filters, Batteries, Lighting, Wipers, etc.)

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. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

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Product title to be displayed on product details page. *{optional values}* **Brand** + **Sub Brand/Product Line or Series/Model Number** + **{ Important Features}** + **Product Type**	**Defining product characteristics/specification. If multi-pack, list quantity** **Product Characteristics** + **{Quantity if Multi-Pack}**	**Overview of the key selling points of the item, marketing content, and highlights in paragraph form.** **Explain each feature while relating product functions to real life (what this function means to customers).** **For SEO purposes, repeat the product name, specifications & relevant keywords.**	**Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line.**
Examples: **Sylvania 74 Long Life Headlights** **Pioneer TS-G6845R Car Speaker** **Rain-X Quantum 26" Wiper Blade** **FRAM Ultra Synthetic XG6607 Oil Filter**	*Examples:* **14V, 1.4 W. Pack of 2.** **4", 210 W Max Power, 30 W Nominal** **Water-repelling coating repels rain. Pack of 2.** **Protection for up to 24,000 km**	*Example:* **FRAM® Ultra Synthetic™ Oil Filter's dual layered, synthetic and cellulose media is reinforced with a metal screen for longer drain intervals and traps 99% of dirt. The silicone anti-drainback valve is designed to hold oil in the filter to ensure safe start-up and engine protection for up to 24,000 km.**	*Example:* • Engineered for use with Synthetic oil • Proven protection for up to 24,000 kms • 99% dirt-trapping efficiency* • SureGrip® anti-slip texture makes changing FRAM® filters quick and easy • Increased cartridge filter coverage

Imagery Specifications – Automotive Parts & Accessories (Filters, Batteries, Lighting, Wipers, etc.)

Mandatory Images:	Image Requirements:
• **(1) Primary Image** should be direct view of product in package. If no recognizable consumer facing package exists, product image should be used. • **(2-4) Alternative Images** should include product (out of package) in various angles; back package; sides of package; lifestyle image.	• Background: seamless white background **(255/255/255 RGB)** • Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

Primary Image Examples:

Alternative Image Examples:

6. Content Enrichment Tips

Here is a tip to help you fill out the attributes during content enrichment:

- Model Number Attribute **MUST** be your **Manufacturing Part #** - If this is not completed correctly your products will not show up in our parts finder.