

## Walmart.ca Content Guide – Paper and Chemicals

This Content Guide is written to inform and aid our Paper & Chemical 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. Copy Guidelines
3. Imagery Specifications

### 1. Anatomy: Product Information Page (PIP)

Back to search results

**Cottonelle Ultra Comfort Care Mega Roll Toilet Paper** Print **Product Name**

9 Rolls  
By Cottonelle **Short Description**  
Sold and shipped by Walmart  
★★★★☆ > 17 Reviews **Reviews powered by BazaarVoice**

Qty: - 1 +

**\$798** > Return in-store or by mail

89¢/each **Unit of Measure as Published in Online Item File**

☒ One-time delivery  
☐ Subscribe to AutoSave and receive 5% off [Learn More](#)  
 Deliver every: 1 month

**Product Description**

**Description & Features**

Cottonelle Ultra Comfort Care Toilet Paper is the softest, thickest, most absorbent Cottonelle bath tissue ever. Plus, it features a CleanRipple Texture that removes more, and Safe Flush Technology to help protect sewers and septic systems. Be kind to your behind with the cushiony comfort of Cottonelle Ultra Comfort Care Toilet Paper, and for the ultimate in freshness and cleansing, add Cottonelle Ultra Comfort Care Flushable Cleansing Cloths to your bathroom routine.

**Product Features**

- Our softest, thickest, most absorbent Cottonelle Toilet Paper
- Sewer-safe and septic-safe 2-ply bath tissue
- Ultra strong and effective, with Clean Ripple Texture to remove more
- Fits standard toilet paper holders without the need for any attachments
- Complete your bathroom routine with Cottonelle Ultra Comfort Care Flu
- Our softest, thickest bathroom tissue; 2-ply toilet tissue sheets; Flushab
- tissue
- Packaging may vary from image shown

Specifications

Available for Shipping to Canada Post	Yes
Primary colour	White
Brand	Cottonelle
Product Identifiers	
Walmart Item #	30207001, 31244687
SKU	6000195705340
UPC	3600045260

Specifications based on product attributes

## 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. 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; 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.**

PRODUCT NAME Max Characters: 50-70	SHORT DESCRIPTION Max Characters: 25	PRODUCT DESCRIPTION Max Characters: 300 Format: 1-2 sentences
<p>Title of the product to be displayed on the product details page.</p> <p>Brand + {Special Feature} + Flavour/Scent/Type + Item Type</p>	<p>Abbreviated list of key item features.</p> <p>{Pack #} + Ply + Amount, Weight or Volume + # of Uses + Flavour/Scent</p>	<p>Overview of the key selling points of the item, marketing content, and highlights in sentence form. For SEO purposes, repeat the product name and relevant keywords here.</p>
<p>{optional values}</p> <p>Examples:</p> <p>Cottonelle Clean Care Double Roll Toilet Paper</p> <p>Tide High Efficiency Original Scent Laundry Detergent</p> <p>Lysol Value Pack Power Toilet Bowl Cleaner</p> <p>Great Value Flushable Lidded Moist Wipes</p> <p>Glade Clean Linen Air Freshener</p>	<p>{if applicable}</p> <p>Examples:</p> <p>12 Rolls, 1-Ply, 208 Sheets per Roll</p> <p>4.43 L, 96 Loads, Original Scent</p> <p>2 x 710 mL</p> <p>3 x 100 Wipes</p> <p>227 g, Clean Linen</p>	<p>Example:</p> <p>Cottonelle® Clean Care* toilet paper is uniquely designed with Absorbent Soft Ripples®, and a touch of soft cotton. Be kind to your behind with Cottonelle® Clean Care* toilet paper and get wrapped up in tuggable, huggable softness.</p>

## 5. Imagery Specifications

### Mandatory Images:

(1) **Primary Image** should always be a direct front view of product (**DO NOT ROTATE PRODUCT**)

(2) **Alternate Image** should always be a direct back view of product (**DO NOT ROTATE PRODUCT**)

### Image Requirements:

- Background: seamless white background (255/255/255 RGB)
- Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

### *General Imagery Examples:*









## Mobile Ready “Hero” Images

Some suppliers have chosen to implement mobile ready “hero” images in an effort to optimize the mobile device shopping experience. We currently neither encourage nor discourage their use for national branded products. However, there are several considerations that must be made:

- Mobile ready hero images must follow the current inclusive design toolkit as provided by the University of Cambridge (<http://ecommerce.inclusivedesigntoolkit.com/>)
- All hero images must be completely bilingual (English and French in one image)
- The timing of transition from standard packaging images to hero images must be documented by the supplier; along with the unit sales impact before and after the change. Walmart.ca may request for this information at any time. Transition from one hero image format to another will require the same documentation as well
- In the current online grocery experience, the Stock-Up button obscures the size/pack count area on the bottom right hand corner. Suppliers must follow the short description standard in the Style Guide to provide clarity to customers. The Stock-Up button is expected to be rolled out for the rest of Walmart.ca
- Product information may be obscured by badges normally applied on the images (i.e. the Rollback or Clearance badges) during the course of selling
- The content strategy team may request to switch all images back to standard packaging images, or to a specific hero image format, at any time

Below are examples of the Stock-Up button and the Rollback badge obscuring the mobile ready hero images.

					
Pringles Sour Cream & Onion A flavour combination ☆☆☆☆☆ (0) \$1.44/100g	Magnum® Almond Belgian Chocolate 3 x 100 mL ☆☆☆☆☆ (39) \$2.33/100ml	Magnum Ice Cream Bar 3 PC ☆☆☆☆☆ (44) \$2.59/100ml	Kellogg's Special K Nourish Coconut, Special K Nourish cere ☆☆☆☆☆ (1) \$1.38/100g	Vim® Bathroom Spray 950 mL ☆☆☆☆☆ (383) Was \$3.87 31c/100ml	Vaseline® Intensive Care Advanced 600mL ☆☆☆☆☆ (1657) Was \$6.77 \$1/100ml
<b>\$2.25</b>	<b>\$6.98</b>	<b>\$6.98</b>	<b>\$5.47</b>	<b>\$2.97</b>	<b>\$5.97</b>