

CONTENT GUIDE



PETS
JUNE 2021

*This Walmart.ca Content Resource Guide is written to inform and aid our Pets partners
with the standards and practices for quality, ready-to-publish site content.
Please ensure these guidelines are adhered to as any of the information could be graded on the vendor scorecard.*

FOR SUPPLIERS & VENDORS USE

Why are Content Standards Guides Important?

- Complete and consistent high-quality content drives sales.
- Accurate, robust content increases customer satisfaction and decreases bad reviews and returns.
- Adherence to standards provides customers with an elevated, seamless shopping experience, increasing the likelihood for repeat purchases.

Included in this guide are specific Pet level guidance for the following content

- Anatomy: Product Information Page (PIP)
- Copy Guidelines
- General Overview
- SEO
- Content Example
- Attributes
- Enhanced Content (Syndigo)
- Vendor Portal

These are the key elements make up your Product Information Page (PIP), which 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 Search Engine Optimization (SEO), Traffic, and Conversion.

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.

PETS | TABLE OF CONTENTS

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PETS | ANATOMY: PRODUCT INFORMATION PAGE (PIP)

Anatomy: Product Information Page (PIP)



Product Name → Purina ONE Smartblend
Natural Dry Dog Food, Lam...

Short Description → 7 kg

★★★★☆ (263)

\$23.98

34¢/100g

Almost sold out online!

Add to cart



Product Images

Purina ONE Smartblend Natural Dry Dog Food, Lamb & Rice

Product Name

Purina ONE

7 kg

★★★★☆ (263)

Subscribe to Save

Short Description

\$23.98

34¢/100g

Unit of Measure

Reviews Powered
by BazaarVoice &
Subscribe to Save
Program

Out of stock at nearby stores

Free curbside pickup*

Free standard shipping over \$35

Arrives by Tue Jun 15

More pickup & shipping options

Sold & shipped by Walmart

Free returns

Quantity:

- 1 +

\$23.98

One Time Purchase

\$22.78

Save 5%

Subscription Purchase

Shipped Every

1 week

Add to cart

Find in-store

Description

Purina ONE SmartBlend Natural Lamb & Rice natural dry dog food starts with real lamb as the #1 ingredient to help maintain your dog's strong muscles, including a healthy heart. Each meal is highly-digestible and has a combination of protein-rich tender, meaty morsels and crunchy kibble, providing a taste he loves and ensuring he gets the complete and balanced nutrition he needs. This dog food has a dual-defense antioxidant blend of vitamins E and A and minerals zinc and selenium to help support strong immune system while promoting healthy skin. Natural sources of glucosamine help support healthy joints. This natural dog food is carefully formulated by Purina experts and nutritionists committed to delivering a positive impact on your dog's health. Whether it's bright eyes, a radiant coat or even an empty bowl that means he's enjoying every bite, see the differences Purina ONE SmartBlend dry dog food can make while enjoying savings that go beyond price when you order from Walmart.ca.

Product Description

- Natural dog food made with high-quality protein sources, including real lamb as the #1 ingredient
- Natural sources of glucosamine to help maintain healthy joints
- Omega-6 fatty acids, vitamins and minerals help support healthy skin and coat
- Dual-defense antioxidant blend supports a strong immune system
- Protein-rich, tender, meaty morsels plus crunchy kibble for great taste your dog will love

Description

Purina ONE SmartBlend Natural Lamb & Rice natural dry dog food starts with real lamb as the #1 ingredient to help maintain your dog's strong muscles, including a healthy heart. Each meal is highly-digestible and has a combination of protein-rich tender, meaty morsels and crunchy kibble, providing a taste he loves and ensuring he gets the complete and balanced nutrition he needs. This dog food has a dual-defense antioxidant blend of vitamins E and A and minerals zinc and selenium to help support strong immune system while promoting healthy skin. Natural sources of glucosamine help support healthy joints. This natural dog food is carefully formulated by Purina experts and nutritionists committed to delivering a positive impact on your dog's health. Whether it's bright eyes, a radiant coat or even an empty bowl that means he's enjoying every bite, see the differences Purina ONE SmartBlend dry dog food can make while enjoying savings that go beyond price when you order from Walmart.ca.

- Natural dog food made with high-quality protein sources, including real lamb as the #1 ingredient
- Natural sources of glucosamine to help maintain healthy joints
- Omega-6 fatty acids, vitamins and minerals help support healthy skin and coat
- Dual-defense antioxidant blend supports a strong immune system
- Protein-rich, tender, meaty morsels plus crunchy kibble for great taste your dog will love

Product Description

Specifications

Age group	Adult
Clearout Deal	No
Count	1 bag
Diet	No
Flavour	Chicken
Grain Free	No
Lifestyle and Dietary Claims	Natural, High Protein
Main Benefit	N/A
Organic	No
Package Size	7 kg
Pet size	Extra Large, Extra Small, Large, Medium, Small
Product Type	Dry
Size	7KG
Brand	Purina ONE
Product Identifiers	
Walmart Item #	882542
SKU	10036417
UPC	5580011660

Product Specification

Product Identifiers

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.



PETS | IMAGE GUIDELINES

High quality imagery increases the likelihood of conversion and decreases the likelihood of negative reviews or returns.

High quality images can help SEO rankings and drive additional visits to your product pages.

Images which are not shared in the correct specifications may result to a poor customer experience. It is important to choose great quality images to maintain great customer retention/faith to your brand and to Walmart as a whole.

Image Requirements

1. All images must be in focus, professionally lit and photographed
2. Images must be in color
3. Images should be centered in the frame
4. Images should be cropped with a 5% buffer from the end of the product image to the nearest vertical or horizontal border, depending on image perspective (tall vs wide.) Don't resize smaller images to fill space, as this reduces image quality
5. The main image shouldn't contain additional graphics, illustrations, logos, watermarks, overlays or text.

Image File Type

File format: JPEG, PNG or BMP

Maximum file size: 1 MB

Color mode: RGB

Aspect ratio/mode: (1:1) square

Minimum dimensions: 2000 x 2000 pixels

PPI: 300ppi

Swatch File Type

File format: JPEG, PNG or BMP

Maximum file size: 1 MB

Color mode: RGB

Aspect ratio/mode: (1:1) square

Minimum dimensions: 100 x 100 pixels

PPI: 72ppi

Prohibited

Selfies, imagery shot on phone cameras

Nudity, profanity or sexually suggestive images

Images that do not reflect the product or associated product description



Type of Images

Hero Image

Also known as the base image. This image is used as the primary photo for the product detail page. It is the core selling image that appears when customers browse products and the first image customers see when they click into a product detail page.

- The hero image for baby will typically be a silo image (product shot on a seamless white background (RGB 255, 255, 255; hex #FFFFFF).)
- Be consistent with base image angles. Shoot at either a right-facing angle or whatever highlights the product best. If you have multiple items within a PT, shoot them at the same time, keeping the camera placement exactly the same and simply swapping out the different products

Alternate Image

Also called AV images. These images are supplemental to the hero image to provide additional visual information to the customer. These can include, but are not limited to the following:

- Additional angles (e.g. side, back, $\frac{3}{4}$ view).
- Additional crops (e.g. zoom in on product detail)
- Product in Packaging
- Lifestyle (product is shot in context with an environment/background relevant to the product's end use)
- Lifestyle with model
- Informational Image (e.g. a product image with dimensions applied)

Variants

Variant imagery shows the different colorways, patterns, finishes or versions of the main hero image product. Variants with swatch colors should follow the swatch guidelines below.

Swatches

- All variant groups with different colors MUST have swatch images uploaded
- Swatch images should be uploaded as color tiles, not product images

Mobile Ready “Hero” Image (MRHI)

Representation of physical pack that has been optimized for online shopping, especially on mobiles. Hero images may differ from a pack shot, yet they should maintain the elements that make it recognizable as a representation of the product.

They enhance the design elements to better communicate the 4Ws:

- **Who** is the brand?
- **What** is the product?
- **Which** variety is it?
- **How** much of it is there?

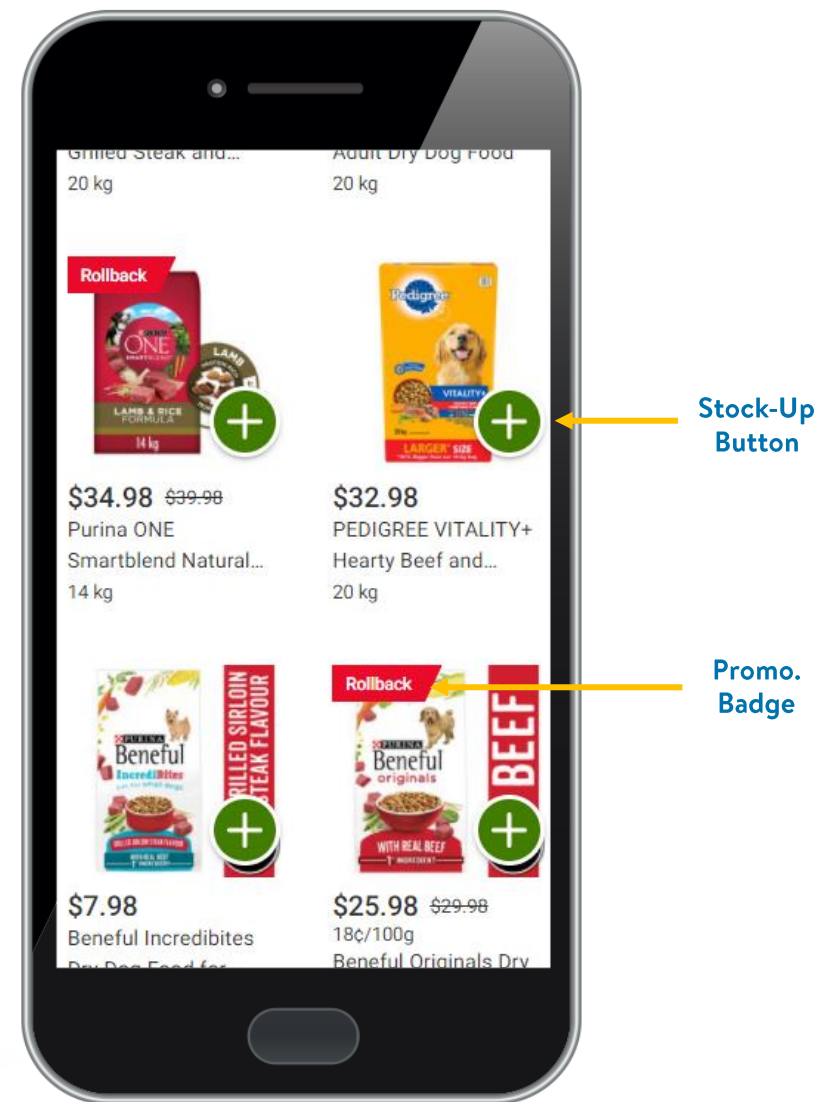
[More details on next slide](#)

Type of Images

Mobile Ready “Hero” Images

Some suppliers have chosen to implement mobile ready “hero” images in effort to optimize the mobile device shopping experience. **For all participating Pet Food or Consumables items, it is mandatory to use Mobile Ready “Hero” Images as the primary image of each item.** Refer to below for 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. 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
- 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 Content Standard 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.



For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

A minimum of 4 **IMAGES** for each SKU are required. Shown is a good example of product imagery for **Pet Food**

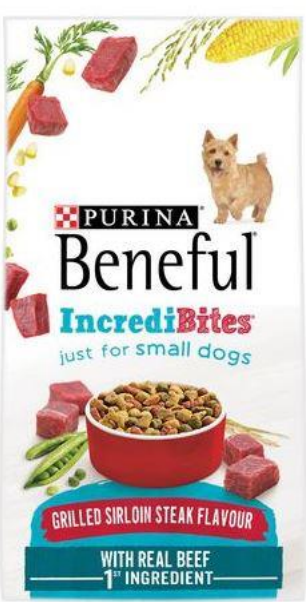


Image 1 - (MRHI) (English Translation)



Image 2 – Back of Product



INGREDIENTS

Beef, whole grain corn, barley, chicken by-product meal, corn gluten meal, whole grain wheat, rice, beef fat naturally preserved with mixed-tocopherols, soybean meal, poultry by-product meal, glycerin, egg and chicken flavour, oat meal, poultry and pork digest, calcium carbonate, salt, mono and dicalcium phosphate, potassium chloride, natural grilled top sirloin flavour, dried carrots, dried peas, iron oxide (colour), VITAMINS [Vitamin E supplement, niacin, Vitamin A supplement, calcium pantothenate, pyridoxine hydrochloride (Vitamin B-6), Vitamin B-12 supplement, thiamine mononitrate, (Vitamin B-1), Vitamin D-3 supplement, riboflavin supplement, (Vitamin B-2), menadione sodium bisulfite, (Vitamin K), [folic acid, biotin], MINERALS [zinc sulphate, ferrous sulphate, manganese sulphate, copper sulphate, calcium iodate, sodium selenite] choline chloride, L-Lysine monohydrochloride. E-4085-C

Image 3 - Ingredients

GUARANTEED ANALYSIS

Crude Protein (Min)	27.0%
Crude Fat (Min)	13.5%
Crude Fibre (Max)	4.0%
Moisture (Max)	14.0%
Calcium (Ca) (Min)	1.1%
Selenium (Se) (Min)	0.35 mg/kg
Vitamin A (Min)	12,500 IU/kg
Vitamin E (Min)	150 IU/kg

Image 4 – Guaranteed Analysis

For the example shown above exclusively for Pet Food, four images are the required minimum images that illustrates the following primary image as an MRHI for Pet Food and Consumables, an image in both English and French translation (if available), imagery of the Nutritional Fact & Ingredients. Additional images of lifestyle, product features or benefits are also welcome to be added if available. **All participating images are to be captured in a seamless white background (255/255/255 RGB) and Pixels: 2000x2000, 300 dpi.**

PETS | COPY GUIDELINES

In order to assist our online customer's journey we need to ensure that our copy guidelines are strategic with focus on always keeping the customer in mind. It is important that we use our copy not only to attract more customers through Search Engine Optimization and Search Engine Marketing, but also assist in their purchase decision and guide them to reaching to check out and convert.

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 evident to support and help our customers make confident, informed purchase decisions, as well as driving a memorable customer experience.

Brand Voice

The Walmart Brand Voice strives to deliver a friendly, straightforward tone, and a voice that doesn't insult or mislead our online customers. As a partner, you should always keep the customer in mind and to write in away that is honest, understandable, informative, and mostly importantly authentic to remain true to your brand.

To ensure we are able to deliver a customer journey to our customers below are some pointers to consider:

- Use an **ACTIVE** voice:
 - **Inactive** – “This portable battery helps charge your phone when it is out of power”
 - **Active** – “Charge your phone wherever you are”
- Speak to **BENEFITS**
 - **Statement** – “These headphones come with Bluetooth technology”
 - **Benefit** – “Bluetooth technology means you can stream your music, anytime, anywhere.”
- Say **MORE** with **FEWER** words
 - **Explanatory** – “Sequins and ribbon embellishments make this top shimmer with color and flair.”
 - **Concise** – “This shimmery top is full of special details”

Things to Avoid

- Hyperbolic statements (“everyone’s favorite brand”)
- Overpromising (“organic cotton will save the environment!”)
- Guarantees (“you’ll look 5 pounds lighter in this flattering pant”)
- Testimonials
- Symbols, such as © and ™
- Pricing information in the product title or image
- The use of all-caps, unless it is a brand requirement

Base – Variant Copy

For items sold as base-variants (multiple colors and/or sizes), Product Names, Product Descriptions and Product Features & Benefits, and Search Description should not include color and/or size information. This information will be included on the item pages.

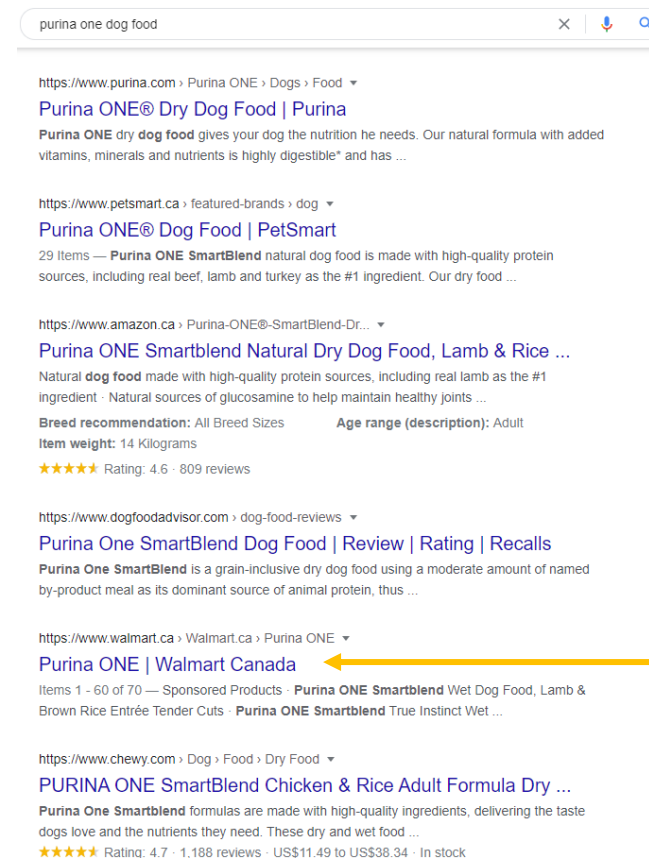
Search Engine Optimization (SEO)

SEO is an important component of the product content. It is the driving force that supports your products rank higher on external search engines such as Google, Yahoo!, or Bing. In addition, SEO also has a great influence towards a stronger conversion metrics.

How to Optimize Your Product's Copy Description

Focus on the customer's journey and consider how they would organically search an item and it's features. It is important to utilize and highlight key buzz words while not only in the long description but is the short description as well to increase the rate of success from search.

- Provide unique, relevant content that is truly useful to the user.
- Use the product name within the product description naturally
- Do not provide the same copy and content to multiple online retailers – it needs to be unique to Walmart Canada.
- Always build detailed descriptions that read naturally, as if you are speaking to someone who is completely unfamiliar with this commodity.
- Use simple language and keywords that customers are actually searching the web for – avoid overtly complex descriptions and unfamiliar industry terminology
- Avoid content that would be considered to be filler and of no use to customer. Additionally, refrain from spammy content that repeats important keywords in an unnatural fashion.



Walmart.ca
ranks 1st page in
Google on
search for
“Purina ONE
Dog Food”

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 is extremely important for the success of both internal and external search results. 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

Max Characters: 50

The Product Title is one of the most important features on your PIP. It allows customers to find, recognize and associate with your product. Proper Product Title formatting and search optimization is **extremely important** for your product's visibility and performance in internal search results on Walmart.ca, and external search engine results (on Google, Bing, Yahoo!, etc.).

- The spelling and formatting of your brand name (along with collection or product names) in Product Titles must be accurate and consistent across all PIPs
- **DO NOT** include symbols in your Product Titles, such as Trademark (™) or Registered Trade Mark (®) symbols.
- **DO** use the ampersand (&) in Product Titles, rather than “and” to keep titles clear and concise.
- **DO** hyphenate compound modifiers/adjectives – two or more words that come before your product type to collectively describe it

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

Product Name Formula

Brand + **Defining Feature** + **Flavour/Type** + **Format** + **Animal** + **Item Type**

Good Examples

BLUE Home Style Recipe Beef Dinner Wet Dog Food

Purina One Smartblend Natural Dry Dog Food

IAMS Adult Large Breed Chicken & Whole Grains Recipe Dry Dog Food

Short Description

Recommended Characters: 45

The Short description is to be used in support in assisting customers to determine the following:

- Weight or Volume
- Quantity or Count
- Key Features

Short Description Formula

{Quantity/Pack Size} + Weight or
Volume

Good Examples

500g

Pack of 8

24 x 100g

Product Description

Minimum Characters: 150

Format: 3-5 sentences

The Product Description is your opportunity to expand on the selling points of your product in greater detail. Well-written Product Descriptions build excitement around a product, and help the customer make a confident purchase decision.

Optimize Your Product Description

Unique and informative Product Descriptions that answer potential questions customers may have about your product or product type will perform better in search engine results. We recommend Product Descriptions that are at least 150 words – but the more relevant information you provide, the better. **Do not provide the same copy to multiple online retailers** – it needs to be unique to Walmart Canada. You cannot use third party trademarks that you do not have rights to use in the Product Description.

Repeat the brand name and product name in your description. Think about keywords and phrases a customer might enter into a search engine to find your product. But don't overdo it either – search engines consider keyword stuffing a spammy practice, and will penalize your PIP.

Some other key pointers to consider:

- Always use title case for the product name
- Avoid the use of 2 spaces after a sentence and instead use 1
- Always reiterate and include the main key features of the item as this will be their key selling point
- Avoid the use of long sentences and try to maintain a short yet specific/direct detailed description of the product
- Always use sentence case for all other sentences (don't capitalize the first letter of random words and nouns)
- Avoid the use of unrealistic words such as "tonight" as it may mislead the customer to expect a time lapse between ordering and fulfillment
 - Example: " Stop cold symptoms and get a good night's rest tonight"

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

Specifications

Maximum Characters: 150/bullet point Format: 5-10 bullet points

The Specifications section of your PIP provides a complete description of your product's features and will be displayed as a bulleted list. Your specifications should complement your Product Description. Be mindful of including conflicting information (e.g. calling a product a 4-in-1 in the Product Description, and a 3-in-1 in the Specifications).

Some examples of Specifications may include:

- Applicable Life Stage
- Flavour(s) Included
- Benefits & Claims
- Key Feature
- Format
- Pack Size

In addition, for other things to consider:

- Do not include promotional and pricing information
- Reiterate important information from the title and description

Specifications

Age group	Adult
Count	1 bag
Diet	No
Flavour	Chicken
Grain Free	No
Lifestyle and Dietary Claims	High Protein
Main Benefit	N/A
Organic	No
Package Size	1.6 kg
Pet size	Small
Product Type	Dry
Size	1.6KG
Brand	Purina Beneful

Vendor Content Scorecards

Vendor partners should be receiving a weekly report providing them with an overall 'content score' of their provided e-commerce content.

This scorecard will evaluate each SKU marked **active** in our portal against the below seven rules. Should an item's content break any of these rules, an infraction will occur. If every active item meets the below seven requirements, the content score will be 100%.

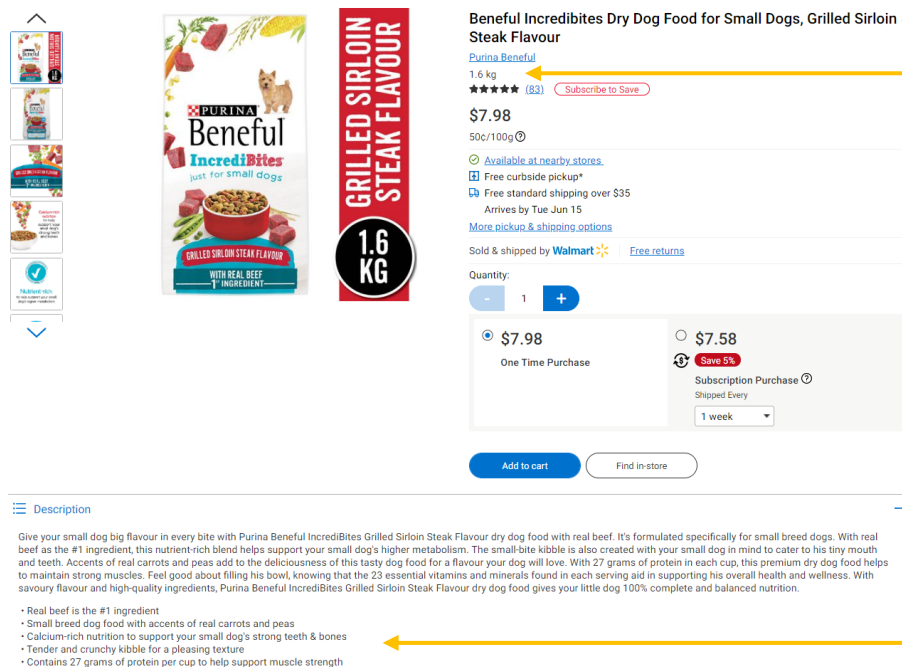
As a disclaimer, a content score of 100% means that the SKUs enriched are meeting the bare minimum standards for good content. At this time, the scorecard will not grade other important aspects of content discussed in the guide, such as image quality, image count, or the quality of descriptions provided. We ask that our vendor partners, to help ensure that customers receive the information to best support their purchasing decisions, review applicable standards within this guide.

The seven rules that the content scorecard grades all active SKUs against are:

- **Brand name must be populated.**
- **Item must have an English short description populated and is under 30 characters.**
- **Item must have a French short description populated and is under 30 characters.**
- **Item's English product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.**
- **Item's French product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.**
- **Item's English description must be populated and greater than 100 characters.**
- **Item's French description must be populated and greater than 100 characters.**

PETS | FOOD & TREATS

PET FOOD & TREATS



Beneful IncrediBites Dry Dog Food for Small Dogs, Grilled Sirloin Steak Flavour

1.6 kg

★★★★★ (83) [Subscribe to Save](#)

\$7.98

50c/100g ⓘ

[Available at nearby stores.](#)

[Free curbside pickup*](#)

[Free standard shipping over \\$35](#)

Arrives by Tue Jun 15

[More pickup & shipping options](#)

Sold & shipped by [Walmart](#) [Free returns](#)

Quantity: 1

☒ \$7.98 One Time Purchase

☐ \$7.58 [Save 5%](#) Subscription Purchase ⓘ

Shipped Every 1 week

[Add to cart](#) [Find in-store](#)

Description

Give your small dog big flavour in every bite with Purina Beneful IncrediBites Grilled Sirloin Steak Flavour dry dog food with real beef. It's formulated specifically for small breed dogs. With real beef as the #1 ingredient, this nutrient-rich blend helps support your small dog's higher metabolism. The small-bite kibble is also created with your small dog in mind to cater to his tiny mouth and teeth. Accents of real carrots and peas add to the deliciousness of this tasty dog food for a flavour your dog will love. With 27 grams of protein in each cup, this premium dry dog food helps to maintain strong muscles. Feel good about filling his bowl, knowing that the 23 essential vitamins and minerals found in each serving aid in supporting his overall health and wellness. With savoury flavour and high-quality ingredients, Purina Beneful IncrediBites Grilled Sirloin Steak Flavour dry dog food gives your little dog 100% complete and balanced nutrition.

- Real beef is the #1 ingredient
- Small breed dog food with accents of real carrots and peas
- Calcium-rich nutrition to support your small dog's strong teeth & bones
- Tender and crunchy kibble for a pleasing texture
- Contains 27 grams of protein per cup to help support muscle strength

Product Description

Min. Characters: 100**Max Characters: 4000**

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45**Max Characters: 50**

Brand + Defining Feature + Flavour/Type + Format + Animal + Item Type

Examples:

BLUE Home Style Recipe Beef Dinner Wet Dog Food

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

Short Description

Character limit: <30

{Quantity/Pack Size} + Weight or Volume

Examples:

- 5 kg
- 12 x 100g
- Pack of 8
- 10 Chews

Product Features

Max Characters: 200/bullet point**Format: 5-15 bullet points**

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Flavour(s) Included
- Benefits & Claims
- Features
- Applicable Life Stage
- Format

PET FOOD IMAGES

File format: JPEG, PNG or BMP

Maximum file size: 1 MB

Color mode: RGB

Aspect ratio/mode: (1:1) square

Minimum dimensions: 2000 x 2000 pixels

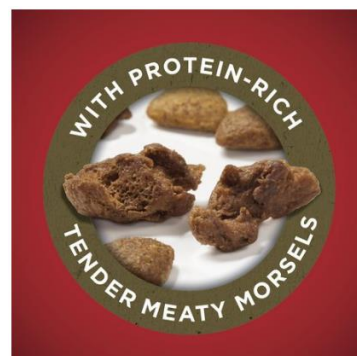
PPI: 300ppi



**Primary Image –
Front (MRHI
Mandatory)**



**Back Product Shot
(Mandatory)**



Alternative Image

GUARANTEED ANALYSIS

Crude Protein (Min)	26.0%
Crude Fat (Min)	16.0%
Crude Fibre (Max)	3.0%
Moisture (Max)	12.0%
Linoleic Acid (Min)	1.4%
Calcium (Ca) (Min)	1.0%
Phosphorus (P) (Min)	0.8%
Zinc (Zn) (Min)	150 mg/kg
Selenium (Se) (Min)	0.35 mg/kg
Vitamin A (Min)	13,000 IU/kg
Vitamin E (Min)	250 IU/kg
Glucosamine* (Min)	400 ppm
Omega-6 Fatty Acids* (Min)	1.5%

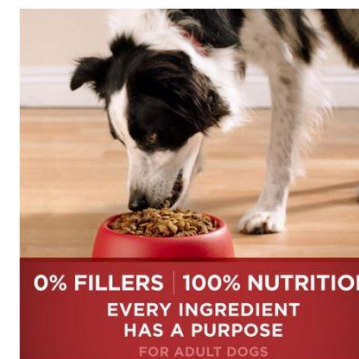
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

**Guaranteed Analysis
(Mandatory)**

SEE THE DIFFERENCE
PURINA ONE® CAN MAKE

- ✓ HEALTHY ENERGY
- ✓ BRIGHT EYES
- ✓ HEALTHY SKIN & COAT

Alternative Image



Alternative Image

INGREDIENTS

Lamb (Source of Glucosamine), Rice Flour, Whole Grain Corn, Whole Grain Wheat, Chicken By-Product Meal (Source of Glucosamine), Corn Gluten Meal, Soybean Meal, Beef Fat Naturally Preserved with Mixed-Tocopherols, Mono and Dicalcium Phosphate, Glycerin, Calcium Carbonate, Liver Flavour, Salt, Caramel Colour, Potassium Chloride, Dried Carrots, Dried Peas, Vitamins [Vitamin E Supplement, Niacin (Vitamin B-3), Vitamin A Supplement, Calcium Pantothenate (Vitamin B-5), Thiamine Mononitrate (Vitamin B-1), Vitamin B-12 Supplement, Riboflavin Supplement (Vitamin B-2), Pyridoxine Hydrochloride (Vitamin B-6), Folic Acid (Vitamin B-9), Menadione Sodium Bisulfite Complex (Vitamin K), Vitamin D-3 Supplement, Biotin (Vitamin B-7)], Minerals [Zinc Sulphate, Ferrous Sulphate, Manganese Sulphate, Copper Sulphate, Calcium Iodate, Sodium Selenite], Choline Chloride, L-Lysine Monohydrochloride, Sulphur.

V-4162-C

Ingredients (Mandatory)



Alternative Image

For more information, refer to the earlier Copy Standards section or contact your Walmart.ca merchant partner.

PETS | GEARS & SUPPLIES

PET GEARS & SUPPLIES



Midwest Homes For Pets Ovation Double Door Training Crate

[The Company of Animals](#)
Ovation Double Door Cage
★★★★★ (19)

\$67.97

[1 other offer](#) from \$141.74

This item is sold online only

Free curbside pickup*

Free standard shipping

Arrives by Tue Jun 15

[More pickup & shipping options](#)

Sold & shipped by **Walmart** [Free returns](#)

Size: XS

☒ XS ☐ S ☐ M ☐ L ☐ XL

Quantity:

1

Almost sold out online!

[Add to cart](#)

[Find in-store](#)

Description

Midwest Ovation two door training crate features an innovative, extra-strong, space-saving door on the side, and a traditional easy-to-use hinged door on the front.

- Two door cage
- Extra wide "up and away" door conveniently slides and stows overhead
- Fold and carry portability
- Divider panel included allows you to adjust the length of the living area as your puppy grows into his adult-size home.

Product Description

Min. Characters: 100

Max Characters: 4000

An overview of the key selling points of the product, marketing content and product highlights. Information entered here should be in paragraph form.

Notes

For SEO purposes, we recommend repeating the product's name and related keywords within the body description.

Product Name

Recommended Characters: 45

Max Characters: 50

Brand + Recommended Animal Size + Defining Feature + Animal + Item Type

Examples:

Midwest Homes iCate 30" Medium 2-Door Dog Crate

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

Short Description

Character limit: <30

Pet Size + Product Dimension + Features

Examples:

• 30", 2 Door

Gates

• 42"W x 26"H

Feeding Supplies

• 25lb Capacity / 2 x 9 oz bowls

Product Features

Max Characters: 200/bullet point

Format: 5-15 bullet points

The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Product Dimensions
- Material
- Features
- Any Included Accessories
- Recommended Use

PET GEARS & SUPPLIES IMAGES

File format: JPEG, PNG or BMP

Maximum file size: 1 MB

Color mode: RGB

Aspect ratio/mode: (1:1) square

Minimum dimensions: 2000 x 2000 pixels

PPI: 300ppi



**Primary Image –
Front (Mandatory)**



**Lifestyle Shot
(Mandatory)**



Alternative Image

What's Included:



Divider Panel



Floor Protecting
Roller Feet



Leak-proof Pan



Carrying Handle

**Features Shot
(Mandatory)**



Alternative Image

Small

for Dogs with an
Adult Size up to



16" Tall

22" Long

**Recommended Use Shot
(Mandatory)**



Alternative Image

ENHANCED CONTENT (SYNDIGO)

Improve Conversions with Rich Content on Walmart.ca



ENGAGE SHOPPERS WITH CONTENT THAT SELLS

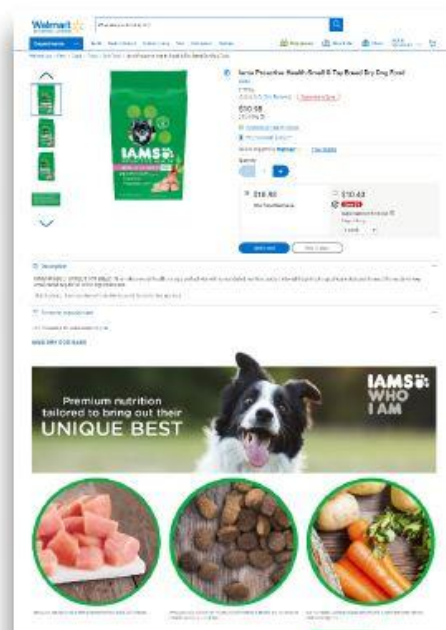
Your Goal: Driving conversions on Walmart.ca depends on strong product stories and compelling visuals. It's a fact: Shoppers research products online. Rich, engaging product content is a big reason why they buy – proven by ongoing tests across multiple categories and geographies:

- **12% -36% increase*** in conversions when rich content is displayed.

The Challenge: It can be a complex process to get current, branded, actionable product content published – not to mention updates and changes.

The Solution: Content Publisher –an easy, intuitive web interface powered by Syndigo that enables you to upload enriched content once and publish seamlessly to product detail pages across Walmart.ca – creating a best-in-class shopper experience. Throughout years of trusted partnership, Syndigo has emerged as the preferred rich content technology provider of choice across Walmart.ca.

*Results from Syndigo testing.



GIVE SUPPLIES A SPECTRUM OF DYNAMIC LAYOUTS TO CHOOSE FROM:

Comparison Charts



360° Views



Interactive Tours



Videos & Images



Intuitive, Flexible, Optimized



REDUCE RETURNS:

Rich product content is a simple, powerful way to build customer trust and has been measured to reduce customer returns



CONSISTENT MESSAGING

Easily communicate consistent brand and product messaging to consumers



EASY, INTUITIVE:

The Content Publisher portal features a simple drag and drop interface and dynamic layout templates to simplify the creation of stunning rich product content



SELF-SERVICE SYSTEM:

Easy to use dynamic layouts enable suppliers to build content with the click of a button to match the Walmart.ca look and feel. Updates can be made in minutes



RESPONSIVE

From desktop to mobile, pages support responsive design



ELEVATED SHOPPER EXPERIENCE:

Shoppers see deeper, richer content for your brand, which builds awareness and loyalty for your brand across Walmart.ca

SEE MORE ONLINE!

The simple-to-use Content Experience Hub is the Walmart.ca preferred rich content technology platform, and a win-win for suppliers.

FOR MORE INFORMATION:

www.syndigo.com/walmart/ca/



Reliable Solution

Syndigo is the market leader in improved content distribution for e-commerce sites worldwide, so that manufacturers keep valuable, attractive and up-to-date information.

syndigo.com | 312-766-4801

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VENDOR PORTAL

For more detailed, department specific standards, guides, and tools visit the Vendor Portal

Message Center Tools and Tips Content Quality Score

- Welcome to the new **Walmart Vendor Portal!**
- We've redesigned the interface and have also streamlined the onboarding process to make it easier for vendors to onboard their products onto Walmart.ca!
- See the "Training & Tools" section for the updated Vendor Portal Training Guide.

- Product Name and Short Description must be unique to each other
- To increase customer experience with mobile, short description is restricted to under 30 characters
- When filling out content do not use **ALL CAPS**, abbreviations or special fonts
- Any shipping dimension or UPC discrepancies - please update by contacting your CTA
- Image naming convention must be "UPC", "UPC_1", "UPC_sw" etc. Please include check digit.

Your Weekly Content Quality Score *(Published items)*

The objective of this score is to flag content that needs improvement. By actioning your errors (delivered weekly in your email), you not only become compliant with Walmart's expectation of 100% Content Score but drive traffic and increase conversion of your products!

Training & Tools Content Standard Guides Content Support

- ☐ Vendor Portal Training Guide
- ☐ Swatch Creator
- ☐ User Generated Content (Reviews) Guide
- ☐ QA Process - Supplier Checklist
- ☐ Guide on Content Quality Score
- ☐ Enhanced Content Quality Scorecard
- ☐ Fresh Grocery Content Studio Service Provider Program - Private Brand
- ☐ Fresh Grocery Content Studio Service Provider Program - National Brand

- Grocery
 - ☐ Fresh & Grocery
 - ☐ Paper & Chemicals

- Baby
 - ☐ General

- Pets
 - ☐ General

- Furniture
 - ☐ General

- Home

- Have you checked out our new Vendor Portal Training Guide? See the "Training & Tools" section for more information!
- For Online Content Support, please email: onlinecontentsupport@walmart.com
- For Ecommerce Inventory questions, please contact your Category Manager/Replenishment directly



For Online Content Support, please email

CA Online Content Support
onlinecontentsupport@walmart.com

