

Walmart.ca Content Guide – Furniture

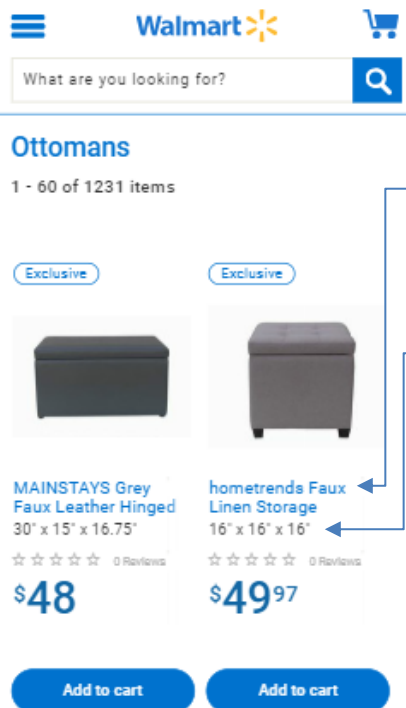
This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when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

OVERVIEW:

1. Anatomy: Product Detail Page (PDP)
2. General Overview
3. SEO
4. Copy Guidelines & Imagery Specifications
5. Furniture Dimensions

1. Anatomy: Product Information Page (PIP)

Product Listing Page

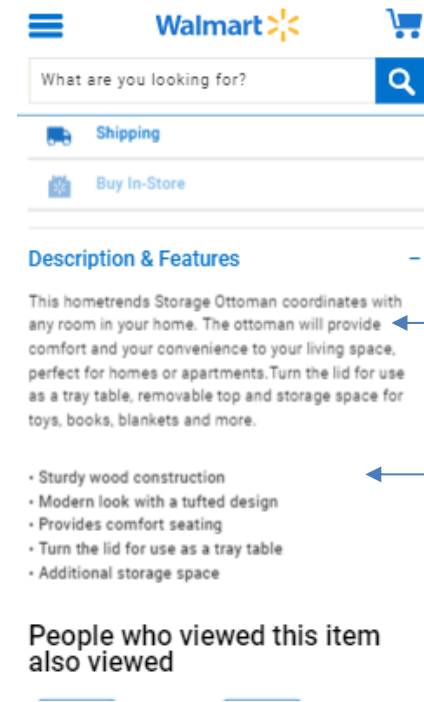
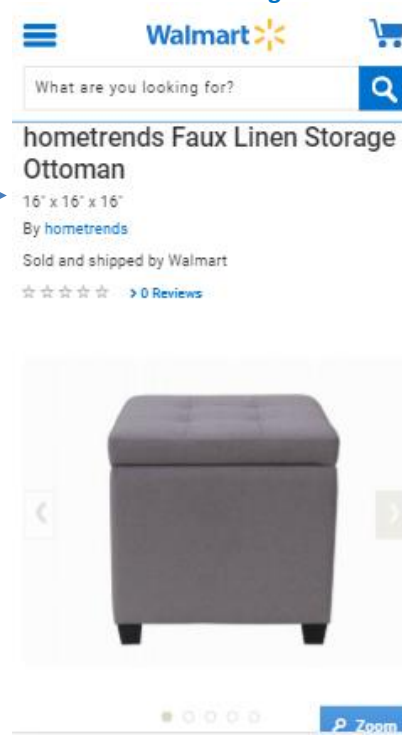


Product Name

Short Description

Images

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

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 <i>Recommended Characters: 45 Maximum Characters: 120</i>	Examples
Product title to be displayed on product details page. Brand + Collection (optional) + Differentiating Feature (optional) or Material (optional) + Product Type	Hometrends Faux Linen Storage Ottoman
<p>Note on Collection: Many furniture vendors have products in collections. Skip the "Collection" part if you don't group products this way. If you do, make sure your collection name has consistent spelling.</p>	<p>South Shore Summertime Natural Maple Dresser</p>
<p>Note on Differentiating Feature: Different types of products have different features. E.g. If 2 visually identical recliners are onboarded and one is electric this should be mentioned in the product name. E.g. Mattress Thickness</p>	<p>Hometrends Manhattan Massage Recliner Hometrends 6 Inch Memory Foam Mattress</p>

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.

SHORT DESCRIPTION <i>Character limit: <30</i>	Values	Examples
Furniture Sets, Collections, Vanities, Table/Desk and Chair Sets	Number of pieces included in set	4 Piece Set
Dining Chairs & Bar stools	Number of units included in order	Set of 2 Set of 4
Furniture with Storage, Cabinets, Bookcases and nightstands	number of doors/shelves/drawers	6 Drawer 4 Drawer 2 Door
Tables, Benches, Carts, Wine Cabinets, Mats and Ottomans	Dimensions	22"L x 22.6W x 16.5"H 24"L x 36.6"W
Mattresses/Beds	Available Sizes	Twin, Full, Queen, King
Sofas, Chairs	Available Materials/Fabrics	Bonded Leather, Acrylic, Polyester

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.

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PRODUCT DESCRIPTION <i>Min Characters: 100</i> <i>Max Characters: 4,000</i> <i>Format: 2-5 sentences</i>	Examples
<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>The Shermag Motion Swivel Chair has an extra padded seat and back that makes this upholstered chair the focal point of the room. Comfortable bustle back design with rounded tight padded arms gives this Motion glider an inviting look to accent your room. The Push Button actuated recline feature makes it easy to adjust to any position. The contemporary yet elegant glider also has an Ultra-smooth swivel base, so that you can be part of any conversation, anywhere in the room.</p>

4.4 Copy Guidelines: Features and Specifications

FEATURES & SPECIFICATIONS <i>Max Characters: 200 per bullet point</i> <i>Format: 10-15 bullet points</i>	Examples
<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 • Which (if any) furniture your product is compatible with • Any additional notes on product features, certifications, warranty and packaging 	<p><i>Example:</i></p> <ul style="list-style-type: none"> • Twin bookcase headboard. Size in inches: 43 x 10 x 42 (L x W x H) • Dual pure white and natural maple finishes • Care and cleaning: wipe clean with a dry cloth • Easily accessible open storage spaces • Hole through which to pass wires for better wire management • Manufactured from recycled CARB compliant particle panels • EPP certified panels (Environmentally Preferred Product) • Ready to assemble. Adult assembly required • 5 year limited warranty • Made in Canada

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. • It is recommended to show your furniture in an environment with other furniture or doors and windows, so customers can get a sense of your product's actual size by comparison. • 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:



5. Furniture Dimensions

- When providing assembled dimensions for any furniture item, the below diagram should be followed to provide height, width and depth measurements and ranges.
- Example depicts a bed but all furniture items should be treated the same way; having the 'back' of an item up against a wall to help determine the width and depth.
- If an item does not have a defined 'back' (ie. a coffee table or bench) then the longest point should be considered width and the shorter is depth.

