

CONTENT STANDARD GUIDE



HOME – BEDDING
JULY, 2020

*This Walmart.ca Content Resource Guide is written to inform and aid our apparel 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.*

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.

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- 1. Anatomy: Product Information Page (PIP)**
- 2. General Overview**
- 3. SEO**
- 4. Copy Guidelines**
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- 6. Category Examples**

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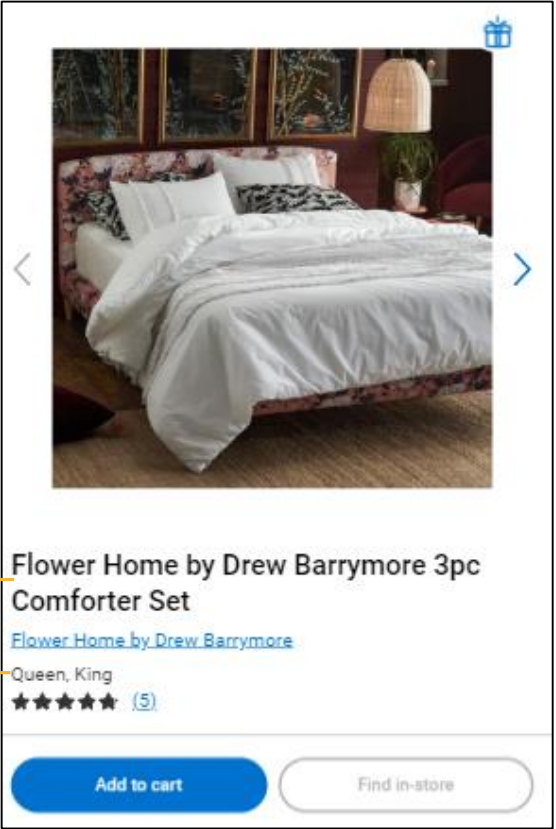
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Categories

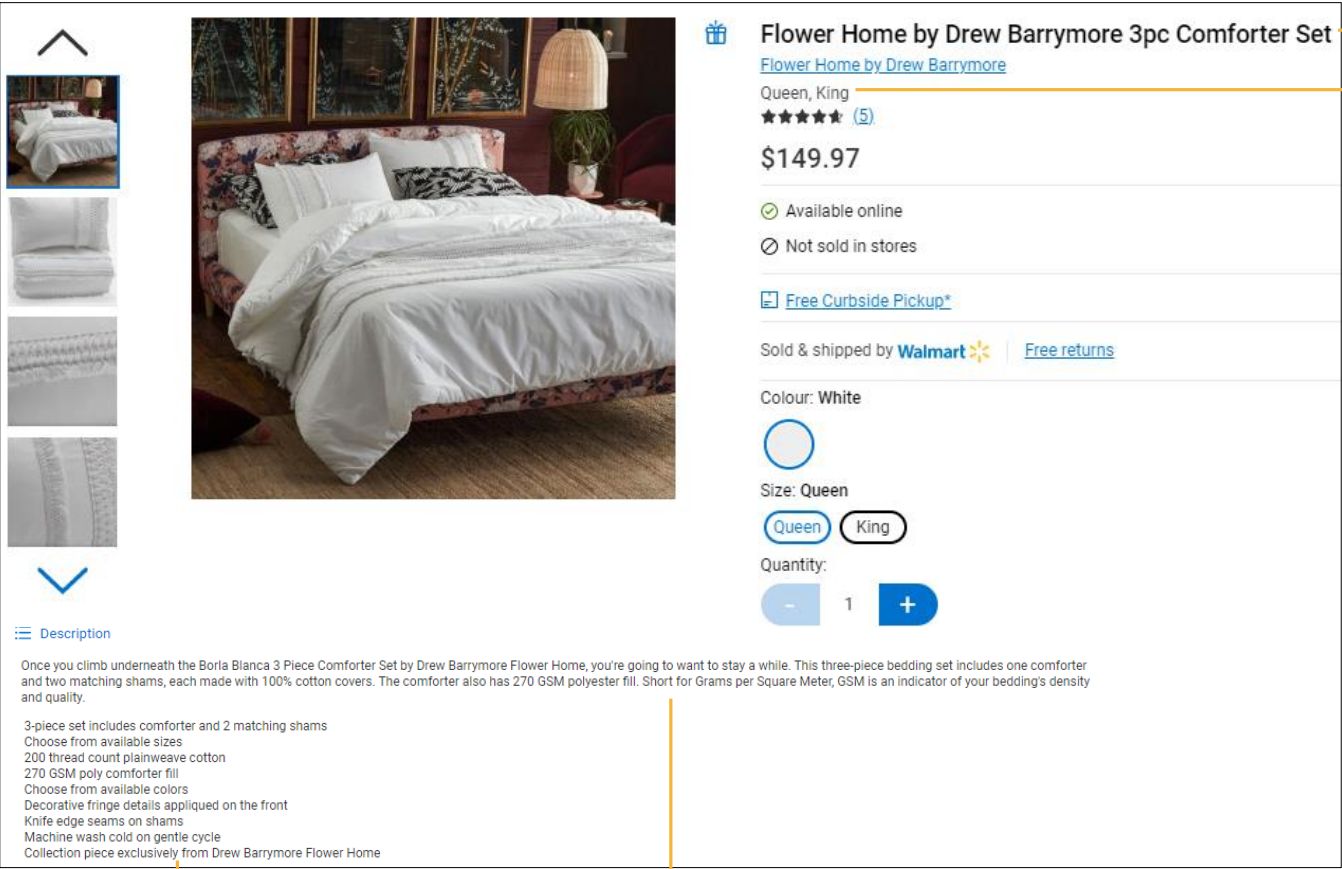
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1. Anatomy: Product Information Page (PIP)



Product Name

Short Description



Product Name

Short Description

Features & Specifications

Product Description

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

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.

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. It can also contribute to stronger conversion metrics.

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

How to Optimize Your Product Descriptions

1. Provide unique, relevant content that is truly useful to the user.
2. Use the product name within the product description naturally
3. Do not provide the same copy and content to multiple online retailers – it needs to be unique to Walmart Canada.
4. Always build detailed descriptions that read naturally, as if you are speaking to someone who is completely unfamiliar with this commodity.
5. Use simple language and keywords that customers are actually searching the web for – avoid overly complex descriptions and unfamiliar industry terminology
6. 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.

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. It 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.

4.1 Product Name

Recommended Characters: 45

Max Characters: 120

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.).

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

4.2 Short Description

Character limit: <30

Short Description for Electronics differs by category. Once the customer has filtered down their assortment the short description section lets customers know of a key decision feature without having them go to the Product Information Page. It is important that all items follow this guideline as consistency is important in maximizing the usefulness of this information.

4. Copy Guidelines

4.3 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 Product Information Page.

4.4 Features & Specifications

Maximum Characters: 150/bullet point

Format: 5-10 bullet points

The Features & Specifications section of your PIP provides a complete description of your product's features, and will be displayed as a bulleted list. Your Features & 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 Features & Specifications).

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

5. Image Guidelines

(1) Primary Image should be a direct or angled front view of product.

(5-9) Supplementary Images should include multiple angles, including life style images of the product in use, 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.

Image Requirements

- **Background:**
Seamless white background
(255/255/255 RGB)
- **Pixels:**
2000x2000
300 dpi

YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN AN IMAGE.

6. 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:

1. Brand name must be populated.
2. Item must have an English short description populated and is under 30 characters.
3. Item must have a French short description populated and is under 30 characters.
4. Item's English product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
5. Item's French product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
6. Item's English description must be populated and greater than 100 characters.
7. Item's French description must be populated and greater than 100 characters.

HOME | BEDDING - BED RUNNERS

Product Name

Max Characters: 120

Brand + Collection (if applicable) +
Pattern or Differentiating Feature +
Product Type

Example

- Riva Home Verona Bed Runner
- Belledorm Crompton Quilted Bed Runner
- Riva Home Paoletti Diamante Bed Runner

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

Celerie designed Lacecap after visiting the precisely manicured gardens of grand English country houses. A lush hydrangea pattern in rich teal hues, this bed runner strikes the perfect balance between structure and flourish. A perfectly feminine touch in bold blues and large floral prints.

Product Features

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

- Special finishing
 - Material
 - Pattern
- Type of weave
- Thread count
- Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Bed Runners

HOME | BEDDING - BED SHEETS

Product Name

Max Characters: 120

Brand + Collection (if applicable) +
Thread Count + Material + Product
Type

Example

- Grey Label Microfiber Sheet Set
- Mainstays Easy Care 200 Thread Count Cotton Blend Fitted Sheet
- Johnson Home 300 Thread Count Egyptian Cotton Flat Sheet

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

Give your bedroom a luxury feel with this beautiful cotton sheet set. This homeware essential keep its premium quality made of pure cotton for ultimate comfort. This pure cotton bedding set for feeling exceptionally comfortable throughout the night. Our 30 plus years in the textile business, state-of-the-art factories, and vertically integrated supply chain ensure that the products that we sell are best in class across the industry. Our quality checks at every step of the production and retailing process ensure that we do not compromise on product quality.

Product Features

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

- Number of pieces
- What's included
- Special finishing
 - Material
 - Pattern
- Thread count
- Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Bed Sheets

HOME | BEDDING - BED SKIRTS & DUST RUFFLES

Product Name

Max Characters: 120

Brand + Collection (if applicable) +
Material + Product Type

Example

- Grey Label Microfiber Bed Skirt
- Safdie & Co. Woven Microfiber Bed Skirt
- Mainstays Cotton Blend Bed Skirt

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

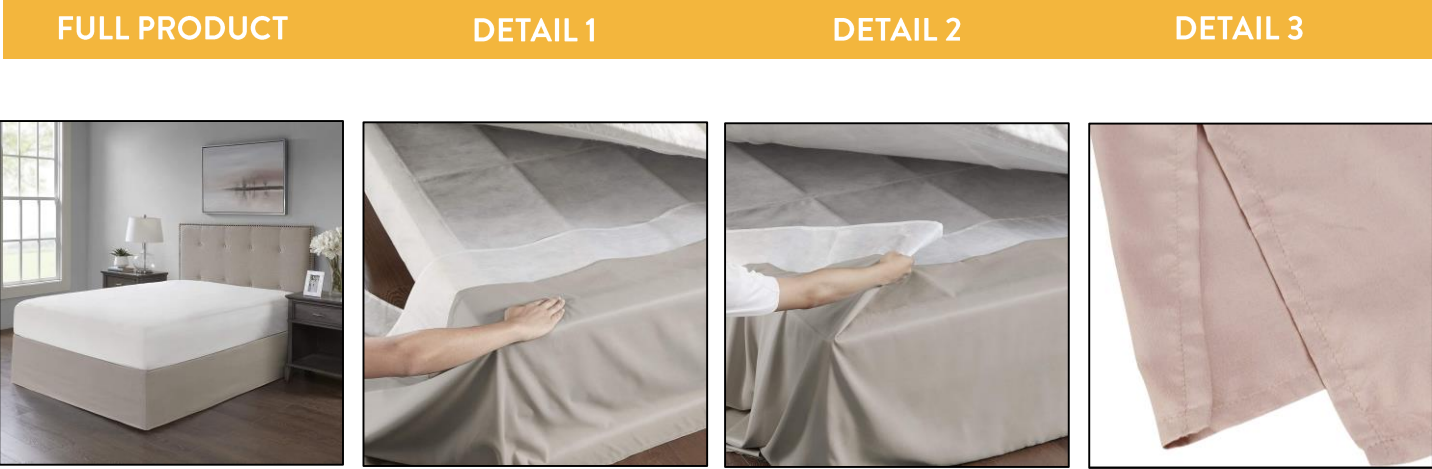
Dress your bed in our luxury and quality bedskirt. This bedskirt has a 15-inch drop that conceals your bed frame, creating a tidy and organized look. The side pleats adds an elegance and style to your bedding décor.

Product Features

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

- Number of pieces
- What's included
- Special finishing
 - Material
 - Patten
- Thread count
- Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Bed Skirts

HOME | BEDDING – BEDDING SETS

Product Name

Max Characters: 120

Brand + Collection (if applicable) + #
of Pieces + Differentiating Feature +
Product Type

Example

- Hometrends Prince George 5 piece Comforter Set
- Mainstays Greek Key 7 piece Bed in a Bag Set
- Swift Home 3 Piece Reversible Comforter Set

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

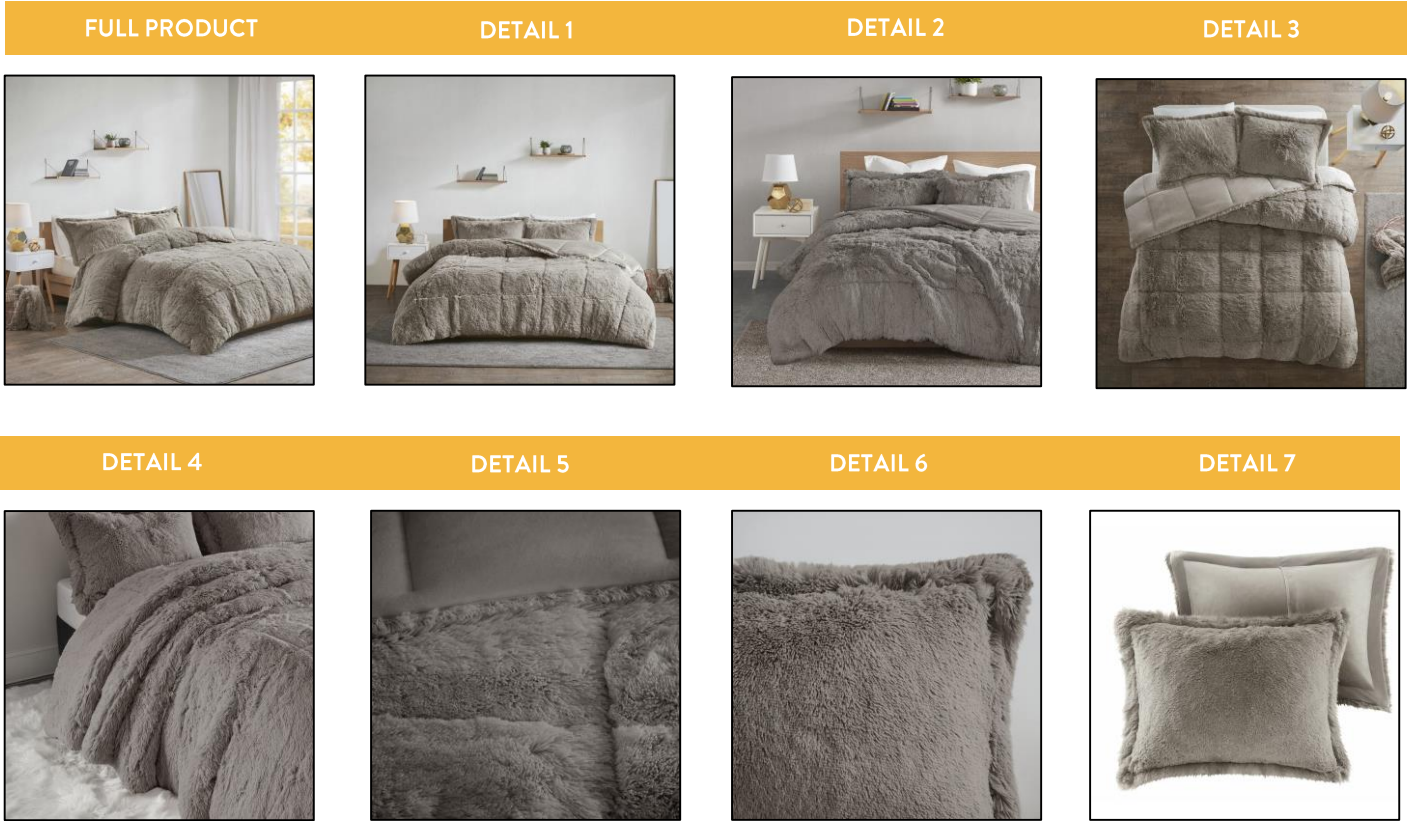
Add comfort to your lifestyle with this luxury premium comforter set. It is a nice inclusion for any home. This bedding set will fit perfectly in any room. It is made of 100% premium polyester microfiber, which makes it soft and provides you with exceptional comfort while you rest. This superior comforter set will easily blend with most decor and set styles. Its unique details give you a subtle style and touch of elegance.

Product Features

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

- Number of pieces
- What's included
- Dimensions
- Special finishing
 - Material
 - Pattern
- Thread count
- Care instructions



WHITE BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Bedding Sets

HOME | BEDDING – BEDSPREADS

Product Name*Max Characters: 120*

Brand + Collection (if applicable) +
Differentiating Feature + Product
Type

Example

- Grey Label Reversible Comforter
- North Home All Season Down Alternative Duvet
- Belladorm Panama Quilted Bedspread

Short Description*Max Characters: 30***Available Sizes****Example**

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

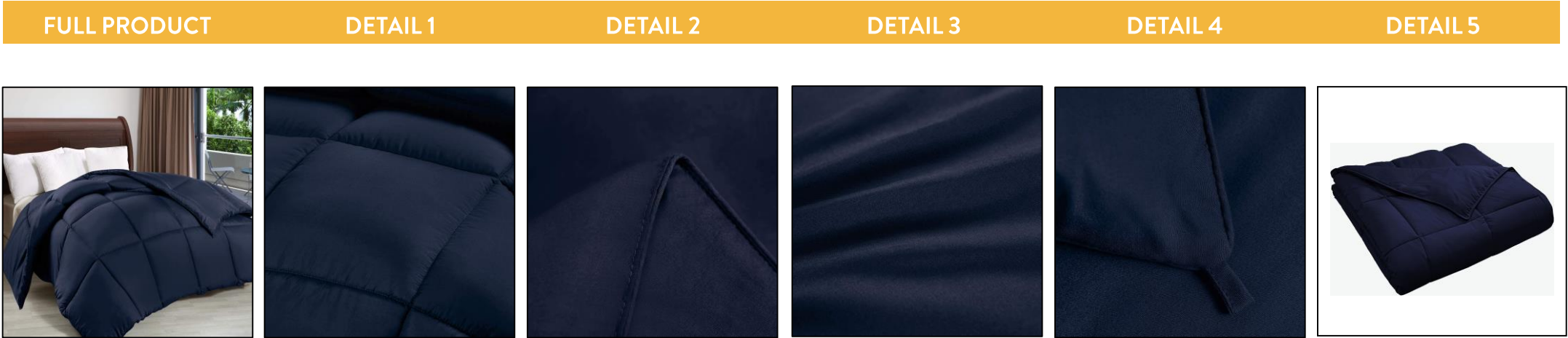
These solid reversible comforters are the ideal bedding accessory to enhance and add newness to your room. Exceptional value coupled with softness. Versatile comforters can be used in cottages, boats, RVs, car and trucks or for your all your 4 legged best friends! Anyway you used them, they are fun and functional. As this comforter is reversible it will surely add greatly to the décor of any room you call home.

Product Features

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

- Filling
- Casing
- Dimensions
- Special finishing
 - Material
 - Patten
- Thread count
- Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Bedspreads

HOME | BEDDING – BLANKETS

Product Name

Max Characters: 120

Brand + Collection (if applicable) +
Material/Differentiating Feature +
Product Type

Example

- Hometrends Plush Sherpa Embossed Reversible Throw
 - Hometrends Waffle Weave Blanket
- Tranquility Washable Cover Weighted Blanket

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

The Tranquility Weighted Blanket is the ideal sleep aid to help you fall asleep faster, remain asleep through the night, and awake fully rested.

This weighted blanket utilizes Deep Touch Pressure Therapy (DTP) through the application of gentle, even pressure across your body. The results mimic the feeling of being held, or hugged, to reduce anxiety and improve mood. This increased sense of calm helps you to fall asleep easier and remain asleep through the night. The Tranquility Weighted Blanket features temperature balancing technology to keep you cool when it's hot, and warm when it's cold. The washable cover is great for easily cleaning up any messes or spills. For the best results, you should select a weight that is 7% to 10% of your total body weight. Isn't it time that your blanket did more than keep you warm?

Product Features

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

- Dimensions
- Special finishing
 - Material
 - Pattern
- Weight (for weighted blankets)
 - Care instructions

FULL PRODUCT



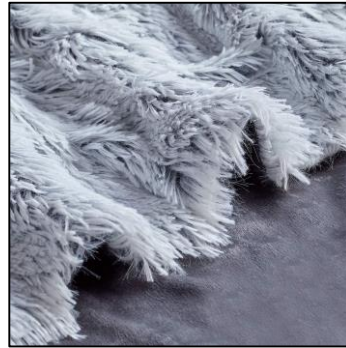
DETAIL 1



DETAIL 2



DETAIL 3



DETAIL 4



DETAIL 5



HOME | BEDDING – MATTRESS COVERS & PROTECTORS

Product Name

Max Characters: 120

Brand + Differentiating Feature +
Product Type

Example

- Mainstays Waterproof Mattress Pad
- Spa Sensations Memory Foam Mattress Topper
- Mainstays Fitted Vinyl Mattress Protector

Short Description

Max Characters: 30

Available Sizes

Example

- Twin
- Full/Queen, King
- Twin – King

Product Description

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

Example

Shield your mattress against spills and leaks with the Mainstays Waterproof Mattress Pad. Brushed 100% microfiber fabric makes it soft to the touch. Scotchgard stain release; Moisture control keeps fabric soft, cool & breathable.

Product Features

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

- Dimensions
- Material
- Features e.g. hypoallergenic, gel memory
- Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Mattress Covers & Protectors

HOME | BEDDING – PILLOWS

Product Name

Max Characters: 120

Brand + Differentiating Feature +
Product Type

Example

- Mainstays Extra Firm Support Pillow
- HoMedics Triple Cool Gel Memory Foam Bed Pillow
- Hollander Multi-Position Boomerang Pillow

Short Description

Max Characters: 30

Available Sizes

Example

- Standard/Queen
 - King
 - Euro

Product Description

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

Example

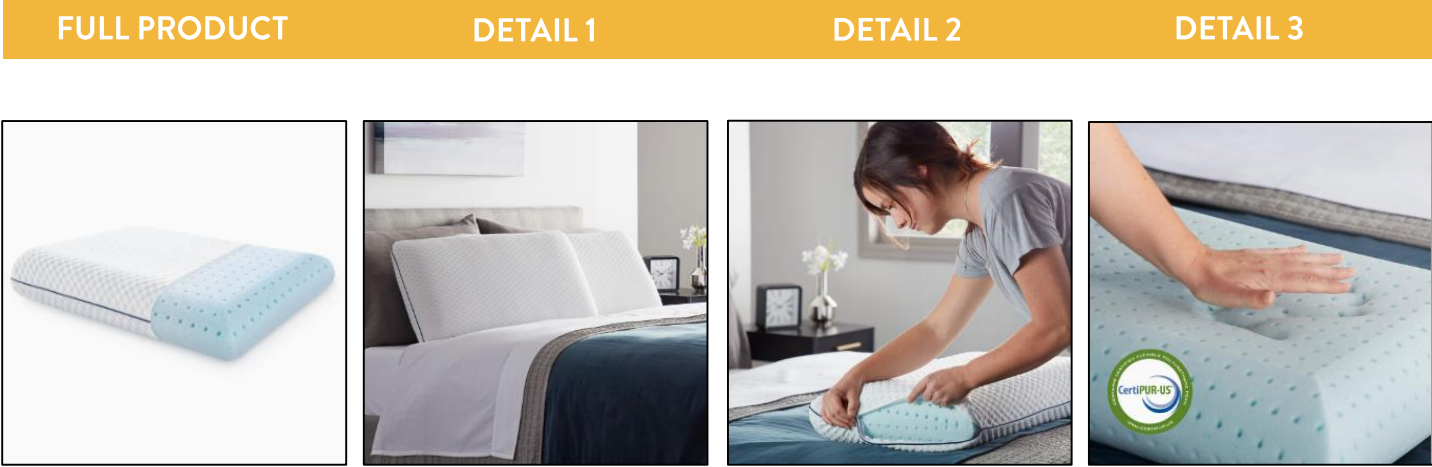
The Linenspa Shredded Memory Foam Pillow offers the comfort of memory foam mixed with the support and fluff-ability of a traditional down pillow. The inner fill consists of cushy clusters of memory foam, known for its ability to conform to the weight and curves of the body to eliminate pressure points and align the spine. This filling allows for airflow between foam pieces and can be patted and fluffed to create individualized loft and support. An outer layer of gel infused memory foam offers a cooling effect and consistent feel. The foam in this layer is infused with gel beads that capture and distribute heat to improve temperature throughout the night. It also creates a smooth, even sleep surface.

Product Features

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

- Shell material
- Fill material
- Dimensions
- Features e.g. hypoallergenic, memory foam
 - Care instructions



BACKGROUND	255, 255, 255
IMAGE SPECS	2000 X 2000
SWATCH SPECS	30 X 30

Home / Pillows