

CONTENT STANDARD GUIDE



HOME DÉCOR
OCTOBER, 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.

Overview

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

HOME DÉCOR | TABLE OF CONTENTS


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1. Anatomy: Product Information Page (PIP)




Product Name


Canadiana Two-piece Multi Tone Resin Bookends

Short Description

Canadiana
2 Piece
★★★★☆ (10) Clearance
\$15 \$29.97 Save \$14.97
Available at nearby stores for \$29.97
Free curbside pickup*

Add to cart Find in-store





Product Name

Canadiana Two-piece Multi Tone Resin Bookends

Short Description

Canadiana
2 Piece
★★★★☆ (10) Clearance
\$15 \$29.97 Save \$14.97
Available at nearby stores for \$29.97
Free curbside pickup*
Free standard shipping over \$35
Arrives by Thu Oct 22
More pickup & shipping options
Sold & shipped by Walmart Free returns

Quantity:
- 1 +
Add to cart Find in-store

Features & Specifications

Product Description

Description

Perfect for a wildlife enthusiast, a lover of nature or even a hunter! There is no better way to display your Canadian pride then with these sturdy moose bookends. This pair will be a great fit for your contemporary bookshelf or your log cabin.

- Material: Resin
- Black/Brown

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 overtly 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 DÉCOR | CANDLES & HOME FRAGRANCE

Product Name*Max Characters: 120***Candles, Wax Melts, Incense:**

Brand + **Collection** (if applicable) +
Scent + **Product Type**

Candle Holders, Lantern, Wax Warmers:

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

Example

- **Glade** **Apple Cinnamon** **Scented Candle Air**
Freshener
 - **Gonesh** **Black Cherry** **Incense Sticks**
- **ScentSationals** **Cucumber Melon** **Wax Cubes**
- **Truu Design** **Decorative Bamboo** **Floor Candle**
Holder with Legs
 - **hometrends** **Into the Blue** **Candle Holder**
 - **hometrends** **Sphere** **Candle Holder Giftbox**

Short Description*Max Characters: 30***Candles, Wax Melts, Incense:**

Ounces
mL
Pack #

Candle Holders, Lantern, Wax Warmers:**Feature or Pack #****Example**

- **4.9 oz**
- **15 mL**
- **Pack of 20**
- **Bamboo**
- **Pack of 3**
- **Smoky metal and ash**

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

Glade® Scented Candle Apple Cinnamon
 Create the ideal ambiance in any room with Glade® candles.

Infuse your home with light, warmth, and fragrance. There's nothing quite like it. Glade® Scented Candles have a way of boosting your spirits and putting your mind at ease.

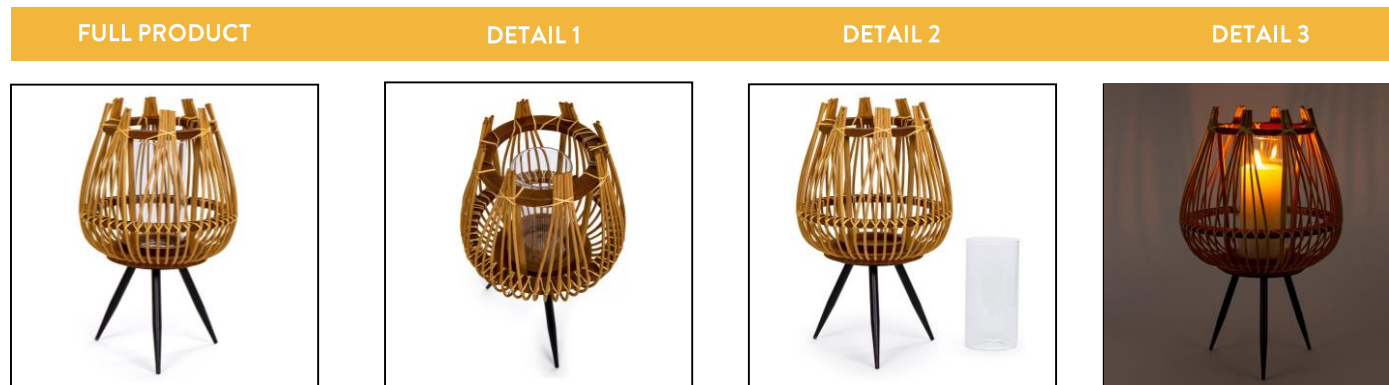
Product Features

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

- **Scent**
- **Approximate burn time**
- **Materials/Type of Wax**

HOME DÉCOR Candles & Home Fragrance



WHITE BACKGROUND
IMAGE SPECS
SWATCH SPECS

255, 255, 255
2000 X 2000
30 X 30

Home Décor / Candles & Home Fragrance

HOME DÉCOR | CLOCKS

Product Name*Max Characters: 120*

Brand + Collection (if applicable) +
Size + Material

Example

- Kieragrace Genoa 23" Oversized Wall Clock
- Truu Design 16" Classic Round Wall Clock
- Sterling & Noble Live Love Laugh 11" Wall Clock

Short Description*Max Characters: 30*

Feature

Example

- Antiqued Bronze with Copper Bezel
 - Woodgrain
 - Glass lens

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

kieragrace KG Genoa Wall Clock adds a stately, vintage-inspired glamour to your decor. Raised 12-hour Roman numerals lend an antiqued feeling to any room. The Genoa has a diameter of 23", 2" thick and requires one AA battery. An oversized statement piece with accurate quartz movement; a perfect addition to your guest room, office, kitchen, bedroom, and anywhere you need to tell time.

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
 - Patten
- Battery Requirement



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

Home Décor / Clocks

HOME DÉCOR | DECORATIVE PILLOWS

Product Name*Max Characters: 120*

Brand + Collection (if applicable) +
Feature + Pack # (if applicable) +
Product Type

- Example

- hometrends Embroidered 2 Pack Decorative Pillows
 - Nina Lattice Throw Pillow
- Millano Collection Gel Bamboo Cushion Insert

Short Description*Max Characters: 30*

Available Sizes

Example

- 18" x 18"
- 14" x 20"
- Variety of sizes

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

A bold, embroidered-cushion, paired with a plush, velvet cushion of the same colour. The two seamlessly mix with your existing pillow collection – or make the perfect foundation to the start of your new collection. A simple way to create a coordinated, layered effect in your room

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

- Material
- Fill material
 - Patten
- Special finishing
- Care instructions



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

Home Décor / Decorative Pillows

HOME DÉCOR | FRAMES

Product Name*Max Characters: 120*

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

Example

- Kieragrace Contempo Picture Frame
- hometrends Ultima Double Hinged Picture Frame
- hometrends Parker Collage Picture Frame

Short Description*Max Characters: 30*

Available Sizes

Example

- 16"x20"
- 8"x10"
- Holds 8 photos

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




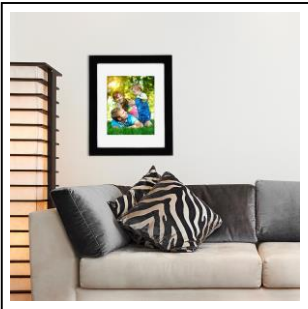


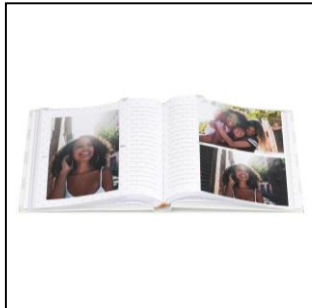

The kieragrace KG Contempo picture frame uses a flat-top profile with a sleek finish to add polish and a touch of modern design. Crafted from solid wood, this Contempo frame showcases your portraits, special occasions or vacation shots. It can be hung vertically or horizontally and features an easel back for table top display. The kieragrace KG Contempo is a stylish place to cherish your memories!

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

- Material
- Photo Dimensions
- Overall frame size

FULL PRODUCT	DETAIL 1	DETAIL 2	DETAIL 3
			
FULL PRODUCT	DETAIL 1	DETAIL 2	DETAIL 3
			

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

Home Décor / Frames

HOME DÉCOR | HOME & DECORATIVE ACCENTS

Product Name*Max Characters: 120*

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

Example

- Bailey Street Decorative Rectangular Box
- Kieragrace Bel-Air Rossi Resin Table Décor
- IH Casa Décor Carved Wood Buddha Head

Short Description*Max Characters: 30*

Feature or Set #

Example

- Gold finish
- Distressed
- Set of 3

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

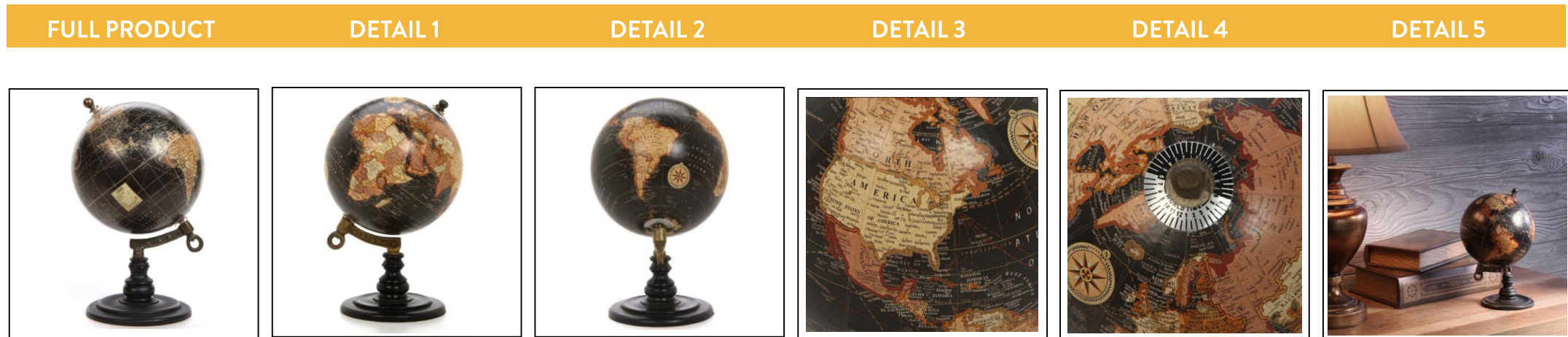
This desktop zen garden features of one round shape tray consisting of rocks, sand, tea candle, incense burner, incenses and one big Buddha head statue. Lighting up tea candle and incense can clean environment, bring auspicious energy as well as smooth down human minds, prompt peace and relaxation.

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
 - Style
- Additional details
- Hardware included



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

Home Décor / Home & Decorative Accents

HOME DÉCOR | MIRRORS

Product Name*Max Characters: 120*

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

Example

- hometrends Value Door Mirror
- Umbra Hub Leaning Mirror
- Jacob Wall Mirror with Shelf

Short Description*Max Characters: 30*

Size

Example

- 62"x14.5"
- 12"x48"
- 32"

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

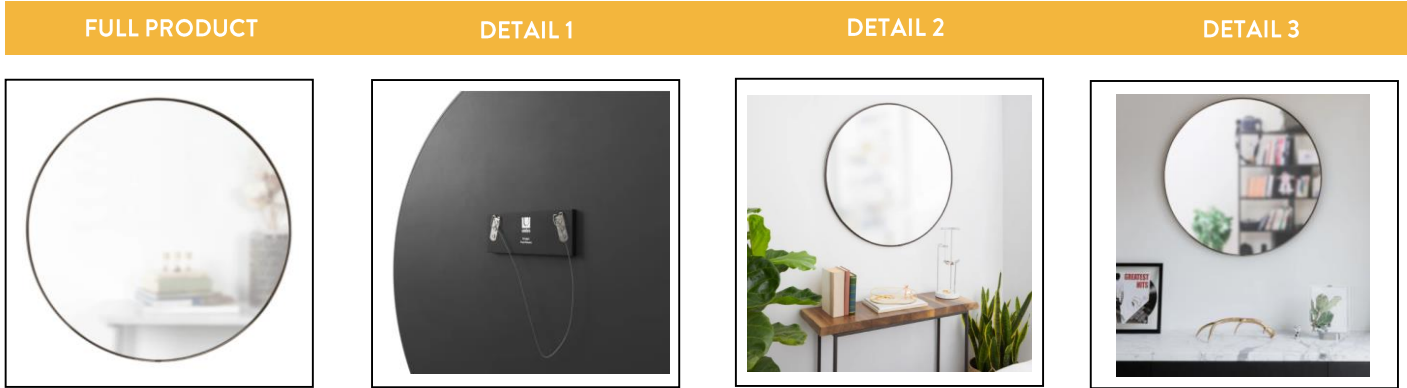
When decorating your space, it is often difficult to find a mirror that is modern, light-weight and large in size. Full-length mirrors can be heavy, over-sized and super delicate. Introducing the HUB LEANING MIRROR from Umbra This full-length mirror can be mounted on or leaned up against the wall to fit your desired space. Its rubber frame adds a modern touch and acts as a bumper to make this mirror durable and great to place in busy areas of your home. Designed to be slim in size, the Hub Leaning Mirror can also be placed in a variety of small or awkward spaces and is easy to move around. With its large and reflective surface, this mirror works to brighten a room, tricking the eye into making the space appear larger.

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
 - Style
- Additional details
- Hardware included



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

Home Décor / Mirrors

HOME DÉCOR | ROOM DIVIDERS

Product Name*Max Characters: 120*

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

Example

- kieragrace Stockholm Dahl 3-Panel Room Divider
- Costway 6-Panel Room Divider
- Bowery Hill 3-Panel Translucent Room Divider

Short Description*Max Characters: 30*

Size

Example

- 47"x71"
- 12"x48"
- 32"

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

Fabulous visual effects in a tasteful decor accent. Translucent lighting adds a powerful aesthetic boost to this three-panel screen. As a room divider or a captivating accent, it draws approving looks and sets itself apart. A bold black frame provides the perfect backdrop to radiantly lit panels. Three screens joined with hinges offer variable positions to divide a space or offer a decorative corner accent.

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
 - Style
- Additional details
- Hardware included



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

Home Décor / Room Dividers

HOME DÉCOR | SLIP COVERS

Product Name*Max Characters: 120*

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

Example

- Mainstays Pixel Sofa Slip Cover
- Sure Fit Bayside Relaxed Fit Sofa Slip Cover
- V.I.P. Stretch Dining Chair Slip Cover

Short Description*Max Characters: 30*

Piece #

Example

- 1-Piece
- 2-Piece
- 3-Piece

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

Sure Fit™ stretch leather slipcovers were designed to provide the look and comfortable feel of distressed leather to transform your living space so you can fall in love with your furniture all over again.

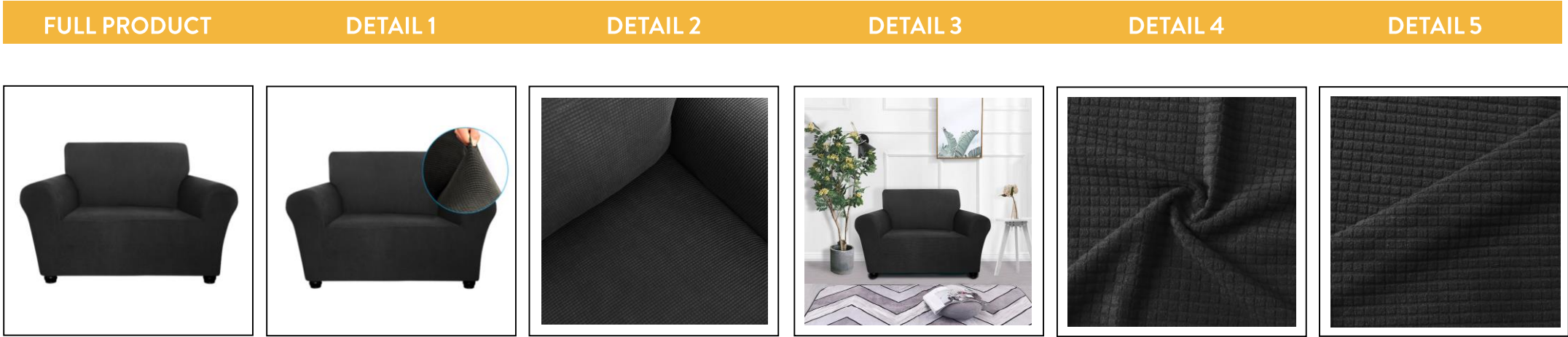
The sleek, form fitting stretch fabric fits a variety of sofa shapes. Separate seat cushion cover easily adjusts to fit box cushions or T-cushions and creates a custom look.

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
 - Style
- Additional details
- Care instructions



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

Home Décor / Slip Covers

HOME DÉCOR | WALL ART

Product Name*Max Characters: 120*

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

Example

- Design Art Golden Autumn Beautiful Forest Landscape Artwork Canvas Print
- hometrends Into the Blue Framed Wall Art
- Meigar 5-Panel Red Tree Oil Painting Canvas Print

Short Description*Max Characters: 30*

Size

Example

- 60"x28"
- 15"x15"
- 16.9"x24.8"

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

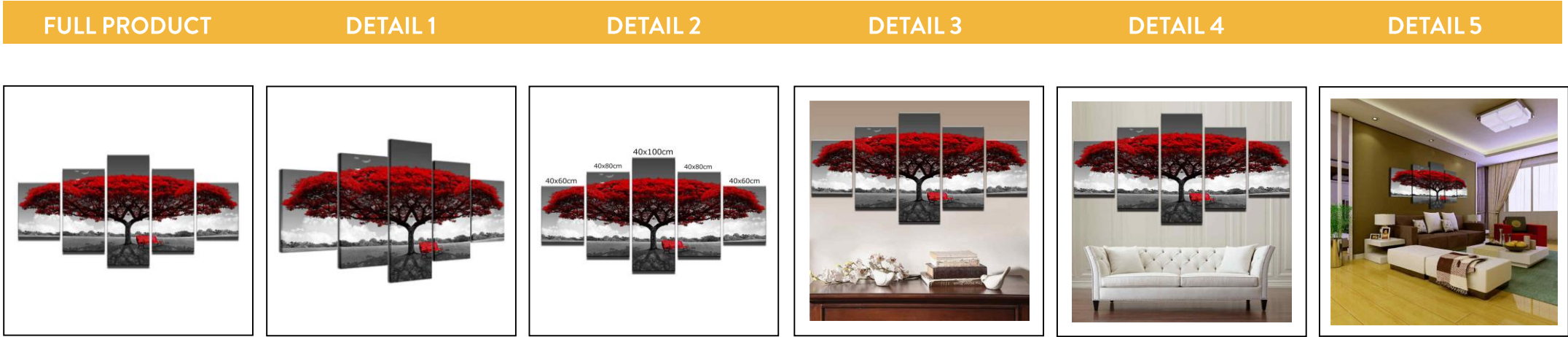
This lighthearted 10x10 framed art is just what you are looking for! The black "The world needs more Canada" typography and red maple leaf offer a striking contrast against the white washed background while the 1.25in deep brown woodgrain frame adds visual interest. This art is the perfect addition to your home, office, cabin and more! Sawtooth hanger is attached for quick and easy hanging.

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
 - Style
- Additional details
- Hardware included



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

Home Décor / Wall Art

HOME DÉCOR | WALL COVERINGS

Product Name*Max Characters: 120*

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

Example

- Graham & Brown Pure Paintable Wallpaper
 - Jelinek Cork Wall And Ceiling Squares
- Superfresco Paste The Wall Innocence Wallpaper

Short Description*Max Characters: 30*

Size/Coverage area
Pack #

Example

- Covers 56 sq. ft.
 - 4'x8'
- Pack of 4

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

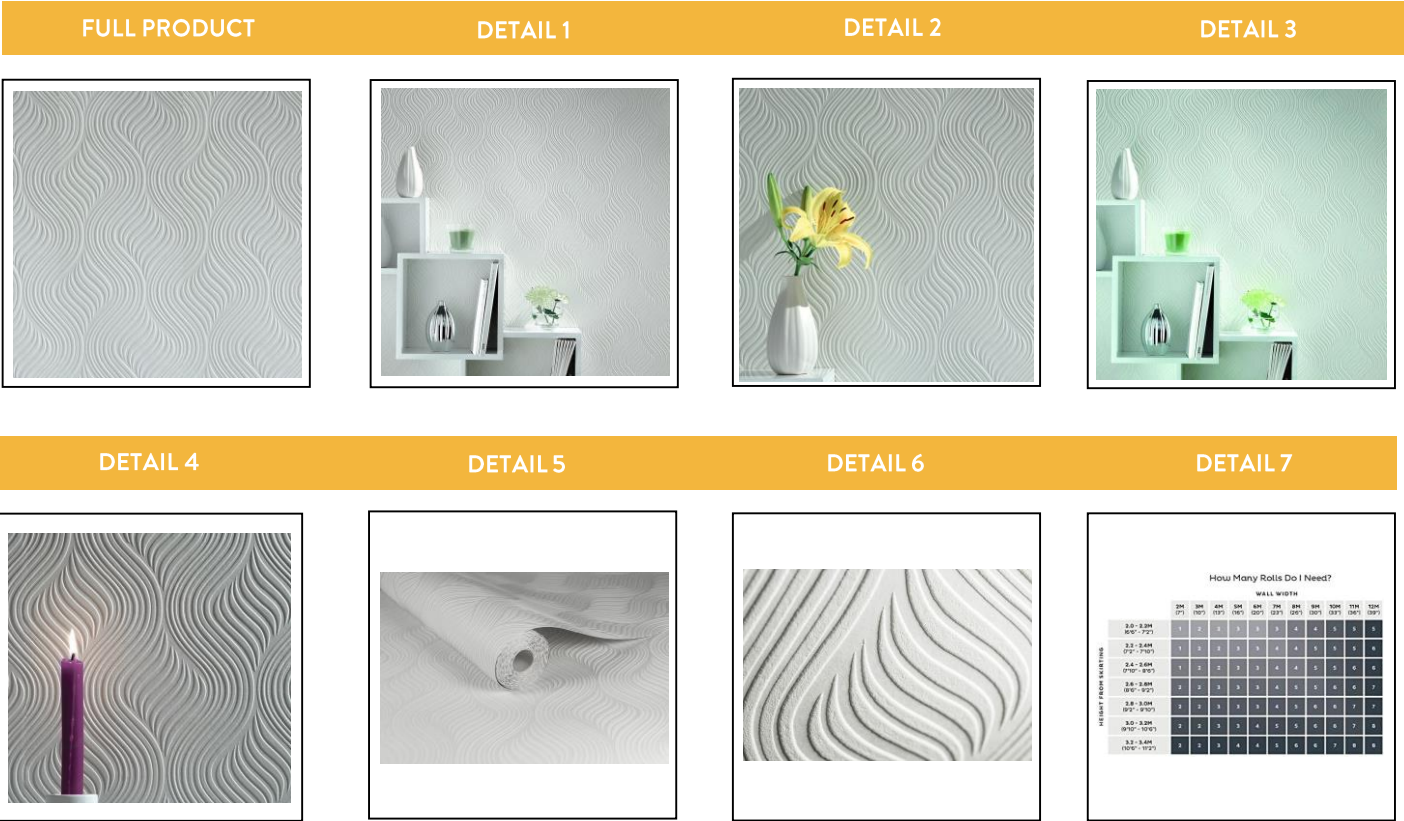
Draw or make notes any time with this Jelinek Cork Dry Erase Wallpaper, known also as marker board. It's a great way to illustrate your points during a class or meeting, and kids can also have fun playing games and learning to write at home or school. The dry erase wall covering's durable material can withstand frequent use and is ideal for walls, desks, tables and more. The large roll can be easily cut with scissors to create the perfect custom shape for your space. Markers used must be dry erase. Create custom dry erase surfaces in seconds with this dry erase wallpaper roll. With peel-and-stick backing, the wallpaper is easy to install nearly anywhere in your home or office.

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
 - Style
- Additional details
 - Pack #
 - Dimensions



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

Home Décor / Wall Coverings

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

HOME DÉCOR | WALL DÉCOR

Product Name*Max Characters: 120*

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

Example

- Lucoss Bohemian Mandala Wall Hanging Tapestry
kieragrace Maine Wall Shelves
- FashionHome Macrame Handwoven Cotton
Rope Boho Fringe Tassel Banner

Short Description*Max Characters: 30*

Size
Set #

Example

- 4'x8'
- 35"x2"
- Set of 3

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

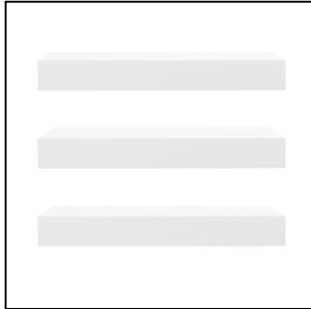
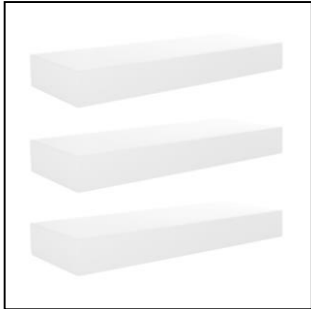






Introduce a new way to showcase items around your home with these set of 2 corner shelves. Convenient and stylish, the corner shelves have a dark and bold black finish to create a contemporary atmosphere. Combine several sets for a bold statement and maximize space.

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
 - Style
- Additional details
 - Dimensions
- Hardware included

FULL PRODUCT	DETAIL 1	DETAIL 2	DETAIL 3
			
DETAIL 4	DETAIL 5	DETAIL 6	DETAIL 7
			

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

Home Décor / Wall Décor