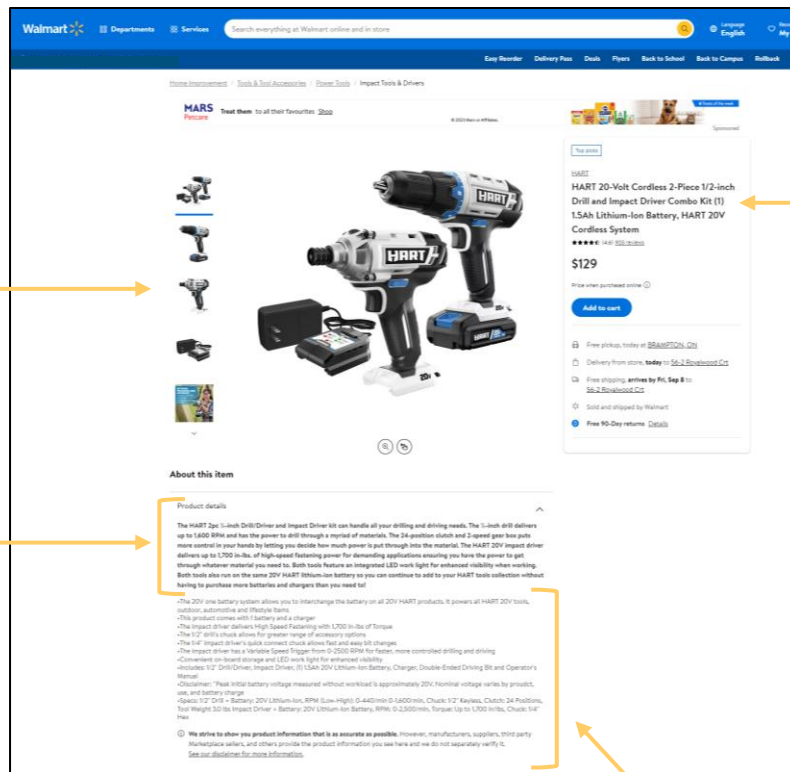# Walmart.ca Content Guide – Home Improvement

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 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):

Product Name & Short Description

Product Images

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 features, highlighting key differentiating characteristics

3. Search Engine Optimization (SEO)

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google, Yahoo! and Bing. It can also contribute to stronger conversion metrics.

Important areas of your product page for optimizing, to rank higher in search engines over your competitors:

1. Product Name/Title
2. Short Description
3. Product Description
4. Features & Specifications

Refer to the following page for more information on how your online content drives visits through search engines and increases conversion.

3. Search Engine Optimization (SEO)

How quality online content increases conversion – here are the key elements of SEO on a product page:

Title Tag
• Ranking factor
• Copy is based on Product Name

Product Images
• Increase conversion
• Support image search

Product Name/Title
• Ranking factor
• Should include primary keyword
• Tells Google what the page is about

Short Description
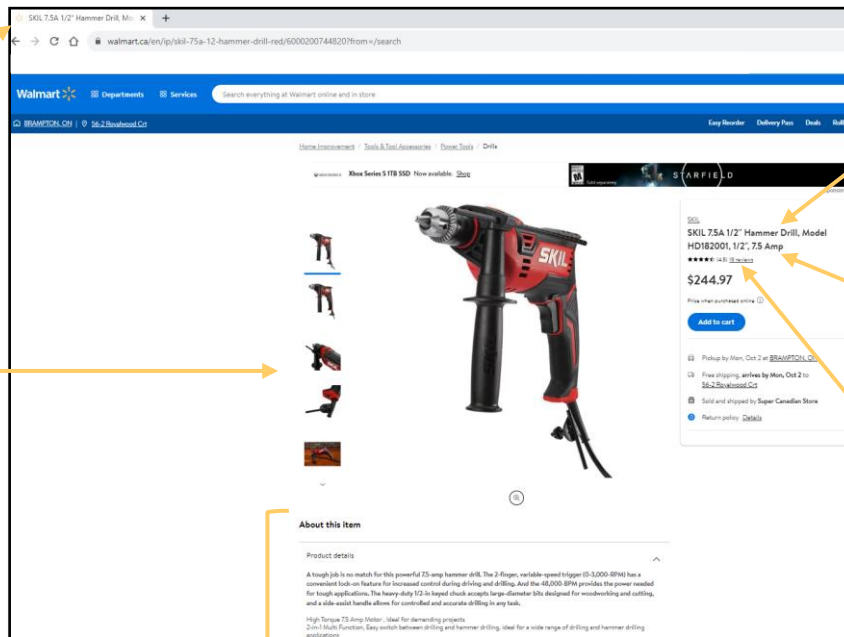• Reduces bounce rate
• Includes unique feature, quantity (set size), and/or dimensions

Ratings & Reviews
• Google loves ratings & reviews
• Support strong click-through rate, which is a ranking factor

Product Description & Features/Specifications
• Google rewards unique content
• Repeat product name & other important keywords
• Always build detailed descriptions

4. Copy Guidelines

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results.

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

Refer to the following pages for complete copy guidelines.

4. Copy Guidelines

Product Name Recommended Characters: 45 Max Characters: 120	**Short Description** Max Characters: 30	**Product Description** Minimum Characters: 150 Format: 3-5 sentences	**Features & Specifications** Max Characters: 200 per bullet point Format: 3-5 bullet points
Product title to be displayed on product information page. Allows customers to find your product.	Abbreviated list of key item feature(s).	Written in paragraph form, an overview of the key selling points of your product, marketing content, and product highlights. For SEO purposes, repeat the product name and relevant keywords here.	The product's key features, benefits, and item specifics. Information entered here should be in a bulleted form.
Brand + **Sub-brand/Franchise** (if applicable) + **Dominant Feature/Set Count/Wattage/Power Output** (if applicable) + **Item Type** + **Unique Feature** (optional) + **Size** (if applicable)	**Quantity** (if it's a set with multiple items), **Model #** (if applicable), **Compatible Usage** (if applicable), **additional features** (optional)	**Tip:** Always take a mobile approach first, ensuring that the content under this section is easy to read on mobile devices.	**Tip:** The Features & Specifications section should complement your Product Description. Features should not be a repeat of the Product Description section.
Example: HART 10-inch 14-Amp Compound Miter Saw	**Example:** 24T Carbide Tipped Blade	**Example:** For all your cutting needs, look to this 10-inch Compound Miter Saw. Its powerful 14 AMP motor delivers up to 5,500 RPM for cutting a variety of applications with ease. The positive miter stops cover all common angles (0, 15, 22.5, 31.6 and 45) and the built-in electric brake stops the blade in seconds for added safety. The LED cut line indicator enhances visibility and accuracy of cuts while the spindle lock provides easy single wrench blade changes	**Example:** • Motor: 120V, 60 Hz, 14 Amps • Motor Speed (RPM): 5,500/min (No Load Speed) • Dust Port: 1-1/4" • Blade Arbor: 5/8" • Blade Diameter: 10" • Cutting Capacities: Baseboard Against Fence 3-1/2", Crown Molding Laying Flat 4-5/8" (Bevel 33.9° x Miter 31.6°) 90° Miter Cut 2" x 6" or 4" x 4" 45° Miter Cut 2" x 4" 45° Bevel Cut 2" x 6"

4. Copy Guidelines

How to optimize your Product Title/Name:

Optimize your product name using this general template:

- ***Brand + Sub-brand/Franchise*** *(if applicable)* ***+ Dominant Feature/Set Count/Wattage/Power Output*** *(if applicable)* ***+ Item Type + Unique Feature*** *(optional)* ***+ Size*** *(if applicable)*

See below for an example of an insufficient product name vs. an optimized product name that Google will favour:

Insufficient Product Name	Recommended Product Name Using general template provided above
XYZ 7A 1/2" Hammer Drill	XYZ HD123456 7A Corded Variable Speed Hammer Drill with Keyed Chuck & Auxiliary Handle, 1/2-in

4. Copy Guidelines

How to optimize your <u>Short Description</u>:

1. Avoid using the full product name, as it is already used in the title tag, product name, and product description.

2. Provide as many relevant unique descriptor(s) in short description, which can include:

    a) Key product feature

    b) Colour(s)

    c) Size

    d) Dimensions

    e) Quantity/set size (if product comes in multiples)

3. If multiple variations (i.e., same product but in one size/colour/set quantity/etc.) of the product exist, include them in the product description.

4. Copy Guidelines

How to optimize your <u>Product Description</u>:

1. Provide unique, relevant content that is useful to the user.

2. Do not provide the same copy to multiple online retailers – it needs to be unique to Walmart Canada.

3. Always build detailed descriptions, as if you are speaking to someone who is completely unfamiliar with this product:

   a) Include the right keywords that identify your product (i.e., hammer drill, corded drill, auxiliary handle drill).

   b) Include key product benefits, features, and several use cases and elaborate briefly on how these key points will benefit the customer. Try to use bullet-point lists for this, as they are easy to read and understand.

   c) Add headings (H3) which are easier to read and follow by the user and search engine.

   d) Do not repeat product name too many times, that makes it sound like spam.

   e) Avoid content that would be considered filler and of no use to the customer.

   f) Use simple language and keywords that customers are searching the web for – avoid overly complex descriptions and unfamiliar industry terminology. Speak to the customer as if they are new to the product.

4. Copy Guidelines

How to optimize your <u>Features & Specifications</u>:

Enter all applicable main product features in bullet point list, such as:

a)   Dimensions (length, width, & depth)

b)   Weight

c)   Colour

d)   Key performance features

e)   Key safety features

f)   Other features that will benefit customer during use:

        i.   Ease of use/application

        ii.   Safety

        iii.   Longevity

5. Image Guidelines

Primary Image should be a direct view of the product.
Alternative or Supplementary Images should include multiple angles, including lifestyle 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 the 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: Minimum 750x750; Maximum 2000x2000; 300 DPI

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Primary image example

Alternative or supplementary images example

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 <u>bare minimum</u> 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 product description must be populated and greater than 100 characters.
7. Item's French product description must be populated and greater than 100 characters.

Questions

For support with content uploads and technical portal questions, please contact **CA Online Content Support** onlinecontentsupport@walmart.com

For any further questions, please reach out to your respective merchant. Please include screenshots, URLs, and example with your questions or concerns where applicable.