

Walmart.ca Product Content Guide – Toys

This Product Content Guide highlights the standards and practices that our vendors should follow when preparing enriched quality, ready-to-publish content for both our mobile and desktop eCommerce. Note that you, our vendor partner, are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal. If you have questions, please reach out to your Walmart merchant / buyer.

OVERVIEW:

1. Anatomy: Product Information Page (PIP)
2. General Overview
3. SEO
4. Copy Guidelines
5. Imagery Specifications
6. **New:** Mandatory attributes

1. Anatomy: Product Information Page (PIP)

Figure 1: Product Information Page Anatomy

The screenshot shows a Walmart product page for 'Mega Bloks Big Building Bag - Pink [80 Pieces]'. The page layout includes a header with the Walmart logo, a search bar, and navigation links. The product title is 'Mega Bloks Big Building Bag - Pink [80 Pieces]'. Below the title is a short description: 'Endless creativity with 80 big, colorful blocks!'. The product is sold by MEGA BLOKS. The price is \$16.94. There is an 'Add to cart' button and a 'Zoom' button. The page also features a 'Specifications' section on the right side, which includes details like 'Available for Shipping to Canada Post', 'Age', 'Choking Hazard Warning', 'Collection', 'Gender', 'Recommended Age-Variant', 'Brand', 'Product Identifiers', 'Walmart Item #', 'Model #', 'SKU', 'UPC', 'domainType', and 'hideSlap'.

Product Name → Mega Bloks Big Building Bag - Pink [80 Pieces]

Short Description → Endless creativity with 80 big, colorful blocks!

Images → [Main product image and thumbnail gallery]

Product Description →
Description & Features
 Endless creativity with 80 big, colorful building blocks! Build, stack, and explore endless construction possibilities with this award-winning set of 80 building blocks in sweet colors! Now your little one can build anything they imagine when they use the blocks and special shapes to create tall towers, crazy castles, funny animals, or whatever else they dream up! Perfect for little hands, these big blocks fit together and come apart easily, helping your child to develop fine motor skills and creativity over hours of open-ended play. When playtime's over, cleanup is easy with the handy storage bag. Ideal for ages 1 to 5.

Features & Specifications →

Specifications	
Available for Shipping to Canada Post	Yes
Age	Age 1-3, Age 3-5, 12-24 months, 2-4 years, 5-7 years
Choking Hazard Warning	No
Collection	N/A
Gender	Girls
Recommended Age-Variant	1 to 5 years
Brand	MEGA BLOKS
Product Identifiers	
Walmart Item #	30668241, 30250955
Model #	DCH62
SKU	6000197510012
UPC	6554108328
domainType	ECOMMERCE
hideSlap	false

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. 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.

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, fluffy or spammy content.



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.**

PRODUCT NAME Character limit: 45 - 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Sub-brand / Franchise + Series + Unique Feature / Count / Character / (Model #) + Item Type	Short description must include the most important feature(s) of the product	Overview of the key selling points of the item, marketing content, and highlights in paragraph form. For SEO purposes, repeat the product name and relevant keywords here.	Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line.
<u>Examples:</u> LEGO Star Wars TIE Striker (75154) 543-piece Building Set Best Choice Products 100-piece Transparent Rainbow Magnetic Building Geometric Tiles Magformers XL Cruisers 32-piece Magnetic Tiles Car Set LEGO Creative Supplement (10693) 30-piece Building Toy Teenage Mutant Ninja Turtles Out of the Shadows Raphael Action Figure	<u>Examples:</u> Infinite creative building Ideas for over 40 structures Endless building possibilities Includes 4 minifigures	<u>Example:</u> Endless creativity with 80 big, colorful building blocks! Build, stack, and explore endless construction possibilities – including tall towers, castles, animals or whatever your little one can dream of. Perfect for little hands, these big blocks fit together and come apart easily, helping your child to develop fine motor skills and creativity over hours of open-ended play.	<u>Example:</u> <ul style="list-style-type: none"> • Hands-on play for early childhood development • Storage bag for easy cleanup • Combine with other Mega Blocks preschool toys and Build Them Up!
	Note: Do not repeat the product name here.	Note: Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	Note: Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

5. Imagery Specifications

Mandatory Requirements:	Image Pixel Requirements:
<ul style="list-style-type: none"> Minimum of 5 images are required Primary Image should be a direct view of the product Other images: include various angles such as back view, detailed views, accessories and close up shots of material 	<ul style="list-style-type: none"> Minimum 750x750; Max. 2000x2000; 300 dpi
Primary Image Examples:	Alternative View Image Examples:
	

6. **New: Mandatory Attributes**

There are a few key attributes that have been made mandatory in the portal. Please log in to portal and ensure you have input accurate information for these following mandatory attributes:

- Choking Hazard Warning
- Batteries required
- Number of batteries required (only if you input “Yes” to “Batteries required” attribute above)
- Battery size (only if you input “Yes” to “Batteries required” attribute above)
- Number of Pieces
- Educational Focus (does not apply to all toys; vendor portal has been set up for select categories)