

CONTENT STANDARD GUIDE



ELECTRONICS
April 2022

*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**
- 5. Image Guidelines**
- 6. Vendor Content Scorecard**
- 7. Search and Browse**
- 8. Category Examples**

ELECTRONICS | TABLE OF CONTENTS

Overview


Anatomy: Product Information Page (PIP)	4
General Overview	5
SEO	5
Copy Guidelines	6
Image Guidelines	8
Vendor Content Scorecards	10
Search and Browse	11

Categories

TVs	12
Laptops	16
Monitors & Desktop Computers	20
Computer & Laptop Peripherals	23
Printers	27
Headphones	30
Wearable Technology	34
Tablets	38
Unlocked Phones	41
Home Theatre	44
Cameras	48
Drones	51
Batteries	54

1. Anatomy: Product Information Page (PIP)

Product Name
Short Description



TCL 43" CLASS 4-SERIES 4K UHD HDR ROKU SMART TV, 43S421-CA

3 HDMI, 120 Hz CMI

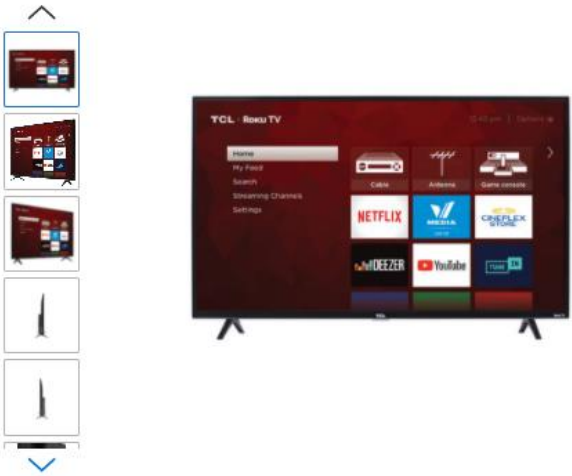
★★★★★ (1)

\$338

✓ Available online
✗ Not sold in stores

[Free returns](#)

[Add to cart](#) [Find in-store](#)



TCL 43" CLASS 4-SERIES 4K UHD HDR ROKU SMART TV, 43S421-CA

[TCL](#)

3 HDMI, 120 Hz CMI

★★★★★ (8)

\$318

[Out of stock at nearby stores](#)

Free curbside pickup*

Free standard shipping

Arrives by Tue Jan 26

[More pickup & shipping options](#)

Sold & shipped by **Walmart** [Free returns](#)

Quantity: 1

[Add to cart](#) [Find in-store](#)

Screen size (in.)	Display Type Technology	Resolution
43 in	LED	4K UHD
Is Smart	High Dynamic Range (HDR)	Number of HDMI inputs
Yes	Yes	3

Description

The 4-Series 4K TCL Roku TV delivers stunning Ultra HD picture quality with four times the resolution of Full HD for enhanced clarity and detail, as well as endless entertainment with thousands of streaming channels. TV. High dynamic range (HDR) technology delivers bright and accurate colors for a lifelike viewing experience. In addition, your favorite HD shows, movies, and sporting events are upscaled to near Ultra HD resolution with 4K Upscaling. The simple, intuitive interface allows seamless access to over 150,000 streaming movies and TV episodes, your cable box, Blu-ray player, gaming console, and other devices without flipping through inputs or complicated menus.

- Striking 4K UHD picture performance (3840x2160) with high dynamic range (HDR) technology
- Stream 150,000 movies & TV episodes
- Dual-band Wi-Fi & Ethernet port
- 4K Creative Pro upscaling engine
- 120Hz CMI effective refresh rate
- 3 HDMI 2.0 inputs w/HDCP 2.2 (1 ARC)
- Simple, intuitive interface
- Easy-to-use remote
- Thousands of streaming channels
- Search across top streaming channels with Roku Search
- Free Roku remote app with Voice Search

Product Name

Short Description

Specifications Highlight Table

Product Description

1. Anatomy: Product Information Page (PIP)

Specifications

Assembled Depth (in.)	7.6 in
Assembled Length (in.)	24.5 in
Assembled Weight (lbs.)	16.5 lb
Assembled Width (in.)	38.2 in
Display Type Technology	LED
Energy Star Certified	No
High Dynamic Range (HDR)	Yes
Included Accessories	Roku TV RC280 Remote Control, 2 AAA Batteries, Warranty Information, Quick Start Guide
Internet Connectivity	Wi-Fi
Is Smart	Yes
Number of HDMI inputs	3
Number of USB Inputs	1

Specifications

* Attribute values that are not filled under specifications will fail to appear when customers click through filters in the left-hand navigation

Ratings & reviews

★★★★★

4.3

7 Reviews

Authentic Reviews

Search topics and reviews

7 Reviews

6 Questions

7 Answers

Reviews

Write a review

Rating Snapshot

Select a row below to filter reviews.

5 ★

5

4 ★

1

3 ★

0

2 ★

0

1 ★

1

Average Customer Ratings

Overall

★★★★★

4.3

1–4 of 8 Reviews

Sort by: Most Relevant

★★★★★

Arka_1 · 2 years ago

Great TV for the price.

I recently bought this TV. I was amazed by the quality of picture and sound at this price range.

Yes

I recommend this product.

Helpful?

Yes · 30

No · 9

Report

Ratings & Reviews

Walmart

5

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 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 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.

7. Search and Browse

Product content is one of the most important factors that helps Walmart.ca search algorithms identify relevant products corresponding to the search term queries made by customers. In addition to content, *Search and Browse* experiences are based on populating **defined attributes and values**. Values that are not completed during the item setup phase will not be optimized for search and will fail to appear when customers click through refinement values (filters) in the left-hand navigation.

Definitions:

- Attribute: A field that describes a feature, functionality, or style of an item
- Values: The differentiating information that defines a unique set of items for each attribute. Each attribute has a range of appropriate and acceptable values

Improving search with key attributes

Attributes are a key factor that Walmart.ca uses to help our customers find the items they are looking for and thus is the responsibility of our vendor partners to populate where applicable. The specific attributes that Walmart.ca search engine factors into are:

Attribute	Instructions	Example Values
IDs	Properly fill out Walmart's Identification Numbers	SKU ID, WIN ID, Product ID, Model Number, UPC Number
Product Name	See Page 7 for Instructions	
Category	Define the Web Category where your product will live in	Electronics > Computers & Laptops > Laptops > Windows Laptops
Attributes		
• Brand Name	Properly fill in the brand name and spell correctly	Acer, Asus, HP, Bose
• Colour	Descriptive color terms. This is an open list that will continue to expand	Teal, Cyan, Magenta, Beige
• Colour Family	Populate the main colour of your product	Black, White, Blue, Red, Green
• Size	Is the item intended for a certain size?	Small, Medium, Large
• Gender	Is the item intended for a certain gender?	Female, Male, Unisex
• Age	For which group is the item intended for?	Infant, Teen, Adult
• Character	Properly fill in character name if they belong to a franchise	Cinderella, Spider-Man, Iron Man
• Seller	Properly fill in vendor name	Blue Whale, ABC DEALS INC
Short Description	See Page 7 for Instructions	
Features and Specifications	See Page 8 for Instructions	
Product Description	See Page 8 for Instructions	
Additional Information	See Page 8 for Instructions	

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

ELECTRONICS | TVs

Product Name*Max Characters: 120*

{Refurbished if applicable} + Brand +
Screen Size + Resolution + {HDR} +
Screen Type + OS + Smart + Product
Type, + Model #

Example

- Sanyo 43" 1080p LED Smart TV, FW43C46F
- Samsung 60" 4K UHD LED Smart TV, UN60J620
- Samsung 49" 4K UHD HDR QLED Tizen Smart TV, QN49Q6FNAFXZC
- Refurbished Samsung 49" HD LED Smart Curved TV, K6250

Short Description*Max Characters: 30*

of HDMI Ports + Refresh Rate (or
equivalent)

Example

- 3 HDMI, 120MR
- 2 HDMI, 60MR
- 3 HDMI, 120 Hz

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

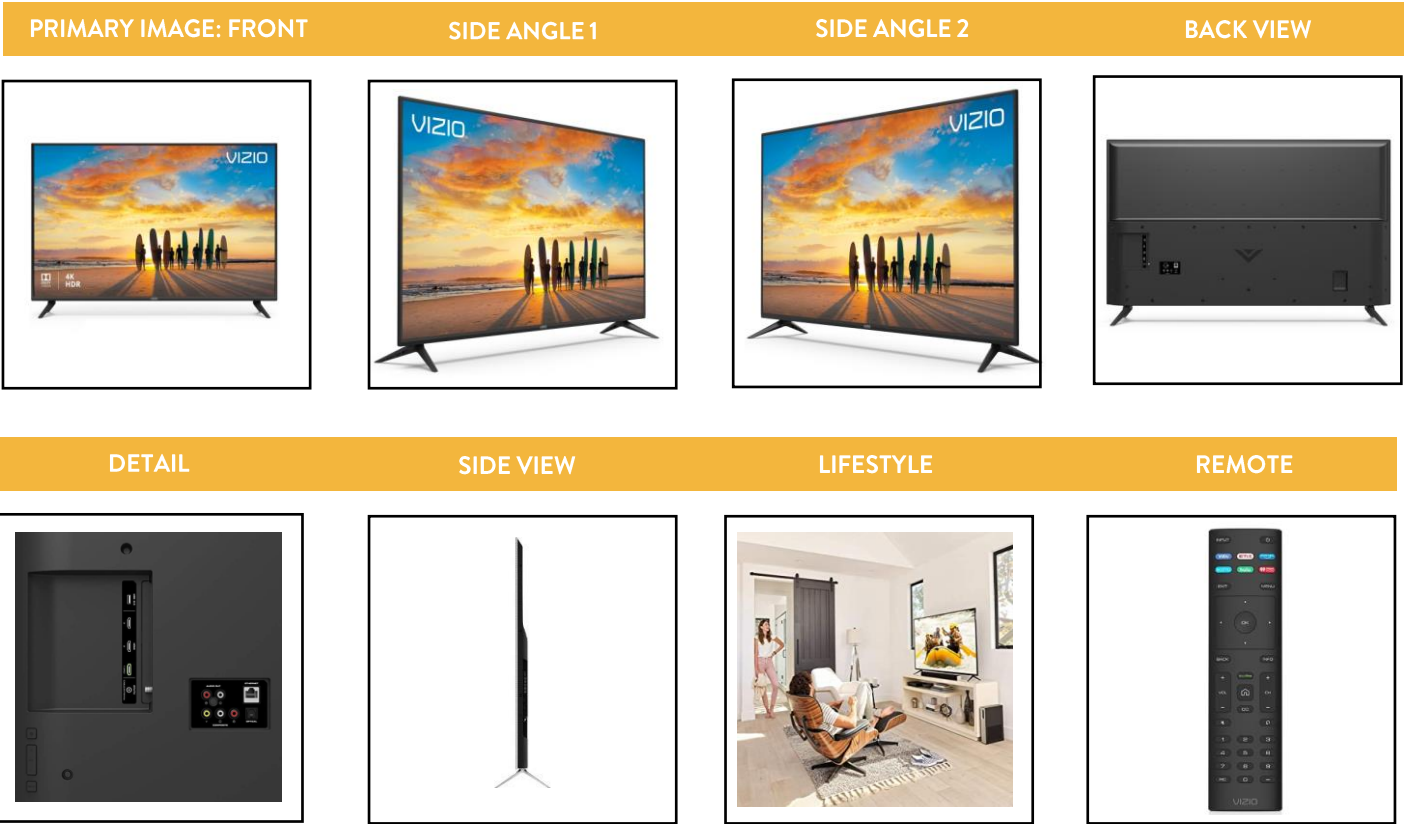
The 3-Series TCL Roku TV puts all your entertainment favorites in one place, allowing seamless access to over 150,000 movies and TV episodes, your cable box, gaming console, and other devices—all from your simple, intuitive interface. The super-simple remote and dual-band wireless make it fast and easy to access your favorite content in high definition. Connect all your favorite devices with the three HDMI inputs. The built-in TV tuner makes this the ultimate cord-cutting TV as it also gives you the ability to access free, over-the-air HD content.

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

- Screen Size, Screen Type
 - Resolution
 - Brightness
 - Contrast
 - Response Time
 - Care instruction
- If it's a set, give specific description (including size) to each product in the set
- Which (if any) accessories your product is compatible with
- Any additional notes on product features, certifications, warranty and packaging
 - What's in the box?



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

Electronics / TVs

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

TV Attributes

- Energy Star Certified
- High Dynamic Range (HDR)
- Included Accessories
- Internet Connectivity
- Is Smart
- Number of HDMI inputs
- Number of USB Inputs
- Preloaded Apps
- Resolution
- Screen size (in.)
- Screen Type
- True Refresh Rate (Panel)
- VESA Wall Mount Standard Compatible
- Wall Mountable
- Voice Assistant
- Bluetooth compatibility
- Condition
- Franchise
- Operating system
- Series

ELECTRONICS | Laptops

Product Name*Max Characters: 120*

{Refurbished if applicable} + Brand +
Sub-Brand + Screen Size + Product
Type + CPU + Model #

Example

- HP Stream 14" Laptop Intel Celeron N4000 14-cb110ca
- ACER Nitro 5 15.6" Laptop Intel Core i5 8300H AN515-53-512Z
- Refurbished Dell Latitude 14" Laptop Intel i5 5200U E5450

Short Description*Max Characters: 30*

#GB RAM, + #GB/TB HDD, + GPU
{Graphics Card}
{if applicable}

Example

- 12GB, 1TB HDD, GTX 1050
- 4GB, 16GB HDD

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 new ASUS VivoBook S15 adds a dash of personality to your mobile lifestyle, featuring a bold new lightweight design with unique color combinations, a stunning three-sided ASUS NanoEdge display, and ErgoLift hinge. Equipped with the latest 8th Generation Intel® Core™ processors and ultra-fast SSD storage, the VivoBook S15 offers a combination of performance, style, and comfort to help you get the job done, wherever you are.

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

- Colour
- Display
- Processor
- RAM
- Graphics Card
- Additional Media (sound card, SD Reader etc.)
 - Hard Drive
- Operating System
- Optical Drive(s) if any
- Number & Type of Ports
- Wireless Connectivity
- Additional Features
- What's in the box?



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

Electronics / Laptops

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

Laptop Attributes

- Back lit Keyboard
- Convertible/Hybrid Display
- Display Ports
- Graphics card
- **Storage Capacity** – (Existing: Hard Drive Disk (HDD))
- **Storage Type** – (Existing: Hard Drive Type)
- Memory (RAM) Size (GB)
- Memory Type
- Operating System Version
- Optical drive
- Processor Cores
- Processor Speed (GHz)
- Processor type
- Processor type Range
- Screen Size Range (in)
- Screen resolution
- Screen size (in.)
- Touchscreen Display
- USB Ports
- VR Ready
- New: Bluetooth support
- Card Slot
- Condition
- Franchise
- Hard Drive Speed (Revolutions per minute) / Solid State Speed GBs (Gigabytes per second)
- Product Type
- Refurbished
- Wi-Fi compatibility
- Compatible Memory Cards
- Hard Drive Storage
- Memory (RAM) Size (GB)
- Warranty

Note: Attributes names in **red** have been updated

ELECTRONICS | Monitors & Desktop Computers

Product Name*Max Characters: 120*

{Refurbished if applicable} + Brand +
Screen Size + Resolution + Screen
Type + Product Type, + Model #

Example

- Philips 27" HD IPS Monitor, 273V7QJAB
- LG 24" 4K UHD IPS Monitor, 27UK650-W
- Refurbished Acer 24" Full HD LED LCD Monitor, V246HL

Short Description*Max Characters: 30***Response Time****Example**

- Response Time: 1 ms
- Response Time: 5 ms

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

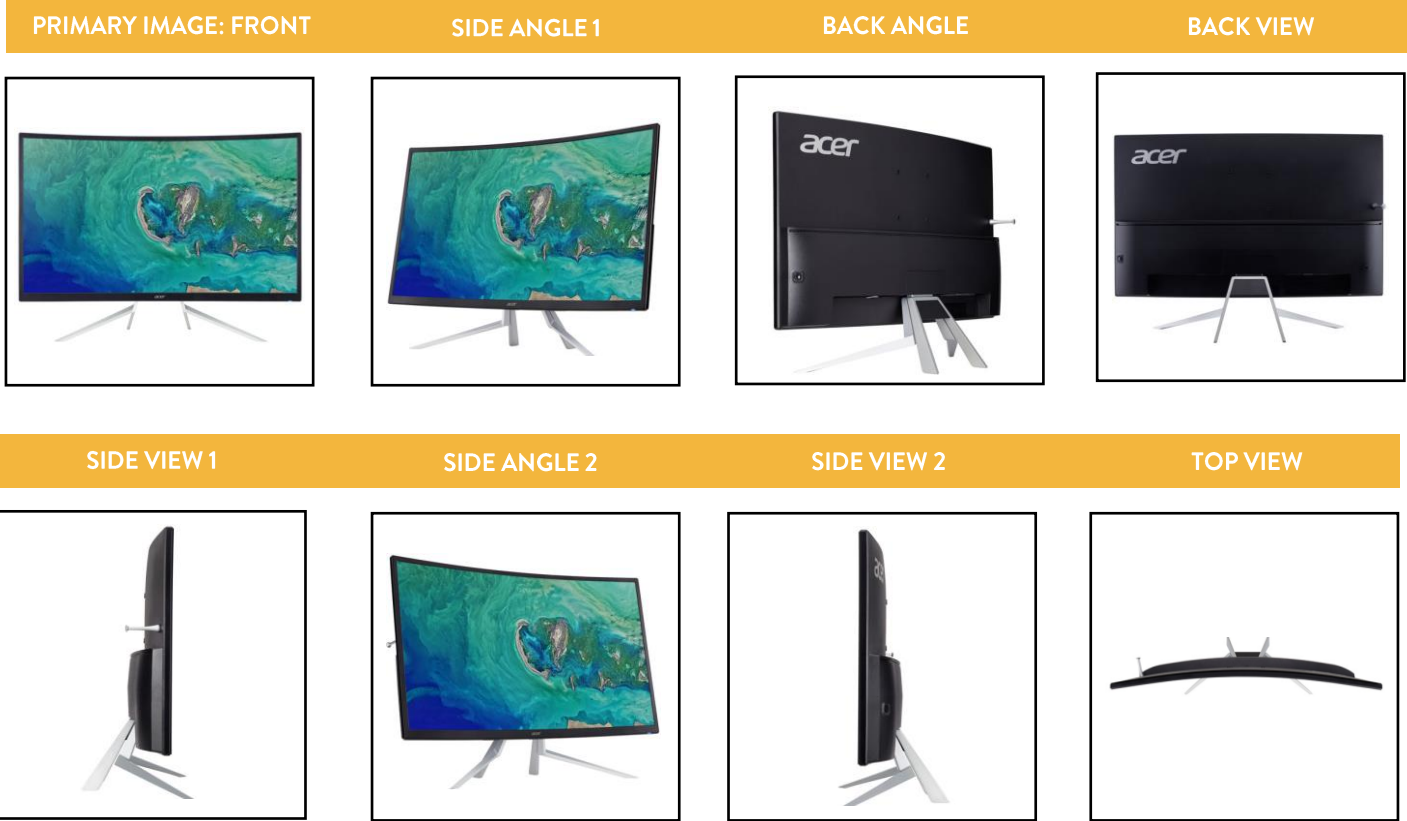
The new ASUS VivoBook S15 adds a dash of personality to your mobile lifestyle, featuring a bold new lightweight design with unique color combinations, a stunning three-sided ASUS NanoEdge display, and ErgoLift hinge. Equipped with the latest 8th Generation Intel® Core™ processors and ultra-fast SSD storage, the VivoBook S15 offers a combination of performance, style, and comfort to help you get the job done, wherever you are.

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

- Colour
- Display
- Processor
- RAM
- Graphics Card
- Additional Media (sound card, SD Reader etc.)
 - Hard Drive
- Operating System
- Optical Drive(s) if any
- Number & Type of Ports
- Wireless Connectivity
- Additional Features
- What's in the box?



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

Electronics / Monitors

ELECTRONICS | Computer & Laptop Peripherals

Product Name*Max Characters: 120*

Brand + Model #/Product Name +
Product Type

Example

- Logitech M720 Triathlon Wireless Mouse
 - Logitech K780 Wireless Keyboard
- Harman Kardon Soundsticks III Speaker System

Short Description*Max Characters: 30*

Most important feature

Example

- Soft rubber grips
- Advanced ergonomic design
- Wireless and Bluetooth enabled

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

Whether you're using the SoundSticks Wireless as complementary speakers to your computer or your home entertainment system, they're sure to make any design scheme more stunning, all while filling your entire room with unparalleled Harman Kardon sound.

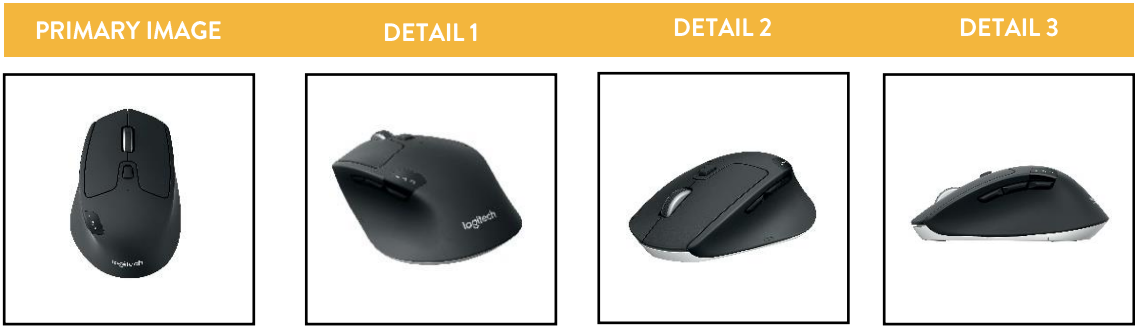
Product Features

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.

Example

- Integrated Bluetooth technology for high performance wireless connectivity
- 6-Inch (150mm) down-firing subwoofer for deep bass
- Eight full-range transducers for crystal clear sound
- Elegant touch controls for volume and mute
 - What's in the box?

ELECTRONICS Computers & Laptop Peripherals



WHITE BACKGROUND
IMAGE SPECS
SWATCH SPECS

255, 255, 255
2000 X 2000
30 X 30

Electronics / Computer Peripherals

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



WHITE BACKGROUND

IMAGE SPECS

SWATCH SPECS

255, 255, 255

2000 X 2000

30 X 30

Electronics / Computer Peripherals

ELECTRONICS | Printers & Ink

Product Name*Max Characters: 120*

Printers:

{Refurbished if applicable} + Brand +
Sub Brand/Product Line or Series +
Product Type, + Model #

Example

- RefurbishedEpson WorkForce All-In-One Inkjet
Printer, WF-2750

Product Name

Printer Ink:

Brand + Sub Brand/Product Link or
Series + Colour + Product Type, +
Pack #, Printer Model #

Example

- HP 63 Black & Tri-Colour Ink Cartridges, 2-
Pack, L0R46AN

Short Description*Max Characters: 30*

Printers:

Most important feature**Example**

- Smartphone printing

Short Description

Printer Ink:

Colour,**Example**

- Black, Tri-Colour

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

Get more done with the easiest way to print from your smartphone or tablet. Simplify tasks while saving time and money with this affordable, easy-to-use all-in-one with fax. It fits in nearly any space and works quietly in the background.

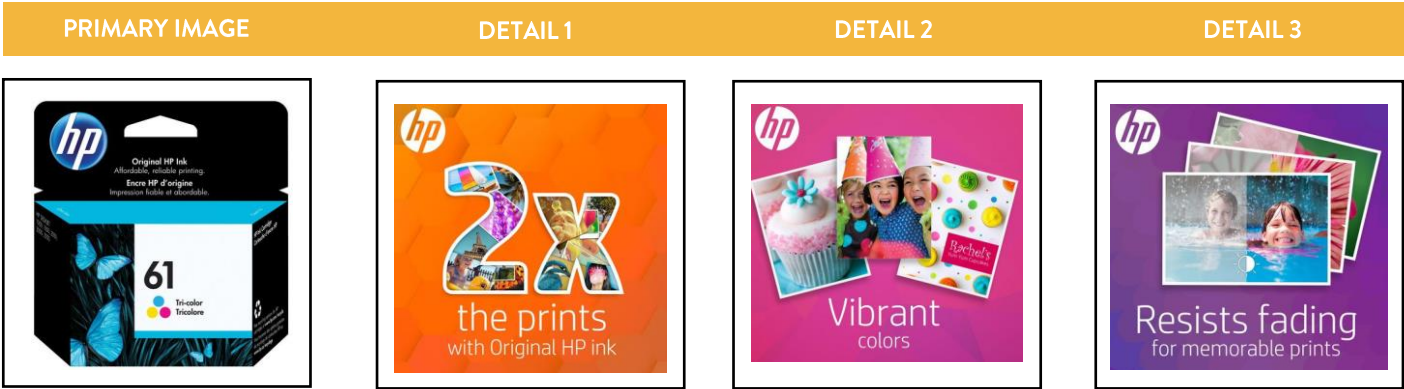
HP 63 Black & Tri-colour Original Ink Cartridges, 2 Original Ink Cartridges (F6U61AN, F6U62AN). Get up to 2X the pages with Original HP XL ink cartridges compared to standard cartridges. Original HP ink cartridges are specially designed to work with your printer to consistently deliver standout results throughout the life of your cartridge. Ensure that your printing is right the first time and every time with HP printer ink.

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

- Colour
 - Connectivity
 - Additional Features
 - Warranty
 - What's in the box?
-
- Compatibility Printers
 - Colour
 - Average Cartridge Yield (pages)
 - What's in the box?



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

Electronics / Printers & Ink

ELECTRONICS | Headphones

Product Name

Max Characters: 120

{Refurbished if applicable} + Brand +
Sub-Brand + Product Type

Example

- Beats by Dr. Dre Studio 3 Wireless Over-Ear Headphones
- Bose QuietComfort 35 Wireless Headphones II
 - Apple AirPods With Charging Case

Short Description

Max Characters: 30

Most important feature

Example

- Noise Cancelling
 - Bluetooth
- Up to 6 hours playback

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

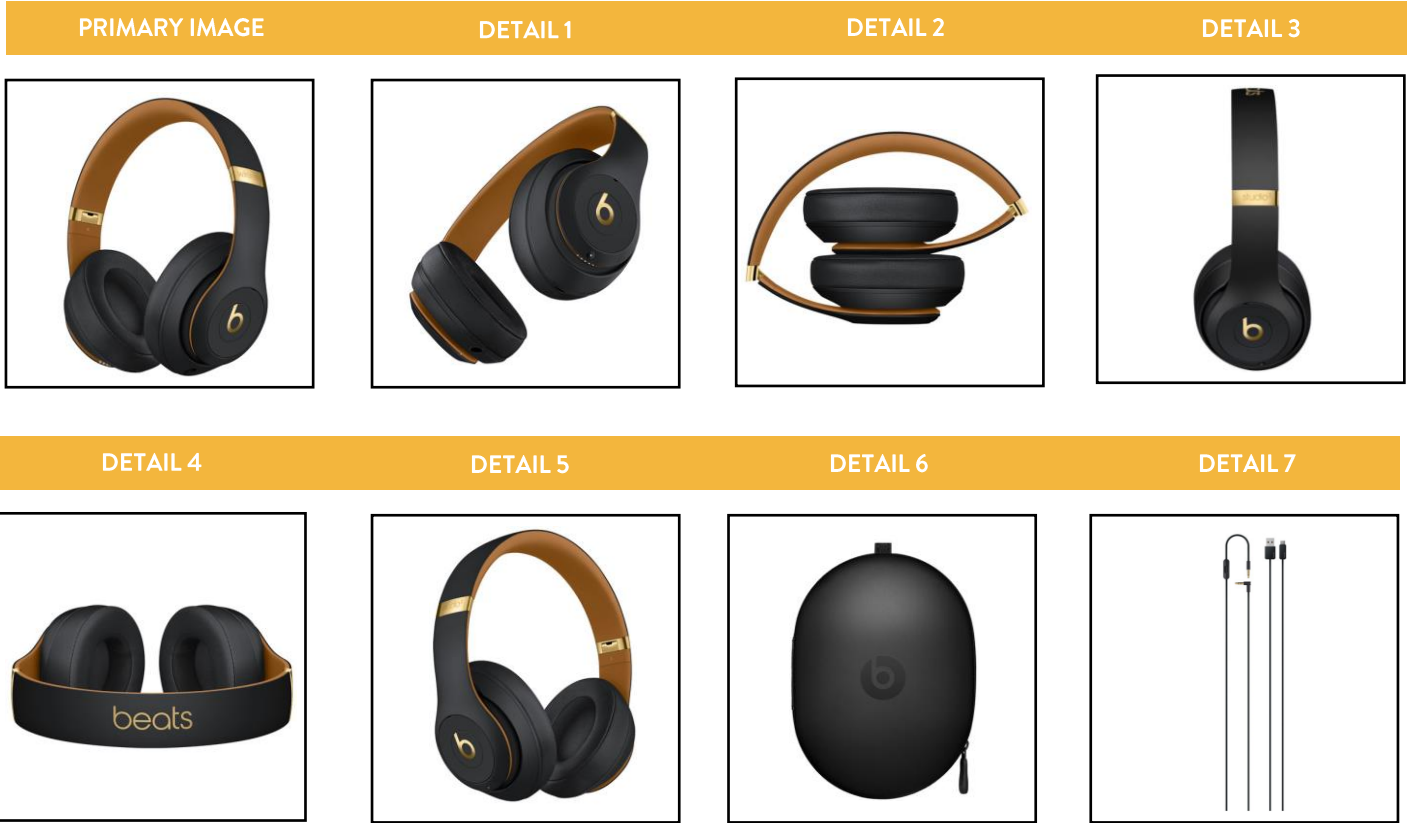
Enjoy a premium listening experience and complete wireless freedom with the Beats Studio 3 over-ear headphones. Pure Adaptive Noise Canceling (Pure ANC) actively blocks unwanted external noise, while real-time audio calibration preserves the clarity, range, and emotion in your favourite music.

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

- Colour
- Display
- Band Material
- Connectivity
- Additional Features
- Playback time
- Voice Assistant Compatibility
 - What's in the box?



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

Electronics / Headphones

Headphone Attributes

- **New:** Battery Life
 - **New:** Built In Mic
 - Connectivity
 - Cord length (ft.)
 - Ear Cushion Material
 - Effective Wireless Range
 - Foldable Design
 - Frequency Range (MHz)
- **New:** NFC
 - Noise cancelling
 - **New:** Noise Isolating
 - Protection Features
 - Surround Sound Format
 - **New:** True Wireless
 - Wireless

Note: **New** attributes above have been introduced into the vendor portal as of **September 2019**

ELECTRONICS | Wearable Technology & Accessories

Product Name

Max Characters: 120

{Refurbished if applicable} + Brand +
Sub-Brand/Product Line or Series +
Product Type

Example

- Fitbit Versa Lite Edition Smartwatch
- Apple Watch Nike+ Series 4 GPS + Cellular
- Fitbit Charge 3 Advanced Fitness Tracker

Short Description

Max Characters: 30

Most important feature

Example

- Lightweight design
- Waterproof up to 50m
- Swim water rating

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

Get a deeper understanding of your body, your health and your progress with Fitbit Charge 3.

This

swimproof advanced fitness tracker does more than count steps—it tracks 24/7 heart rate, calorie burn, 15+ exercises, goal progress, sleep and more. Every day, you'll find valuable insights about your health that will empower you to take action, improve yourself and reach your goals.*

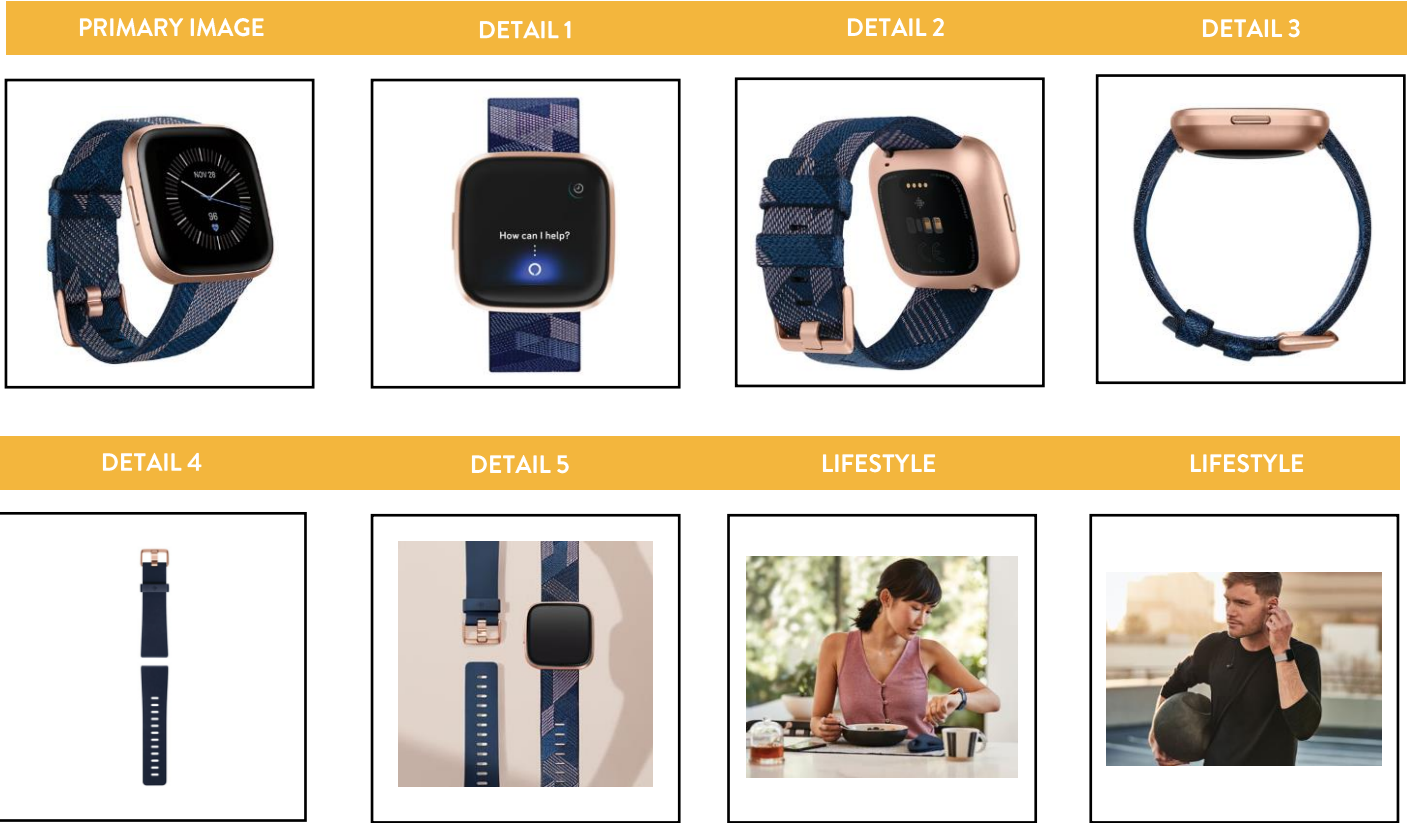
*Water resistant to 50M

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

- Colour
- Connectivity
- Additional Features
- Battery Life
- Voice Assistant Compatibility
- What's in the box?



WHITE BACKGROUND

IMAGE SPECS

SWATCH SPECS

255, 255, 255

2000 X 2000

30 X 30

Electronics / Wearable Technology

Wearable Technology Attributes

- Battery life
- Body Metrics Measured
- Colour
- Colour Family
- Compatible Apps
- Connectivity
- Features
- Franchise
- GPS enabled
- Is Smart
- NFC
- Operating System Compatibility
- Protection Features
- Size
- Voice Assistant
- Wireless Connectivity

Wearable Technology Accessories Attributes

- Colour
- Colour Family
- Material
- Size

Note: **New** attributes above have been introduced into the vendor portal as of **September 2019**

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

ELECTRONICS | Tablets

Product Name*Max Characters: 120*

{Refurbished if applicable} + Brand +
Screen Size + Sub-Brand/Product Line
or Series + GB + Product Type

Example

- Samsung 10.5" Galaxy Tab S6 256GB
- Apple 11" iPad Pro 64GB
- ACER 10.1" ICONIA 16GB Tablet

Short Description*Max Characters: 30***Most important feature****Example**

- Liquid Retina display
- Enhanced S Pen Included
- Detachable keyboard

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

Bring it anywhere. Use it everywhere. With a slim, portable design and long battery life, you can enjoy your favourite content at home or on the go – for hours on end. The Galaxy Tab A 8" (2019) includes a front and rear camera, allowing you to capture your best moments, snap spontaneous selfies, or take video calls on the fly. The clear, bright display with 16:10 aspect ratio provides optimal viewing for most content in both a portrait and landscape orientation. Family Share lets you keep your loved ones connected while Samsung Kids keeps your youngest family members entertained with learning-based games and content. Plus, get 2 months of ad-free YouTube and YouTube Music with your Galaxy Tab A.

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

- Colour
- Connectivity
- Resolution/Display Type
- Camera Megapixels
- Additional Features
 - Warranty
- What's in the box?



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

Electronics / Tablets

ELECTRONICS | Unlocked Phones

Product Name*Max Characters: 120*

{Refurbished if applicable} + **Brand** +
Sub-Brand/Product Line or Series +
GB + **Product Type**

Example

- **Samsung** Galaxy A10e 32GB Smartphone
- **Samsung** Galaxy S20 512GB Smartphone
 - **HUAWEI** P30 6GB Smartphone

Short Description*Max Characters: 30***Most important feature****Example**

- **Wireless charging**
- **In-screen fingerprint**
- **Dust & water resistant**

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

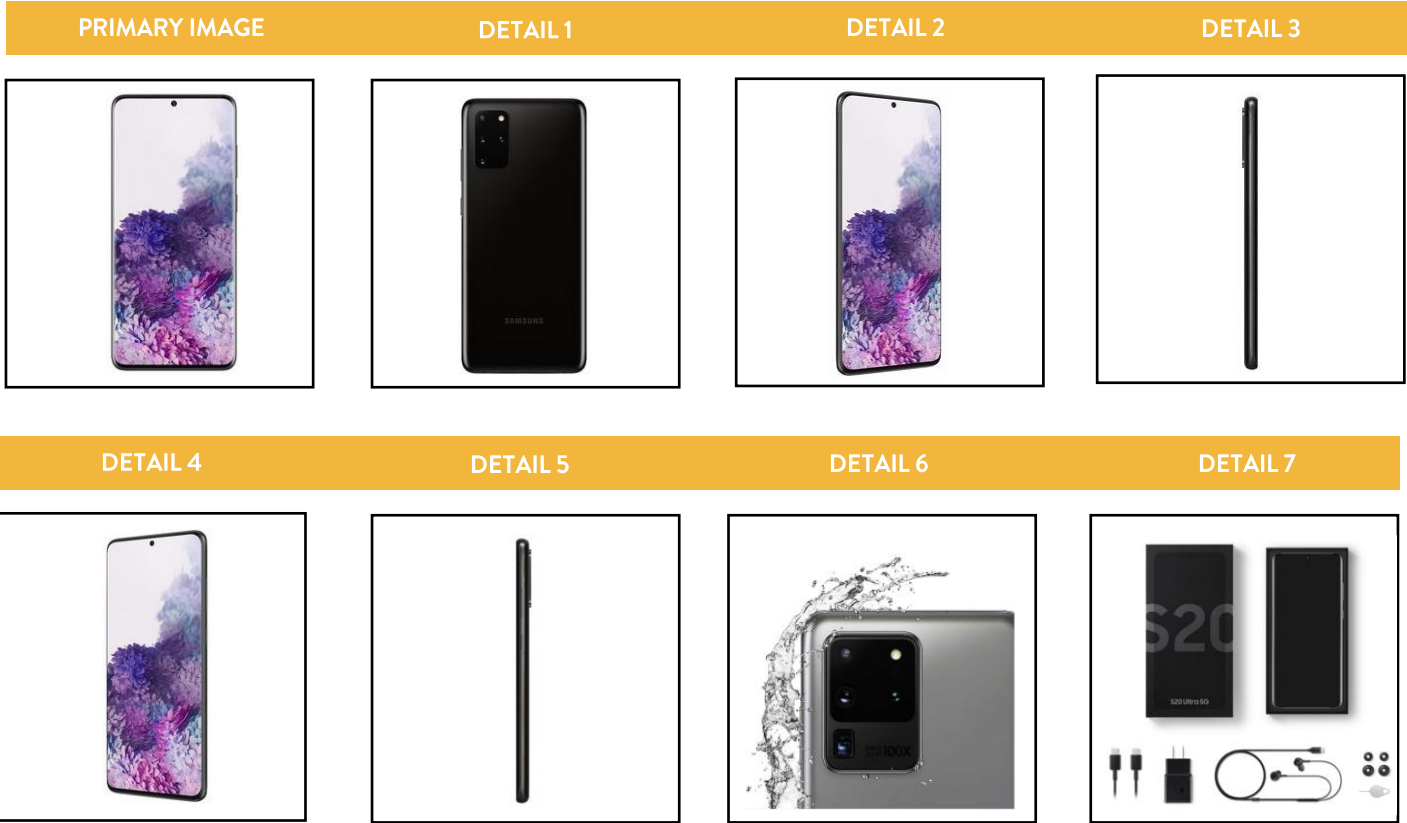
Bring it anywhere. Use it everywhere. With a slim, portable design and long battery life, you can enjoy your favourite content at home or on the go – for hours on end. The Galaxy Tab A 8" (2019) includes a front and rear camera, allowing you to capture your best moments, snap spontaneous selfies, or take video calls on the fly. The clear, bright display with 16:10 aspect ratio provides optimal viewing for most content in both a portrait and landscape orientation. Family Share lets you keep your loved ones connected while Samsung Kids keeps your youngest family members entertained with learning-based games and content. Plus, get 2 months of ad-free YouTube and YouTube Music with your Galaxy Tab A.

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

- Colour
- Connectivity
- Resolution/Display Type
- Camera Megapixels
- Additional Features
 - Warranty
- What's in the box?



WHITE BACKGROUND

IMAGE SPECS

SWATCH SPECS

255, 255, 255

2000 X 2000

30 X 30

Electronics / Unlocked Phones

ELECTRONICS | Audio & Home Theatre

Product Name

Max Characters: 120

{Refurbished if applicable} + Brand +
Sub-Brand/Product Line or Series +
Product Type

Example

- Bose Solo 5 TV Sound System
- beats by dr. dre Beats Pill+ Bluetooth Speaker
- JBL Clip 3 Portable Bluetooth Speaker

Short Description

Max Characters: 30

Most important feature

Example

- Universal remote
- 10 hours of playtime
 - Waterproof

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

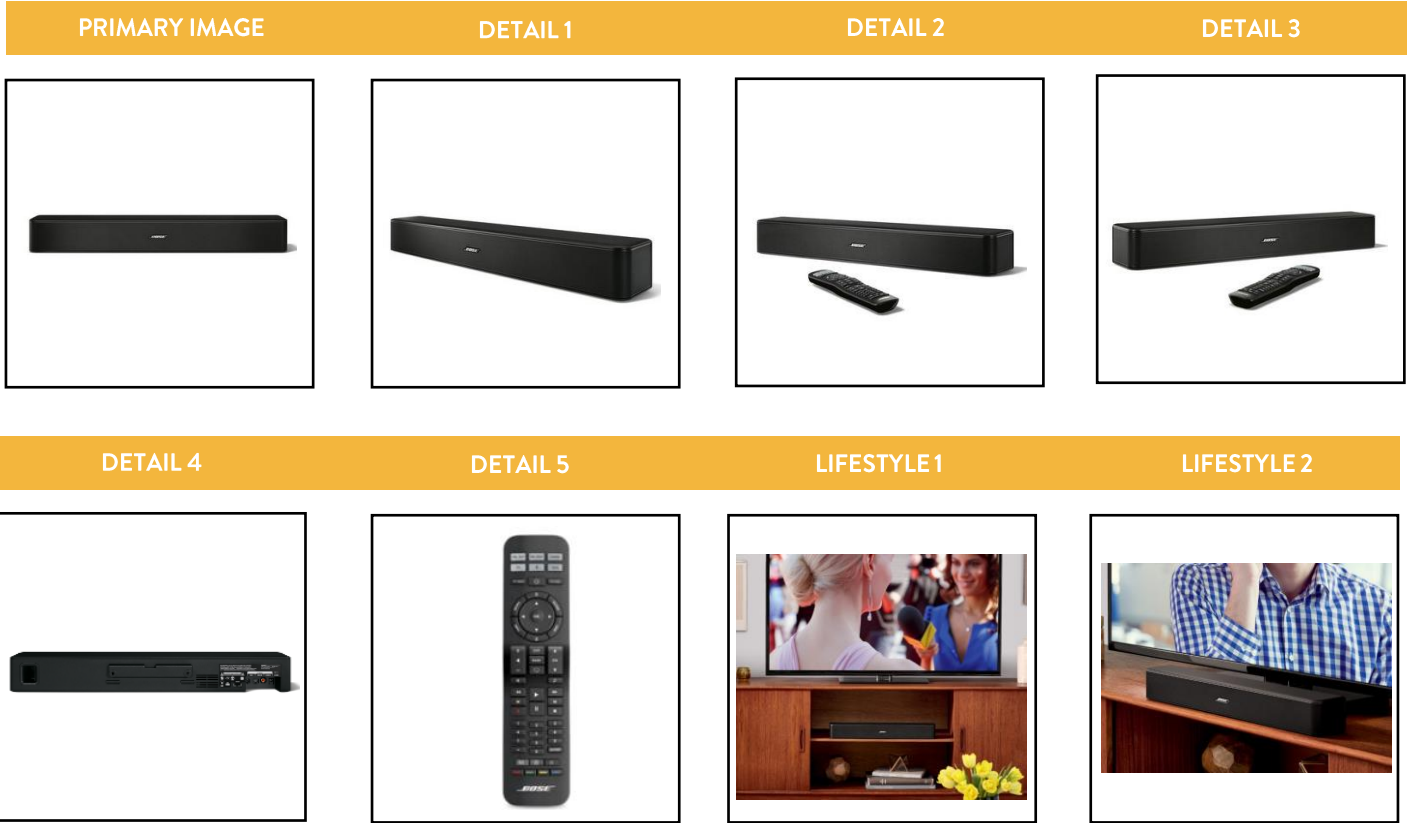
Beats Pill+ is designed to go wherever you do and fill the room with a rich clear sound field that has as much power as it does definition. With a sleek interface, the Beats Pill+ is intuitive to use and brings people together with engaging features for a unique shared listening experience.

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.

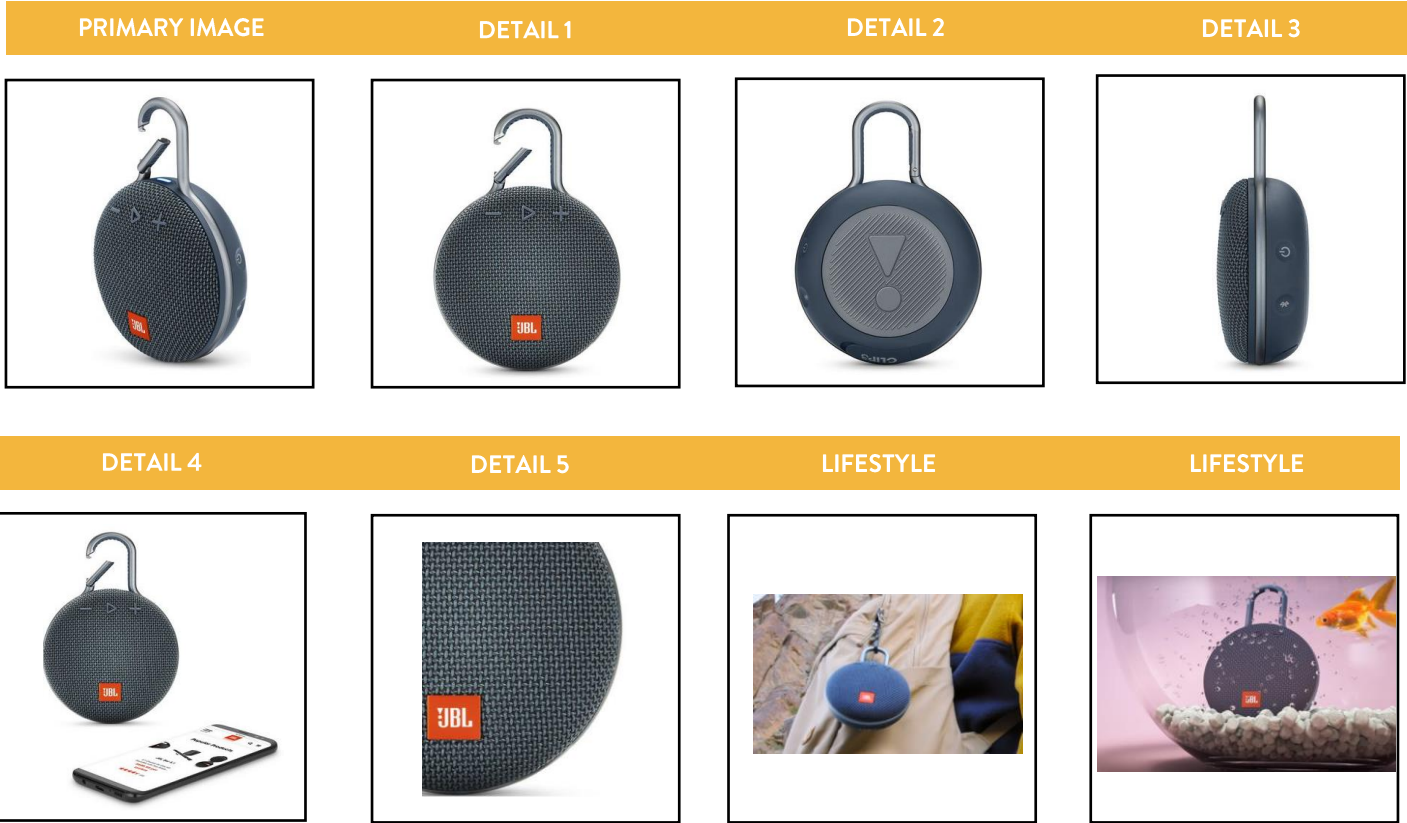
Include

- Colour
- Connectivity
- Playtime hours
- Voice Assistant
- Additional Features
 - Warranty
- What's in the box?



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

Electronics / Audio & Home Theatre



WHITE BACKGROUND
IMAGE SPECS
SWATCH SPECS

255, 255, 255
2000 X 2000
30 X 30

Electronics / Audio & Home Theatre

ELECTRONICS | Cameras

Product Name

Max Characters: 120

{Refurbished if applicable} + Brand +
Sub-Brand/Product Line or Series +
Focal Length + Lens Aperture +
Product Type

Example

- Canon EOS REBEL T7 18-55mm f/3.5-5.6 III DSLR Camera
- Nikon D7500 AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR DSLR Camera
- Canon Powershot ELPH 190IS HS Digital Camera

Short Description

Max Characters: 30

Megapixels

Example

- 24.1 Megapixels
- 20.9 Megapixels
- 20 Megapixels

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

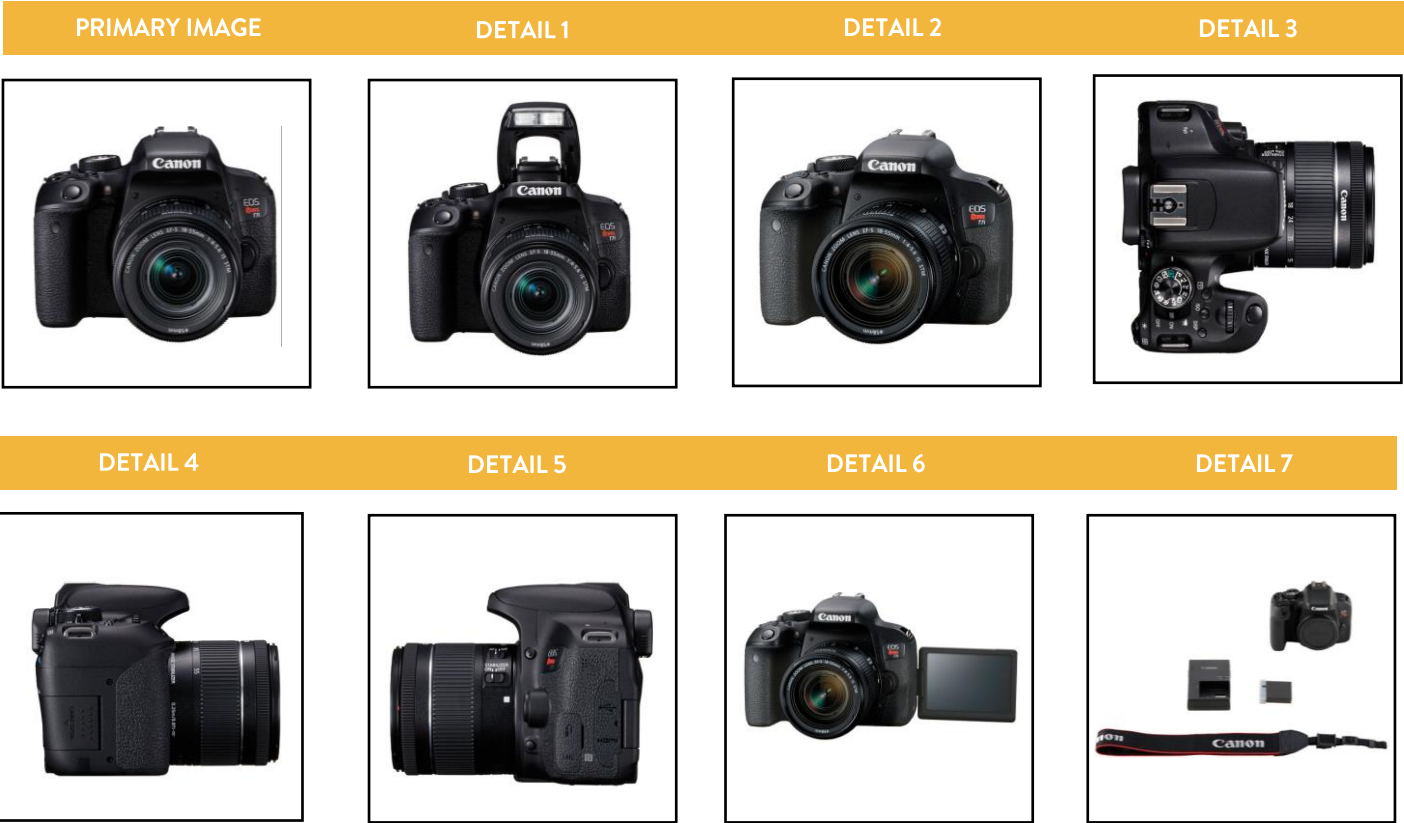
Ideal for mobile device users wanting to take the next step with their photography, the EOS Rebel T7 camera combines fantastic features with easy-to-use operation for high-quality images you'll be proud to share. Harness the power of the EOS Rebel T7's large 24.1 Megapixel CMOS sensor to realize your potential for great shots. Share the memories with your friends and family quickly and easily via built-in Wi-Fi** and NFC** technology. With the EOS Rebel T7's fast autofocus system, you can capture every moment as it happens, viewing each shot through the bright optical viewfinder. A range of additional features, including a large LCD screen, Full HD video recording and an on-board feature guide help you capture eye-catching photos and video.

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

- Colour
- Connectivity
 - FPS
- Focal Length
- Lens Aperture
- Camera Megapixels
- Additional Features
 - Warranty
- What's in the box?



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

Electronics / Cameras

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

ELECTRONICS | Drones

Product Name*Max Characters: 120*

{Refurbished if applicable} + **Brand** +
 Sub-Brand/Product Line or Series +
 Product Type

Example

- **Polaroid** Explorer PL2600 **Drone**
- **DJI** Mavic PRO Platinum **Drone**
 - **DJI** Ryze Tello **Drone**

Short Description*Max Characters: 30***Most important feature****Example**

- **Wi-Fi Live Stream**
- **Remote controller included**
 - **20 Megapixels**

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

Ideal for mobile device users wanting to take the next step with their photography, the EOS Rebel T7 camera combines fantastic features with easy-to-use operation for high-quality images you'll be proud to share. Harness the power of the EOS Rebel T7's large 24.1 Megapixel CMOS sensor to realize your potential for great shots. Share the memories with your friends and family quickly and easily via built-in Wi-Fi** and NFC** technology. With the EOS Rebel T7's fast autofocus system, you can capture every moment as it happens, viewing each shot through the bright optical viewfinder. A range of additional features, including a large LCD screen, Full HD video recording and an on-board feature guide help you capture eye-catching photos and video.

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

- Colour
- Flight Time
- Max Height
- Max Travel Speed
- Charge Time
- Camera Resolution
- Connectivity
- Batteries Required
- Storage Capacity
- Additional Features
 - Warranty
- What's in the box?



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

Electronics / Drones

ELECTRONICS | Household Batteries

Product Name*Max Characters: 120*

+ **Brand** + **Sub-Brand/Product Line or Series {if applicable}** + **Product Type** + **Pack size**

Example

- Energizer MAX Alkaline AAA Batteries, 2 Pack
- Energizer EZ Turn & Lock Size 13 Hearing Aid batteries, 16 Pack
- Rayovac Size 10 Hearing Aid Batteries - 8 Pack

Short Description*Max Characters: 30*

Pack size or unit count

Example

- Pack of 1 battery
- Pack of 28 batteries
- 1 NiMH charger & 2 batteries

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

You can rely on your devices when you rely on the power of Energizer MAX Alkaline C Batteries. Made to last, not to leak, these Energizer batteries deliver long lasting power for your everyday devices. Energizer C batteries fuel the technology that helps you work and play, whether you need batteries for flashlights and children's toys or backup batteries for radios and other electronics. With a shelf life up to 10 years in storage, these C cell batteries are there when you need them. Trust the power of Energizer MAX C Batteries to keep the devices you love powered when you need them most.

Product Features

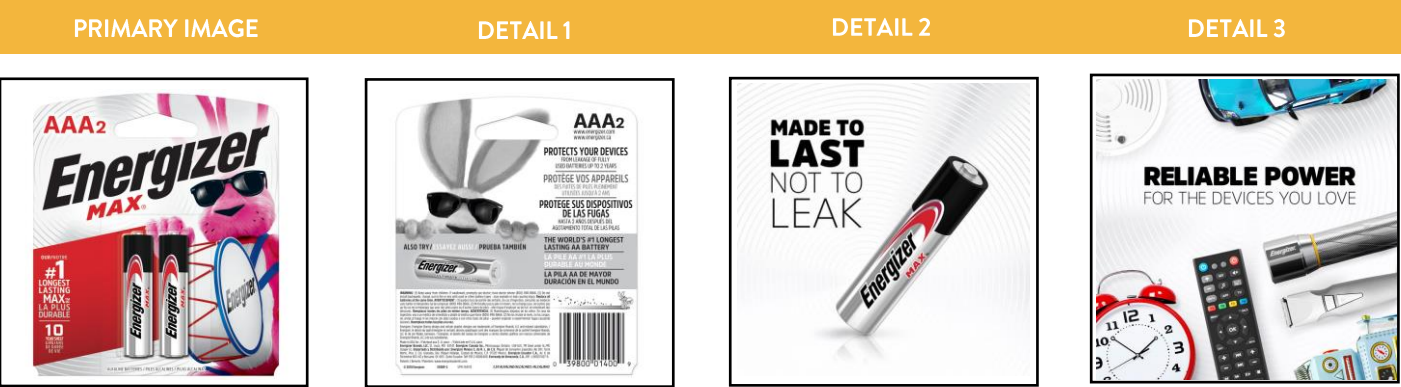
The Product's key features, benefits and item specifics. Information entered here should be in the bulleted form. The item should contain the requested information as outlined.

Include

- Pack size
- Product type and battery size
- Potential battery life (if applicable)
- Compatible devices (if applicable)
 - Additional Features
- Guarantees and disclaimers (if applicable)

Example

- 8 pack of Energizer MAX C Batteries, C Cell Alkaline Batteries
- These alkaline C batteries provide long lasting power for your everyday devices
- The power you depend on for high-tech C battery flashlights, radios, toys and other high-drain devices
- MAX C battery pack that holds power for up to 10 years in storage
- C Alkaline batteries that are made to last. Not to leak.
- Feel confident knowing you have the long-lasting power and protection you expect from Energizer.



Please note any images or infographics with text should always be bilingual

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

Electronics / Household Batteries

For support with content uploads, attribute requirements and technical portal support please contact our inbox:

CA Online Content Support onlinecontentsupport@walmart.com

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