

Walmart.ca Content Guide – Books

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. Overview
3. SEO
4. Copy Guidelines
5. Imagery Specifications

1. Anatomy: Product Information Page (PIP)

Image ←

Common Ground (Hardcover)

Justin Trudeau

☆☆☆☆☆ > 0 Reviews

→ **Product Name**

→ **Short Description**

ⓧ Not sold online

➤ Not Available at stores nearest V5M 2G7

Add to cart

Add to list ▼

THIS ITEM QUALIFIES FOR

FREE SHIPPING TO HOME*

on orders over \$50

* Conditions apply. [Click here](#) for details.

Product Description ←

Description & Features

Justin Trudeau's candid memoir will reveal to its readers the experiences that have shaped him over the course of his life and show how his passion for Canada and its people took root. Covering the years from his childhood at 24 Sussex to his McGill days during the tumultuous time of the Charlottetown Accord to his first campaign in Papineau to his role as Liberal leader today, the book will capture the foundational moments that have formed the man we have come to know and informed his vision for the future of Canada. Filled with anecdotes, personal reflections, and never-before-seen photographs from his own collection, Mr. Trudeau's memoir will show how the events of his life have led him to this moment and prepared him for the future. All proceeds from the book will be donated to the domestic programs of the Canadian Red Cross Society that serve local communities and people across the country that need it most.

2. 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.

1. **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: Use an active voice.

2. **Say more with fewer words.**

3. **Focus on product featured**

Ensure that the Product Description focuses on the product featured, not an entire brand, and highlights key differentiating characteristics of that product.

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, 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 <i>Character limit: 50-70</i>	SHORT DESCRIPTION <i>Character limit: 25-300</i>	PRODUCT DESCRIPTION <i>Min Characters: 150</i> <i>Format: 1-2 sentences</i>
<p>Title of the product to be displayed on the product details page.</p> <p>Book Title + Format</p> <p>For French translation of English books :</p> <p>Book Title (English name) + Format (English) – En anglais seulement</p>	<p>Short Description of product to be displayed on the product details page.</p> <p>Author Name</p>	<p>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.</p> <p>For French translation of English books :</p> <p>En anglais seulement</p>

<p><i>Examples:</i></p> <p><i>Common Ground (Hardcover)</i></p> <p>For French translation of English books :</p> <p><i>Common Ground (Hardcover)</i> – En anglais seulement</p>	<p><i>Example:</i></p> <p><i>Justin Trudeau</i></p>	<p><i>Example:</i></p> <p><i>Justin Trudeau's candid memoir will reveal to its readers the experiences that have shaped him over the course of his life and show how his passion for Canada and its people took root. Covering the years from his childhood at 24 Sussex to his McGill days during the tumultuous time of the Charlottetown Accord to his first campaign in Papineau to his role as Liberal leader today, the book will capture the foundational moments that have formed the man we have come to know and informed his vision for the future of Canada. Filled with anecdotes, personal reflections, and never-before-seen photographs from his own collection, Mr. Trudeau's memoir will show how the events of his life have led him to this moment and prepared him for the future.</i></p> <p>For French translation of English books :</p> <p>En anglais seulement</p>
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5. Imagery Specifications

Mandatory Images:

- (1) Primary Image should always be a direct front view of product

Image Requirements:

- Background: seamless white background (255/255/255 RGB)
- Pixels: Min. 750x750; Max. 2000x2000; 300 dpi

PRIMARY Examples:

