

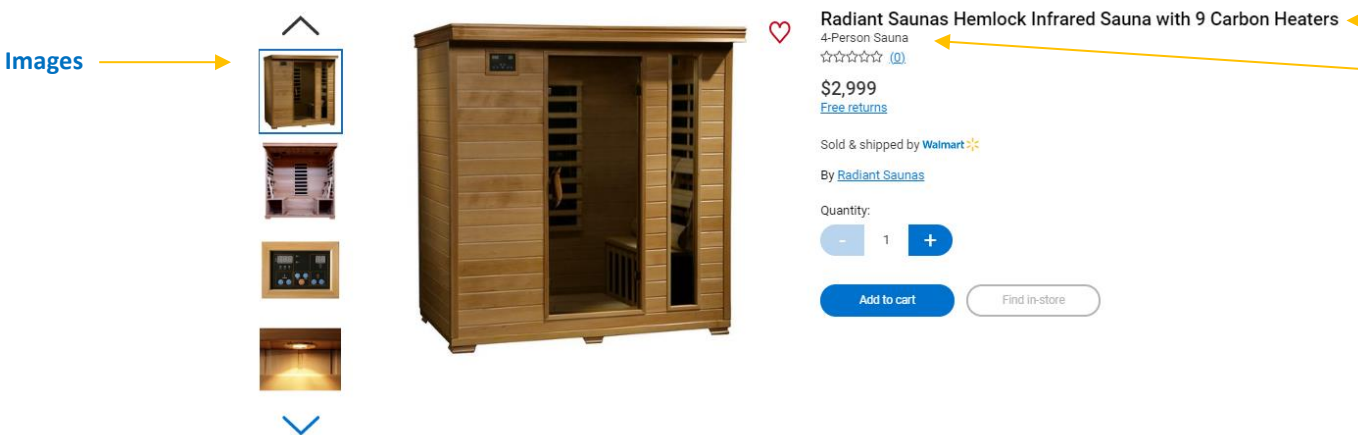
## Walmart.ca Content Guide – General

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. Imagery Specifications
3. Copy Guidelines

### 1. Anatomy: Product Information Page (PIP)



**Images** →

**Product Name** → Radiant Saunas Hemlock Infrared Sauna with 9 Carbon Heaters

**Short Description** → 4-Person Sauna

**Price** → \$2,999

**Quantity** → 1

**Buttons** → Add to cart, Find in-store

**Product Description** →

**Features & Specifications** →

- CANADIAN HEMLOCK CONSTRUCTION – Eastern hemlock's scar-resistant and hypoallergenic properties make it the ideal wood for sauna construction. This durable wood is an excellent insulator, keeping your heat contained within your sauna room.
- BUILT FOR THE HOME – Add luxurious relaxation to your basement, gym, or master bathroom. Real Canadian hemlock adds a natural sophistication to your home décor. And you'll enjoy crisp, clear sound thanks to an integrated audio system.
- PREMIUM FEATURES – An integrated sound system includes a CD player, radio, and aux input. You'll also enjoy comfortable back rests, towel hooks, and a magazine rack.
- SEVEN-YEAR WARRANTY – Your sauna comes with a seven-year manufacturer warranty. Your item will arrive damage free with all necessary parts and accessories. If something goes wrong, we'll work tirelessly until you're satisfied with your sauna.
- Includes exterior light, towel and magazine racks, air vents, oxygen ionizer and 4 backrests

## 2. Imagery Specifications

- **Mandatory:** (1) primary image should always include product on white background
- **Mandatory:** (2-3) alternative images should include additional angles, close up details, lifestyle shots
- Image pixel requirements: **Minimum 750x750; Maximum 2000x2000; 300 dpi**

## 3. 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>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: &lt;30</i>	PRODUCT DESCRIPTION <i>Minimum Characters: 100 Maximum Characters: 4000 Format: 2-5 sentences</i>	FEATURES & SPECIFICATIONS <i>Max Characters: 200/bullet point Format: 5-15 bullet points</i>
<p>Title of the product to be displayed on the product details page.</p> <p><b>Brand + {Series} + Product Type + {Model #} {optional}</b></p>	<p>Abbreviated list of key item features.</p> <p>Available Sizes <u>or</u> # of products <u>or</u> Additional Parts Included <u>or</u> Key Feature(s)</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>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.</p>
<p><i>Example:</i></p> <p><b>Broilchef Paramount BC-580 Propane Gas Grill</b></p>	<p><i>Example:</i></p> <p><b>6 burners with side burner</b></p>	<p>Broilchef 6 Burner Propane Gas Grill comes with ceramic searing side burner to prepare restaurant quality steaks. Fire up the grill and grab the buns. With 84,000 BTU on the burners and 800 sq inches of cooking space, you'll have plenty of room for everyone's favourite summer food.</p>	<ul style="list-style-type: none"> <li>• Total BTUs - 84,000</li> <li>• Total Cooking Surface - 580 sq. in.</li> <li>• Stainless Steel Cooking Grates</li> <li>• Push-button ignition</li> <li>• Removable catch pan</li> </ul>