Walmart

BBQs & Outdoor Cooking
July 2019

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. **Imagery Specifications**

1. Anatomy: Product Information Page (PIP)

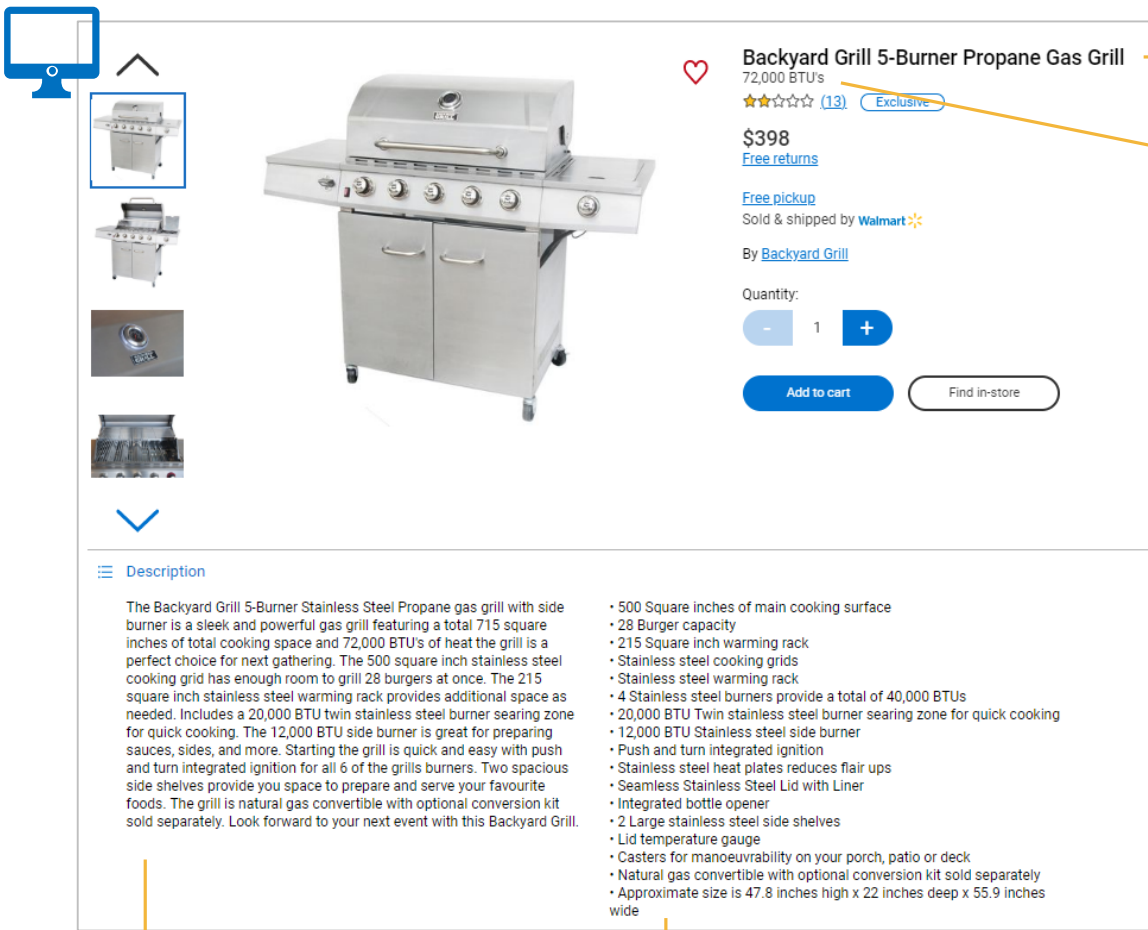**Product Name** — Backyard Grill 5-Burner Propane Gas Grill
72,000 BTU's
★★☆☆☆ (13) (Exclusive) — **Short Description**

$398
Free returns

Free pickup
Sold & shipped by **Walmart**

By Backyard Grill

Quantity:
[−] 1 [+]

[Add to cart] [Find in-store]

Description

The Backyard Grill 5-Burner Stainless Steel Propane gas grill with side burner is a sleek and powerful gas grill featuring a total 715 square inches of total cooking space and 72,000 BTU's of heat the grill is a perfect choice for next gathering. The 500 square inch stainless steel cooking grid has enough room to grill 28 burgers at once. The 215 square inch stainless steel warming rack provides additional space as needed. Includes a 20,000 BTU twin stainless steel burner searing zone for quick cooking. The 12,000 BTU side burner is great for preparing sauces, sides, and more. Starting the grill is quick and easy with push and turn integrated ignition for all 6 of the grills burners. Two spacious side shelves provide you space to prepare and serve your favourite foods. The grill is natural gas convertible with optional conversion kit sold separately. Look forward to your next event with this Backyard Grill.

- 500 Square inches of main cooking surface
- 28 Burger capacity
- 215 Square inch warming rack
- Stainless steel cooking grids
- Stainless steel warming rack
- 4 Stainless steel burners provide a total of 40,000 BTUs
- 20,000 BTU Twin stainless steel burner searing zone for quick cooking
- 12,000 BTU Stainless steel side burner
- Push and turn integrated ignition
- Stainless steel heat plates reduces flair ups
- Seamless Stainless Steel Lid with Liner
- Integrated bottle opener
- 2 Large stainless steel side shelves
- Lid temperature gauge
- Casters for manoeuvrability on your porch, patio or deck
- Natural gas convertible with optional conversion kit sold separately
- Approximate size is 47.8 inches high x 22 inches deep x 55.9 inches wide

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Product Description

Features & Specifications

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

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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*

Brand + Series / Product Line + Main Feature + Energy Type + Item Type + [Colour] if style only comes in a single colour

Examples:
Char-Broil Performance 5 Burner Propane Gas Grill
Weber Spirit II E-210 Propane Gas Grill
Weber Q 2400 Electric Grill
Expert Grill Heavy Duty 24-Inch Charcoal Grill

4.2 Short Description

Character limit: <30

Short Description for BBQs & Outdoor Cooking should highlight the BTU (British Thermal Unit) output and an additional feature that is not shown in the Product Name. Once the customer has filtered down their assortment, the short description section lets customers know if the item comes in the BTU Output without having them g 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.

Examples:
48,000 BTUs
60,000 BTUs, with side burners
58,000 BTUs, with boost burner

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4.3 Product Description

Minimum Characters: 100
Maximum Characters: 4000

The Product Description should be 2-5 sentences to briefly describe any details of the product. The first two sentence should be descriptive enough for people to visualize the product without looking at the image. The remaining sentences can be utilized to explain unique benefits to features that would not be able to be explained in images or bullets.

4.4 Features & Specifications

Maximum Characters: 200/bullet point
Format: 5-15 bullet points

All other bullet points should be used to highlight quality, functionality and cooking area size(s) of individual grids.

The 11 mandatory bullets are:
1. Number of Burners
2. Ignition Type
3. Primary Cooking Area Size in Square Inches, Material + Burger Capacity
4. Warming Rack Area Size in Square Inches, Material
5. Grill Grate Material
6. Grill Body Material
7. Multiple Cooking Zone Function
8. Product Warranty in Years
9. Assembled Product Dimensions (L x W x H) in inches ("), note: keep to one decimal place only
10. Assembled Product Weight in pounds (lb.), note: keep to one decimal place only
11. Model Number

Plus any features/characteristics that is not visible on the image. If lifestyle image has props that are sold separately, ensure that is noted.

Example:

With plenty of grill space to cook for all your family and friends, the Expert Grill Heavy Duty 24" Charcoal Grill will be the star at your next backyard barbecue or gathering. This cart-style grill has a 372 sq. in. main cooking surface that's large enough to grill 20 burgers at once plus a 201 sq. in. warming rack. This grill is equipped with heavy-duty cast iron cooking grates that retain heat exceptionally well and produce restaurant-quality sear marks on steaks, burgers, chicken, and more. The foldable side shelf offers space for platters, marinades, and more, and the shelf has three hooks to keep grill tools and utensils within easy reach. Wheels on the right legs offer easy maneuverability around a porch, patio, or deck.

Example:
- 3 stainless steel tube burners
- Push and turn ignition system
- 372 square inch heavy-duty cast iron cooking surface with space for up to 20 burgers
- Chrome warming rack measures 150 square inches
- Porcelain coated steel cooking grid
- Stainless steel finish
- 2 spacious fixed side shelves
- 2 years warranty
- Assembled product dimensions: 44.8"L x 26.4"W x 42.3"H
- Assembled product weighs 70.2 lb.
- Model number: XG1910200103
- 2 large and heavy duty wheels for easy transport
- Tank attachment integrated on cart frame, tank not included
- Cover sold separately

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

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5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct or angled front view of product against a white-background. Note: no image of product in-package or product with models should be used.
- **(2-5) Alternative Images (AI)** should include multiple views, including lifestyle images of the product in use, product interior and details with focus on close-up shots to reflect quality.
- Dimensions (length, width, height) of product. Please use units of measure in inches (as "in.").

Image Requirements

- **Background:**
  Seamless white background (255/255/255 RGB)
- **Pixels:**
  2000x2000
  300 dpi

Primary Image

Alternative Images