

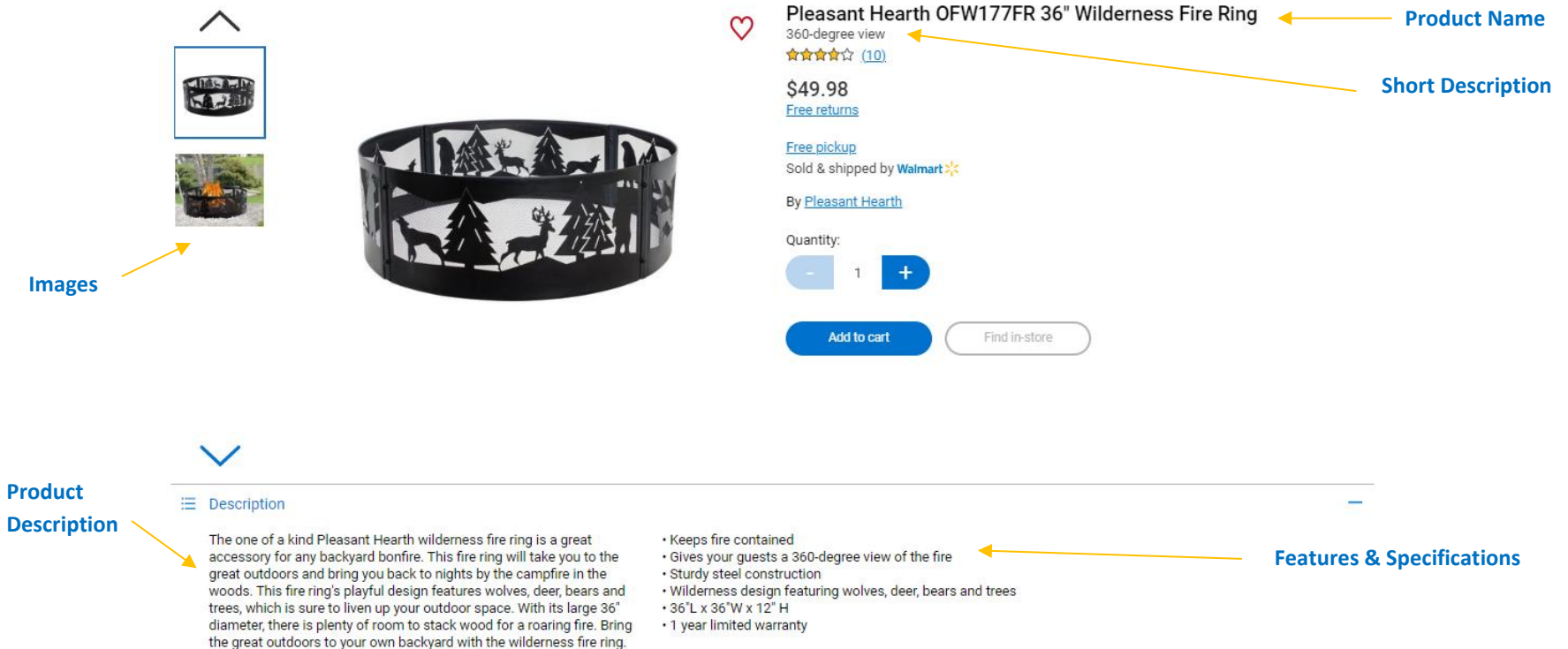
Walmart.ca Content Guide – Fire Pits

This Content Guide is written to inform and aid our Fire Pits 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. Content Standards

1. Anatomy: Product Information Page (PIP)



The screenshot shows a product page for a 'Pleasant Hearth OFW177FR 36" Wilderness Fire Ring'. The page includes a main product image, a smaller thumbnail image, and a detailed description. Annotations with arrows point to various elements:

- Images:** Points to the main product image and a smaller thumbnail image showing the fire ring in use.
- Product Name:** Points to the product title 'Pleasant Hearth OFW177FR 36" Wilderness Fire Ring'.
- Short Description:** Points to the product details including '360-degree view', a star rating '(10)', the price '\$49.98', and 'Free returns'.
- Product Description:** Points to the detailed text description of the fire ring.
- Features & Specifications:** Points to the bulleted list of features and specifications.

Product Name: Pleasant Hearth OFW177FR 36" Wilderness Fire Ring

Short Description: 360-degree view, (10), \$49.98, Free returns, Free pickup, Sold & shipped by Walmart, By Pleasant Hearth

Product Description: The one of a kind Pleasant Hearth wilderness fire ring is a great accessory for any backyard bonfire. This fire ring will take you to the great outdoors and bring you back to nights by the campfire in the woods. This fire ring's playful design features wolves, deer, bears and trees, which is sure to liven up your outdoor space. With its large 36" diameter, there is plenty of room to stack wood for a roaring fire. Bring the great outdoors to your own backyard with the wilderness fire ring.

Features & Specifications:

- Keeps fire contained
- Gives your guests a 360-degree view of the fire
- Sturdy steel construction
- Wilderness design featuring wolves, deer, bears and trees
- 36"L x 36"W x 12" H
- 1 year limited warranty

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**

General Imagery Examples:



Primary Image



Alternative Images



3. Content Standards

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 <30</i>
Brand + {Series} + {Diameter or Height} + Material + Product Type + Model #	Additional Parts/Features
<i>Example:</i> Corral 34" Black Marble Fire Table - 123456	<i>Example:</i> Provides up to 2 sq. ft. heat

PRODUCT DESCRIPTION <i>Minimum Characters: 100 Maximum Characters: 40000</i> <i>Format: 2-5 sentences</i>	FEATURES & SPECIFICATIONS <i>Max Characters: 200/bullet</i> <i>Format: 5-15 bullet points only</i>
<p>The product description should begin with a creative marketing paragraph outlining the main advantages and features of the product/set. Ensure that the Product Description focuses on a single product, not an entire brand, and highlights the key differentiating characteristics of that product. Repeat information in product name and short description to give customers a one-sentence overview and to build better SEO.</p>	<p>Build feature/benefit statements that are based on the product features identified.</p> <ul style="list-style-type: none"> •Fuel type: •Heating radius: •Material: •Screen feature: •Weather-resistant: • Assembly Time Required: • Easy to assemble: Yes/No • Warranty Information: • Customer Service Information: • What's Included:
<p>Example: Put the spark back into your outdoor living area with the addition of the stylish Sunjoy Baird 30" Square Fire Pit. This handsome unit features a wide and deep combustion bowl, perfect for making large, warming fires that will keep the chilly fingers of winter at bay while relaxing outside during the cold months.</p> <p>This fire pit features a natural slate top complete with stunning copper inlays to give the whole unit a very fashionable look. Don't let Jack Frost keep you from enjoying your backyard or patio area, break out the marshmallows, start a robust fire, or sip on a warm drink; while sitting near the flames.</p>	<p>Example:</p> <p>Fuel type: Wood-burning outdoor fireplace is an all-natural heating option</p> <ul style="list-style-type: none"> •Heating radius: Provides up to 2 sq. ft. of heat for your patio or backyard •Material: Cast iron provides strength and stability on uneven surfaces •Screen feature: Mesh metallic screen provides safety against children trying to put their hand into the heating source •Weather-resistant: Cast iron is weather resistant, protecting the finish from fading and losing its original appearance • Assembly Time Required: No assembly required • Easy to assemble: Yes • Warranty Information: 1 year manufacturer's warranty • Customer Service Information: for inquiries, please call 1-800-XXXXX • What's Included: 1x Sunjoy Baird Square Fire Pit (30" x 30" x 19.3")