

CONTENT STANDARD GUIDE



PATIO
November 2019

This Walmart.ca Content Standard Guide is written to inform and aid our vendor partners with the standards and practices for quality, ready-to-publish site content.

Please ensure these guidelines are adhered to as information is graded on the vendor scorecard.

For more information, contact your Walmart.ca partner.

FOR SUPPLIERS & VENDORS USE ONLY

This Content Standard Guide is written to inform and aid our vendor / seller partners with the standards and practices for preparing high-quality, ready-to-publish product content. Please adhere to all aspects of this Content Standard Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering with Walmart Canada.

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1. Anatomy: Product Information Page (PIP)



Product Name: hometrends Monaco 7-piece Dining Set

Short Description: All-weather, UV resistant

Price: \$798

Free returns

Sold & shipped by Walmart

By hometrends

Quantity: 1

Add to cart

Find in-store

Description: Created with comfort in mind, the hometrends Monaco 7-piece Dining Set includes six high back parson chairs with contoured backs in handwoven all-weather faux wicker. Seat cushions are included and made for outdoor use with Olefin fabrics for over 800 hours of UV protection and paired with an oversized slatted dining table with trestle style leg design. The textured faux wood surface is made from all-weather rust resistant steel and designed to be virtually maintenance free.

Bulleted Features: This 7pc dining set consists of 6 chairs with seat cushion and a full sized rectangular dining table

Product Name

Short Description

Descriptive Sentences

Description

Bulleted Features



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Bulleted Features: This 7pc dining set consists of 6 chairs with seat cushion and a full sized rectangular dining table
• Powder coated rust resistant steel frame for durability
• Chairs feature handwoven synthetic wicker which is weather resistant and durable and are contoured for comfort, it also comes with seat cushions filled with mold and mildew resistant material and cushion shells are made with weather resistant Olefin fabric
• Large dining table with trestle style x-leg design and textured faux wood slat table top with umbrella hole Coordinates with other Monaco patio collection items

Product Name

Short Description

Descriptive Sentences

Bulleted Features

Description



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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 and informed purchase decisions as well as driving the searchability of products.

3. SEO

Search Engine Optimization (SEO) is an important part of product content. Adhering to SEO best practices will improve your Product Information Page (PIP) rankings in search engines, such as Google, so that customers can find products more easily. It can also contribute to stronger conversion metrics. You will find best practices for optimizing your product content throughout this Content Standard Guide.

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 customers. As our vendor 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
- Say more with fewer words
- Focus on the product featured, highlighting key differentiating characteristics

How to Optimize Your Product Descriptions

- Provide unique, relevant content that is useful to the user. Avoid "spammy" or "filler" content (i.e. content that overuses keywords and descriptions that don't offer value).
- Use the product name and brand name within the product content naturally
- Do not provide the same product content to multiple online retailers – it must be unique to Walmart Canada. Original content is an important ranking factor in search engine results.
- Write informative content that reads naturally, as though you are speaking to someone who is discovering your product for the first time
- Use simple, concise language and keywords that customers are more likely to use when searching the Web for your product type (i.e. avoid complex industry jargon)

4. Copy Guidelines

4.1 Product Name

The Product Name is an important feature of the Product Information Page (PIP) that allows customers to find, recognize and associate with your product. A well-written and optimized Product Name will improve your PIP's visibility and performance in internal and external search results. Please follow the best practices for Product Names below:

- ✓ Ensure the spelling and formatting of your brand name, collection names and product names are accurate and consistent across all PIPs
- ✓ Avoid symbols, such as Trademark (™) or Registered Trade Mark (®)
- ✓ Use the ampersand sign "&" rather than "and" to keep titles concise
- ✓ Use a dash (rather than a comma) if you must separate information in the title for clarity
- ✓ Hyphenate compound modifiers/adjectives – two or more words that come before your product type to collectively describe it (e.g. 3-in-1)
- ✓ Avoid overcomplicating titles with keywords, features or descriptive language – keep it short and simple
- ✓ Write names that are unique for each PIP – search engines penalize pages for duplicate content, which affects their visibility and performance in search engine results

Product Name Guidelines:

Recommended Characters: 45 | Maximum Characters: 120

Patio Furniture

Brand + **Collection** (if applicable) + **Piece Count** (not to include cushion or smaller accessory count) + **Product Type** – **Colour** (if product is in a single colour)

Example: *hometrends Tuscan* 4-Piece Conversation Set – *Blue*

Umbrellas

Brand + **Canopy Width** (unit of measure in feet, use the apostrophe symbol) + **Shape** + **Umbrella Style** + **Product Type** – **Colour** (if product is in a single colour)

Example: *Island Umbrella* 9' Octagonal *Market* Patio Umbrella – *Brown*

Gazebos & Canopies

Brand + **Size** (unit of measure in feet, use the apostrophe symbol) + **Material** + **Style/Design** + **Product Type** – **Colour** (if product is in a single colour)

Example: *hometrends* 10' x 10' Steel *Hard Top* Gazebo – *Black*

Outdoor Heating

Brand + **Material** + **Fuel Type** + **Product Type** – **Colour** (if product is in a single colour)

Example: *Blue Rhino* Steel *Wood Burning* Fire Pit



4. Copy Guidelines

4.2 Short Description

Short Descriptions for Patio-related products are category-specific. They appear under the Product Name and highlight key product features in a few short words (e.g. quality of material, weather resistant, rust resistant, etc.). The Short Description should complement the Product Name and provide net new, useful information – avoid repeating information already noted in the Product Name. Short Descriptions help customers compare and vet products on a category page quickly. Therefore, it is important that all PIPs follow this guideline, as consistency maximizes the usefulness of this information.

Short Description Guidelines:

Character Limit: <30

See Section **5. Category Specific Examples** for short description examples for Patio Furniture, Umbrellas, Gazebos & Canopies, and Outdoor Heating. If you require assistance, please reach out to your Walmart.ca partner.

4.3 Description: Descriptive Sentences

Well-written product descriptions create excitement about your product, and make the customer feel confident in their purchase decision by highlighting its most valuable features. This section should be 2 to 5 sentences long to briefly describe important details of the product. The first two sentences should be descriptive enough for customers to visualize the product without looking at the images. Ensure to include the brand name and product name naturally in the description to make sure it is optimized for external and internal search results.

Descriptive Sentences Guidelines:

Minimum Characters: 100 | **Maximum Characters:** 4,000

See Section **5. Category Specific Examples** for Descriptive Sentences examples for Patio Furniture, Umbrellas, Gazebos & Canopies, and Outdoor Heating.

4. Copy Guidelines

4.4 Description: Bulleted Features

The Bulleted Features section of your PIP provides a complete description of your product's features, benefits and other notables in a bulleted list. These bullets should complement the Descriptive Sentences section of the Description and not contradict such. Key bullets to include:

- Count and type of different pieces included within the set *(not required for product with one item only)*
- Material type and material features of each piece within set or product overall *(provide separate bullets for different pieces)*
- Assembled product dimensions and weight: length ("), width ("), height ("), weight (lb.) *(keep to one decimal place only; provide if information not in Product Name)*
- Functional features (e.g. variations of set ups for modular patio sets, square feet of shade for umbrellas, heat range diameter for outdoor heating)
- Accessories included *(if applicable)*

Note: If the lifestyle image of a product has props that are sold separately, please make note of such to avoid customer confusion. See Umbrellas example below.

Bulleted Features Guidelines:

Maximum Characters: 200 per bullet point | Format: 5 to 15 bullet points

Patio Furniture

Example:

- Set includes 2 cushioned chairs, 2 ottomans, 1 loveseat and an L-style sofa couch
- Fabric is 100% spun polyester, UV-treated, mildew-, stain-, and fade-resistant and can sustain freezing temperatures
- Rust-resistant, stainless steel frame is durable and built for years of lasting use
- Chairs measure 26.9"W x 29.1"H, Loveseat measures 53.9"W x 29.1"H, L-chair measures 28.3"W x 29.1"H, Table measures 27"L x 27"W x 12.2"H
- Overall product weight of 132.3 lb.
- Cushions are stylish, comfortable, and clip on and off for easy care
- Umbrella sold separately

Umbrellas

Example:

- Umbrella made from durable 180 gram polyester
- 1.5" diameter, rust-resistant, aluminum pole with bronze, powder-coated finish
- Convenient crank and pulley system
- One position tilt
- Provides up to 30 square feet of shade
- Side flaps for added shade
- Easy to assemble and store
- Use with 20 lb. umbrella base for additional support (sold separately)

Gazebos & Canopies

Example:

- Made of a high quality aluminum structure
- The roof is made of UV protected 8mm thick tinted polycarbonate sheets panels which allow a part of the light to pass through
- There is a two-track system to receive the nylon mosquito net and privacy curtains (sold separately)
- Eight solidifying bars are added on each corner along with double reinforced roof bars for a better stability and sturdiness of the structure

Outdoor Heating

Example:

- Includes lava rocks, locking lid, 10' long hose with regulator
- High-quality steel with a protective powder coating and enamel finish for long lasting durability
- Lightweight design with antique copper finish
- 58,000 BTU output with integrated ignition for maximum heat
- Heating range diameter of 6'
- Uses standard LP grill tank (not included)



4. Copy Guidelines

4.5 Images

It is **mandatory** to provide 5 high-quality images.

Image 1: Primary Image is a lifestyle image. It can be either a direct or angled front view of the product with vibrant natural lighting. Note: no image of product in-package or product with human models should be used.

Images 2 to 5: Secondary Images: should include multiple views¹, including direct or angled front view of product (or set) against a white-background, individual pieces (if a set) against a white-background, dimensions² of each item, close-up images to show quality (example weaving, table frame, hook of swing, etc.) and print of material/fabric of all items.

Notes:

1. If product can be re-arranged into different settings, we recommend you provide one image per variation. For example: a modular patio sofa with three arrangements will have two additional images to show unique set ups with one image being the primary lifestyle image.
2. Dimensions (length, width, height) of product. Please use units of measure in inches with the inch sign (").

Primary Image



Secondary Images



Note: Image showing dimensions is from a competitor site. Please use inches symbol as unit of measurement. For example: show 26", not 26 inches.

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5. Category-Specific Examples

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- 5.2. [Umbrellas](#)
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- 5.4. [Outdoor Heating](#)

5.1. Patio Furniture

<div>Images</div> <div><div>Primary Image</div><div><div>Secondary Images</div></div></div>		<div><div>Primary Image</div><div><div>Secondary Images</div></div></div>	
<div>Product Name</div> <div>hometrends Monaco 7-Piece Dining Set</div>		<div>Product Name</div> <div>hometrends Monaco 4-Piece Sectional Set</div>	
<div>Short Description</div> <div>Rust & UV resistant</div>		<div>Short Description</div> <div>All-weather, UV resistant</div>	
<div>Description: Descriptive Sentences</div> <div>Created with comfort in mind, the hometrends Monaco 7-piece Dining Set includes six high back parson chairs with contoured backs in handwoven all-weather faux wicker. Seat cushions are included and made for outdoor use with Olefin fabrics for over 800 hours of UV protection and paired with an oversized slatted dining table with trestle style leg design. The textured faux wood surface is made from all-weather rust resistant steel and designed to be virtually maintenance free.</div>		<div>Description: Descriptive Sentences</div> <div>The hometrends Monaco 4-piece Sectional Set will make your patio or garden a wonderful place to entertain or relax in. It includes two love seats, one corner seat, an oversized coffee table with 5 cushions and 6 back cushions that can easily seat four people comfortably. This generously proportioned set with its graceful sloping arms and extra deep seats lends a touch of luxury to any patio space. Its handwoven, durable, all-weather synthetic wicker is fully wrapped around a heavy duty powder coated rust-resistant steel frame. Seat cushion shells are UV protected up to a minimum of 800 hours, using Olefin fabrics filled with a quick dry mildew resistant cushion. The coffee table, with textured faux wood slatted surface and elegant X -leg base is designed for both style and strength, made from all-weather steel with a rust resistant coating.</div>	
<div>Description: Bulleted Features</div> <div><ul style="list-style-type: none">• Set Includes: 6 chairs, 6 cushions and 1 rectangular table• Powder coated rust resistant steel frame for durability• Chairs feature handwoven synthetic wicker which is weather resistant and durable and are contoured for comfort, it also comes with seat cushions filled with mold and mildew resistant material and cushion shells are made with weather resistant Olefin fabric• Dining table measures 74.4” L x 38.2” W X 28.4” H, chair measures 18.9” L x 24.8” W x 37.8” H and 30 lb.• Large dining table with trestle style x-leg design and textured faux wood slat table top with umbrella hole Coordinates with other Monaco patio collection items• Product Care: wipe with dry/damp cloth</div>		<div>Description: Bulleted Features</div> <div><ul style="list-style-type: none">• Set includes: 2 loveseats, 1 corner chair, 1 large coffee table, 5 seat cushions, 6 back cushions• Powder coated rust resistant steel frame for durability• Loveseats and corner chair features handwoven synthetic wicker and comes with comfortable seat and back cushions filled with mold and mildew resistant material and cushion shells are made with weather resistant Olefin fabric• Large sized coffee table features textured faux wood slat table with an X leg base• Each loveseat measures 52.4” L x 33.5” W x 33.9” H, corner chair measures 33.5” L x 33.5” W x 32.7” H, coffee table measures 34.3” L x 34.3” W x 15.8” H• Coordinates with other Monaco patio collection items</div>	

Examples are for illustration purposes only.

5.2. Umbrellas

Images



Primary Image



Secondary Images



Primary Image



Secondary Images

Product Name	CorLiving 9.5' Cantilever Patio Umbrella	Island Umbrella 7.5' Market Patio Umbrella
Short Description	UV resistant fabric	High quality Olefin fabric
Description: Descriptive Sentences	<p>Sharing special moments in your own backyard is easy with the CorLiving 9.5' Cantilever Patio Umbrella. This versatile offset umbrella can be used to create a comfortable shady spot on your patio. Made with a durable steel frame and a UV resistant umbrella fabric this product looks great and is ready to withstand the elements of the outdoors. With only simple assembly needed upon delivery, means you can create your place of shade in minutes.</p>	<p>The Island Umbrella 7.5' Market Umbrella is a perfect fit where size or space is at a premium. The bistro is engineered with long-lasting durability and designed to fit in courtyards, balconies or small patio areas. These cute 7.5' arc shade umbrellas are an excellent addition to a bistro table set, providing all the shade you need to enjoy the warm sun while relaxing in the shade. Bistro tables and umbrellas are typically smaller in size and are suited for more intimate settings rather than large gatherings. Our bistro umbrellas are commercial grade. We use only the highest quality olefin fabric canopies that you have come to expect with the Island Umbrella brand. The canopy is factory pretreated to repel moisture and resist mildew.</p> <p>2 year Olefin canopy fabric warranty, 3 year warranty on pole and umbrella structure</p>
Description: Bulleted Features	<ul style="list-style-type: none">• 9.5' offset umbrella made from durable 180g polyester• Dark grey frame accented with UV resistant umbrella• Height and angle adjustable• Heavy duty steel frame• Umbrella measures 105"L x 52.5"W x 93.3"H• Provides up to 40 square feet of shade• Easy to assemble• Secure base with base weights or patio stones (not included)	<ul style="list-style-type: none">• Easy-open, adjustable crank and push-to-tilt feature• 1.5-in diameter, rust-resistant aluminum pole with Bronze powder-coated finish• Rugged 6-rib rust-resistant aluminum pole with Bronze powder-coated finish• Fade, mildew and weather-resistant Olefin canopy fabric in Stone colour• Umbrella measures 90"L x 90"W x 92.5"H• Provides up to 41 square feet of shade• Vented canopy for wind passage and stability

Examples are for illustration purposes only.

5.3. Gazebos & Canopies

Images



Primary Image



Secondary Images

Product Name hometrends 10' x 12' Steel Hard Top Gazebo

Short Description Rust resistant

**Description:
Descriptive
Sentences**

This gazebo is not a permanent structure and should be disassembled & stored seasonally when not in use. Before placing in storage, ensure gazebo is completely dry. Assembly requires 4 or more adults. When assembling and using this product, basic safety precautions should always be followed to reduce the risk of personal injury and damage to equipment. Please read all instructions before assembly and usage. Loading limit of the hook is 33 lbs. Steel components are treated with rust inhibiting paint. However, due to the nature of steel, surface oxidation (rusting) will occur if this protective coating is scratched. This is a natural process. To minimize this condition, ensure care is taken when assembling and handling the product in order to prevent scratches. Surface rust can be removed easily using a very light application of common cooking oil. If surface oxidation (rusting) occurs and no measures are taken to correct it may start to drip, causing stains to occur on surface where gazebo is placed.

**Description:
Bulleted
Features**

- Heavy duty powder coated steel frame
- Resists rust, corrosion and chipping
- Includes netting for added shade & privacy
- Assembly requires 4 or more adults



Primary Image



Secondary Images

Product Name hometrends Venice 10' x 10' Steel Soft Top Gazebo

Short Description Weather resistant

This gazebo is not a permanent structure and should be disassembled & stored seasonally when not in use. Before placing in storage, ensure gazebo is completely dry. Assembly requires 2 or more adults. Gazebo should be disassembled in windy conditions. Steel components are treated with rust inhibiting paint. However, due to the nature of steel, surface oxidation (rusting) will occur if this protective coating is scratched. This is a natural process. To minimize this condition, ensure care is taken when assembling and handling the product in order to prevent scratches. Surface rust can be removed easily using a very light application of common cooking oil. If surface oxidation (rusting) occurs and no measures are taken to correct it may start to drip, causing stains to occur on surface where gazebo is placed.

- High grade powder coated steel frame resists chipping, peeling, rust and corrosion
- Weather resistant soft-top canopy is vented for air circulation
- Includes fully enclosed mesh netting with zippered access on all sides keeps bugs out
- Privacy curtains sold separately
- Assembly required. Instructions, hardware kit and tools included.



5.4. Outdoor Heating

Images



Primary Image



Secondary Images

Product Name Outland Living Steel Propane Fire Pit

Short Description Weather resistant

**Description:
Descriptive
Sentences**

The Outland Living Steel Propane Fire Pit adds ambiance to any outdoor activity and offers the easy alternative to traditional labor intensive campfires. This certified propane fire pit is safe to use during most campfire bans; you can bring the warmth and experience of a cozy campfire with you anywhere outdoors. Our 58,000 BTU fire bowls are constructed from high quality steel with a protective powder coating and enamel finish for long lasting durability. Features include stainless steel burner & fasteners, chrome knob with rubber comfort-grip, and a 1 year manufacturers limited warranty on all products. This fire pit uses a standard 20 lb (5 gallon) propane tank (not included) and burns clean and smokeless, giving off enough heat to enjoy with family and friends everywhere outdoors.

**Description:
Bulleted
Features**

- 24" diameter fire pit includes durable weather resistant cover, pre-attached 10' hose w/regulator, propane tank stabilizer ring, and natural lava rock set
- Features stainless steel burner, stainless steel fasteners, and chrome knob with rubber comfort-grip for effortless flame height adjustments
- Steel construction with high temperature powder coating and protective enamel finish for long lasting durability
- 58,000 BTUs provide a clean and smokeless flame which rivals a natural campfire
- CSA approved fire pit with manual ignition is safe to use during most campfire bans; always check with current restrictions in place in your area
- Dimensions: 34"L x 24"W x 19.7"H
- Provides up to 30 square feet of shade
- 24" diameter results in a 75% larger surface area compared to the standard Outland Firebowl
- Quick and easy set up with no tools required

Examples are for illustration purposes only.



Primary Image



Secondary Images

Product Name Pleasant Hearth Bradford Steel Wood Burning Fire Pit

Short Description Weather resistant

This 34" large natural slate top wood burning fire pit has an elegant and timeless style that will fit any outdoor patio. It includes a table lid that transforms the fire pit into an accent table. this rubbed bronze fire pit includes a wood grate to allow oxygen to circulate for a consistent fire, chrome plated cooking grid to BBQ over the fire, and mesh cover to contain any sparks. Also included is a poker to tend the fire wood.

- Includes a 20" x 20" chrome plated cooking grid for grilling over the fire
- Durable steel construction
- Rubbed bronze finish
- Wood grate provides improved oxygen circulation for a consistent fire
- Dimensions: 34"L x 34"W x 19.7"H
- Steel table lid transforms the fire pit into an accent table
- Poker safely lifts spark guard and used to tend fire
- 34" Natural slate top has a timeless, elegant style
- Mesh cover protects from sparks
- Easy to assemble