# Walmart

## SWIMMING POOLS
January 2020

*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.*

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.

## Overview

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

**Product Name**

Summer Waves Elite 16' x 32' Rectangular 52" Deep Above Ground Metal Frame Swimming Pool

Includes oval frame tubes

★★★★★ (1)

$1,798
Free returns

Sold & shipped by **Walmart** ☼

By Summer Waves

Quantity:
[−] 1 [+]

≣ **Description** —

Enjoy some fun in the sun with the Summer Waves Elite® 16' x 32' x 52" Rectangular Frame Pool. This sturdy and robust aboveground pool features all the beauty of a custom in-ground pool but has the advantage of mobility. Make the most of your summer cooling off in this premium pool.

• Space-saving rectangular shape
• Oval frame tubes 30% stronger than traditional round tubes
• Ample space & depth to make a real splash
• Economical & low-maintenance CP2000-S Sand Filter Pump will keep your pool water clean & refreshing
• Includes SureStep™ Ladder, pool cover and ground cloth

**Product Name**

**Short Description**

**Description**
  **Descriptive Sentences**
  **Bulleted Features**

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By Summer Waves

Quantity:
[−] 1 [+]

[Add to cart]  (Find in-store)

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**Product Name**

**Short Description**

**Descriptive Sentences**    **Bulleted Features**

**Description**

**Walmart** ☼
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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)

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## 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**

**Brand** + **Sub-Brand / Series** + **Dimensions** *(Length x Width in feet ' symbol if rectangular, diameter/width if round)* + **Shape** + **Depth** *(in inches " symbol)* + **Pool Type** + **Frame Type** + **Product Type**

*Examples:*

Summer Waves Elite 16' x 32' Rectangular 52" Deep Above Ground Metal Frame Swimming Pool

Summer Waves Elite 18' Round 52" Deep Above Ground Metal Frame Swimming Pool

## 4. Copy Guidelines

### 4.2 Short Description

**Short Descriptions** appear under the Product Name and highlight key product features in a few short words (e.g. people capacity, important features, 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**

Examples:
Quick assembly
Pool cover included
8-person capacity

### 4.3 Description: Descriptive Sentences

Well-written product descriptions create excitement about your product, and makes 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**

Example:
The Summer Waves Elite 16' x 32' Rectangular 52" Deep Above Ground Metal Frame Swimming Pool brings family fun and relaxation to any backyard! This quick assembly pool is up to 80% stronger than other frame pools to withstand rigorous use. Constructed of heavy gauge PVC reinforced with an inner layer of polyester mesh, Summer Waves Elite pools provide superior strength. Unlike other frame pools, this pool features the Skimmer Plus filtration system, a full functioning surface skimmer that keeps your pool free from leaves and bugs. The integral cartridge and skimmer basket are easy to remove and clean. Skimmer Plus can accommodate 1-in chlorine tablets that can be added in the cartridge to keep your water clean and safe (chlorine tablets not included).

## 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:
- Material quality features
- Additional items included (such as maintenance kits)

### Bulleted Features Guidelines:

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

Example:

- Space-saving rectangular shape
- Oval frame tubes 30% stronger than traditional round tubes
- Ample space & depth to make a real splash
- Economical & low-maintenance CP2000-S Sand Filter Pump will keep your pool water clean & refreshing
- Includes SureStep™ Ladder, pool cover and ground cloth

## 4. Copy Guidelines

### 4.5 Images

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

**Image 1: Primary Image** is an angled front view of the product against a white background as shown below.
**Images 2 to 5: Secondary Images:** should include multiple views including direct or angled front view of product, close up shots or detailed views of parts or material against a white and / or colored background.

Image Requirements

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

**Primary Image**

**Secondary Images**