

Walmart.ca Content Guide – Lawnmowers


This Content Guide is written to inform and aid our Lawnmowers 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)

Images



Product Name

Yard Machines 38" 420cc Lawn Tractor

Short Description

38" 420cc Lawn Tractor

☆ ☆ ☆ ☆ ☆ (Q)

\$1,699

[Free returns](#)

Sold & shipped by **Walmart**

By [Yard Machines](#)

Quantity:

- 1 +

Add to cart Find in-store

Product Description

Description

With a 38" cutting deck, this Yard Machine riding mower is ideal for residential lots. This shift on the go mower is powered by a 420cc PowerMore engine, a manual PTO, 5 position deck height adjustment, turning radius of 18", a rear hitch and a 2 year limited warranty.

Features & Specifications

- 5 position deck height adjustment
- 420cc PowerMore engine
- Manual PTO
- 2 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.**

3.1. Electric Lawnmowers

PRODUCT NAME <i>Recommended Characters: 45</i> <i>Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: <30</i>
Brand + {Series} + Corded/Cordless + Cutting Path + Voltage + Power Source + Product Type + Model #	Size of Engine + Motor Amp
<i>Example:</i> Black & Decker City Cordless 20" 40V Electric Lawnmower - CM2040	<i>Example:</i> XXXX, 13 AMP

3.2. Gas Lawnmowers or Push Lawnmowers

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: <30</i>
Brand + {Series} + Cutting Path + Power Source + Mower Type + Product Type + Model #	Size of Engine + Additional Parts/Features
<i>Examples:</i> Snapper 20" Gas Self Propelled Lawnmower - WG787 Fiskars Staysharp 16" Reel Push Lawnmower - WG542	<i>Example:</i> XXX, with side discharge

3.3. Lawnmower Accessories

PRODUCT NAME <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character limit: <30</i>
Brand + Measurement + Product Type + Model #	Compatibility
<i>Example:</i> Black & Decker 0.95 Loop Shaped Line- 12345	<i>Example:</i> Use with Curved Shaft Trimmers

PRODUCT DESCRIPTION <i>Minimum Characters: 100</i> <i>Maximum Characters: 4,000</i> <i>Format: 2-5 sentences</i>	FEATURES & SPECIFICATIONS <i>Max Characters: 200/bullet</i> <i>Format: 5-15 bullet points only</i>
<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>What are the main features of this product?</p> <ul style="list-style-type: none"> • Is this a machine with multiple uses (ex. mower, trimmer & edger)? • Is this mower ideal for small/large yards? • Is this mower designed for inclines/areas difficult to mow? • Does the mower have an advanced technical system? If so how does it benefit the user? 	<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> <ul style="list-style-type: none"> • Cutting Path: Inches • Motor Amp (Electric): Amp • Battery Voltage (Electric): Volts • Mowing Time (Electric): Minutes • Engine Displacement (Gas): cc • Torque Power (Gas): • Wheel Size (Gas): Inches • Reel Type (Push): • Cutting Height Adjusters: Inches • Grass Bag Volume: Gallons • Cut Finish/Cutting Mode: • Lightweight: • Assembly Time Required: • Easy to assemble: Yes/No • Warranty Information: • Customer Service Information: • What's Included:
<p>Example: This Black & Decker 20" 40V Electric City Cordless Lawn Mower is a versatile 3-in-1 machine that can convert from a mower to a trimmer and to an edger. Its adjustable height deck, trimmer and pivoting handle provide maximum comfort, control and ideal cutting height.</p> <p>The MTC220 comes with an AFS automatic feed system, which ensures no bumping so you never have to stop working to adjust the spool. When you encounter heavy grass and weeds, the PowerDrive Transmission will help prevent bogging down. Includes two extra batteries for more runtime.</p> <ul style="list-style-type: none"> • Ideal for smaller sized yards • Great for inclines or areas difficult to mow with standard mowers 	<p>Example:</p> <ul style="list-style-type: none"> • Cutting Path: 17" • Motor Amp (Electric): 13 Amp • Battery Voltage (Electric): 40V • Mowing Time (Electric): 40 Volt Max* lithium batteries (2 x 2.5Ah) allow for 30-45 min of mowing time • Engine Displacement (Gas): 163 cc • Torque Power (Gas): 4.5 • Wheel Size (Gas): 8" front wheels and 11" rear wheels • Reel Type (Push): 3-spider, 1-blade reel • Cutting Height Adjusters: from 1" to 3.4" • Grass Bag Volume: 15.85 Gallons • Cut Finish: side discharge, mulching and rear bagging • Lightweight: 59.1 Lbs. Net, easy to maneuver • Assembly time required: 1 Hour • Warranty Information: 1-year warranty against manufacturer defects • Customer Service Information: for inquiries, please call 1-800-XXXXx • What's Included: 1x Black & Decker 20" 40V Electric City Cordless Lawn Mower