

## Walmart.ca Content Guide – Video Gaming

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.

Please send content support questions only to: [onlinecontentsupport@walmart.com](mailto:onlinecontentsupport@walmart.com)


### OVERVIEW:

1. [Anatomy: Product Information Page \(PIP\)](#)
2. [General Overview](#)
3. [SEO](#)
4. [Copy Guidelines and Image Specifications](#)
  - [4.1 Platforms & Handheld Consoles Copy Guidelines](#)
  - [4.2 Platforms & Handheld Consoles Image Specifications](#)
  
  - [4.3 Video Games & Computer Games Copy Guidelines](#)
  - [4.4 Video Games & Computer Games Image Specifications](#)
  
  - [4.5 Accessories & Peripherals Copy Guidelines](#)
  - [4.6 Accessories & Peripherals Image Specifications](#)
5. [Attributes](#)

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

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Walmart.ca > Video Games > Nintendo Switch > Nintendo Switch Consoles > Nintendo Switch Console with Grey Joy-Con



**Images**

**Nintendo Switch Console with Grey Joy-Con**

Available Now

★★★★★ (387)

**\$379.96**

[Free returns](#)

[Free Pickup](#)

Sold & shipped by **Walmart**

By [Nintendo](#)

Quantity:

**Almost sold out!**

[Add to cart](#) [Find in-store](#)

**Product Name**

**Short Description**

**Product Description**

Introducing Nintendo Switch, the new home video game system from Nintendo. In addition to providing single and multiplayer thrills at home, the Nintendo Switch system can be taken on the go so players can enjoy a full home console experience anytime, anywhere. The mobility of a handheld is now added to the power of a home gaming system, with unprecedented new play styles brought to life by the two new Joy-Con controllers.

**Features & Specifications**

Includes:

- Nintendo Switch console
- Nintendo Switch dock
- Joy-Con (L) and Joy-Con (R)
- Two Joy-Con strap accessories
- One Joy-Con grip
- HDMI cable
- Nintendo Switch AC adapter

**Specifications**

Hard Drive Capacity	32GB
Included Accessories	Nintendo Switch Dock, Joy-Con (R), Joy-Con (L), 2 Joy-Con Wrist Straps, Joy-Con Grip, HDMI Cable, AC Adapter
Model Number	HACSKAAAA
Parental control capability	Yes
Release date	03/03/2017
Smart Device Compatible	Yes
USB port(s)	USB 2.0
Wi-Fi	Yes
Brand	Nintendo

## 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.

### **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**

## 3. SEO

SEO, or Search Engine Optimization, is an important part of product content. It helps your products find your products more easily on external search engines, like Google, Yahoo! and Bing.

### **How to Optimize Your Product Descriptions:**

1. Provide unique, relevant content that is truly useful to the user.
2. Repeat the product name in the product description.
3. Do not provide the same copy to multiple online retailers – it needs to be unique to Walmart.
4. Always build detailed descriptions, as if you are speaking to someone who is completely unfamiliar with this commodity.
5. Don't use industry terminology; use simple language, which customers are more likely to search the web for.
6. Do not add filler, fluff or spam content.

**\*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 Copy Guidelines – Platforms & Handheld Consoles

PRODUCT NAME Character limit: 50-70	Examples
Title of the product to be displayed on the product details page.	<b>PlayStation 4 500GB Console</b>
<b>Platform + Hard Drive Capacity + {Edition} + {Game Name} + Product Type</b> {optional values}	<b>Xbox One 500GB Limited Edition Call of Duty: Black Ops 3 Bundle</b>
	<b>Nintendo Wii U 32GB Deluxe Edition Mario Kart 8 Bundle</b>
SHORT DESCRIPTION Character limit: 30	Examples
Short description is an abbreviated list of key item features that appears under the product name.	
<b>Includes: {Key Item(s)}</b>	<b>Includes: Rage 2 digital download</b>
PRODUCT DESCRIPTION Min Characters: 150 Format: 4-7 sentences	Examples
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.	Own the Xbox One 1TB Tomb Raider Bundle featuring a full-game digital download of the original Tomb Raider: Definitive Edition rebuilt from the ground up in 1080p. With 19 maps, six game modes, and five campaign chapters never released on console – enjoy a classic game in a way you’ve never experienced before!
FEATURES & SPECIFICATIONS Max Characters: 200, Bullet Points	Examples
Complete detailed description that will be displayed on the item page as a bulleted list with items included in the box.  <b>With the heading: “What’s Included in the Box”</b>	<b>What’s Included in the Box</b> <ul style="list-style-type: none"> <li>• Xbox One Console with 1TB Hard Drive</li> <li>• Tomb Raider: Definitive Edition; full game digital download <ul style="list-style-type: none"> <li>• HDMI Cable</li> <li>• Power Supply</li> <li>• Owner’s Manual</li> </ul> </li> </ul>

## 4.2 Image Specifications – Platforms & Handheld Consoles









Mandatory Images	
<ul style="list-style-type: none"> <li>(1) <b>Primary Image</b> should always be a direct view of product and include all key contents within the box (i.e. console bundles) <ul style="list-style-type: none"> <li>(6-7) <b>Alternate Views</b> include different angles, detailed views, packaging, what comes in the box, or screenshots. <ul style="list-style-type: none"> <li>Note: screenshots must be child-friendly (no killing, blood)</li></ul></li></ul></li></ul>	
Image Requirements	
<ul style="list-style-type: none"> <li>Background: seamless white background (255/255/255 RGB) <ul style="list-style-type: none"> <li>Pixels: <b>Min. 750x750; Max. 2000x2000; 300 dpi</b></li></ul></li></ul>	
Primary Image	Additional Views
 <p>Image 1: Out of Box</p>	<div>  <p>Image 2: Different Angle</p> </div> <div>  <p>Image 3: In Box</p> </div> <div>  <p>Image 4: Lifestyle</p> </div> <div>  <p>Image 5: Lifestyle</p> </div> <div>  <p>Image 6: Lifestyle</p> </div> <div>  <p>Image 7: Contents</p> </div>
<p>*Please note: <u>all</u> images shown are mandatory. Additional images will be accepted.</p>	

### 4.3 Copy Guidelines – Video Games and Computer Games

PRODUCT NAME Character limit: 50-70	Examples	
<p>Title of the product to be displayed on the product details page.</p> <p><b>Game Title + {Edition} + (Platform) + {French} + [Download]</b> {optional values}</p> <p>Please note, when translating to French it must read: <b>Jeu vidéo + Game Title + {Edition} + pour + (Platform) + {French} + [Download]</b></p>	For all “PlayStation 4” games, please use “(PS4)”	<b>Call of Duty: Black Ops 3 (PS4)</b>
	For all “Xbox One” games, please use “(Xbox One)”	<b>Resident Evil: Origins Collection Deluxe Edition (Xbox One)</b>
	For all “Nintendo Switch” games, please use “(Nintendo Switch)”	<b>NBA 2K19 (Nintendo Switch)</b>
	<b>XCOM 2 (PC) French [Download]</b>	
	<b>Jeu vidéo Days Gone pour (PS4)</b>	
SHORT DESCRIPTION Character limit: 30	Examples	
<p>Short description is an abbreviated list of key item features that appears under the product name.</p> <p><b>Platform</b> Use full platform name</p>	<b>PlayStation 4</b>	
	<b>Xbox One</b>	
	<b>Nintendo Switch</b>	
PRODUCT DESCRIPTION Min Characters: 150 Format: 4-7 sentences	Examples	
<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>If digital download, please include disclaimer. If detailed system requirements available, please enter them in here.</p>	<p>Twenty years have passed since world leaders surrendered to alien forces. XCOM, the planet’s last line of defense, was left decimated and scattered. Now, in X COM 2, aliens rule Earth.</p>	
	<p>New features include recruit resistance fighters to face a new breed of enemy; configure and build rooms to give XCOM new capabilities on the battlefield.</p>	
	<p>Digital downloadable software is nonrefundable and nonreturnable. Please ensure to provide the correct email address</p>	

FEATURES & SPECIFICATIONS Max Characters: 200, Bullet Points	Examples
<p>If there is a pre-order bonus/ order bonus, please list it here. List of items included in the box.</p>	<p>Fans who pre-order The Elder Scrolls Online: Morrowind will be rewarded with a collection of exclusive in-game bonuses</p> <ul style="list-style-type: none"> <li>• Exclusive Warden Costume - An exclusive costume available for all classes that matches the Warden's outfit as seen in the announcement trailer.</li> <li>• Dwarven War Dog Pet - A unique armored non-combat in-game pet.</li> <li>• Treasure Maps - Maps detailing the location of Vvardenfell's greatest rewards.</li> <li>• Dwarven Crown Crate - A special Crown Crate with a chance to contain Dwarven-themed mounts, pets, costumes, and more.</li> <li>• Experience Scrolls - Advance through Vvardenfell gaining 50% more experience points for two hours</li> </ul> <p>Created for the ultimate fan of the acclaimed series, The Elder Scrolls Online: Morrowind Collector's Edition includes the Discovery Pack, all premium edition digital content, and truly unique collectibles.</p> <ul style="list-style-type: none"> <li>• Naryu's Journal</li> <li>• A full-color, large-format book chronicling Morag Tong assassin Naryu's pursuit of a conspiracy across Tamriel. Illustrated with a broad array of concept art.</li> <li>• Dwarven Colossus Statue</li> <li>• Recreated with the help of sacred Dwarven texts, this 12" tall replica of the Colossus which starred in the announcement trailer and in Naryu's Journal, stands ready to defend your treasures.</li> <li>• Map of Morrowind</li> <li>• Chart your adventures throughout Vvardenfell with this handy map at your side.</li> <li>• Exclusive Game Case</li> <li>• Hold your game in style with this limited edition metallic case bearing the marks of Vivec and the Tribunal.</li> </ul>

## 4.4 Image Specifications – Video Games and Computer Games






Mandatory Images			
<ul style="list-style-type: none"> <li>(1) <b>Primary Image</b> should always be a direct view of product and include all key contents within the box (i.e. console bundles)</li> <li>(6-7) <b>Alternate Views</b> include different angles, detailed views, packaging, or screenshots. <ul style="list-style-type: none"> <li>Note: screenshots must be child-friendly (no killing, blood)</li> </ul> </li> </ul>			
Image Requirements			
<ul style="list-style-type: none"> <li>Background: seamless white background (255/255/255 RGB) <ul style="list-style-type: none"> <li>Pixels: <b>Min. 750x750; Max. 2000x2000; 300 dpi</b></li> </ul> </li> </ul>			
Primary Image	Additional Views		
	 <p>Image 2: Screenshot</p>	 <p>Image 3: Screenshot</p>	 <p>Image 4: Screenshot</p>
 <p>Image 1: Front View</p>	 <p>Image 5: Screenshot</p>	 <p>Image 6: Screenshot</p>	 <p>Image 7: Screenshot</p>
<p>*Please note: <u>all</u> images shown are mandatory. Additional images will be accepted.</p>			



## 4.5 Copy Guidelines – Accessories & Peripherals

PRODUCT NAME Character limit: 50-70	Examples
<p>Title of the product to be displayed on the product details page.</p> <p><b>Brand + {Product Name} + {Edition} + Product Type + (Platform)</b> {optional values}</p>	<b>Logitech G9000 Wireless Gaming Headset (Xbox One/PS4/PC)</b>
	<b>dreamGEAR All-in-One Rotating Charging Base (Wii U/Wii)</b>
	<b>Turtle Beach TBS-4256-01 Disney Infinity: Marvel Super Heroes Gaming Headset (PC)</b>
SHORT DESCRIPTION Character limit: 30	Examples
<p>Short description is an abbreviated list of key item features that appears under the product name.</p> <p><b>{Compatible Platform(s)}</b> {discretionary values}</p>	<b>Xbox One, PlayStation 4, PC</b>
	<b>PC Compatible</b>
	<b>Nintendo Wii U, Nintendo Wii</b>
PRODUCT DESCRIPTION Min Characters: 150 Format: 4-7 sentences	Examples
<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>Enjoy a lightweight and comfortable new design with the Logitech G9000 Wireless Gaming Headset. With in-line volume control, you can customize your game and chat volume controls without interfering your games. Plus, connect to your compatible mobile phone with the included mobile cable to take calls and receive text notifications while you're playing!</p>
FEATURES & SPECIFICATIONS Max Characters: 200, Bullet Points	Examples
<p>Complete detailed description that will be displayed on the item page as a bulleted list with items included in the box.</p> <p><b>With the heading: "What's Included in the Box"</b></p>	<p><b>What's Included in the Box</b></p> <ul style="list-style-type: none"> <li>• Xbox One Wireless Controller</li> <li>• Rechargeable lithium-ion battery pack</li> <li>• 9" USB-to-micro USB charging cable</li> </ul>

## 4.6 Image Specifications Copy Guidelines – Accessories & Peripherals

Mandatory Images	
<ul style="list-style-type: none"> <li>(1) <b>Primary Image</b> should always be a direct view of product and include all key contents within the box (i.e. console bundles)</li> <li>(5-6) <b>Alternate Views</b> include different angles, detailed views, packaging, or screenshots. <ul style="list-style-type: none"> <li>Note: screenshots must be child-friendly (no killing, blood)</li> </ul> </li> </ul>	
Image Requirements	
<ul style="list-style-type: none"> <li>Background: seamless white background (255/255/255 RGB) <ul style="list-style-type: none"> <li>Pixels: <b>Min. 750x750; Max. 2000x2000; 300 dpi</b></li> </ul> </li> </ul>	
Primary Image	Additional Views
 <p><b>Image 1: Front View</b></p>	<div>  <p><b>Image 2: Side View</b></p> </div> <div>  <p><b>Image 3: Side View</b></p> </div> <div>  <p><b>Image 4: Back View</b></p> </div> <div>  <p><b>Image 5: Details</b></p> </div> <div>  <p><b>Image 6: In Box</b></p> </div>
<p><b>*Please note: <u>all</u> images shown are mandatory. Additional images will be accepted.</b></p>	

## 5. Attributes

The attributes below have been made mandatory in the portal. Please log in to portal and ensure you have input accurate information for these following mandatory attributes:

Platforms & Handheld Consoles	Computer Games	Video Games	Headsets
<ul style="list-style-type: none"> <li>Batteries Included</li> <li>Downloadable Content Available</li> <li>Features</li> <li><b>New:</b> Hard Drive Capacity</li> <li>Included Accessories</li> <li>Model Number</li> <li>Number of batteries required</li> <li>Parental control capability</li> <li>Release date</li> <li>USB port(s)</li> <li>Wi-Fi</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Players - Online (Multiplayer)</li> <li>Co-Operative Play</li> <li>Game Edition</li> <li>Game Format</li> <li>Genre</li> <li>Internet required</li> <li>Language(s)</li> <li>Minimum Video Card Memory Required</li> <li>Minimum hard drive space required</li> <li>Minimum memory required</li> <li>Minimum processor required</li> <li>Operating System Compatibility</li> <li>Players - Offline</li> <li>Publisher</li> <li>Release date</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Players - Online (Multiplayer)</li> <li>Co-Operative Play</li> <li><b>New:</b> ESRB Rating</li> <li>Game Edition</li> <li>Game Format</li> <li>Genre</li> <li>Language(s)</li> <li>Players - Offline</li> <li>Publisher</li> <li>Release date</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Batteries Included</li> <li>Bluetooth</li> <li>Built-in microphone</li> <li>Ear Cushion Material</li> <li>Foldable Design</li> <li>Headphone Style</li> <li>In-line volume control</li> <li>Mono or Stereo</li> <li>Mute</li> <li>Noise Cancelling</li> <li>Number of batteries required</li> <li>Rechargeable battery</li> <li>Surround Sound</li> <li>Wireless</li> </ul>

Note: **New** attributes above have been introduced into the vendor portal as of **May 2019**

Digital Download Computer Game	Virtual Reality Headsets	Peripherals	Accessories
<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Players - Online (Multiplayer)</li> <li>Co-Operative Play</li> <li>Game Edition</li> <li>Game Format</li> <li>Genre</li> <li>Internet required</li> <li>Language(s)</li> <li>Minimum Video Card Memory Required</li> <li>Minimum hard drive space required</li> <li>Minimum memory required</li> <li>Minimum processor required</li> <li>Operating System Compatibility</li> <li>Players - Offline</li> <li>Publisher</li> <li>Release date</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Back Button</li> <li>Edition Type</li> <li>Focus Adjustment Wheel</li> <li>Includes microSD Card</li> <li>Model Number</li> <li>NFC Enabled</li> <li>Optical Lens - Field of View</li> <li>Refresh Rate</li> <li>Release date</li> <li>Sensors</li> <li>Touchpad</li> <li>Version</li> <li>Volume Key</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> <li>Batteries Included</li> <li>Bluetooth</li> <li>Number of batteries required</li> <li>Rechargeable battery</li> <li>Wireless</li> </ul>	<ul style="list-style-type: none"> <li>Compatible platform</li> </ul>

Note: **New** attributes above have been introduced into the vendor portal as of **May 2019**