

CONTENT GUIDE



EXERCISE & FITNESS

AUGUST 2019

This Walmart.ca Content Guide is written to inform and aid our vendor / seller 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 merchant partner.

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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 Content 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

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1. Anatomy: Product Information Page (PIP)





Bowflex® PR3000 Home Gym

Over 50 gym-quality exercises

★★★★☆ (34)

\$1,299

[Free returns](#)

[Free pickup](#)

Sold & shipped by **Walmart** ✨

By [Bowflex](#)

Quantity:

- 1 +

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



Description

The Bowflex® PR3000 is a total-body home gym with more than 50 strength exercises and no cable changes needed between sets using the Quick Change Power Rod® system. Perfect for the home offering a space-saving design and quiet workout.

Product Name

Short Description





Bowflex® PR3000 Home Gym

Over 50 gym-quality exercises

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Description

The Bowflex® PR3000 is a total-body home gym with more than 50 strength exercises and no cable changes needed between sets using the Quick Change Power Rod® system. Perfect for the home offering a space-saving design and quiet workout.

- Offers over 50 gym-quality exercises for your entire body
- Provides as little as 5 or as many as 210 lbs of Power Rod® Resistance
- Multi-use hand grip/ankle cuffs designed to add flexibility and performance to any workout using the Quick Change Power Rod® system
- Upgradable resistance to 310 lbs.
- Heavy-duty steel construction frame offering long-term durability
- Upholstered roller cushions make for comfortable leg extensions and curls
- No change cable pulley system allows you to quickly go from one exercise to the next
- Instructional workout placard included

Product Description

Features & Specifications

Product Name

Short Description

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.

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 your products more easily. It can also contribute to stronger conversion metrics. You will find best practices for optimizing your product content throughout this Content 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

The **Product Name** is an important Product Information Page (PIP) feature 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.

Here are some best practices for writing an optimized Product Name:

- 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

Short Descriptions for Exercise & Fitness PIPs are category-specific. They appear under the Product Name and highlight key product features in a few short words (e.g. weight and height support range, piece count, technology, 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.

4.1 Product Name

Recommended Characters: 45

Maximum Characters: 120

Brand + Sub-brand / Product Line / Series / Model # + Unique Feature(s) + Item Type + Key Accessories Included (optional), Color

Examples:

Sunny Health & Fitness SF-E902 Elliptical Air Walk Trainer Glider **with LCD Monitor**

Gold's Gym Cycle Trainer 400 Ri Recumbent Exercise Bike

Schwinn 830 Folding Treadmill

Bowflex PR3000 Home Gym

IRONMAN Gravity 4000 Inversion Table

CAP Cast Iron Hex Dumbbell, Gray

CAP Standard Solid Chromed E-Z Curl Bar

Note: additional examples by category provided in Section 6.

4.2 Short Description

Character limit: <30

Examples:

No impact cardio workout

iFit® Bluetooth Smart enabled

Goal Track capability

22 pre-set exercise programs

Supports up to 350 lbs & 6'6" (example specific to inversion tables)

Note: additional examples by category provided in Section 6.

4.3 Product Description*

Minimum Characters: 100

Maximum Characters: 4000

Well-written product descriptions create excitement about your product, and make the customer feel confident in their purchase decision by highlighting its most valuable attributes. The Product Description should be 2-5 sentences long to briefly describe important details of the product. The first two sentence should be descriptive enough for people to visualize the product without looking at the images. Include the brand name and product name naturally in the description, to ensure it is optimized for external search results.

4.4 Features & Specifications*

Maximum Characters: 200/bullet point

Format: 5-15 bullet points

The Features & Specifications section of your PIP provides a complete description of your product's features, and will be displayed as a bulleted list. Your Features & Specifications should complement your Product Description – avoid repeating information or providing contradictory information. All bullet points should be used for key features, benefits and other notables.

Value-add, but non-mandatory, bullets include:

1. Count of exercise programs
2. Resistance range in lbs.
3. Weight capacity in lbs.
4. Computer LCD display details
5. Individual features (*for Home Gyms*)
6. Warranty

Note: additional examples by category provided in Section 6.

Example:

The Bowflex® PR3000 is a total-body home gym with more than 26 strength exercises and no cable changes needed between sets using the Quick Change Power Rod® system – all compact space-saving design. Perfect for the home offering a safe and quiet workout utilizing Power Rod® technology.

Example:

- Offers over 50 gym-quality exercises to workout your entire body
- Provides as little as 5 or as many as 210 lbs. of Power Rod® resistance
- Multi-use hand grip/ankle cuffs designed to add flexibility and performance to any workout using the Quick Change Power Rod® system
- Upgradable resistance to 310 lbs.
- Heavy-duty steel construction frame offering long-term durability
- Upholstered roller cushions make for comfortable leg extensions and leg curls
- No-change cable pulley system allows you to quickly go from one exercise to the next
- Instructional workout placard included

5. Imagery Specifications

Mandatory Images

- **(1) Primary Image** should be a direct or angled front view of product. No image of product in-package should be used as the primary image. Images with models demonstrating use of product are preferred.
- **(2-5) Alternative Images (AI)** should include multiple views of the product, including including various angles (back view, detailed views), lifestyle images of product in use or shots of accessories.
- Note: if a product has technology capabilities, for example an LCD screen, ensure images highlight such features in use.

Note: additional examples by category provided in Section 6.

Image Requirements

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

Primary Image



Alternative Images



Example for illustration purposes only.

6. Category-Specific Guidance

- 6.1. [Exercise Bikes](#)
- 6.2. [Ellipticals](#)
- 6.3. [Treadmills](#)
- 6.4. [Inversion and Massage Tables](#)
- 6.5. [Dumbbells](#)
- 6.6. [Home Gyms & Accessories](#)

6.1. Content Examples: Exercise Bikes

Images



Primary Image

Secondary

Product Name Exerpeutic 310 Magnetic Folding Upright Exercise Bike with Heart Pulse Sensors

Short Description 8 levels of tension control

Description Exerpeutic 310 Magnetic Folding Upright Exercise Bike with Heart Pulse Sensors will fold up and roll away when you are finished exercising. It is also designed to support up to a weight capacity of 300 lbs. Features like the “high torque” 3 piece crank system, magnetic resistance, heart pulse monitoring and a “double drive” transmission system are all included for a very affordable price.

Features & Specifications

- Very easy to get off and on the bike, providing a more effective and comfortable workout
- Leg stabilizers extended to prevent any movement or tipping when exercising
- Folds for storage and can moved with the included transportation wheels
- An 8 level Magnetic Tension control system, allows the user to adjust the tension level for an easier or more difficult workout.
- An easy to read large window (3.3”W x 1.5”H) LCD display that indicates distance, calories burned, time, speed, scan and heart rate monitor.
- 3 piece “high torque” cranking system provides a smooth and consistent pedaling motion
- Large seat cushion for people of any size. Easily adjustable to fit 5’3” to 6’1” user heights.
- FOLDING CAPABILITY: The bike will fold to at least ½ the size as when fully assembled, so it is uniquely compact.
- Folded Dimensions: 22” L x 20” W x 55.5” H
- Product set up dimensions: 31”L x 19”W x 46”H; Product weight: 39lbs
- Warranty: 1 year limited



Primary Image

Secondary Images

Product Name ProGear 225 Foldable Magnetic Upright Exercise Bike with Heart Pulse Sensors

Short Description 8 levels of tension control

If saving space in your home is a priority then the ProGear 225 Foldable Magnetic Upright Exercise Bike with Heart Pulse Sensors will fit your exercise needs. An important part of your workout is knowing your heart rate throughout your workout to make sure you are maximizing your calorie and fat burn, so we also included a heart pulse monitor. In addition, we upgraded the crank system to provide a smooth and consistent pedaling motion for you to get the workout you have always wanted.

- 220 lbs weight capacity
- Compact design perfect for limited spaces or small apartments
- An 8 level Magnetic Tension control system for an easier or more challenging workout
- Computer LCD display that indicates calories burned, distance, time, speed, pulse and scan
- Heart Pulse Sensors allow you to monitor your heart rate
- Dual transmission flywheel allows for higher resistance workout
- 3 piece cranking system with magnetic tension provides a smooth and consistent pedaling
- Ergonomic contoured seat cushion easily adjustable to fit 5’1” to 6’ user heights
- Larger pedal design with safety strap prevents any foot slippage when exercising
- Folds to almost half the size, so it is uniquely compact; Folded Dimensions: 19”L x 17.5”W x 53”H
- Adjustable leg stabilizers to prevent any movement or tipping when exercising
- 1-Year limited warranty
- Product Setup Dimensions: 32”L x 17.5”W x 46”H; Product Weight: 34.8 lbs

Examples are for illustration purposes only.

6.2. Content Examples: Ellipticals

Images



Primary Image



Secondary Images

Product Name

Exerpeutic 260 Air Elliptical

Short Description

Easy dial tension adjustment

Description

The Exerpeutic 260 Air Elliptical is perfect for apartments or limited areas, where space saving is a priority. This elliptical will give you an excellent upper and lower body workout. Dual Action arms work the arms and shoulders and a solid steel flywheel makes for smooth striding for a lower body workout. The larger pedal design with ridge construction will prevent foot slippage when exercising.

Features & Specifications

- Natural Elliptical Motion eliminates any stress on joints and ankles
- Weight capacity of up to 220 lbs
- Tension resistance: easy dial tension adjustment for a more challenging workout
- An easy-to-read LCD screen indicates distance, calories burned, elapsed time and speed
- Larger pedal design with ridge design to prevent foot slippage when exercising
- Transportation wheels for easy relocation
- Dual Action Workout Arms provide an additional upper body workout
- Dimensions: 33"L x 19"W x 46"H
- Weight: 51 lbs
- Warranty: 1 year limited



Primary Image



Secondary Images

ProGear 300LS Air Elliptical with Heart Pulse Sensors

Easy dial tension adjustment

The ProGear 300LS Air Elliptical with Heart Pulse Sensors is perfect for apartments or space limited areas, where space saving is a priority. It will provide a low impact upper and lower body workout using the natural elliptical motion to eliminate any stress on joints and ankles. This Elliptical Machine provides a 14" stride length.

- Steel construction
- Includes heart pulse monitor and water bottle holder
- 14" stride length
- 275 lbs weight capacity
- Dual-action workout arms provide an upper body workout
- Easy dial tension adjustment for a more challenging workout
- LCD window with distance, calories burned, elapsed time, speed and heart pulse displays
- Transport wheels provide for easy relocation
- Dimensions: 33"L x 19"W x 46"H
- Assembly required
- Warranty: 1 year limited

Examples are for illustration purposes only.

6.3. Content Examples: Treadmills

Images



Primary Image



Secondary Images

Product Name Weslo Cadence G 5.9i Folding Treadmill, iFit Coach Compatible

Short Description Comfort Cell™ cushioning

Description

Experience superior fitness at your own speed with the Weslo Cadence G 5.9i Folding Treadmill. With iFit® Coach technology, this treadmill makes it simple to get started on your fitness path. Pair your tablet with the built-in iFit system for access to Google Maps workouts, comprehensive tracking, and top trainer workouts. The manual adjustable incline helps you target specific muscles. And the convenient SpaceSaver™ Design allows you to fold up your machine when it's not in use. Start your fitness journey with confidence.

Features & Specifications

- iFit® Coach Ready™: Pair your tablet with the built-in iFit system for access to Google Maps workouts, comprehensive tracking, and workouts
- Large LCD Window
- Keep track of your progress, so you can reach your goals quicker
- 2.25 HP Drive System perfect for light or intense workouts
- 16" x 50" Tread Belt is perfect for running or walking
- 1-10 MPH QuickSpeed® Control
- 2-Position Adjustable Incline
- 6 Workout Apps
- Comfort Cell™ Cushioning
- Assembled Dimensions 64.5" L x 29" W x 55.5" H
- 275 lbs. weight capacity
- 1-year motor warranty, 90-day parts & labor warranty



Primary Image



Secondary Images

Product Name Gold's Gym Trainer 430i Treadmill with iFit Technology

Short Description With Adjustable AirStride Plus

Turn up the heat on your next workout with the Gold's Gym® Trainer 430i Treadmill. This treadmill is a powerhouse machine that includes incline up to 10%, so you can target your lower body. An iFit® Coach Ready system allows you to connect your tablet with your machine so you can maximize your exercise experience with professional fitness programs, customized workouts, automatic stats tracking, Google Maps training routes, and much more! It also features a 2.5 horsepower motor that delivers quiet consistent power, while AirStride Plus cushioning softens the impact of every step.

- iFit® Coach Ready™: pair your tablet with the built-in iFit system for access to Google Maps workouts, comprehensive tracking, and top trainer workouts
- The 2.5 HP motor perfect for light or intense 5k training runs
- Adjustable AirStride™ Plus Cushioning
- 0 – 10 MPH Digital QuickSpeed® Control and 0 – 10% Digital Quick Incline™ Control
- Large LCD Window
- Keep track of your progress, so you can reach your fitness goals quicker
- 16" x 50" Tread Belt
- iPod®-Compatible Audio (w/ Dual 2" Speakers)
- SpaceSaver® Design: Free up precious floor space by folding your treadmill up and away
- 16 Preset Workouts Apps
- EKG Grip Pulse Sensor
- Assembled Dimensions 56" L x 29.10" W x 64.9" H
- 300 lbs User Weight Capacity
- 5-Year Frame & Motor Warranty
- 90-Day Parts & Labor Warranty

Examples are for illustration purposes only.

6.4. Content Examples: Inversion & Massage Tables

Images



Primary Image



Secondary Images

Product Name IRONMAN Gravity 4000 Inversion Table

Short Description Supports up to 350 lbs & 6'6"

Description

The Ironman Gravity 4000 Inversion Table helps to reduce your back stress and muscle stiffness. In just 5-10 minutes per day, this inversion table will work wonders for lower back pain that may come from sitting all day at the office or working long shifts on your feet. If you're an athlete, it even helps to boost your performance by increasing your flexibility.

Features & Specifications

Construction Features

- Extra wide tubular steel frame for additional weight support
- Scratch resistant powder coated finish
- Foam covered, extra-long safety handles
- Tough rubber non-skid floor stabilizers to prevent any movement during inversion
- Memory Foam vinyl covered backrest with double stitching
- Ergonomically molded ankle cushions hold ankles securely and comfortably
- Gravity 4000 will invert up to 180 degrees
- Supports up to 350 lbs
- 3 adjustments for different starting inversion angles
- Folds for storage
- Height adjustment up to 6'6"
- Patented easy to reach "Palm Activated" adjusting ratchet ankle locking system
- Removable lumbar pillow for extra lower back support
- Safety vinyl side covers to protect hands and fingers

Inversion Benefits:

- Can reduce fatigue and relax the overall body
- Helps reduce the stress of gravity
- Increases body flexibility to improve athletic performance



Primary Image



Secondary Images

Product Name Exerpeutic 275SL Inversion Table, with the Ultra Safe 'SURELOCK' Ratchet Ankle Locking System

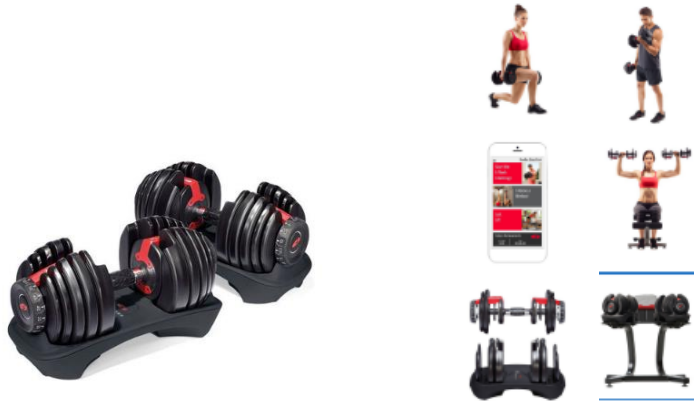
Short Description Supports up to 300 lbs.

Inversion made easy with the EXERPEUTIC 275SL Inversion Table. Built with a heavy duty 1.6" square steel frame and with a 300 lbs. weight capacity, this table features a 4 position adjustable control pin for easy inversion angle adjustment, and an easy to reach "Palm Activated" SURELOCK™ adjustable ratchet ankle locking system. With the comfortable soft foam backrest and headrest, this table will provide you the excellent inversion comfort you will need at an affordable price.

- 300 lbs. user weight capacity
- UL Certified for Safety
- Heavy duty 1.6" square steel frame construction to prevent any instability when inverting
- 4 Position adjustable control pin for easy inversion angle adjustment
- Easy reach "Palm Activated" SURELOCK™ adjustable ratchet ankle locking system
- Double lock ratchet tooth mechanism makes the table more secure and safe when inverting
- Solid two piece ratchet design for more security and safety over other ratchet designs
- Ergonomically molded ankle cushions hold ankles securely and comfortably
- 1" Soft foam backrest for comfort and support when inverting
- Full loop foam covered handle bars for easy return to the upright position
- 2 position headrest and footrest
- Stretch bar for easy body positioning
- Control pin cover included for safety
- 4'9" to 6'6" user height adjustment
- Full 180 degree vertical inversion
- Can be folded for storage; Folded dimensions: 42.5" L x 32" W x 77.5" H
- Accessory holder included
- 1 Year limited warranty
- Product Dimensions: 56" L x 32" W x 60.5" H; Product Weight: 70.5

6.5. Content Examples: Dumbbells

Images



Primary Image

Secondary Images

Product Name Bowflex SelectTech 552 Adjustable Dumbbells

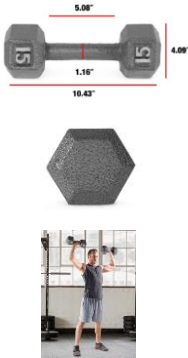
Short Description 15 weight settings

Description With just the turn of a dial you can automatically change your dumbbells resistance from 5 lbs. all the way up to 52.5 lbs of weight. No more picking up 30 different dumbbells to get the results you want, these adjustable dumbbells replace 15 sets of weights! All you need is two Bowflex SelectTech® 552 Adjustable Dumbbells to transform your body for good. Perfect for arm exercises such as dumbbells rows, dumbbell curls, incline dumbbell presses, dumbbell pullover, dumbbell deadlifts, dumbbell flies, dumbbell bench press, and lateral dumbbell raises.

- Features & Specifications**
- Use the Bowflex® SelectTech™ App to journal your strength training.
 - Space efficient – say goodbye to 15 sets of dumbbells
 - Select the weight you want with a turn of a dial
 - Each dumbbell adjusts from 5 to 52 lbs
 - Durable molding around metal plates provides for a smooth lift-off and quieter workouts
 - Premium grips



Primary Image



Secondary Images

Product Name CAP Cast Iron Hex Dumbbell, Gray

Short Description Available sizes 1 lb to 75 lbs

Description The CAP Cast Iron Hex Dumbbell offers dependability and long-lasting performance. Use a cast iron dumbbell to exercise all major muscle groups, including arms, chest, back, abs, legs and core. The benefits of dumbbell exercises include muscle building, improving core strength, boosting balance, providing better bone health, burning calories, increasing energy levels, enhancing overall mood and more.

- Target specific muscle groups or perform a full body workout
- Dumbbell heads are made from A.S.T.M. A48 Class 20 grey iron
- Steel handle crafted from 1018 cold rolled solid steel (sizes 1-75 lbs)
- Original Hex Shaped heads prevent dumbbell from rolling and reduce hazards during workouts
- Medium depth knurling on the handle provides essential grip and security during use
- Baked enamel coating is a durable and effective finish
- Perfect for isolations, full body, functional and H.I.I.T. workouts
- Available in sizes from 3, 5, 8, 10, 12, 15 - 120 pounds in 5-pound increments

6.6. Content Examples: Home Gyms & Accessories

Images



Primary Image



Secondary Images

Product Name Bowflex PR3000 Home Gym

Short Description Over 50 gym-quality exercises

Description The Bowflex® PR3000 is a total-body home gym with more than 26 strength exercises and no cable changes needed between sets using the Quick Change Power Rod® system – all compact space-saving design. Perfect for the home offering a safe and quiet workout utilizing Power Rod® technology.

- Features & Specifications**
- Offers over 50 gym-quality exercises to workout your entire body
 - Provides as little as 5 or as many as 210 lbs. of Power Rod® resistance
 - Multi-use hand grip/ankle cuffs designed to add flexibility and performance to any workout using the Quick Change Power Rod® system
 - Upgradable resistance to 310 lbs.
 - Heavy-duty steel construction frame offering long-term durability
 - Upholstered roller cushions make for comfortable leg extensions and leg curls
 - No-change cable pulley system allows you to quickly go from one exercise to the next
 - Instructional workout placard included
 - 1 year limited warranty

Examples are for illustration purposes only.



Primary Image



Secondary Images

Product Name Gold's Gym XRS 50 Home Gym

Short Description Up to 280 lbs of resistance

Save yourself the hassle of an annually-renewed gym membership with the XRS 50 Home Gym System from Gold's Gym. This complete workout unit includes everything you need to engage your entire body for better health and more powerful, lean muscle growth. High and low pulley systems power up to 280 pounds of resistance that can build strength across all major muscle groups in your body. A combined chest press and fly station can sculpt your pectoral muscles, and a pulldown bar enables you to engage and define your lats. A comfortably padded 4-roll leg developer allows you to target and train your lower body; perform leg extensions to build and tone your quads and hip flexors. An included exercise chart developed by a certified personal trainer is the cherry on top - practice proper form on a variety of exercises to enhance your results.

- Combination Chest Press/Fly Station for targeting your chest and arms and major and minor pectoral muscles
- 4-Roll Leg Developer to strengthen your quads, hamstrings, glutes, and hip-flexors
- High Pulley with Lat Bar for targeting your lats and back muscles with each movement
- Low Pulley to utilize the lower angle for exercises like rows and bicep curls to target your back, shoulders, and biceps
- Sewn Vinyl Seat
- Ensure proper form and execution with an exercise chart designed by a certified personal trainer
- 112 Lb. Vinyl Weight Stack
- Up to 280 Lbs. of Resistance
- 300 Lb User Weight Limit
- Footprint:78.6" H x 37.6" W x 63.63" L
- 90-Day Warranty

7. Product Taxonomy

A product taxonomy is a logical structure that is used to organize products and therefore improves the user experience on Walmart.ca by helping our 'browser' customers find relevant information easily.

At Walmart.ca, we continuously input considerable effort to create effective hierarchies and therefore we ask our vendor partners to strictly follow the outlined hierarchy structure for the 'Exercise & Fitness' category on the next page to take full advantage of all the assets we have created within this taxonomy.

Please keep the following in mind as you shelve your products:

- ✓ Our SEO experts have ensured each shelf page has been SEO-optimized to rank well in Google searches
- ✓ Walmart associates are not responsible for correcting any inaccurate shelving done by our vendor partners
- ✓ If you are not sure where to shelve your products, please contact your Walmart.ca merchant partner

7. Product Taxonomy

