

Walmart.ca Product Content Guide – Camping

This Product Content Guide highlights the standards and practices that our vendors should follow when preparing enriched quality, ready-to-publish content for both our mobile and desktop eCommerce. Note that you, our vendor partner, are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal. If you have questions, please reach out to your Walmart merchant / buyer.

OVERVIEW:

1. Anatomy: Product Information Page (PIP)
2. General Overview
3. SEO
4. Copy Guidelines
 - a) Air Beds & Sleeping Accessories
 - b) Camping Canopies & Shelters
 - c) Camping Furniture
 - d) Coolers
 - e) Tents & Accessories
5. Imagery Specifications
6. Attribute changes

1. Anatomy: Product Information Page (PIP)

Figure 1: Product Information Page Anatomy

The screenshot shows a Walmart product page for an Ozark Trail 10-Person Half Dark Rest Instant Cabin Tent. The page is annotated with labels and arrows pointing to specific sections:

- Product Name:** Points to the product title "Ozark Trail 10-Person Half Dark Rest Instant Cabin Tent".
- Short Description:** Points to the "Measures: 14' x 10'" text.
- Images:** Points to the main product image and the thumbnail gallery on the left.
- Product Description:** Points to the "Description & Features" section, which includes a paragraph about the tent's features and a bulleted list of specifications.
- Features & Specifications:** Points to the "Specifications" table on the right side of the page.

Product Name: Ozark Trail 10-Person Half Dark Rest Instant Cabin Tent

Short Description: Measures: 14' x 10'

Images: (Main product image and thumbnail gallery)

Product Description:

Description & Features

The Ozark Trail 10-Person Half Dark Rest Instant Cabin Tent sets up in under two minutes! This 10- person tent features an Innovative Dark Rest technology that blocks sunlight to help you stay cooler and sleep longer. The built-in room divider lets you enjoy the light on one side, while the Dark Rest technology is featured on the other side. The cabin-style tent features seven large windows for great views of the outdoors and comfortably fits two queen air mattresses or up to ten campers in sleeping bags on the floor. Keep yourself organized and connected with the two pockets and electrical cord access.

- Sleeps 10
- Sets up in under 2 minutes
- No assembly required – poles are pre-attached to tent
- Measures: 14' x 10'
- Centre Height: 78"
- Included rainfly
- 2-Room layout with Innovative Dark Rest Technology
- Fits 2 queen air mattresses
- 2 ground vents for air circulation
- Includes 2 pockets and electrical cord access
- Tent stakes included
- Carry bag included

Features & Specifications:

Specifications	
Available for Shipping to Canada Post	Yes
Assembled Height	78 in
Assembled Length	120 in
Assembled Weight	32.38 lb
Assembled Width	168 in
Number of People	10
Walmart Exclusive	Yes
Warranty (in Months)	6
Water resistant	Yes
Waterproof	No
Brand	Ozark Trail
Product Identifiers	
Walmart Item #	31436050
Model #	WMC-141078C1
SKU	6000197495801
UPC	81742701768
domainType	ECOMMERCE
hideSlap	false

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. Search Engine Optimization (SEO)

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher 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, fluffy or spammy content.

4. Copy Guidelines

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.**

a) Air Beds & Sleeping Accessories

PRODUCT NAME Character limit: 45 – 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Bed Size + Thickness (in inches) or Minimum Temperature Rating + Shape + Insulation Type + Product Type + Important Feature	Short description must include the most important feature(s) of the product	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.	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.
<u>Examples:</u> Intex Twin 18" Dura-Beam Standard Airbed Mattress with Standard Raised Pillow Rest Serta Twin 18" Raised Air Mattress with neverFLAT Pump Intex Multiple Sizes 18" Dura-Beam Expedition Airbed Mattress with Battery Pump Ozark Trail 30°F Mummy Down Sleeping Bag	<u>Examples:</u> <i>Includes built-in pump</i> <i>Fiber-Tech® construction</i> <i>Contoured support system</i>	<u>Example:</u> <i>Provide your guests with a cozy Comfort-Plush Mid Rise Airbed during their next visit. Engineered with the Dura-Beam™ Technology which is comprised of thousands of high-strength polyester fibers, resulting in amazing durability for years of lasting comfort, the Comfort-Plush Series provides enhanced comfort, stability, and support. Unlike traditional airbed construction, high-strength polyester fibers do not stretch over time.</i>	<u>Example:</u> <ul style="list-style-type: none"> • Adjusts to your personal firmness preference • Sleeping surface is covered in soft flocking for extra comfort, and the indented sides keep your fitted sheets from slipping • A built-in pump will inflate and deflate the airbed with the switch of a button; can be used to adjust your desired level of firmness by turning the dial • The convenient hand carry bag is perfect for storage and transport
	<u>Note:</u> Do not repeat the product name here.	<u>Note:</u> Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	<u>Note:</u> Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

b) Camping Canopies & Shelters

PRODUCT NAME Character limit: 45 – 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Size + Product Type, Colour	Short description must include the most important feature(s) of the product	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.	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.
<u>Examples:</u> Ozark Trail 10 x 10 ft. Instant Slant Leg Canopy , Black Foremost Tarp 12 x 20 ft. White Heavy-Duty Tarp	<u>Examples:</u> <i>Sunwall for protection</i> <i>50+ UV protection</i> <i>Easy 3-minute set up</i>	<u>Example:</u> <i>The Ozark Trail 10'x10' Gazebo with Sunwall provides a true 100 sq. ft. of cooling shade and 50+ UV protection in 3 minutes or less! Simply extend the one-piece steel frame, attach the canopy top, extend the legs - and you're done!</i>	<u>Example:</u> <ul style="list-style-type: none">• Adjust as needed with three leg height adjustments• Includes wheeled carry bag• Sunwall is easily attached to any side of the canopy frame with hook and loop fasteners
	<u>Note:</u> Do not repeat the product name here.	<u>Note:</u> Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	<u>Note:</u> Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

c) Camping Furniture

PRODUCT NAME Character limit: 45 – 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Size + Type + Product Type + Important Feature, Colour (if applicable)	Short description must include the most important feature(s) of the product	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.	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.
<u>Examples:</u> Coleman Oversized Quad Chair with Cooler Pouch Ozark Trail Regular Sized Folding High Back Chair with Head Rest, Red	<u>Examples:</u> <i>Built-in mesh cup holder</i> <i>Includes two cup holders</i>	<u>Example:</u> <i>Ideal quad folding camp and outdoor chair with 225 lbs. weight capacity with comfortable seating and a durable coated steel frame makes this an excellent outdoor chair for events, camping - or any activity.</i>	<u>Example:</u> <ul style="list-style-type: none">• Rust proof steel frame with powder coating• 600d fabric seat for added durability• Breathable mesh polyester fabric• Built-in mesh cup holder• With colourful plastic feet and reinforced plastic brace• Carry bag with shoulder strap included
	<u>Note:</u> Do not repeat the product name here.	<u>Note:</u> Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	<u>Note:</u> Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

d) Coolers

PRODUCT NAME Character limit: 45 – 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Sub brand + Quart Capacity / Can Capacity + Product Type, Colour (if applicable)	Short description must include the most important feature(s) of the product	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.	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.
<u>Examples:</u> Coleman Powerchill™ 40 Quart Thermoelectric Cooler, Orange Coleman Xtreme™ 50 Quart Wheeled Cooler, Black Ozark Trail 36-Can Expandable Top Soft-Sided Cooler, Red Igloo 100 Quart Full Size Chest Cooler, White	<u>Examples:</u> Cools up to 22°C or 40°F Built-in umbrella holder	<u>Example:</u> This Igloo 48 qt Island Breeze Cooler keeps your food and beverages cold while enjoying time outdoors. It's made of durable plastic and includes sturdy, collapsible side handles for easy lifting and carrying to and from different locations. This cooler is handy for camping, fishing and hunting trips, picnics, tailgating parties, backyard barbecues and more.	<u>Example:</u> <ul style="list-style-type: none"> • Holds up to 72 cans • Comes with a stain- and odor-resistant liner • Swing-up side handles for comfortable carrying and lifting in or out of a vehicle • Equipped with an easy stacking lid • Elevated cooler base minimizes contact with the ground and hot surfaces, improving cooling performance
	<u>Note:</u> Do not repeat the product name here.	<u>Note:</u> Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	<u>Note:</u> Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

e) Tents & Accessories

PRODUCT NAME Character limit: 45 – 120	SHORT DESCRIPTION Character limit: maximum 30	PRODUCT DESCRIPTION Min Characters: 100 Format: 1-3 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet point Format: 3-5 bullet points
Product name to be displayed as: Brand + Sub Brand + Number of People + Size + Product Type, Colour	Short description must include the most important feature(s) of the product	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.	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.
<u>Examples:</u> Coleman 6-Person 10 x 10 ft. Instant Cabin Tent, Black Ozark Trail 7-Person 12 x 12 ft. Instant Teepee Tent Ozark Trail Hazel Creek 20-Person 12 x 24 ft. Tunnel Tent	<u>Examples:</u> <i>Skylights with ceiling panels</i> <i>Innovative DarkRest technology</i> <i>3-minute set up with 3 steps</i>	<u>Example:</u> <i>With a set up in just 60 seconds, this Ozark Trail tent requires no assembly because the poles are pre-attached to the tent, just unfold and extend. Innovative Dark Rest technology blocks sunlight helping you stay cooler and sleep longer. Multiple skylights with interior ceiling panels allow you to customize the light, and can be rolled back for stargazing or extra interior illumination.</i>	<u>Example:</u> <ul style="list-style-type: none"> • Fits two queen airbeds or up to 6 campers in sleeping bags on the floor • Features 3 large windows • Hanging gear loft and large gear organizer included • Ozark Trail camping tent can be used on a 12' x 12' straight leg canopy (extenders are needed)
	<u>Note:</u> Do not repeat the product name here.	<u>Note:</u> Always take a mobile eCommerce approach first, then desktop. Ensure that the content under this section is short and easy to read on mobile devices.	<u>Note:</u> Any features under this section should not be repeated under the 'Product Description' section. Vendors are not permitted to provide a hyperlink to their own company websites.

5. Imagery Specifications

Mandatory Requirements:	Image Pixel Requirements:
<ul style="list-style-type: none"> Minimum of 5 images are required Primary Image should be a direct view of the product Other images: include various angles such as back view, detailed views, and accessories and close up shots of material. Include at least 1 lifestyle image. 	<ul style="list-style-type: none"> Minimum 750x750; Max. 2000x2000; 300 dpi
Primary Image Examples:	Alternative View Image Examples:
	<div data-bbox="1171 669 1906 938">   </div> <div data-bbox="1125 1055 1747 1367">  </div>

6. Attribute Changes

The new and existing 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:

Air Beds & Sleeping Accessories	Camping Canopies & Shelters	Camping Furniture	Coolers	Tents & Accessories
<ul style="list-style-type: none"> New: Built-in Air Pump New: Fabric Content New: Fits Up To New: Insulation Type New: Mattress Thickness New: Power Type New: Pump Included New: Pump Type Batteries Included Material Maximum Weight Number of People Season Shape Size Sleeping Bag Size Temperature Rating 	<ul style="list-style-type: none"> New: Canopy Type New: Fabric Content Frame Material Material Number of People Season Size 	<ul style="list-style-type: none"> New: Chair Size New: Is Foldable Chair Type Lifestage Material Maximum Weight Number of Cup Holders Seating Capacity 	<ul style="list-style-type: none"> New: Can Capacity New: Quart Capacity Assembled Product Height Assembled Product Length Assembled Product Weight Assembled Product Width Material 	<ul style="list-style-type: none"> New: Fabric Content New: Tent Type Frame Material Material Number of People Season Waterproof Water resistant

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