

CONTENT STANDARD GUIDE



BIKES December 2019

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.


FOR SUPPLIERS & VENDORS USE ONLY

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.

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1. Anatomy: Product Information Page (PIP)



Product Name

Movelo Algonquin 26" Women's Mountain Bike

Rider height: 5' & above

★ ★ ★ ★ ★ (15) **Exclusive**

\$98

[Free returns](#)

[Free pickup](#)

Sold & shipped by **Walmart**

By **Movelo**

Quantity: - 1 +


Description

Metallic purple with sky blue streaks, the Movelo Algonquin 26-inch Women's Steel Mountain Bike is ready for outdoor fun! Durable and strong to handle aggressive riding, the Movelo Algonquin is the right mountain bike for whatever path you

Descriptive Sentences

Bulleted Features

- Designed for a rider height greater than 152 cm (60 in); ages 13 and above.
- Sky blue streaks mark the gloss metallic purple hardtail steel frame, durable and strong for aggressive riding.
- 18 speeds of twist shifting with the rear 6-speed indexed derailleur



Product Name

Movelo Algonquin 26" Women's Mountain Bike

Rider height: 5' & above

By **Movelo**

Sold and shipped by Walmart

★ ★ ★ ★ ★ > 15 Reviews

Qty: - 1 +

\$98

> [Return in-store or by mail](#)

[Add to cart](#)

[Zoom](#) [Pickup](#) [Shipping](#) [Buy In-Store](#)

Description & Features

Metallic purple with sky blue streaks, the Movelo Algonquin 26-inch Women's Steel Mountain Bike is ready for outdoor fun! Durable and strong to handle aggressive riding, the Movelo Algonquin is the right mountain bike for whatever path you choose. Some assembly required; please refer to the Bike Crew videos at <https://www.walmart.ca/en/bike-crew>

Descriptive Sentences

Bulleted Features

- Designed for a rider height greater than 152 cm (60 in); ages 13 and above.
- Sky blue streaks mark the gloss metallic purple hardtail steel frame, durable and strong for aggressive riding.
- 18 speeds of twist shifting with the rear 6-speed indexed derailleur
- Front and rear steel linear pull brakes
- 26" black, knobby tires provide good traction for all types of terrain.
- Flat steel ATB-style handlebar with comfortable grips
- Padded ATB saddle with bumpers
- The seat binder bolt can be loosened to raised or lower the seatpost to the proper height
- Lightweight alloy wheel rims for better performance and weather resistance
- 1-piece steel crank with ATB-type resin pedals
- Includes steel bolt-on kickstand.
- Limited lifetime frame and fork warranty.

Product Name

Short Description

Product Name

Short Description

Descriptive Sentences

Description

Bulleted Features

Descriptive Sentences

Bulleted Features

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 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)

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 / Franchise / Series** + **Bike Wheel Diameter** (*in inches " symbol*) + **Important Feature** (*optional*) + **Gender / Life stage** + **Bike Type** – **Colour** (*optional*)

Examples by different types of bikes:

Mountain Bikes:

Adults: **Movelo** **Algonquin 26"** Dual Suspension Women's Hardtail Mountain Bike – Blue

Kids: **Mongoose** **Alert 24"** Kids' Mountain Bike – Orange

Electric Bikes:

Adults: **Hyper Bicycles** **700C 36V** Electric Assist Men's Electric Mountain Bike – Black / Yellow

Cruiser Bikes:

Adults: **Columbia** **Superb 26"** Unisex Adult Cruiser Bike – Blue / Red

Kids: **Movelo** **Razzle 12"** Girls' Cruiser Bike – Pink / White

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. Rider Height, run time for electric bikes, 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:

Kids Bikes: Rider height: 37"-42"

Adult Bikes: Rider height: 5'4"-6'2"

Electric bikes: Run time: 1 hour, 20 miles

4.3 Description: Descriptive Sentences

Well-written product descriptions create excitement about your product, and make 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:

Ride in style with the Hyper Bicycles E-ride 26" 36V Electric Mountain Bike. It features a Shimano grip shifter and rear derailleur gear system. This 26" electric bike includes front and rear V-brakes for enhanced stopping power and front suspension forks for a comfortable ride. It also has an integrated flush-mounted battery and a rear hub brushless motor. The battery charges in around 4 hours and lasts for about 20 miles.

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:

- Frame size and type
- Brakes
- Speeds
- Assembled dimensions (in inches)

Bulleted Features Guidelines:

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

Examples:

Mountain Bikes:

- Brakes: front and rear linear alloy pull brakes
- Wheel type: alloy
- 21 different speeds
- Dual suspension
- Popular for trails and casual riding
- Suspension improves handling for off-road rugged trail and downhill riding
- 3-piece crank for a reliable gear support
- Steel mountain style frame
- Shimano TZ-30 rear derailleur
- Padded seat
- Color: black/green
- Assembled dimensions: 68"L x 23"W x 41"L
- No training wheels

Electric Bikes:

- Frame: 700c aluminum
- Brakes: front/rear V-brake
- Forks: suspension
- Gears: 6-speed
- Shifting: Shimano grip shifter, Shimano rear derailleur
- Motor: rear hub brushless 36-volt 250W
- Battery: integrated flush-mount 36-volt 7.8 AH
- Charging time: 4 hours
- Run time: 1 hour, 20 miles
- Assembled dimensions: 68"L x 23"W x 41"L
- Features key engage
- Spare key included
- Center bar power button with light-up battery display
- Includes rear and tire spoke reflectors
- Comfortable and supportive seat
- Baggage carrying area located above the rear tire

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. Note: no image of product in-package or product with human models should be used.

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 (e.g. cushion set, wheels, etc.) against a white-background.

Primary Image



Secondary Images



Image Requirements

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