Walmart

CHRISTMAS

JULY 2021

This Walmart.ca Content Standard Guide is written to inform and aid our Seller partners with the standards and practices for quality, ready-to-publish site content.
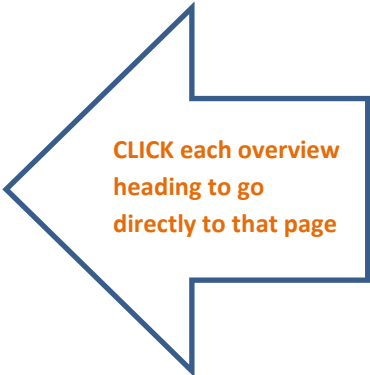*For more information, contact your Walmart.ca partner.*

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 Standard 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. All content must be completely bilingual (English and French), including all upper case/lower case conventions, unit of measure and punctuation conventions. All product images and content must always be updated to reflect any product and product information changes.

Overview

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CLICK each overview heading to go directly to that page

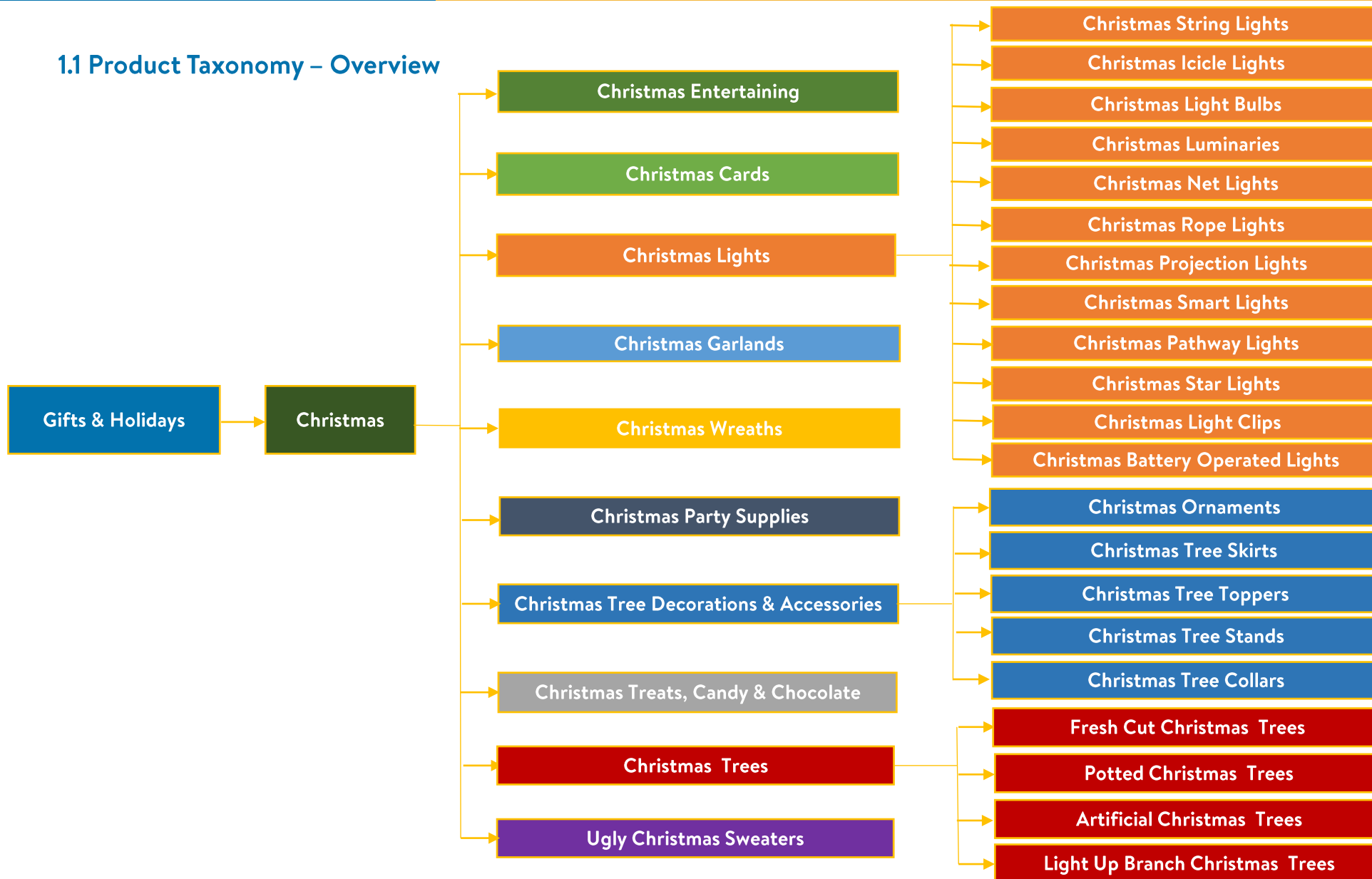**Walmart** ✶

1. Product Taxonomy

A product taxonomy is a logical structure that is used to organize products thereby improving 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 seller partners to strictly follow the outlined hierarchy structure for the 'Christmas' category on the next page to take full advantage of all the assets we have created within this taxonomy.

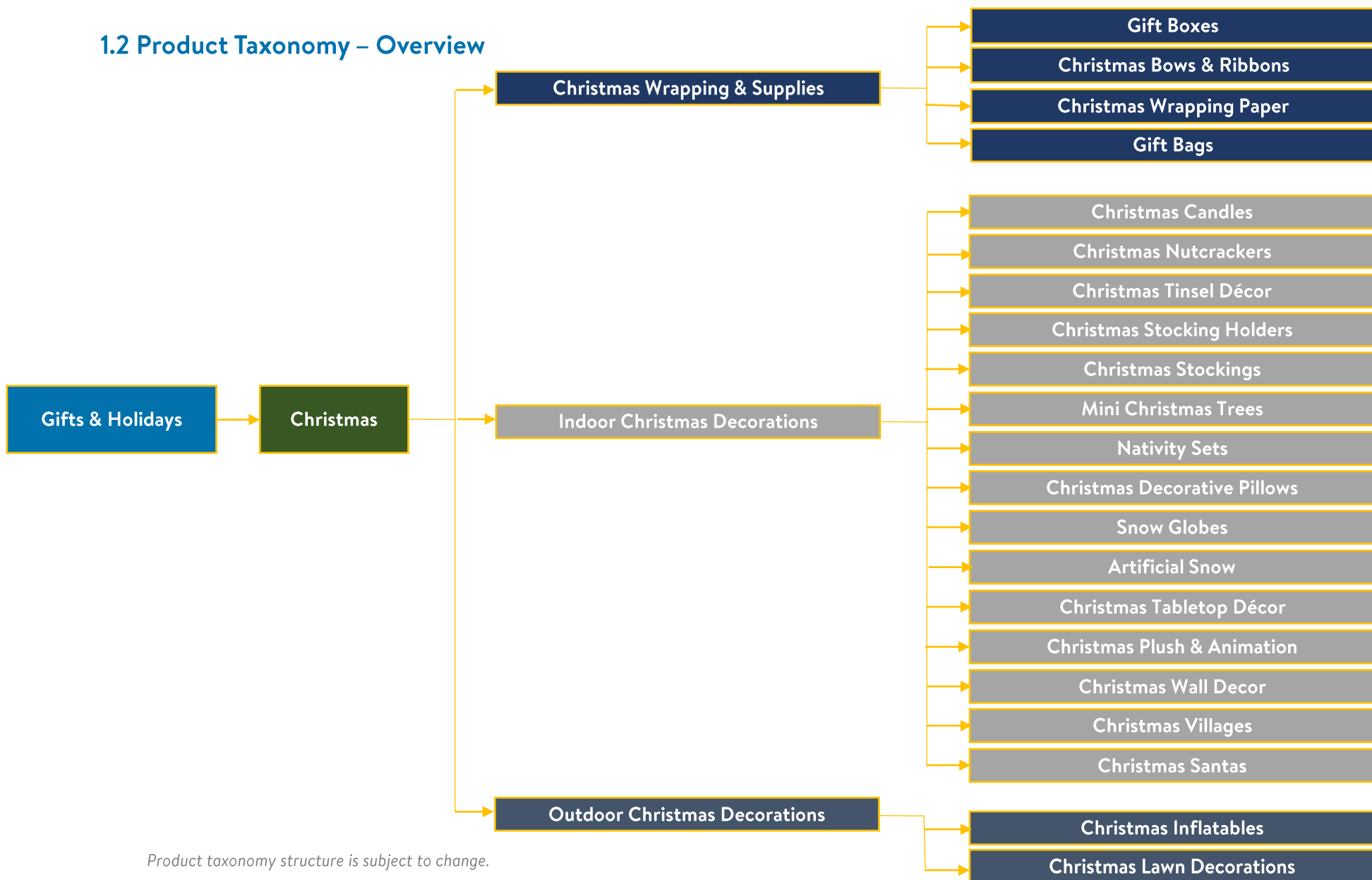Please keep the following in mind as you shelve your products:

✓ Our SEO experts have ensured each shelve page has been SEO-optimized to rank well in Google searches

✓ Walmart associates are not responsible for correcting any inaccurate shelving done by our seller partners

✓ If you are not sure where to shelve your products, please contact your Walmart.ca merchant or marketplace partner for guidance

1.1 Product Taxonomy – Overview

Gifts & Holidays → **Christmas**

- **Christmas Entertaining**
- **Christmas Cards**
- **Christmas Lights**
  - Christmas String Lights
  - Christmas Icicle Lights
  - Christmas Light Bulbs
  - Christmas Luminaries
  - Christmas Net Lights
  - Christmas Rope Lights
  - Christmas Projection Lights
  - Christmas Smart Lights
  - Christmas Pathway Lights
  - Christmas Star Lights
  - Christmas Light Clips
  - Christmas Battery Operated Lights
- **Christmas Garlands**
- **Christmas Wreaths**
- **Christmas Party Supplies**
- **Christmas Tree Decorations & Accessories**
  - Christmas Ornaments
  - Christmas Tree Skirts
  - Christmas Tree Toppers
  - Christmas Tree Stands
  - Christmas Tree Collars
- **Christmas Treats, Candy & Chocolate**
- **Christmas Trees**
  - Fresh Cut Christmas Trees
  - Potted Christmas Trees
  - Artificial Christmas Trees
  - Light Up Branch Christmas Trees
- **Ugly Christmas Sweaters**

Product taxonomy structure is subset to change.

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1.2 Product Taxonomy – Overview

Gifts & Holidays → **Christmas**

Christmas Wrapping & Supplies
- Gift Boxes
- Christmas Bows & Ribbons
- Christmas Wrapping Paper
- Gift Bags

Indoor Christmas Decorations
- Christmas Candles
- Christmas Nutcrackers
- Christmas Tinsel Décor
- Christmas Stocking Holders
- Christmas Stockings
- Mini Christmas Trees
- Nativity Sets
- Christmas Decorative Pillows
- Snow Globes
- Artificial Snow
- Christmas Tabletop Décor
- Christmas Plush & Animation
- Christmas Wall Decor
- Christmas Villages
- Christmas Santas

Outdoor Christmas Decorations
- Christmas Inflatables
- Christmas Lawn Decorations

Product taxonomy structure is subject to change.

2. Anatomy: Product Information Page (PIP)

Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree, Black
600 ebony branch tips

Product Name

Short Description

☆☆☆☆☆ (0)

$49.98
Free returns

Free pickup
Sold & shipped by Walmart

By Holiday Time

Quantity:
− 1 +

Add to cart   Find in-store

Product Name

Short Description

Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree, Black
600 ebony branch tips

☆☆☆☆☆ (0)

$49.98
Free returns

Free pickup
Sold & shipped by Walmart

By Holiday Time

Quantity:
− 1 +

Description

Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree will add a special touch of holiday glamour to your home. This sensational black Christmas tree features 600 ebony branch tips and 400 pre-strung mini clear lights that remain lit even if one burns out. Tree stand included.

• 600 ebony branch tips
• 400 pre-strung mini clear lights that remain lit even if one burns out
• Measures 42" in diameter
• Convenient tree stand included

Description

Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree will add a special touch of holiday glamour to your home. This sensational black Christmas tree features 600 ebony branch tips and 400 pre-strung mini clear lights that remain lit even if one burns out. Tree stand included.

• 600 ebony branch tips
• 400 pre-strung mini clear lights that remain lit even if one burns out
• Measures 42" in diameter
• Convenient tree stand included

Descriptive Sentences

Bulleted Features

Description

Descriptive Sentences

Bulleted Features

Description

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3. 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.

4. 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 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 seller 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)
- Avoid content that would be considered to be filler and of no use to customer. Additionally, refrain from spammy content that repeats important keywords in an unnatural fashion

5. 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 Christmas PIPs are category-specific. They appear under the Product Name and highlight key product features in a few short words (e.g. ornament size, light bulb spacing, count of branch tips, 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.

5.1 Product Name
Recommended Characters: 45   *Maximum Characters: 120*

Christmas Trees	**Brand** + **Series/Collection** + **Height** + **Features** + **Shape** + **Material** + **Product Type** – **Color** Example: Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree – Black
Christmas Lights	**Brand** + **Total Length** + **Light Count** + **Bulb Type** + **Lighting Type** + **Product Type** – **Color** Example: Wintergreen Lighting 7.5' 70-Count LED Icicle Christmas Lights – Warm White
Christmas Ornaments	**Brand** + **Piece Count** + **Features** + **Material** + **Ornament Type** – **Color** Example: Northlight 12 piece Shatterproof Matte Glass Ball Ornaments – Red
Christmas Wreaths & Garlands	**Brand** + **Size** + **Features** + **Material** + **Product Type** – **Color** Example: Northlight 16" Unlit Pine Christmas Wreath – Green
Christmas Inflatables	**Brand** + **Character** + **Height** + **Product Type** Example: HomCom Santa in Reindeer Sleigh 7' Christmas Inflatable

Note: additional examples by category provided in Section 7.

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5.2 Short Description

Character limit: <30

Examples:
600 ebony branch tips *(for Christmas Trees)*
3" (7.6 cm) bulb spacing *(for Christmas Lights)*
Measures 12" in diameter *(for Christmas Ornaments)*
250 branch tips; LED lights *(for Christmas Wreaths & Garlands)*
With snowflakes and lights *(for Christmas Inflatables)*

5.3 Description: Descriptive Sentences*

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.

Note: additional examples by category provided in Section 7.

5.4 Description: Bulleted Features*

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.

Key bullets to include:
1. Product dimensions (Length x Width x Height) *(do not use more than one decimal place)*
2. Product Warranty (in months or years) (if applicable)
3. Accessories Included (if applicable)

Example:

Holiday Time Madison 6.5' Pre-Lit Regular Full Pine Christmas Tree will add a special touch of holiday glamour to your home. This sensational black Christmas tree features 600 ebony branch tips and 400 pre-strung mini clear lights that remain lit even if one burns out.

Example:
• 600 ebony branch tips
• 400 pre-strung mini clear lights that remain lit even if one burns out
• Measures 42" in diameter
• Convenient tree stand included
• Extra sturdy top branch for your tree topper
• Flame retardant
• 2-year limited warranty

6.1 Imagery Specifications

Mandatory Images

(1) Primary Image should be a direct or angled front view of product against a white background. No image of product in-package should be used as the primary image.

(2) Secondary Image to be **a lifestyle image**.

(3) Secondary Image should highlight **size dimensions**. You can use the primary image and place dimensions on it. Use signs for measurements in feet or inches.

(4) Secondary Image should include close-up images of product to show quality.

(5) Other Secondary Images can include additional views of the product, assembly points, accessories included (e.g. Christmas tree stands), different light colour settings (if product has more than one colour of lights), etc.

Note: additional examples by category provided in Section 7.

Image Requirements

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

Primary Image

Secondary Images

4' Height

2' Diameter

(1) Primary Image   *(2) Lifestyle Image*   *(3) Size Dimensions*   *(4) Quality Focus*   *(5) Different Light Colour Setting*   *(6) Accessories included*

Example for illustration purposes only.

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6.2 Imagery Specifications

Below are examples of acceptable and not acceptable primary images:

Acceptable primary images:

NOT acceptable primary images:

7. Mandatory Attributes for Filters

At Walmart.ca, we continuously strive to make our customers' path to checkout as quick and easy as possible. Search filters are an essential tool for such purpose however they are only the start of a helpful filtering system. These search filters should also have the correct values populated by our seller partners after which our team then arranges these values in a logical pattern, for instance, the logical sequence of sizes are set to be XS, S, M, L, XL for size. Creating a robust and smooth filtering system will help our customers find the exact products they are looking for, which is exactly what you want!

In section 8, we have provided category-specific guidance on mandatory attributes and their respective values for Christmas Trees, Christmas Lights, Christmas Ornaments, Christmas Wreaths & Garlands and Inflatables. Please refer to this section when providing/updating attribute information for your products.

When done right, filters enable users to see only the products that match their individual **needs** and **interests**!

Example for illustration purposes only.

8. Category-Specific Guidance

8.1.a. Content Examples: Christmas Trees

Images	Primary Image Secondary Images	Primary Image Secondary Images
Product Name	Holiday Time Jackson 6.5' Regular Full Spruce Christmas Tree, Green	Holiday Time Shelton 7' Cashmere Pencil Fir Christmas Tree, Green
Short Description	642 easy-to-shape branch tips	339 cashmere branch tips
Description	Holiday Time Jackson 6.5' Regular Full Spruce Christmas Tree, Green s a classical representation of natural beauty. This lush and verdant tree features 642 easy-to-shape branch tips, an extra strong top branch for the tree topper and easy-to-assemble tree stand. The robust silhouette with a base of 43" diameter provides abundant space to showcase your favourite holiday ornaments. Display with or without lights for enchanting holiday ambience.	Fill your home with understated sumptuous luxury this season with the Holiday Time Shelton 7' Cashmere Pencil Fir Christmas Tree. This sophisticated artificial Christmas tree features 339 cashmere branch tips, 300 pre-strung clear mini lights, extra sturdy top branch for your tree topper, and a convenient tree stand. Your ornaments will shine on this premium and enchanting tree.
Features & Specifications	• 642 verdant branch tips for a full, realistic appearance • Measures 43" in diameter • Extra sturdy top branch • Easy-to-assemble plastic stand • Flame-retardant tips for added safety • Unlit, rustic style	• 339 cashmere branch tips • Measures 19" in diameter • 300 pre-strung mini clear lights • Extra sturdy top branch for your tree topper • Lights remain lit even if one burns out • Convenient tree stand included

Examples are for illustration purposes only.

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8.1.b. Mandatory Attributes for Filters: Christmas Trees

Please refer to tab "Decorations & Favors" tab of the Occasion and Seasonal Marketplace Product Upload Form (excel sheet).

Filter Name on Walmart.ca	Tree Height	Tree Family	Leaf/Needle Colour	Lighting Colour	Number of Lights	Tree Style	Number of Tips	Features
Attribute Name in Seller Central	Assembled Product Height	Material	Color Category	Light Bulb Color	Number of Lights	Style	Number of Tips	Additional Features
Example Values	• 2' • 3' • 10' Or any other number but insure you use the feet sign in a similar way to the example above Note: provide tree height in feet.	• PVC • Plastic • Metal • PE • Combination • Other	• Beige • Black • Blue • Brown • Clear • Gold • Green • Grey • Multi • Off-White • Orange • Pink • Purple • Red • Silver • White • Yellow	• Clear/White Lights • Coloured and White Lights • Multi-Coloured Lights • Single Coloured Lights • Not Applicable	• Less than 100 • 100-250 • 250-500 • 500-750 • 750-1,000 • 1,000+ • Not Applicable	• Flocked • Full • Pencil/Slim • Prelit • Unlit • Porch • Realistic look & feel • Half & Corner • Inverted • Whimsical • Spiral • Other	• Less than 500 Tips • 500-1000 Tips • 1000-1500 Tips • 1500-2000 Tips • 2000-2500 Tips • 2500-3000 Tips • 3000 + Tips	• Carrying handles • Eco-friendly • Pre-decorated • Remote Controlled • Easy setup

Note: the attributes above are mandatory for filters. There are additional mandatory attributes that you are required to populate for the 'Specifications' section of the Product Information Page, for instance, Power Type, Stand Included, Manufacturer Warranty, etc.

Best Practice: please copy and paste example values from this table and input into your upload forms.
Since we have a large Marketplace seller base, this will prevent multiple variations of the same value.
Worst Case Scenario: Seller A inputs 2' for Christmas Tree Height whereas Seller B inputs 2 feet which results in two variations for customers to choose from.
Best Case Scenario: Sellers A and B copy and paste from examples above and input into their upload forms. Customer only sees one value for 2'.

The mandatory attributes are subject to change.

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8.2.a. Content Examples: Christmas Lights

Images	Primary Image	Secondary Images
Product Name	Holiday Time 18" 300-Count Incandescent Icicle Christmas Lights, Blue	Holiday Time 57" 100-Count LED String Christmas Lights, White
Short Description	3" (7.6 cm) bulb spacing	7" (17.8 cm) bulb spacing
Description	Spread wintry fun across your holiday display with the Holiday Time 18" 300-CounT Incandescent Icicle Christmas Lights, Blue. This massive strand features 300 blue icicle lights to add bright decorative elements over 19' feet of length using just one set for fast and easy placement. Crafted with white wire to complete the icicle look, the Holiday Time 18" 300-CounT Incandescent Icicle Christmas Lights set can be connected to up to 3 other sets of this exact same model with end to end construction and is designed to stay lit even if one bulb burns out to twinkle away all night long.	Super bright LED bulbs bathe your home and holidays in cool white brilliance with the Holiday Time 57" 100-Count LED String Christmas Lights, White. This set lights up the night cross 58 feet inside and outdoors. Energy star certified, these LED Christmas lights help save energy and remain cool to the touch even when lit. Up to 30 strings of this exact set can be connected to create an incredible holiday display sure to delight your family, friends, neighbors, and holiday guests. The Holiday Time 57" 100-Count LED String Christmas Lights are crafted with a green wire in a tangle free design to blend in perfectly with branches and other greenery.
Features & Specifications	• 300 blue incandescent icicle Christmas lights • 3" or 7.6 cm bulb spacing • Light set measures 19' total length; 18' of lighted length • Light stays lit even if one bulb burns out to twinkle away all night long • Can be connected to up to 3 other sets of this exact same model with end to end construction • Crafted with white wire • For indoor and outdoor use	• 100 super bright warm G30 LED lights • 7" or 17.8 cm bulb spacing • Light set measures 58' total length; 57' of lighted length • Can connect up to 30 sets of this exact string of lights using end to end connections • Can be used indoors and outdoors • Energy Star certified to save energy • LED lighting remains cool to the touch even when lit • UL certified

Examples are for illustration purposes only.

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8.2.b. Mandatory Attributes for Filters: Christmas Lights

Please refer to tab "Decorations & Favors" tab of the Occasion and Seasonal Marketplace Product Upload Form (excel sheet).

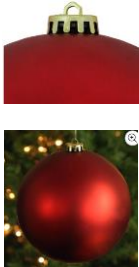| Filter Name on Walmart.ca	Light Type	Lighting Style	Light Bulb Colour	Number of Lights	Bulb Type	Recommended Location	Bulb Shape
Attribute Name in Seller Central	Holiday Lighting Style	Light Bulb Color	Color Category	Number of Lights	Light Bulb Type	Recommended Use	Bulb Shape
Example Values	• String Lights • Icicle Lights • Light Bulbs • Luminaries • Net Lights • Rope Lights • Projector Lights • Smart Lights • Pathway Lights • Star Lights • Light Clips • Battery Operated Lights	• Clear/White Lights • Coloured and White Lights • Multi-Coloured Lights • Single Coloured Lights • Not Applicable	• Beige • Black • Blue • Brown • Clear • Gold • Green • Grey • Multi • Off-White • Orange • Pink • Purple • Red • Silver • White • Yellow	• 100 • 200 • Not Applicable Or any other number	• Compact Fluorescent • Fluorescent • Halogen • Incandescent • LED • Unlit • Not Applicable	• Indoor • Outdoor • Both	• C3 • C6 • C7 • C9 • Pearl/Globe • Dome • Fairy • Novelty • Mini • Edison • Wide Angle

Best Practice: please copy and paste example values from this table and input into your upload forms. Since we have a large Marketplace seller base, this will prevent multiple variations of the same value.
Worst Case Scenario: Seller A inputs Icicle for Holiday Lighting Style whereas Seller B inputs Icicle Lights which results in two variations.
Best Case Scenario: Sellers A and B copy and paste from examples above and input into their upload forms. Customer only sees one value for Icicle Lights.

The mandatory attributes are subject to change.

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8.3.a. Content Examples: Christmas Ornaments

	Primary Image	Secondary Images	Primary Image	Secondary Images
Images				
Product Name	Northlight 12 piece Shatterproof Matte Glass Ball Ornaments, Red		Northlight Regal Clip-On Peacock Feather Tail Christmas Ornament, Teal Blue	
Short Description	Measures 12" in diameter		Measures 11" in length	
Description	The Northlight 10" Shatterproof Matte Glass Ball Ornaments, Red are a unique hard to find set perfect for commercial decorating. Onlookers will be amazed by its size and beauty. The best part about our shatterproof ornaments is that they look just like glass and they're ideal for public displays due to their shatterproof construction.		Everyone needs a bit of elegance and a pop of color in their Christmas decor. The Northlight Regal Clip-On Peacock Feather Tail Christmas Ornament in Teal Blue is the perfect way to capture class and color. It is the perfect size and is lightweight enough to add to trees, wreaths and centerpieces.	
Features & Specifications	• Set includes 12 pieces • Equipped with gold ornament aps • Each piece measures 12" in diameter • Shatterproof for your safety and convenience		• Left facing peacock clip-on Christmas ornament • Teal blue feathers on its head and tail • Matching sequin and glitter accents • Comes ready-to-attach with a silver crocodile clip • Measures 2 inches high by 5 inches wide by 11 inches deep	

Examples are for illustration purposes only.

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8.3.b. Mandatory Attributes for Filters: Christmas Ornaments

Please refer to tab "Decorations & Favors" tab of the Occasion and Seasonal Marketplace Product Upload Form (excel sheet).

Filter Name on Walmart.ca	Ornament Type	Colour	Material
Attribute Name in Seller Central	Pattern	Color Category	Material
Values	• Ball Ornaments • Finial Ornaments • Hanging Figurines • Ornament Accessories • Photo Ornaments • Ribbons and Bows • Shaped Ornaments • Tinsel • Tree Toppers • Other	• Beige • Black • Blue • Brown • Clear • Gold • Green • Grey • Multi • Off-White • Orange • Pink • Purple • Red • Silver • White • Yellow	• Ceramic • Crystal • Glass • Metal • Plastic • Polyester • Porcelain • Sterling Silver • Wood • Other

Best Practice: please copy and paste example values from this table and input into your upload forms.
Since we have a large Marketplace seller base, this will prevent multiple variations of the same value.
Worst Case Scenario: Seller A inputs Finial Ornaments for Pattern whereas Seller B inputs Finial which results in two variations.
Best Case Scenario: Sellers A and B copy and paste from examples above and input into their upload forms. Customer only sees one value for Finial Ornaments.

The mandatory attributes are subject to change.

8.4.a. Content Examples: Christmas Wreaths & Garlands

Images	Primary Image	Secondary Images

	Primary Image	**Secondary Images**

Product Name	Northlight 16" Unlit Pine Christmas Wreath, Green	National Tree 24" Pre-Lit Fir Christmas Wreath, Green
Short Description	140 tips; no assembly required	250 branch tips; LED lights
Description	The Northlight 16" Unlit Pine Christmas Wreath, Green is perfect for holiday decorating. It's mini size will allow it to be placed anywhere you desire. Enhance this two-tone green foliage wreath with ribbons and bows, or leave as is to add a touch of nature to your decor.	Get ready for this holiday season with the National Tree 24" Pre-Lit Fir Christmas Wreath, Green. This wreath is pre-strung with 50 battery-operated warm white low-voltage LED lights that are energy-efficient, long lasting and cool to the touch. A convenient 6 hours ON/18 hours OFF timer controls light operation. This wreath can be displayed on doors, walls and windows in indoor or outdoor locations.
Features & Specifications	• Artificial mini pine Christmas wreath • 140 tips; no assembly required • Heavy duty circular frame • Inner ring is approximately 11 inches diameter • Measures approximately 16 inches diameter • For both indoor and outdoor use	• 24" diameter • Pre-strung with 50 UL listed warm white low voltage LED lights • Battery operated with 6 hours on/18 hours off timer • 250 branch tips • Indoor or outdoor use • LED lights are energy-efficient and long lasting • Fire-resistant and non-allergenic

8.4.b. Mandatory Attributes for Filters: Christmas Wreaths & Garlands

Please refer to tab "Decorations & Favors" tab of the Occasion and Seasonal Marketplace Product Upload Form (excel sheet).

Filter Name on Walmart.ca	Width	Colour	Recommended Location	Pre-Lit
Attribute Name in Seller Central	Diameter	Color Category	Recommended Use	Is Animated
Values	• Under 24" • 25" – 36" • 37" – 48" • 49" – 60" • 61" – 72" • Over 72" • Not Applicable	• Beige • Black • Blue • Brown • Clear • Gold • Green • Grey • Multi • Off-White • Orange • Pink • Purple • Red • Silver • White • Yellow	• Indoor • Outdoor • Both	• Yes • No

Best Practice: please copy and paste example values from this table and input into your upload forms.
Since we have a large Marketplace seller base, this will prevent multiple variations of the same value.
Worst Case Scenario: Seller A inputs Fall for Occasion whereas Seller B inputs Fall Season which results in two variations.
Best Case Scenario: Sellers A and B copy and paste from examples above and input into their upload forms. Customer only sees one value for Fall.

The mandatory attributes are subject to change.

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8.5.a. Content Examples: Christmas Inflatables

Images	Primary Image · Secondary Images	Primary Image · Secondary Images
Product Name	Air Flowz Penguins with Snowball 58" Christmas Inflatable	HomCom Santa in Reindeer Sleigh 7' Christmas Inflatable
Short Description	Swirling lights	Self inflating
Description	Making a snowman is fun but not quite as fun when you don't have any help. In this 6 ft Inflatable Penguins with Swirling Lights Snowball, one penguin is doing all the work. It looks great though. The swirling, blue lights in the snowball will attract every person in your neighborhood (and other neighborhoods) to come view it.	Bring the spirit of Christmas to your yard with this classic scene of Santa with his favorite reindeer. This self-inflating Christmas decoration features an internal LED light that makes it glow at night. Weather resistant polyester material allows for multiple seasons of use. Get festive and get fun without spending tons of time or money with our special HomCom holiday display.
Features & Specifications	• Easy set-up, self inflates in seconds • Blower included • Weather resistant • Lights up and has swirling lights (LED) • Detailed instruction sheet included • Indoor and outdoor use	• Christmas Santa Sleigh inflatable measuring 7 ft long • Self inflates in moment and lights up when plugged in • IP44 level both ideal for indoor and outdoor use • Everything included: Inflator fan, ground stakes, strings and power cord • Deflates back down for easy storage

Examples are for illustration purposes only.

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8.5.b. Mandatory Attributes for Filters: Christmas Inflatables

Please refer to tab "Decorations & Favors" tab of the Occasion and Seasonal Marketplace Product Upload Form (excel sheet).

Filter Name on Walmart.ca	Colour	Colour Family	Height (ft.)	Power Type	Self-Inflating	Theme
Attribute Name in Seller Central	Colour	Colour Family	Height (ft.)	Power Type	Self-Inflating	Theme
Values	• Black Cherry • Charcoal • Dark Green Or any other unique colour of your product	• Beige • Black • Blue • Brown • Clear • Gold • Green • Grey • Multi • Off-White • Orange • Pink • Purple • Red • Silver • White • Yellow	• 2' • 4' • 6' Or any other number but insure you use the feet sign in a similar way to the example above Note: provide inflatable height in feet.	• Battery Powered • Plug-in • Solar Powered	• No • Yes	• Birthday • Christmas • Easter • Halloween • Hanukkah • Other • Thanksgiving

Best Practice: please copy and paste example values from this table and input into your upload forms.
Since we have a large Marketplace seller base, this will prevent multiple variations of the same value.
Worst Case Scenario: Seller A inputs Fall for Occasion whereas Seller B inputs Fall Season which results in two variations.
Best Case Scenario: Sellers A and B copy and paste from examples above and input into their upload forms. Customer only sees one value for Fall.

The mandatory attributes are subject to change.

9. Content Scorecard

Vendor partners should be receiving a weekly report providing them with an overall 'content score' of their provided e-commerce content. This scorecard will evaluate each SKU marked **active** in our portal against the below seven rules. Should an item's content break any of these rules, an infraction will occur. If every active item meets the below seven requirements, the content score will be 100%.

As a disclaimer, a content score of 100% means that the SKUs enriched are meeting the bare minimum standards for good content. At this time, the scorecard will not grade other important aspects of content discussed in the guide, such as image quality, image count, or the quality of descriptions provided. We ask that our vendor partners, to help ensure that customers receive the information to best support their purchasing decisions, review applicable standards within this guide.

The seven rules that the content scorecard grades all active SKUs against are:

1. Brand name must be populated.

2. Item must have an English short description populated and is under 30 characters.

3. Item must have a French short description populated and is under 30 characters.

4. Item's English product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.

5. Item's French product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.

6. Item's English description must be populated and greater than 100 characters.

7. Item's French description must be populated and greater than 100 characters.

Still have questions?

Having trouble with the vendor portal?

Struggling to get your content onboarded?

Contact our online content support team at onlinecontentsupport@walmart.com

Walmart ☀️

Merry Christmas!