

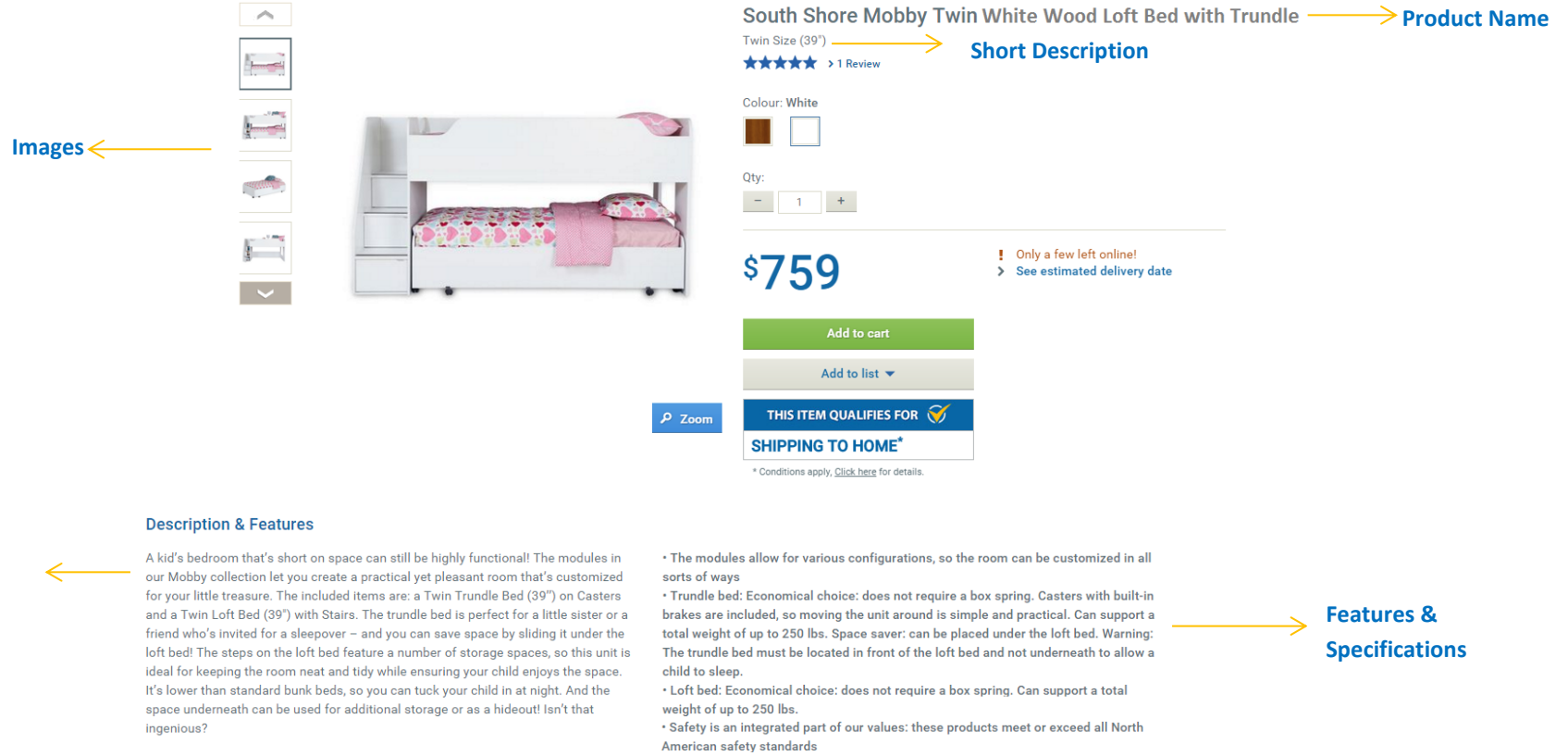
Walmart.ca Content Guide – Furniture

This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal.

OVERVIEW:

1. Anatomy: Product Detail Page (PDP)
2. General Overview
3. SEO
4. Copy Guidelines & Imagery Specifications

1. Anatomy: Product Information Page (PDP)



Images ←

Product Name → South Shore Mobby Twin White Wood Loft Bed with Trundle

Short Description → Twin Size (39")

★★★★★ > 1 Review

Colour: White

Qty: - 1 +

\$759 ! Only a few left online!
> See estimated delivery date

Add to cart

Add to list

THIS ITEM QUALIFIES FOR SHIPPING TO HOME*

* Conditions apply, [Click here](#) for details.

Product Description ←

Description & Features

A kid's bedroom that's short on space can still be highly functional! The modules in our Mobby collection let you create a practical yet pleasant room that's customized for your little treasure. The included items are: a Twin Trundle Bed (39") on Casters and a Twin Loft Bed (39") with Stairs. The trundle bed is perfect for a little sister or a friend who's invited for a sleepover – and you can save space by sliding it under the loft bed! The steps on the loft bed feature a number of storage spaces, so this unit is ideal for keeping the room neat and tidy while ensuring your child enjoys the space. It's lower than standard bunk beds, so you can tuck your child in at night. And the space underneath can be used for additional storage or as a hideout! Isn't that ingenious?

→ **Features & Specifications**

- The modules allow for various configurations, so the room can be customized in all sorts of ways
- Trundle bed: Economical choice: does not require a box spring. Casters with built-in brakes are included, so moving the unit around is simple and practical. Can support a total weight of up to 250 lbs. Space saver: can be placed under the loft bed. Warning: The trundle bed must be located in front of the loft bed and not underneath to allow a child to sleep.
- Loft bed: Economical choice: does not require a box spring. Can support a total weight of up to 250 lbs.
- Safety is an integrated part of our values: these products meet or exceed all North American safety standards

2. GENERAL OVERVIEW

The product page is the equivalent of your product packaging, and the most important part of the conversion funnel. Product content is extremely important in helping our customers make confident, informed purchase decisions, as well as driving the searchability of products.

Brand Voice

The Walmart Brand Voice is defined as clear, relevant, informative, straightforward and positive. We strive to deliver a friendly, straightforward tone and a voice that doesn't insult or mislead our online customers. As a partner, you should always write in a way that is honest, understandable and informative - but don't forget to remain true to your brand. In general, you should:

1. **Use an active voice**
2. **Say more with fewer words**
3. **Focus on the product featured, highlighting key differentiating characteristics**

3. SEO

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

How to Optimize Your Product Descriptions:

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

4. Copy Guidelines & Imagery Specifications

4.1 Copy Guidelines: Product Name

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.**

PRODUCT NAME <i>Character limit: 50-70</i>	Examples
<p>Product title to be displayed on product details page. Brand + Collection (optional) + Most Important Feature (optional) + Colour + Material + Product Type</p>	<p><i>Merax Adjustable Red Leather Sofa and Loveseat</i></p>
<p>Note on Collection: Many furniture vendors have products in collections. Skip the “Collection” part if you don’t group products this way. If you do, make sure your collection name has consistent spelling.</p>	<p>Example of a product with collection: <i>South Shore Summertime Natural Maple Dresser</i></p>
<p>Note on Most Important Feature: Different types of products have different features. Choose one to two features that are most important to your category. Start by checking if your category is mentioned in the examples on the right.</p>	<p>Office chairs and bar stools: height adjustable <i>Example: hometrends Adjustable Black Leather Bar Stool</i></p>
	<p>Sofas: seating capacity <i>Example: DHP Vienna 3 Seat Cream Leather Sofa</i></p>
	<p>Mattresses: thickness <i>Example: Spa Sensations 5" Multi-Colour Memory Foam Mattress</i></p>
	<p>Bathroom furniture: waterproof <i>Example: Mainstays Waterproof White Wood Shelf</i></p>
	<p>Tables and ottomans: shape <i>Example: Brassex Hampton Rectangular Black Wood Coffee Table</i></p>
	<p>Furniture with Storage: number of doors/shelves/drawers <i>Example: Mainstays 5 Shelf Oak Bookcase</i></p> <p>Furniture Sets: number of pieces included in set <i>Example: Topline 7 Piece Cream Rubberwood Dining Set</i></p>

4.2 Copy Guidelines: Short Description

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SHORT DESCRIPTION <i>Character limit: 25-300</i>	Examples
<p>Short description is an Abbreviated list of key item features that appears under the product name.</p> <p>Size + Additional feature (optional)</p>	<p><i>40''H x 30''W x 40''D, with adjustable standing aid</i></p>
<p>Note on Size:</p> <p>For beds and bed-related products, please list the bed size.</p> <p>For all other products, please list size in inches. Depending on your category, you may want to show all 3 dimensions (height x width x depth), 2 dimensions (usually height x width) or only height. See examples on the right.</p>	<p><i>Example of beds and bed-related categories (ex. beds, mattresses, bed frames):</i> <i>Queen size</i></p> <hr/> <p><i>Example of other categories:</i> <i>30''H x 50''W x 20''D</i></p>
<p>Note on Additional Feature:</p> <p>List any additional feature that you would like to show your customers, but do not repeat the same feature from Product Name – Most Important Feature.</p>	<p><i>Office chairs and bar stools: height adjustable</i> <i>Example: Glass top, convertible.</i></p>

4.3 Copy Guidelines: Product Description

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision.

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PRODUCT DESCRIPTION <i>Min Characters: 150</i> <i>Format: 3-5 sentences</i>	Examples
<p>Overview of the key selling points of the item, marketing content, and highlights in paragraph form. For SEO purposes, repeat the brand, product name, material & relevant keywords. For inspirations, consider answering the following questions for your customers:</p> <ul style="list-style-type: none"> • Which room(s) do you think this piece of furniture can be a nice addition to? • How could a customer use your product? Example: Sit and relax with...(your product name here) • How is the material used special? For example, is it durable, soft, or easy to care? • What are some nice features your product has? For example, does your sofa have extra padding? Is your bar stool height adjustable? • Describe the style and character of your furniture. Is it contemporary or traditional? Is it elegant, colourful or does it have a touch of countryside element? 	<p>The Shermag Motion Swivel Chair can be used in your nursery, media room, den, or living room. The Extra Padded Seat and Back makes this upholstered chair the focal point of the room. Comfortable bustle back design with rounded tight padded arms gives this Motion glider an inviting look to accent your room. The Push Button actuated recline feature makes it easy to adjust to any position. The contemporary yet elegant glider also has an Ultra-smooth swivel base, so that you can be part of any conversation, anywhere in the room.</p>

4.4 Copy Guidelines: Features and Specifications

FEATURES & SPECIFICATIONS <i>Max Characters: 200/bullet point</i> <i>Format: 10-15 bullet points</i>	Examples
<p>Complete description that will be displayed on the item page as a bulleted list. Here are a few things to include in your list:</p> <ul style="list-style-type: none"> • Product size • Product material • Care instruction • If it's a set, give specific description (including size) to each product in the set • Which (if any) furniture your product is compatible with • Any additional notes on product features, certifications, warranty and packaging 	<p><i>Example:</i></p> <ul style="list-style-type: none"> • Twin bookcase headboard. Size in inches: 43 x 10 x 42 (L x W x H) • Dual pure white and natural maple finishes • Care and cleaning: wipe clean with a dry cloth • Easily accessible open storage spaces • Hole through which to pass wires for better wire management • Manufactured from recycled CARB compliant particle panels • EPP certified panels (Environmentally Preferred Product) • Ready to assemble. Adult assembly required • 5 year limited warranty • Made in Canada

4.5 Imagery Specifications

Mandatory Images:	Image Requirements:
<ul style="list-style-type: none"> • (1) Primary Image should be a direct or angled front view of product. • (1-2) Alternative Images (AI) should include multiple views, including life style images of the product in use, product interior and details. • If the product is a set, please provide a picture of all pieces. It is also recommended to show individual picture of each piece. • It is recommended to show your furniture in an environment with other furniture or doors and windows, so customers can get a sense of your product's actual size by comparison. • If your product can be folded or its height can be adjusted, we recommend that you show different views of the product. 	<ul style="list-style-type: none"> • Background: seamless white background (255/255/255 RGB) • Pixels: Min. 750x750; Max. 2000x2000; 300 dpi

PRIMARY Example:



AI Example:

