



Homehardware.ca

Product Detail Page Style Guide (For Suppliers)

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1.1 Purpose of This Style Guide

The purpose of this Product Detail Page Style Guide is to provide suppliers with a quick but comprehensive reference tool for creating their own unique product content on homehardware.ca.

Please adhere to all aspects of this Style Guide. You are responsible for ensuring the accuracy and proper validation of any product or performance claim included in a product description or feature.

If you have questions, please contact Home Hardware's Merchandising Services department.



1.2 Importance of Content Optimization

When customers view your Product Detail Page, they are looking for proof of quality and value. It is often their very first impression of your product. Unique, optimized product content will attract and engage consumers more and help drive sales. Try to anticipate and answer all questions while including unique, compelling product information.

90% of the information transmitted to our brain is visual*

Consumers naturally gravitate to the quickest way to gather information, so they're more inclined to swipe through an image gallery than read a lengthy product description. Optimized product shots, lifestyle images and 360 images will help boost conversions by providing all the information required to make a purchase decision.

*<http://visualteachingalliance.com>



1.3 Importance of Keywords

Help customers to find your products by including relevant keywords with high search volumes within product titles, overviews and details. Be sure to use product synonyms, longtail key phrases and related words within your product overviews, where appropriate.

Write product descriptions that will appeal to shoppers by highlighting product features and benefits - avoid forcing keyword inclusion.

Submit Keyword List (Mandatory)

Over 40% of sales on homedepot.ca begin with on site search. The keyword list required in the [New Item Profile](#) (Pg.29) goes a long way in driving organic traffic to your listings. Be sure to include brand name, product title, common product synonyms, and all primary features and attributes.



2. Product Detail Page Anatomy

BROIL KING
Signet 390 Propane BBQ - 3 Burners + Side & Rotisserie Burners 1

★★★★★ 4.4 | 191 Reviews Item: # 6421394 Model: # 946884

\$749.99/EA

Earn 374 Aeroplan Miles

0 in stock at store
as of 2020-01-27
Home Hardware - St. Jacobs | (519) 664-2905

[Check nearby stores](#)

Order Online

FREE shipping to store
Order online and pick up at Home Hardware - St. Jacobs by 2020-02-06

[Change Store](#)

Quantity:

ADD TO CART [SAVE TO LIST](#)

Free Shipping to Stores Free Returns & Easy Pickup

3 OVERVIEW **4** SPECIFICATIONS **5** DETAILS MORE LIKE THIS REVIEWS

The Signet™ series is trusted by grilling enthusiasts around the world and will help you get great results, every time. The Signet™ 90 features 635 sq. in. total cooking space including a porcelain coated warming rack, reversible heavy-duty cast iron cooking grids, stainless steel Flav-R-Wave™ cooking system, 3 stainless steel Dual-Tube™ burners, and stainless steel drop-down side shelves and enclosed cabinet base. The quality Thermo-Cast™ aluminum oven retains heat and is perfect for convection cooking roasts or poultry. A premium rotisserie kit is included.

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3 [Product Overview](#) – Pg. 11

4 [Product Specifications](#) – Pg. 13

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3. Product Detail Page Copy Guidelines

3.1 Home Hardware Brand Voice

Even though you are writing content about your own products, it's important to address Home Hardware customers in a manner in which they're familiar. Rather than speaking like an expert, talk like a friendly neighbour who is eager to help and wants nothing in return. Your tone should be helpful, smart and knowledgeable. The style should be enthusiastic but conversational. Home improvement can be intimidating, but your brand and product shouldn't be.



3. Product Detail Page Copy Guidelines

3.2 Tone, Style & Language

The copy tone should be upbeat, friendly and informative. Use descriptive, engaging language and always speak directly to the reader: “you, your” vs. “his, her”. The copy should be compelling: the reader should feel like they’ve happened upon the product at just the right time; that certain features or user advantages make the product a good purchase or investment right now – be sure to highlight innovations. Keep the copy content-rich and free from hard-sell or marketing speak. Key product benefits should flow naturally out of the features that deliver them.



3. Product Detail Page Copy Guidelines

3.2 Tone, Style & Language (continued)

■ Best Practices:

- Try to employ shorter sentences, as web readers tend not to retain sentences that exceed 12-17 words
- Follow the KISS (keep it simple) principle i.e. if it isn't necessary, don't include it
- Include relevant keywords in your copy (but avoid keyword-stuffing)
- Use the shorter, more commonly understood synonym of a word where possible, and keep your target persona in mind

- Avoid superlatives (best, biggest, greatest...) and exaggerated product claims
- Avoid gender-specific statements, unless you are calling out gender-specific features/benefits
- Avoid abbreviations unless space is an issue

3. Product Detail Page Copy Guidelines

3.3 Consumer Item Descriptions (Product Titles)

Note: Your product title must be unique to Home Hardware and between 40 and 70 characters (maximum) including spaces.

Your Consumer Item Description is the most important element of your product listing. The content should be unique and the language descriptive, but written simply so the title is easy to read. Include only the product's key features and attributes, using “&” vs. “and” in all instances.

■ Format

Model + Collection + Series (if applicable) + Primary Keyword + Key Features

■ Example

Signet 390 Propane BBQ - 3 Burners + Side & Rotisserie Burners



3. Product Detail Page Copy Guidelines

3.4 Product Overview

Note: Your product overview must be unique to Home Hardware and a minimum of 70 words.

Your Product Overview should be a marketing-style description that will help sell your product by making it stand out on [homehardware.ca](https://www.homehardware.ca). Unique, well-written product descriptions and features create excitement about your product and give the customer confidence in their purchase decision. Build detailed descriptions that read naturally, using simple language and relevant keywords. Avoid repeating keywords, overtly complex descriptions, unfamiliar industry terms, and “filler” content. Do not provide the same copy and content to multiple online retailers: it should be unique to Home Hardware.



3. Product Detail Page Copy Guidelines

3.4 Product Overview (continued)

■ Best Practices:

- Explain why the consumer should buy your product (this specific model) over other options in the marketplace
- Start with an “active” word such as “Discover, Enjoy” etc.
- Include lifestyle-related comments such as “you want that drink to be cold and refreshing”
- Write in the present tense e.g. say “adds fun” instead of “will add fun”
- Use customer benefit statements like “become a backyard grill master”
- Assume the sale i.e. “this BBQ will...” vs. “if you have this BBQ...”
- Ensure your description is unique to Home Hardware



3. Product Detail Page Copy Guidelines

3.5 Product Specifications

Note: Be sure to read each attribute definition carefully so you clearly understand which specification is required.

This information is a great benefit to consumers who are comparing items online. It is also extremely important for search engine optimization and filtering. Use the product template provided by Home Hardware to enter your product specifications. If you are listing a new item with home Hardware the product specifications are found on the New Item Profile under the General Item Information section. There you will find defined attributes specific to the Home Hardware department your item falls under. All attributes that are relevant to your product are required and must be filled in.

■ Best Practices:

Ensure the dimensions relate to the product e.g. for a memory foam mattress topper use Length x Width x Thickness vs. Length x Width x Depth



3. Product Detail Page Copy Guidelines

3.6 Product Details

Note: Your product details must have a minimum of 3 bullets

This section is a point-form listing of all the key details of your product. Displayed as a bulleted list, it functions as a complement to your product overview. All primary and secondary features should be included. Take care that the information you provide here does not conflict with the Product Overview or Product Specifications.

■ Example

- 40,000 BTU Dual-Tube burner system
- Premium rotisserie kit included
- Porcelain coated cast iron cooking grids
- Stainless steel Flav-R-Wave cooking system
- Linear-Flow valves with 180 degrees
- Sensi- touch control
- Deluxe Accu-Temp thermometer
- Sure-Lite electronic ignition system
- Therma-Cast aluminum oven with stainless steel wrap
- Heavy-duty cabinet base with stainless steel doors



3. Product Detail Page Copy Guidelines

3.7 Spelling, Grammar & Punctuation

- Use Canadian spellings of words, referring to the Canadian Oxford Dictionary
- Follow the AP style manual for grammar and punctuation
- Do not use exclamation marks as they tend to lower vs. enhance the tone of your content
- Avoid superfluous capitalization (do not use all caps for company names unless the name is an acronym e.g. IBM)
- Avoid abbreviations unless space is an issue
- Only one space after a period to set apart distinct thoughts in a sentence



3. Product Detail Page Copy Guidelines

3.8 Numbers & Measurements

- A zero should appear before decimals less than 1 e.g. 0.48
- Use decimals instead of fractions unless a product's manufacturing standards dictate otherwise
- If your product has both metric and imperial measurements include both
- Use cm for centimetre (do not spell out when preceded by a numeric value)
- Use "to" vs. a dash to describe a range e.g. "backyard parties of 10 to 15 people"



4. French Translation

All product description must be provided in English and French. All translation must be completed by proficient English-to-French translators. Do not use the Google translation or other machine translation tools as they do not render accurate/contextual translations. Use Canadian French spelling & grammar, not Parisian French spelling & grammar. Translate all copywriting that appears on media such as infographics (for more information on infographics see page 22).



5. Product Detail Page Media Gallery

5.1 Overview

Viewing your product images takes the place of the shopper's ability to touch and feel your product in a traditional retail store. Customers expect to see your product from all angles with detailed views of features in high resolution. Lifestyle images, especially in-use scenarios, help the shopper visualize using your product in real-life situations.

Mandatory Media Types:

- Main Product Image – Pg. 21
- Additional Product Images – Pg. 22
(minimum of 2)

Recommended Media Types:

- Infographics – Pg. 23
- Lifestyle Images – Pg. 24
- 360 Images – Pg. 25
- Product Video – Pg. 28



5. Product Detail Page Media Gallery

5.2 Image Naming Convention & Format

Products New To homehardware.ca:

When onboarding new items use the product's UPC number for all product images. Differentiate each image by numbering them in sequence i.e. UPC_01.jpg.

Products Already On homehardware.ca:

When enriching or editing existing products on homehardware.ca use your Home Hardware SKU number for all product images. Differentiate each image by numbering them in sequence i.e. SKU_01.jpg. Once assigned be sure to always use the Home Hardware SKU number for product image file names.



5. Product Detail Page Media Gallery

5.3 Image Formatting and Requirements

- Minimum Number: 3 images
- Minimum Size: 1100 pixels in either width or height
- Recommended Size: 2500 x 2500
- Minimum Resolution: 96 dpi
- Colour Mode: sRGB or CMYK
- File type: JPG, PNG, GIF
- Always provide the highest quality images possible
- Do not compress images

Main and Additional Images Only:

- Image Frame: Product should fill 85% of the canvas
- Background Colour: Pure white background with a clipped path



5. Product Detail Page Media Gallery

5.4 Main Product Image (mandatory)

The product should be front-facing on a white background with no text and the maximum number of features in view. Add a drop shadow if the product blends into the white background.



5. Product Detail Page Media Gallery

5.5 Additional Product Images (mandatory)

These images should follow the same guidelines as the Main Image, while showing any additional angles necessary to highlight all product features.



5. Product Detail Page Media Gallery

5.6 Infographics (recommended)

Note: Display both English and French languages in the infographic.

This asset type allows you to compile a lot of features and benefits data into one easy-to-follow format. Use product close-ups, text overlays, illustrative icons or other elements. Avoid cluttering the image or making copy too small to read.



5. Product Detail Page Media Gallery

5.7 Lifestyle Images (recommended)

These images should show your product in a lifestyle or in-use environment. Your product should be the focus of the shot: use bright lighting and a warm, inspirational tone. If using stock photography, choose images with generic products. Avoid portrait shots and images that look too staged or unnatural. Aim to show diversity with respect to men/women, ethnicity etc.

Do's

- Use images that are optimistic
- Use images that capture a genuine, natural moment
- Use images that have a focal point
- Use images that use natural light

Don'ts

- Don't use images that are posed or unnatural
- Don't use images that are dark
- Avoid images with studio lighting
- Don't use images that look staged



5. Product Detail Page Media Gallery

5.8 360 Images (recommended)

360-degree product imagery provides an optimal user experience. Instead of toggling through multiple product images, this visual asset lets users spin and zoom the product image to whatever angle or position they choose. This helps convert casual browsers into purchasers, and also helps to minimize product returns.

Guidelines for 360 photography:

1. Minimum number of images: 24
2. Minimum size: 1100 x 1100px @96dpi
3. File type: JPG



5. Product Detail Page Media Gallery

5.9 360 Images (continued)

Naming Convention

- Use your product's UPC number OR Home Hardware Product SKU number for each filename (see [page 19](#) for details)
- Append each filename with a sequential number that outlines the order
 - Use 01, 02 etc. for numbers less than 10
 - Ensure filename “-01” is the main product shot as it will be the image on the product display page
- Multiple row spin images (left/right & up/down) must reference the row first, then the column
 - Appendage would then be -xx(row)-xx(column)
 - Ensure filename “-01-01” is the main product shot as it will be the image on the product display page



5. Product Detail Page Media Gallery

5.10 360 Images (continued)

Example #1: Image spins left to right (horizontally):

- ring-01.jpg
- ring-02.jpg
- ring-03.jpg
- Continuing to “-24”

Example #2: Image spins left to right (horizontally) and up and down (vertically):

- | | | |
|-------------------------|-------------------------|-------------------------|
| • ring-01-01.jpg | • ring-02-01.jpg | • ring-03-01.jpg |
| • ring-01-02.jpg | • ring-02-02.jpg | • ring-03-02.jpg |
| • ring-01-03.jpg | • ring-02-03.jpg | • ring-03-03.jpg |
| • Continuing to “01-08” | • Continuing to “02-08” | • Continuing to “03-08” |



5. Product Detail Page Media Gallery

5.11 Product Videos

Video is an essential component of ecommerce, providing a hands-on feel for your product by showing it in real-life applications. Recent data shows that a consumer who views a product video is up to 144% more likely to add that product to cart than a consumer who does not watch a video.*

Technical Requirements

- Recommended 1080 x 720
- File size should be under 20MB
- MP4 file format

Submission Requirements

- If one video applies to multiple SKUs, send only one copy of the video (with a list of the applicable SKUs)
- Do not send videos that include products not carried by Home Hardware
- Ensure all music and talent shown in the video have rights for an online/broadcast setting
- Specify usage end dates (if applicable)

<https://www.invespro.com/blog/e-commerce-product-videos/>



6. How To Submit Your Content

6.1 Product Content Submission On New Item Profile (General Item Information section)

1. Enter the Consumer Item Description (Product Title) for each product in the General Item Description Cell
2. Enter keywords for each product in the Supplier Keywords Cell

6.2 Attachments

Note: Be sure to attach and submit all support documents relative to your product. This includes any product manuals, product warranties and guarantees, and any product testing certification documents.

1. Attach the Product Overview in both English and French
2. Attach the Product Details in both English and French
3. Attach all product images including the main product image, additional product images and all recommended images under the recommended media types (do not compress image files)
4. Attach all product videos
5. Attach all support documents



7. Need Help Creating Product Content?

If you don't have the time or resources to create your product content geekspeak Commerce can help.

geekspeak Commerce is a trusted content partner of Home Hardware Stores Limited.

To place your content order click here: geekspeakcommerce.com/homehardware

OR contact a geekspeak specialist at:

HH@geekspeakcommerce.com

416.619.5349 ext. 326

Quickly and easily place an order for the following components:

1. Product Description
2. French Translation
3. Product Photography

4. Infographics
5. Lifestyle Product Placement
6. Product Videos

