

Universal Governance & Specifications

This guide walks you through the content requirements. Use it before and during content creation and item setup to answer any content-related needs.



Why Are Content Standards Important?

- * Complete and high-quality content ***drives sales.***
- * Accurate, robust content ***increases customer satisfaction*** and decreases bad reviews and returns.
- * Adherence to standards provides customers with an elevated, seamless shopping experience, increasing the likelihood of ***repeat purchases.***
- * Product content is extremely important in helping our customers make ***confident, informed purchase decisions.***
- * Good content drives the ***discoverability*** (SEO) and ***buyability*** (user experience) of products.
- * Your product detail page (PDP) is the equivalent of your product packaging and is the most ***important part of the conversion funnel.***



Universal Governance Rules

These rules apply to **all** content types — Copy, Images, and Rich Media.

- * *All supplier-submitted content must comply with all applicable Walmart compliance rules, policies, and legal/regulatory requirements.*



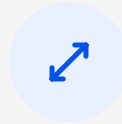
Product Measurement Specifications

Standard definitions for how to measure and express product dimensions across all content.



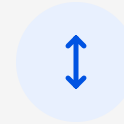
Width

The **left-to-right** measurement when facing the product's primary front.



Depth

The **front-to-back** measurement when facing the product's primary front.



Height

The **bottom-to-top** measurement when facing the product's primary front.

Dimension String Format

A "Dimension String" is the written representation of product dimensions. Always use the format:

W × D × H

Width × Depth × Height

✓ Acceptable

"24 × 12 × 36 in" ($W \times D \times H$)

✗ Unacceptable

"36 × 24 × 12 in" ($H \times W \times D$ — wrong order)

Mastering Product Dimensions: Beyond the Box



ESTABLISH THE FRONT VIEW



Identify the product's primary front and face it before taking any measurements.



FOLLOW THE W × D × H SEQUENCE

WIDTH > DEPTH > HEIGHT

Always format dimensions in this specific order:
Width, then Depth, then Height.

WIDTH (W)

Left-to-Right: The horizontal distance across the product when you are facing its front.



HEIGHT (H)

Bottom-to-Top: The vertical distance from the base to the highest point of the product.



DEPTH (D)

Front-to-Back: The distance from the front surface to the back of the item.



MAINTAIN CONSISTENCY

Use these standard definitions across all titles, descriptions, and on-screen text.



Category-Specific Measurements



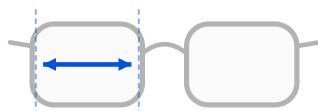
Optical

Eyewear frame & lens measurements

4 measurements

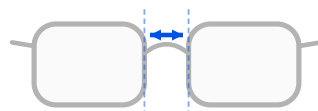


Lens Width



56mm

Bridge Width



16mm

Temple Length



140mm

Lens Height



31.10mm

Standard Format



Optical measurements are expressed as a three-part string:

Lens Width

–

Bridge Width

–

Temple Length

Example

56 – 16 – 140

Lens Height listed separately