



Product Detail Page Content Vendor Guide

Product Content Standards

Last Updated: October 30, 2024



Welcome to the Canadian Tire Family: We're thrilled to have you on board



A century of making life in Canada better.

As one of Canada's most iconic and trusted companies, we proudly provide customers from coast-to-coast with innovative products and services. From winter snow to summer sun, We Are Here to Make Life in Canada Better.

For over a century, we have proudly been here with the products and services customers need all across Canada. Today, our network of over 1,700 retail locations couldn't be stronger, with employees proudly serving communities across the country. The retail landscape is changing, and so are we – all to serve you better than ever before.

As a vendor for Canadian Tire, your contribution to creating an omni-channel experience for customers is essential. Our top priority is offering customers an enjoyable at-home shopping experience that mirrors the quality of our in-store experience. One way we achieve this is by providing excellent online content.

This Product Detail Page Content Vendor Guide will equip you with the tools you need to provide optimal content and help customers make informed decisions in their purchases. These Guidelines are based on our content principles, which aim to make product content clear and customer-focused. Please refer to this Guide when submitting product copy, images and other product-related content as part of the product enrichment process.

With your valuable contribution, we are excited to continue making life in Canada better!



This Guide is applicable for [CanadianTire.Ca](#), [PartyCity.Ca](#), [SportChek.Ca](#), [Atmosphere.Ca](#), [Marks.Com](#), and [LEquipeur.Com](#).

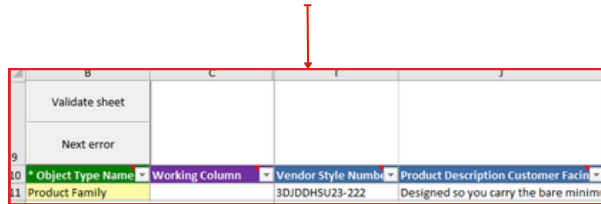


Process at a glance

1

Submit Written Copy

Fill out our Master Data Management (MDM)/Data Vault Smart Sheet with copy/attributes or complete your work within PDX.



	B	C	E	J
9	Validate sheet			
	Next error			
10	Object Type Name	Working Column	Vendor Style Number	Product Description Customer Facing
11	Product Family		3D/IDHSU23-222	Designed so you carry the bare minimum

2

Send Visual Content

Submit all your visual content (images and video) either through Master Data Management (MDM) or via email to your purchasing / merchandising contact. Please follow the latest instructions based on the retail banner you support, as process currently vary (speak to your merchant for details).

3

Display Products Online

The Product Content Team processes your content and ensures that your products are published on our website within 4-6 weeks.

The Product Content Team will:

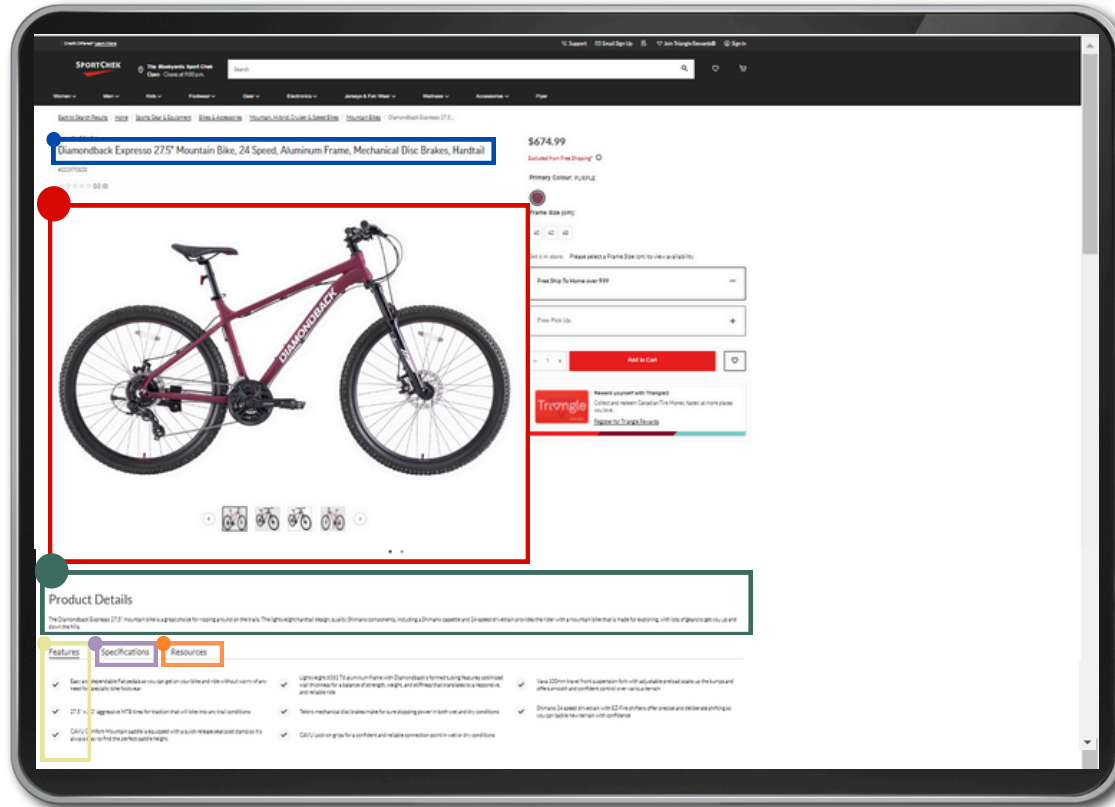
- Conduct spelling checks on product descriptions.
- Optimize product titles and other content for SEO purposes.
- Translate the content to French (where applicable).
- Verify visual content to ensure it meets our standards.

Support:

- For technical support with #1 and #2: VendorSystemSupport@cantire.com
- For all other questions, reach out to your purchasing/merchandising contact.



Product Detail Page (PDP) Overview



- **Product Title:** A brief summary of what the product is.
- **Visual Content:** Images and videos that differentiate your product from other similar products and remove customer hesitation.
- **Product Description:** A sales statement explaining your product in a conversational tone.
- **Features/Benefits:** An aspect or function of the product; benefits explain the feature.
- **Specifications:** Information on technical properties of the product, measurable in relatable units.
- **Resources:** Downloadable files in PDF format, including the return policy, manual guides, etc.

● Product Title Overview



The product title is a headline that gives a brief description about the item. SEO keywords are especially important in the title. When the keywords in the product title match the phrases customers search online, the product has a better chance of being displayed in a Google search.

- Must be short yet descriptive.
- Include primary SEO keywords.
- Do not overuse keywords.
- Maintain an average length of 50-70 characters.

Apparel/Footwear Product Title

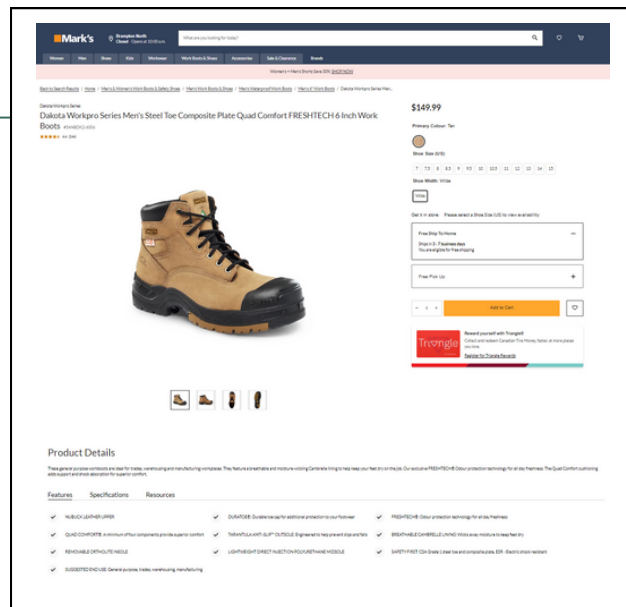
*Brand + Gender (if applicable) + Product Name + Product Type + Keywords**

General Merchandise Product Title

*Brand + Product Name + Product Type + Keywords**

Examples:

- Dakota Workpro Series Men's Steel Toe Composite Plate Quad Comfort FRESHTECH 6 Inch Work Boots
- Diamondback Greenway 27.5" Urban Bike, 7 Speed, Aluminum Frame, Mechanical Disc Brakes, Commuter
- CANVAS Sydney All Weather Single Outdoor Patio Egg Chair



Dakota Workpro Series
Dakota Workpro Series Men's Steel Toe Composite Plate Quad Comfort FRESHTECH 6 Inch Work Boots #SANBK2-6006

*Please note, this slide is for informational purposes only. Product titles are provided by your purchasing/ merchandising contact.

**Some product categories (ski, snowboard, skates, etc.) have specific naming conventions.



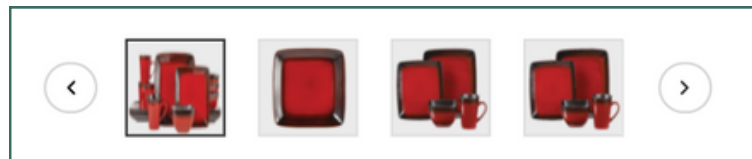
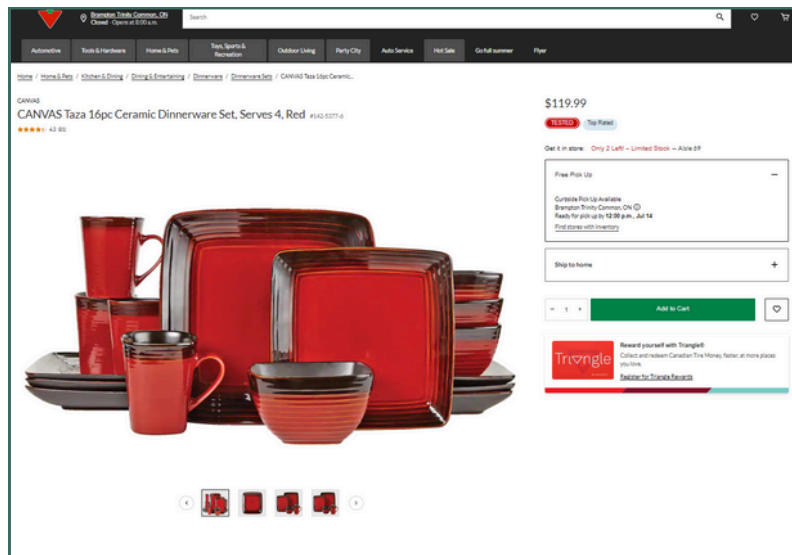
● Visual Content - Product Images

Use only high-quality images that accurately represent the product's unique features and benefits.

- **Dimensions:** Minimum of 1000px on the long edge. Preferred: 2000px or more.
- **Resolution:** Minimum 72 PPI. Preferred: 300 PPI.
- **File Format:** TIF or PNG are preferred, however, JPG, PSD, EPS are also accepted.
- **Backgrounds:** Transparent background (preferred), on-white acceptable if it's a professional white background.
- **Language:** If there are assets with English copy, equivalent French copy assets must also be provided.
- **Padding:** Product oriented to the centre of canvas with 5% padding on all sides.
- **Minimum:** 1 white background image.
- **Optimal:** 5-10 images.

Considerations:

For optimal product display, provide in-package and out-of-package images where possible. Ensure proper lighting, white balance, and no heavy shadows. Professional post-production work is also necessary, including clean cropping and clipping.



*Visual Content to be submitted via MDM/Data Vault or PDX or email to your purchasing/ merchandising contact.

● Other Visual Content



Lifestyle Image

- When featuring models in images, ensure a balance of ethnicity and age appropriateness.
- The product should dominate the image with a 60% ratio over the model and the background.



Infographic

- Use fonts that are legible at different sizes and are consistent throughout the infographic.
- Considering accessibility, use an easy-to-read sans-serif font type.



Video Content

- Full HD 1080p resolution or higher in MP4 or MOV format.
- Separate equivalent quality English and French versions of the videos must be provided as separate video files for Canadian Tire and Marks/L'Équipeur. Videos with French voiceovers versus captioning should be provided.
- Customer facing video title and short description in their respective language.
- Canadian Broadcast Playing Rights in perpetuity. By submitting the videos, you are signing-off the rights of use.



Detail Shot

- Include close-up shots of product features, highlighting texture, stitching, or intricate details.
- Make sure all photos have consistent lighting and angles for a clear view of the product.

Product Description Overview



A great product description is key to capturing your customers' attention. It's not just about listing the features, but also about how your product can solve customers' problems.

By adding a few extra words, you can increase revenue by up to 29%*. But remember, quality over quantity. The ideal average length is 250 characters/letters.

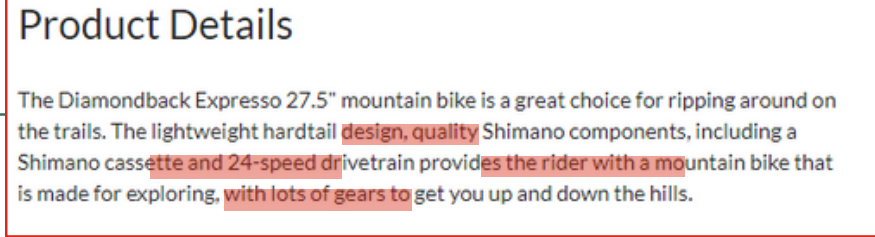
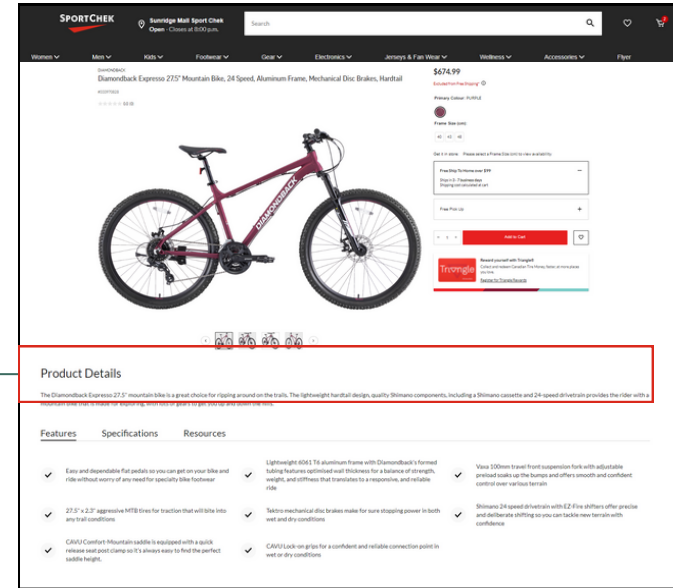
Optimal: 250 characters/letters.

- Must be concise, clear, and helpful.
- Include primary and additional SEO keywords.
- Avoid possessive nouns (we, our).
- Write in an engaging, professional, and human-friendly tone.
- Maximum is 2,000 character.

Examples below are of MDM/Data Vault Smart Sheets:

Validate sheet				
Next error				
* Object Type Name	Working Column	Vendor Style Number	Product Description Customer F	
Product Family		345-987-598	The Diamondback Expresso 27.5"	

* Object Type Name	Banner	Family Number	Family Name	CTR Digital Product Description	
Product Family	CTR	6817988	pf_ctr_june_19	The Diamondback Expresso 27.5"	



1 for Sport Chek, Atmosphere, and Mark's websites Vendors

2 for Canadian Tire (CTR) website Vendors

● Features and Benefits Overview



Product features are the specific characteristics that make your product different from the competition. They can help customers understand exactly what they can expect from your product and make informed purchase decisions.

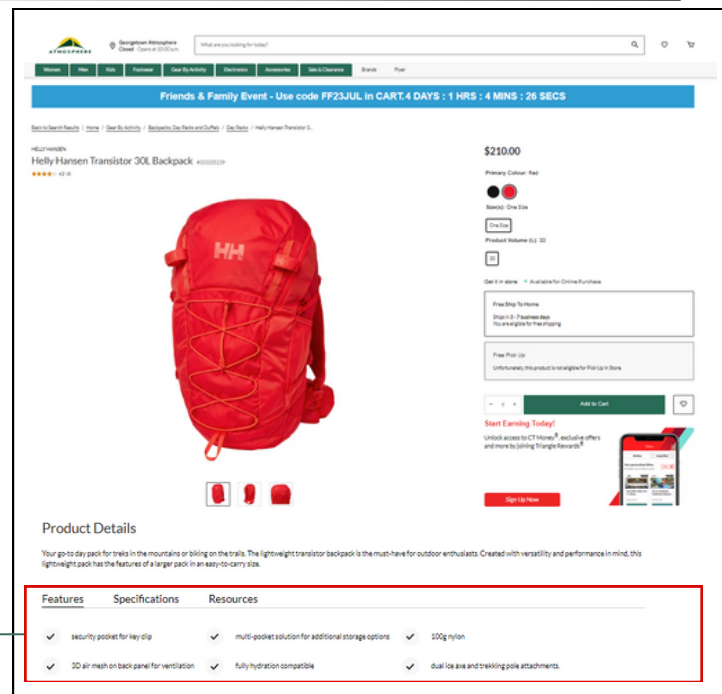
It's important to include a minimum of 3 product features. You may see a 16% lift in incremental product revenue for each feature added up to 4-6.

Optimal: 4-6 Features/Benefits.

- Include SEO keywords: focusing on key benefits and key search terms.
- Maximum 60 words per one Feature/ Benefit
- Should not include "N/A."

Example below is of a MDM/Data Vault Smart Sheet:

Validate sheet				
Next error				
* Object Type Name	Working Column	Features and Benefits 01	Features and Benefits 02	Features and Benefits 03
Product Family		security pocket for key clip	multi-pocket solution for additional storage options	100g nylon
Product Family				



Features	Specifications	Resources
✓ security pocket for key clip	✓ multi-pocket solution for additional storage options	✓ 100g nylon
✓ 3D air mesh on back panel for ventilation	✓ fully hydration compatible	✓ dual ice axe and trekking pole attachments



● Product Attribute/Specifications - Mandatory Attributes

Product attributes include specific details and technical information that would help customers make an informed purchase decision. A specification is something measurable or otherwise specific to the product (e.g., a specific part).

Depending on the category, certain fields are mandatory to fill out. Providing complete and accurate product specifications can significantly impact the discoverability of your product and improve the customer experience.

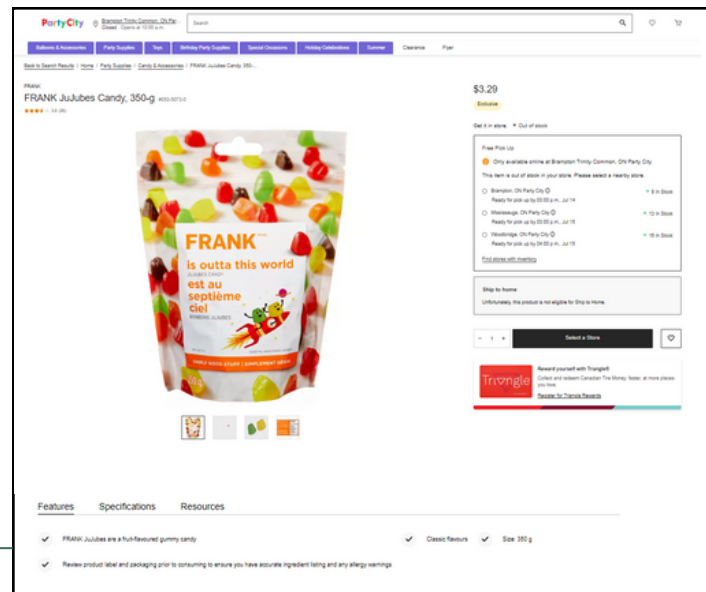
- Used to populate left-hand filters and facets on the Category Landing Pages (CLP) and search.
- Used to create optimized product copy (Product title, description, Features/Benefits).

Any specifications entered into MDM/Data Vault will be visible to the customer on PDP (Product Display Page).

Example below is of a MDM/Data Vault Smart Sheet:

Next error		
* Object Type Name	Working Column	Advanced Features
Product Family		R11178
Product Family		

*For any questions, reach out to your purchasing/merchandising contact.



Features	Specifications	Resources
Part Number	R11178	
Advanced Features	Peanut Free	
Certifications	No Certifications	
Flavour	Assorted	
Gum and Candy Type	Gummy Candy	
Ingredients	Sugars	
Number of Pieces	350	
Package Depth (cm)	7.00 cm	
Package Depth (in)	2.76 in	
Package Height (cm)	21.00 cm	
View more specifications		

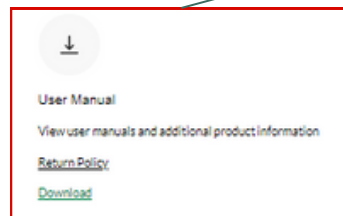
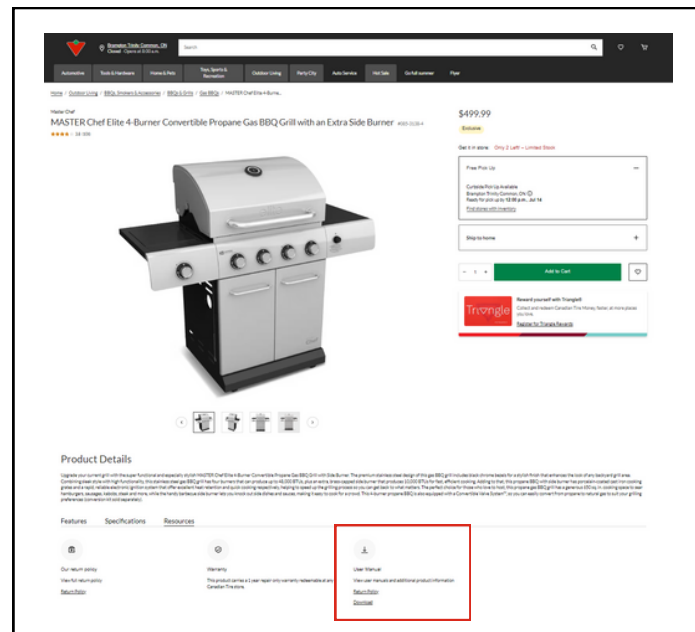
Resources/ Product Manuals Overview



Product manuals provide information on how to use a product, available as downloadable files directly from the Product Display Page (PDP). These manuals improve customer experience and reduce support load for vendors.







- Must be submitted in a PDF format.
- Must be text-based for accessibility reasons.
- Must be provided as separate PDFs in English and French or one bilingual PDF (exception is Sport Chek/Atmosphere).

Manuals must be submitted via MDM/Data Vault or PDX.





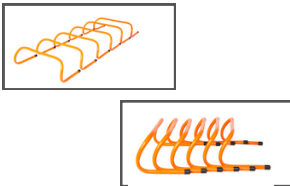




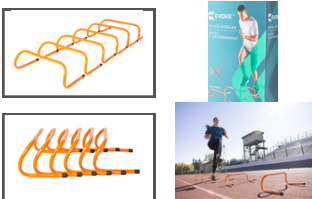




Product Descriptions - Do's and Don'ts

 <p>The InnerGlow™ Massage Ball soothes sore muscles effectively.</p>	 <p>Introducing the ABC™ Power E-Bike – a bike for those seeking mountain biking thrills without the effort of uphill climbs. With 5 levels of pedal assist and a walk mode, you can customize your desired power assistance. The Shimano drivetrain ensures reliable gear changes across the 10 speeds, while the 100mm fork provides front suspension for a smoother trail experience.</p>	 <p>Whatever your practice style, Our Yoga Mats are designed to support you in your wellness journey. The 5 mm natural rubber mat offers a grippy surface for traction in any pose and firm, cushioned support for comfort, from sun salutation through to stretching. It's waterproof and durable, so you can focus on your discipline—no matter how sweaty—without distraction.</p>
<ul style="list-style-type: none">• Ensure that your customer-facing product descriptions are not too short or too long.• Aim for a full 250-character description.	<ul style="list-style-type: none">• Don't write in a dull, monotonous tone.• Write engaging copy that feels like a conversation with a friend.	<ul style="list-style-type: none">• Avoid using possessive words like "our" or "we".• Use your brand name in the copy to boost SEO.
 <p>InnerGlow™ Massage Ball helps sooth sore muscles. Whether a strenuous workout or long day at your desk has you feeling tense, this massage ball can help ease tight muscles. The sturdy 3 ½" (9 cm) ball features a textured surface that provides targeted relief. Use it to tackle tough knots in your shoulders, pecs, calves, hamstrings, glutes, neck and back. Simply toss the compact massage ball into your bag for go-to relief when life keeps you moving.</p>	 <p>The ABC™ Power E-Bike is for those who want to experience the thrill of mountain biking but are not thrilled with the idea of having to do all the work up the climbs? Look no further than the ABC™ Power E-Bike. With 5 different levels of pedal assist, plus a walk mode, you can choose when and how much power assistance you receive. A Shimano drivetrain provides reliable gear changes throughout the 10 speeds, a 100mm fork provides front suspension to smooth out the rough trail...</p>	 <p>PracticeWell™ Yoga Mats are designed to support you in your wellness journey, regardless of your practice style The 5 mm natural rubber mat offers a grippy surface for traction in any pose and firm, cushioned support for comfort, from sun salutation through to stretching. It's waterproof and durable, so you can focus on your discipline—no matter how sweaty—without distraction.</p>



Visual Content - Do's and Don'ts

<div data-bbox="106 202 139 234">✗</div> 	<div data-bbox="459 202 492 234">✗</div> 	<div data-bbox="811 202 844 234">✗</div> 	<div data-bbox="1163 202 1195 234">✗</div> 	<div data-bbox="1514 202 1547 234">✗</div> 
<ul style="list-style-type: none"> • Don't use low resolution images for product images. • Make sure to submit high-resolution images. 	<ul style="list-style-type: none"> • Don't submit only 1 image. • Send multiple images of the product (front angled, back angled, front straight, etc.) to showcase all features if possible. 	<ul style="list-style-type: none"> • Don't submit only product images. • Provide a variety of visual content (lifestyle, infographic, video) to give customers a better idea of what your product is about. 	<ul style="list-style-type: none"> • Don't submit only unilingual image* • Submit either 1 bilingual image or 2 images, 1 in French and 1 in English*. 	<ul style="list-style-type: none"> • If you have only one product image, please submit it on a white background without text or lifestyle elements.
<div data-bbox="106 751 139 784">✓</div> 	<div data-bbox="459 751 492 784">✓</div> 	<div data-bbox="811 751 844 784">✓</div> 	<div data-bbox="1163 751 1195 784">✓</div> 	<div data-bbox="1514 751 1547 784">✓</div> 

*for Canadian Tire and Marks/L'Équipeur



PDP Content Summary

Content	Description	Considerations
Product Title	A headline that gives a brief description about the product.	<ul style="list-style-type: none">• Must be short yet descriptive.• Include primary SEO keywords.• Maintain an average length of 50-70 characters.
Product Description	<p>A sales statement explaining your product in a conversational tone.</p> <p>Minimum: 75 Characters Maximum: 2000 Characters Optimal: 250 Characters</p>	<ul style="list-style-type: none">• Must be concise, clear, and helpful.• Include primary and additional SEO keywords.• Avoid possessive nouns (we, our).• Write in an engaging, professional, and human-friendly tone.
Visual Content	<p>Images and videos that differentiate your product from other similar products and remove customer hesitation.</p> <p>Minimum: 1 Image (on-white) Optimal: 5-10 Images</p>	<ul style="list-style-type: none">• High-resolution quality.• Use a variety of visual content (infographic, lifestyle, video).
Features/ Benefits	<p>Specific characteristics that make your product different from the competition.</p> <p>Minimum: 3 features Maximum: 15 features Optimal: 4-6 features</p>	<ul style="list-style-type: none">• Include SEO keywords: focusing on key benefits and key search terms.• Should not include N/A.



What if? After Content Onboarding

Issue	Action Item
What if you see a spelling mistake or incorrect info in the product description, features, or the product title?	Please notify your purchasing/merchandising team, providing the website URL or the style number along with details of the changes to be made.
What if you see an incorrect product image or video?	Please notify your purchasing/merchandising team and submit the correct files via MDM/Data Vault or PDX.
What if you would like to add more visual content (lifestyle images, videos, PDF files, etc.)?	Please notify your purchasing/merchandising team, providing the style number and submit new content via MDM/Data Vault or PDX.
What if you see incorrect info in specifications/attributes?	Please notify your purchasing/merchandising team and submit the correct specifications via MDM/Data Vault or PDX.
What if you would like to discontinue a product or hide published product pages?	Please notify your purchasing/merchandising team by email providing the style number that should be hidden or discontinued.



eCommerce SEO Content Writing Tips

Think like a customer:

- Brainstorm **a list of search queries** and words that users are searching for.
- Focus on the **customer's needs** and **features of the product** when writing the description.
- Write short sentences in a natural way as you were having a face-to-face conversation.

Remember about Google:

- Research relevant **keywords** (Google Keyword Planner, AI chatbot, Google Search, autocomplete suggestions on Amazon).
- Use keywords naturally throughout the **product description**.
- Create unique written content that can't be found on other websites.
- Don't stuff keywords as this can hurt your SEO.

Example: Hardtail Mountain Bike

Keywords/search queries : mountain bike, recreational bike, versatile bike, everyday mountain bike, lightweight frame, hardtail

Customer's needs/ intent: Looking for a mountain bike to use everyday on bike paths and recreational trails.

Product Features:































































- 27.5" mountain bike
- Lightweight hardtail design
- Quality Shimano components
- 21-speed drivetrain

Product description based on keywords, customer's needs, and product features:

*The Diamondback Odyssey 27.5" **mountain bike** is a great choice for anyone who is looking for an **everyday mountain bike**. The **lightweight** hardtail design, quality Shimano components, and 21-speed drivetrain provides the rider with a **versatile bike** that is great for riding **bike paths** and performs well on **recreational trails**. A newly redesigned frame provides style and efficiencies commonly found in some of the most popular brands in **mountain biking**.*



Helpful Resources and Access Links to Useful Files

Filename	MDM/ DV*	PDX	Banner				
PDX Vendor Best Practices.pdf							
Best Practices Family or PV Level Attributes in MDM.pdf							
CTC Digital Asset Management Vendor Training Guide.pdf							
Digital Asset Management Frequently Asked Questions.pdf							
MARKS EA Vendors Features Benefits Guide 2022 v5.pdf							
PDX Packaging Guide.pdf							
FGL-MARKS MDM Attribute Maintenance Guide.pdf							
PDX User Management Guide.pdf							
PDX Digital Asset Management Guide.pdf							
PDX Attribute Enrichment Guide.pdf							

*MDM/ Data Vault



Glossary

B+ Content

- Product Title, Product Description, Features and Benefits, and Product Images.

Other Visual Content

- Infographic, video, or other supplementary promotional materials.

Lifestyle Images

- Images in which the product is being shown "in action" on a live model.

Keywords (*SEO keywords or search queries*)

- Phrases that customers use when they search for products online.

MDM/Data Vault (*Master Data Management*)

- Database that houses master information as provided by the vendor.

PDX (*Product Data Exchange*)

- A platform enabling seamless integration of vendor attribute data into the MDM database.

ODP (*One Digital Platform*)

- New website - launched Summer 2023.

PDP (*Product Display Page*)

- Webpage that presents the product details.

SEO (*Search Engine Optimization*)

- SEO is the process of taking steps to help a website or a piece of content rank higher online resulting in a higher conversion rate.



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Thank you.

