



Homehardware.ca

# Product Style Guide

Content standards for Home Hardware Suppliers

Version 5: Jan 2024



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# 1.1 Introduction & Updates

The purpose of this document is to inform brands of Home Hardware content requirements and best practices. This document is intended to establish standards related to Home Hardware’s online voice, content optimization, format and product specifications.

Questions related to this document may be directed to Home Hardware’s Merchandise Services department.

*Important!: Please adhere to all aspects of this Product Content Guide. You are responsible for ensuring the accuracy and proper validation of any product or performance claim included in a product description or feature. Changes will be made to this document periodically as needed.*

## Versions:

- Version 1: April 2020
- Version 2: July 2021
- Version 3: May 2022
- Version 4: March 2023
- Version 5: January 2024



## Version 2 Updates:

- Document name changed from *Product Detail Page Style Guide* to *Product Style Guide*
- Section 2: New features to Product Detail Page Anatomy
- Section 4.4: New product listing format
- Section 4.5: New Support Documents functionality
- Section 4.6: New content applications
- Section 6: Image & video specs updated
- Sections 8 & 9: Created Backlinks and Brand Pages

## Version 3 Updates:

- Section 3: LBM Product Detail Anatomy
- Section 4: LBM Product Titles & Specifications
- Section 6.4: LBM Main Product Images

## Version 4 Updates:

- Section 2: Hardlines Product Detail Anatomy

## Version 5 Updates:

- Section 4.5: Support Documents file size specs



## 1.2 Importance of Content Optimization

Now more than ever, consumers are shopping online, so your Product Detail Page should provide more than just the basics. It should provide:

- Product Specifications
- Features and Benefits
- Visual interactions that clearly reflect your product and consumer uses at work, home or play.

Optimized product shots, lifestyle images, 360 images and videos help to answer questions that shoppers may have about your product. Fulsome product information allows shoppers to have confidence in their purchase, which in turn drives conversions.



**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.

\*<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, related words and long-tail keywords (3 to 4-word phrases specific to your product) 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.33) 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. Hardlines Product Detail Page Anatomy

### 2.1 Fully Optimized Product Listing


Hardlines Product Detail Pages have been updated to optimize the consumer experience. This example shows a fully optimized product listing.



BBQ > Propane BBQ

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

★★★★☆ 259 Reviews Item: #6421-394 Model: #94-6884



\$999.99/EA

**Shipping Options**

0 Available at **Whitby Home Hardware**  
[Check availability at other stores](#)

**FREE In-Store Pick-up**  
Arrives in 2-10 business days

Qty:

#### Product Overview

**Description**

Trusted by backyard barbecue enthusiasts around the world, this Signet™ 390 Propane BBQ will have you grilling up great results in no time — every time. Boasting an impressive 635 square inches of total cooking space, this powerful unit features reversible, heavy-duty cast iron cooking grids, the stainless steel Flav-R-Wave™ cooking system, and three stainless steel Dual-Tube™ burners. You can even convection-cook your roasts and poultry without missing out on the party via the Thermo-Cast™ heat-retaining aluminum oven. A porcelain-coated warming rack, premium rotisserie kit, drop-down side shelves and enclosed cabinet give you all the prep and storage you need to work your magic.

- 40,000 BTU Dual-Tube burner system
- 10,000 BTU stainless steel side burner
- 15,000 BTU rear rotisserie burner
- Premium rotisserie kit included
- 635 sq. in. total cooking surface including warming rack
- 400 sq. in. primary cooking surface
- 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
- Thermo-Cast aluminum oven with stainless steel wrap
- Heavy-duty cabinet base with stainless steel doors
- 7" wheels and 2.5" locking casters

**DIMENSIONS:**

- 56.5" L x 23.2" W x 48.4" H
- Cast iron grid: 25.6" L x 15.1" W

#### Specifications

BBQ Type	PROPANE
# of Burners	5
Total Cooking Space	635 SQ. IN.
Primary Cooking Space	400 SQ. IN.
Ignition Type	ELECTRONIC
Grate Material	CAST IRON
Main Burner Output (BTU)	40000
Side Burner Output (BTU)	10000
Assembly Required	YES
Flyer Name	SignetMC/™ 390
Brand	BROIL KING
Model	946884
Assembled Product Height	48.4"
Assembled Product Width	56.5"
Assembled Product Length	23.2"
Package Weight	145.10 lbs
Package Length	24.30 in
Package Width	40.50 in
Package Height	25.50 in

## 2. Hardlines Product Detail Page Anatomy

### 2.2 Product Title & Image Gallery

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

★★★★★ 259 Reviews

Item: #6421-394

Model: #94-6884



\$999.99/EA

Qty: - 1 +

Add to Cart

#### Product Overview

Description +

Specifications +



1 Product Title – Pg. 14

2 360 Image – Pg. 33

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5 Infographics – Pg. 30

6 Lifestyle Images – Pg. 31

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## 2. Hardlines Product Detail Page Anatomy

### 2.3 Product Overview & Support Documents

8 [Product Overview](#) – Pg. 16

9 [Support Documents](#) – Pg. 19

#### 8 Product Overview

##### Description

Trusted by backyard barbecue enthusiasts around the world, this Signet™ 390 Propane BBQ will have you grilling up great results in no time — every time. Boasting an impressive 635 square inches of total cooking space, this powerful unit features reversible, heavy-duty cast iron cooking grids, the stainless steel Flav-R-Wave™ cooking system, and three stainless steel Dual-Tube™ burners. You can even convection-cook your roasts and poultry without missing out on the party via the Therma-Cast™ heat-retaining aluminum oven. A porcelain-coated warming rack, premium rotisserie kit, drop-down side shelves and enclosed cabinet give you all the prep and storage you need to work your magic.

- 40,000 BTU Dual-Tube burner system
- 10,000 BTU stainless steel side burner
- 15,000 BTU rear rotisserie burner
- Premium rotisserie kit included
- 635 sq. in. total cooking surface including warming rack
- 400 sq. in. primary cooking surface
- 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
- 7" wheels and 2.5" locking casters

##### DIMENSIONS:

- 56.5" L x 23.2" W x 48.4" H
- Cast iron grid: 25.6" L x 15.1" W

#### 9 INFO & GUIDES

- [Product Information](#)
- [Instruction Manual](#)
- [Product Specifications](#)
- [Warranty](#)





## 2. Hardlines Product Detail Page Anatomy

### 2.4 Product Specifications

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Specifications		—
BBQ Type	PROPANE	
# of Burners	5	
Total Cooking Space	635 SQ. IN.	
Primary Cooking Space	400 SQ. IN.	
Ignition Type	ELECTRONIC	
Grate Material	CAST IRON	
Main Burner Output (BTU)	40000	
Side Burner Output (BTU)	10000	
Assembly Required	YES	
Flyer Name	SignetMC/™ 390	
Brand	BROIL KING	
Model	946884	
Assembled Product Height	48.4"	
Assembled Product Width	56.5"	
Assembled Product Length	23.2"	
Package Weight	145.10 lbs	
Package Length	24.30 in	
Package Width	40.50 in	
Package Height	25.50 in	

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## 3. LBM Product Detail Page Anatomy

### 3.1 Fully Optimized Product Listing


LBM Product Detail Pages have been updated to reflect the unique attributes of the LBM category and to optimize the consumer experience. This example shows a fully optimized product listing.




Lumber & Panels > Dimensional Lumber

### 2 x 12 x 14' Sanded Four Sides Kiln Dried Premium Spruce

★★★★★ 2 Reviews    Item: #2833-149    Model: #21-214P



**Item not available at this location** 

[Check availability at other stores](#)

#### Product Overview

**Description**

This black steel post base offers durable support for your fence, deck or sign. Use this base to attach a square post securely to any exterior surface. The 4" x 4" post base is easy to install. It has a powder black finish for a sleek look that will match almost any decor scheme. It's also rust resistant so it will keep its look and strength for years to come.

- Recommended to be used with base plate (#0830) HH #2683-077
- Steel base designed to solidly attach a square post to an exterior surface
- Baked powder painting finish that provides excellent rust resistance
- Adds a finishing touch to decks, fences, or signs
- For stability and style at low cost

**Installation:**


- Screw it to the post, then to the floor
- For use with 3-1/2" x 3-1/2" square posts
- To assemble, attach the base plate to the post and then to the decking
- Slide post anchor onto post and then over base plate
- Attach the post anchor to the decking

**Info & Guides**

- [Product Information](#)
- [Instruction Manual](#)
- [Product Specifications](#)
- [Warranty](#)

#### Specifications

Model	21214P
Assembled Product Width	11.25"
Material	SPRUCE
Assembled Product Height	1.5"
Moisture	KILN DRIED
Assembled Product Length	168"
Package Weight	0.00 lbs
Package Length	2.00 in
Package Width	12.00 in
Package Height	168.00 in



# 3. LBM Product Detail Page Anatomy

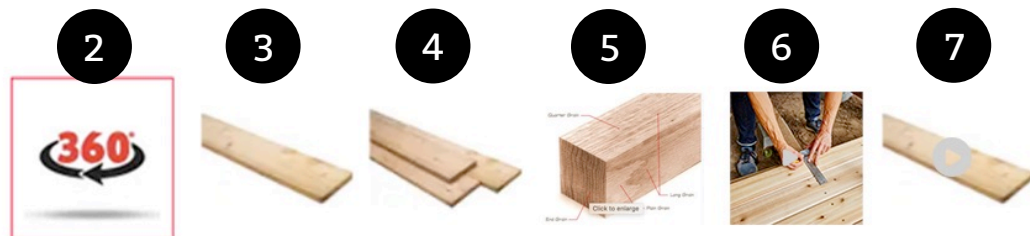
## 3.2 Product Title & Image Gallery

1 2 x 12 x 14' Sanded Four Sides Kiln Dried Premium Spruce

★★★★★ 2 Reviews

Item: #2833-149

Model: #21-214P



1 Product Title – Pg. 14

2 360 Image – Pg. 33

3 Main Product Image – Pg. 27

4 Additional Product Images – Pg. 29

5 Infographics – Pg. 30

6 Lifestyle Images – Pg. 31

7 Product Videos – Pg. 36



## 3. LBM Product Detail Page Anatomy

### 3.3 Product Overview & Support Documents

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9 [Support Documents](#) – Pg. 19

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## Product Overview

### Description

This black steel post base offers durable support for your fence, deck or sign. Use this base to attach a square post securely to any exterior surface. The 4" x 4" post base is easy to install. It has a powder black finish for a sleek look that will match almost any decor scheme. It's also rust resistant so it will keep its look and strength for years to come.

- Recommended to be used with base plate (#0830) HH #2683-077
- Steel base designed to solidly attach a square post to an exterior surface
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- Adds a finishing touch to decks, fences, or signs
- For stability and style at low cost

### Installation:

- Screw it to the post, then to the floor
- For use with 3-1/2" x 3-1/2" square posts
- To assemble, attach the base plate to the post and then to the decking
- Slide post anchor onto post and then over base plate
- Attach the post anchor to the decking

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### Info & Guides

- [Product Information](#)
- [Instruction Manual](#)
- [Product Specifications](#)
- [Warranty](#)



# 3. LBM Product Detail Page Anatomy

## 3.4 Product Specifications

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Specifications		—
Model	21214P	
Assembled Product Width	11.25"	
Material	SPRUCE	
Assembled Product Height	1.5"	
Moisture	KILN DRIED	
Assembled Product Length	168"	
Package Weight	0.00 lbs	
Package Length	2.00 in	
Package Width	12.00 in	
Package Height	168.00 in	

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## 4. Product Detail Page Copy Guidelines

### 4.1 Home Hardware Brand Voice

Even though you are writing content about your own products, it's important to address Home Hardware customers in a way 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.





## 4. Product Detail Page Copy Guidelines

### 4.2 Tone, Style & Language

The copy 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 found the product at just the right time. Emphasize certain features or user advantages that 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.



#### Best Practices:

- Use shorter sentences as web readers tend not to retain sentences that exceed 12-17 words
- Keep it simple i.e., if it isn’t necessary, don’t include it
- Include relevant keywords but avoid keyword-stuffing
- Use shorter, more commonly understood synonyms where possible
- 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

## 4. Product Detail Page Copy Guidelines

### 4.3 Consumer Item Descriptions (Product Titles)

Note: Your product title must be unique to Home Hardware (Suggested length 35 to 65 characters 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. Use “&” vs. “and” in all instances. Do not include the brand as this will be added dynamically.



## 4. Product Detail Page Copy Guidelines

### 4.3 Consumer Item Descriptions (Product Titles Examples)

- **Hardlines Format**

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

- **Hardlines Example**

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

- **LBM Lumber & Panels Format**

Dimensions + Key Features + Colour/Finish + Material Type & Grade

- **LBM Lumber & Panels Example**

2 x 12 x 14' Sanded Four Sides Kiln Dried Premium Spruce

- **All Other Building Materials**

Use accepted industry presentation for your product category





## 4. Product Detail Page Copy Guidelines

### 4.4 Product Overview (Paragraph)

Note: Must be a minimum of 70 words.

Your Product Overview should be a marketing-style description that helps sell your product by making it stand out on homedepot.ca. Unique, well-written product descriptions create excitement about your product and give the consumer confidence in their purchase decision. Build detailed descriptions that read naturally, using simple language and relevant keywords. Avoid repeating keywords, overly complex descriptions, unfamiliar industry terms, and “filler” content.



### 4.4 Product Overview (Bullets)

Note: Minimum of 3 is requested but more is recommended.

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.

Note: Product Overview Paragraphs and Bullets must be unique to Home Hardware

## 4. Product Detail Page Copy Guidelines

### 4.4 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



## 4. Product Detail Page Copy Guidelines

### 4.4 Product Overview (continued)

#### Example: Signet 390 Propane BBQ - 3 Burners + Side & Rotisserie Burners

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- 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
- 7" wheels and 2.5" locking casters



## 4. Product Detail Page Copy Guidelines

### 4.5 Support Documents

Your Product Detail Page will include links to all your product support documents. These allow shoppers to feel confident in their purchase and to confirm that your product contains the features they are looking for. Where applicable, your Product Detail Page should include:

- Product spec sheets
- User manuals
- Vendor Warranties & Guarantees
- Testing certifications
- Other relevant documents

#### Submission Requirements:

- PDF of each support document in both English and French
- Maximum file size 15MB





## 4. Product Detail Page Copy Guidelines

### 4.6 Product Specifications

Note: Be sure to read each attribute definition in the New Item Profile carefully so you clearly understand which specification is required.

Your product specifications are a great benefit to consumers who are comparing items online. They're also essential for search engine optimization and filtering. It's important to provide as many product specifications as possible. The more specifications you provide, the greater the chance we can use your product in other content applications, such as product finder quizzes and compare features. When listing an item with Home Hardware, the product specifications are found in the 'New Item Profile' Excel document under the 'General Item Information' section. There you will find defined attributes specific to the Home Hardware department your item falls under. Each attribute cell contains comments that define the attribute in detail. All attributes that are relevant to your product are required and must be filled in.



## 4. Product Detail Page Copy Guidelines

### 4.6 Product Specifications Best Practices

- **Hardlines:**

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

- **LBM Lumber & Panels:**

Ensure the dimensions and specifications relate to the product e.g. for dimensional lumber use Length, Width, Height, Material, Moisture

- **All Other Building Materials**

Use accepted industry specifications for your product category



## 4. Product Detail Page Copy Guidelines

### 4.7 Spelling, Grammar & Punctuation:

- Use Canadian spellings of words (Canadian Oxford Dictionary)
- Follow the AP Stylebook for grammar and punctuation
- Avoid exclamation marks as they lower vs. enhance 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

### 4.8 Numbers & Measurements:

- Spell out numbers one through nine (use numerals for 10 and above)
- A zero should appear before decimals less than 1 e.g. 0.48
- Use decimals instead of fractions unless a product's standards dictate otherwise
- If your product has metric and imperial measurements, include both
- For imperial measurements use the symbols vs. spelling out e.g. 5' vs. 5 ft or 5 feet
- Use short form for all measurements e.g. 7 cm for centimetre
- Use "to" vs. a dash to describe ranges e.g. "at least 10 to 15 m apart"





## 5. French Translation

All product descriptions must be provided in English and French. All translations 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. Translate all copywriting that appears on media such as infographics (see [Infographics](#) on page 24 for more information). All product videos must be submitted in English and French (see [Product Video Language Requirements](#) on page 31 for more information).





## 6. Product Detail Page Media Gallery

### 6.1 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. 27
- [Additional Product Images](#) – Pg. 29

#### Recommended Media Types:

- [Infographics](#) – Pg. 30
- [Lifestyle Images](#) – Pg. 31
- [360 Images](#) – Pg. 33
- [Product Video](#) – Pg. 36



## 6. Product Detail Page Media Gallery

### 6.2 Image Naming Convention & Format

#### Products New to [homehardware.ca](https://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](https://homehardware.ca):

When enriching or editing existing products on [homehardware.ca](https://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.



## 6. Product Detail Page Media Gallery

### 6.3 Image Format and Requirements:

#### ■ General:

- Minimum Number: 3 images
- Minimum Size: 1100 pixels in either width or height
- Recommended Size: 2500 x 2500 pixels
- Minimum Resolution: 96 dpi
- Colour Mode: RGB 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



## 6. Product Detail Page Media Gallery

### 6.4 Main Product Image (mandatory)

Note: A digital rendering (with permission) is acceptable if no product photograph is available.

The product can be front-facing or angled (pointing right and downward), whichever best presents your product. It should be 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.





## 6. Product Detail Page Media Gallery

### 6.4 Main Product Images (Front & Right/Downward Angled Examples)



## 6. Product Detail Page Media Gallery

### 6.5 Additional Product Images

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



## 6. Product Detail Page Media Gallery

### 6.6 Infographics (recommended)

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

This asset type allows you to display many features and benefits in one easy-to-follow format. Use product close-ups, text overlays, illustrative icons, measurement schematics, or other elements. Avoid cluttering the image or making copy too small to read.



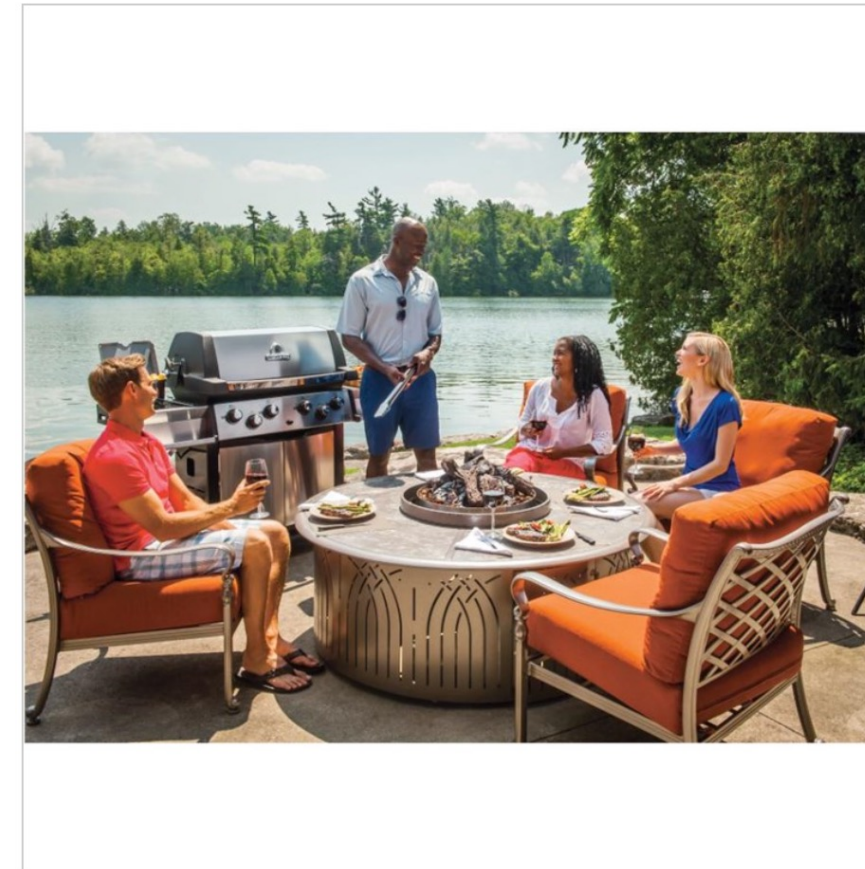


## 6. Product Detail Page Media Gallery

### 6.7 Lifestyle Images (recommended)

These images should show your product in a lifestyle or in-use environment. If your product is lumber or another type of building material, try to show all potential uses of the product. Your product should be the focus of the shot: use bright lighting and a warm, inspirational tone. If the image includes other products try to ensure they are products carried by Home Hardware. 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, age, ethnicity etc.

\*Supplier must adhere to stock photography usage rights





## 6. Product Detail Page Media Gallery

### 6.7 Lifestyle Images (continued)

#### 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
- Don't use images that look staged



## 6. Product Detail Page Media Gallery

### 6.8 360 Images (Essential for Online Shopping)

360-degree product imagery allows shoppers to view your product from all angles. Users are able to spin and zoom in on specific features and angles of your product. This helps convert casual browsers into purchasers and helps to minimize product returns.

#### Guidelines for 360 Photography:

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



## 6. Product Detail Page Media Gallery

### 6.8 360 Images (continued)

#### ■ Naming Convention:

- Use your product's UPC number or Home Hardware SKU number for each filename (see [page 20](#) 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



# 6. Product Detail Page Media Gallery

## 6.8 360 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” |



## 6. Product Detail Page Media Gallery

### 6.9 Product Videos (Essential for Online Shopping)

Note: If you are creating new product videos, please reach out to [CreativeContent@HomeHardware.ca](mailto:CreativeContent@HomeHardware.ca) for Brand Creative Video Guidelines.

Product video is an essential tool for consumers. It allows shoppers to visualize themselves using your product in real-life scenarios. Videos have the potential to communicate a great amount of information including product scale, assembly instructions, safety features, product features, applications, etc. 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
- If videos are also available in 1:1 or 16:9 ratio formats, please submit for possible other usage i.e. social media or in-store TV





## 6. Product Detail Page Media Gallery

### 6.9 Product Videos (continued)

#### Language Requirements:

- English-only and French-only videos are acceptable, but it is highly recommended that videos be submitted in both languages
- Videos should have either captions (preferred) or voice-overs highlighting product features and benefits
- If your video has an on-camera person speaking English, your French video equivalent can have either a dubbed French voice or French captions

#### 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 in the video have rights for an online/broadcast setting
- Follow the same file naming format as for images (use the Home Hardware SKU number, if possible, otherwise use the UPC)
- Specify usage end dates (if applicable)

Email [CreativeContent@HomeHardware.ca](mailto:CreativeContent@HomeHardware.ca) to receive the Home Hardware Video Brand Guidelines.



## 7. How To Submit Your Content

Home Hardware differentiates between new content submissions and content change submissions. Use the [New Item Profile Form](#) for submitting new items, and the [Content Change Form](#) to update existing items.

### ■ New Item Profile Form

- General Item Information Tab: Enter Keywords, Consumer Item Description and Specifications
- Item Content Tab: Enter Product Overview, Product Details and file names of all images, infographics and videos

### ■ Content Change Form

- Item Content Tab: Enter Product Overview, Product Details and file names of all images, infographics and videos

### ■ Attachments (Images, Videos and Support Documents)

Be sure to include all attachments with your email submission. Any files too large to attach should be sent via WeTransfer.

1. Attach all product images (do not compress image files)
2. Attach all product videos
3. Attach all support documents (product manuals, warranties, guarantees, testing certifications etc.)

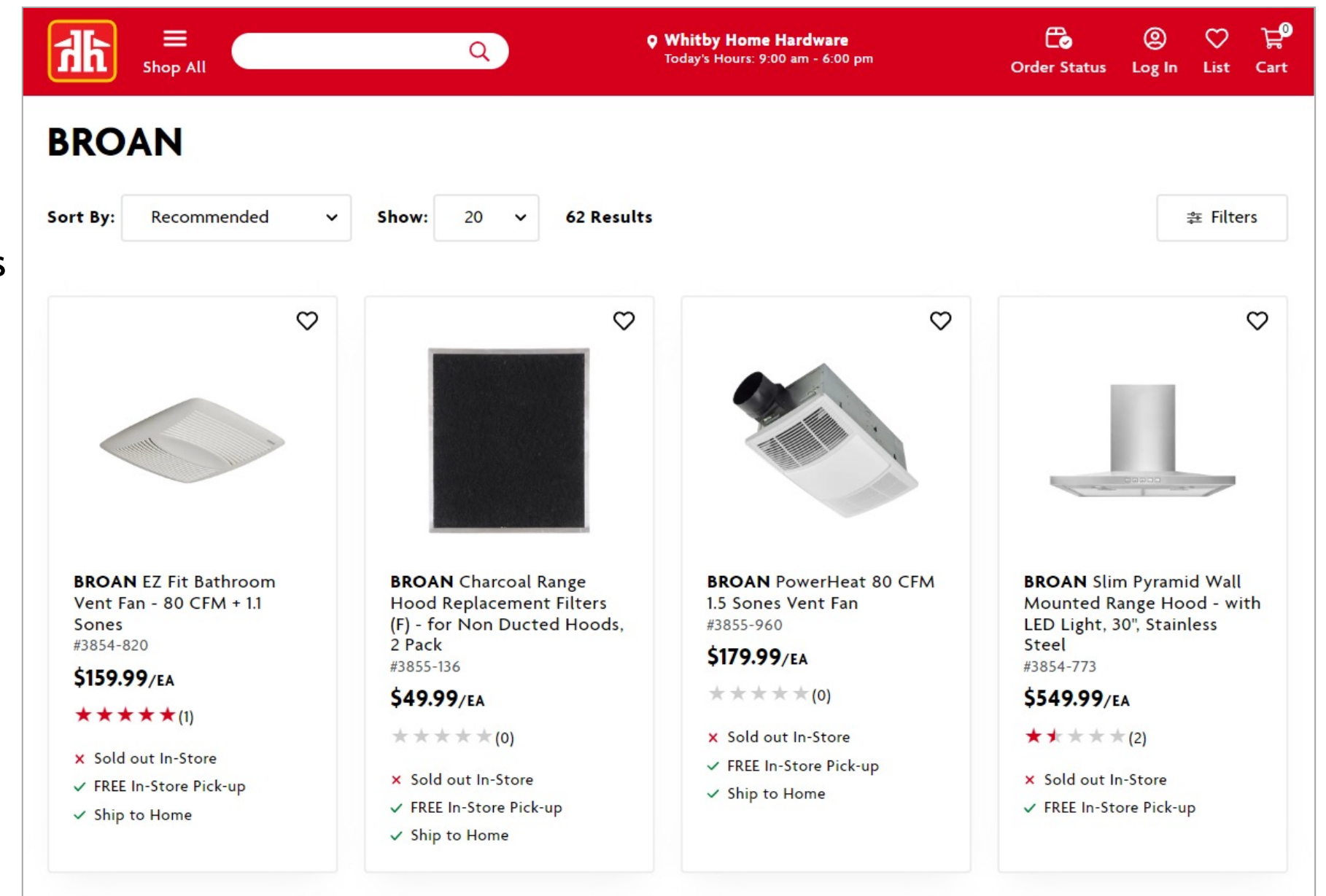


## 8. Drive Sales with Backlinks to a Dedicated Brand Product Listing Page

Creating backlinks on your brand site is a great way to drive consumers to all your products on [homehardware.ca](http://homehardware.ca). This is a dedicated page specific to your brand that displays all your product listings. It allows consumers to exclusively shop your products, and to purchase them immediately instead of searching online.

To find your brand product page, go to [‘Products > Shop by Brand’](#)

Email [marketingoperations@homehardware.ca](mailto:marketingoperations@homehardware.ca) to receive a Home Hardware logo and set up your backlinks.



The screenshot shows the BROAN brand product listing page on the Home Hardware website. The page features a red header with the Home Hardware logo, a search bar, and navigation links for Order Status, Log In, List, and Cart. The main content area displays a grid of four product listings, each with a product image, title, price, and availability status.

Product Name	Price	Availability
BROAN EZ Fit Bathroom Vent Fan - 80 CFM + 1.1 Sones #3854-820	\$159.99/EA	Sold out In-Store FREE In-Store Pick-up Ship to Home
BROAN Charcoal Range Hood Replacement Filters (F) - for Non Ducted Hoods, 2 Pack #3855-136	\$49.99/EA	Sold out In-Store FREE In-Store Pick-up Ship to Home
BROAN PowerHeat 80 CFM 1.5 Sones Vent Fan #3855-960	\$179.99/EA	FREE In-Store Pick-up Ship to Home
BROAN Slim Pyramid Wall Mounted Range Hood - with LED Light, 30", Stainless Steel #3854-773	\$549.99/EA	Sold out In-Store FREE In-Store Pick-up

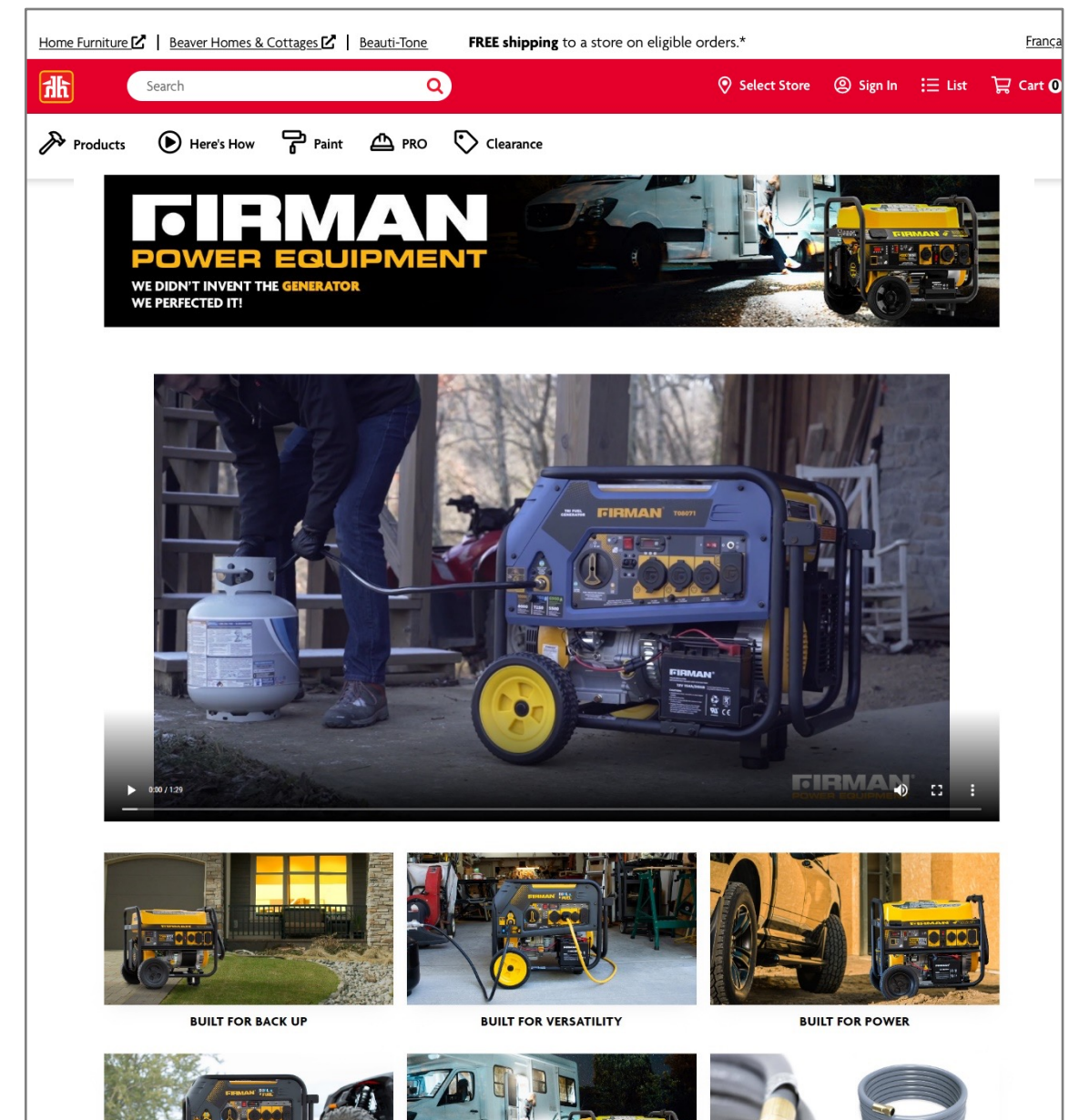


## 9. Drive Sales with Backlinks to a Custom Brand Page

You can also use your backlinks to drive consumers to a Custom Brand Page on [homehardware.ca](https://www.homehardware.ca). This completely customized page allows you to highlight the features and benefits of your brand and product collections. It also serves to enhance your brand recognition, educate consumers, create trust, and generate new customers.

### Features Include:

- Customized logo and header to suit your brand specifications and colour
- Important brand information not included on Product Detail Pages
- Categorized product collections for easy searching
- Product-specific videos and how-tos
- Interactive carousel to showcase your product imagery
- Product-specific keywords to enhance SEO and drive traffic to your page



Email [marketingoperations@homehardware.ca](mailto:marketingoperations@homehardware.ca) to start building your custom brand page.





## 10. 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 Home Hardware's trusted content partner.

- You can place your content order here: [geekspeakcommerce.com/homehardware](https://geekspeakcommerce.com/homehardware) or
- Contact a geekspeak specialist at:

[HH@geekspeakcommerce.com](mailto:HH@geekspeakcommerce.com)

416.619.5349 ext. 326

— Quickly and easily place an order for the following components:

- |                        |                                |
|------------------------|--------------------------------|
| 1. Product Description | 4. Infographics                |
| 2. French Translation  | 5. Lifestyle Product Placement |
| 3. Product Photography | 6. Product Videos              |

