

HOW-TO PUBLICATIONS

- Book, DVD & Video
- Magazine
- Map or Atlas
- Software

The Home Depot
STYLE SHEET FOR PRODUCT MARKETING CONTENT

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CHECKLIST FOR ONLINE SKU REQUIREMENTS

All items must be entered into the IDM Vendor Portal (or communicated to your digital content analyst) before the SKU will be moved out of Vendor Enrich.

HOW-TO PUBLICATIONS– ALL PRODUCTS

REQUIRED

Super SKUs

- ☐ Items in this category should not be Super SKU'd.

Color Swatch Images

- ☐ - Must be 400 x 400 pixels / JPEG file format
- ☐ - Color swatches are not applicable to this category.

Accessories

- ☐ Accessories are recommended for this category. Please limit the number of accessory items to 12 or fewer.

Collections

- ☐ Collections are recommended for this category. Please attempt to limit the number of items in the collection to 12 or fewer.

Coordinating Items

- ☐ Coordinating items are recommended for this category and should be submitted to your Digital Content Analyst. Please attempt to limit the number of items in the coordinating group to 12 or fewer.

Images and Assets

- ☐ Alternate images are recommended for this category.

Video

- ☐ Product videos should be loaded for items in this category if available.

ANATOMY OF THE HOMEDEPOT.COM PRODUCT INFORMATION PAGE (PIP)

Helping our customers get more out of their home improvement projects is what The Home Depot is about. It's only natural to express that helpfulness with a genuine and friendly voice. We don't talk at customers. We talk to them. We strive to remain **Best in Class** and our wish is that your items uphold the same standards.

As you create the marketing components associated with your product information, use the perfect sku example below to ensure your products are picture-perfect, optimizing the customers shopping experience. For a more detailed explanation on the various components below, [CLICK HERE](#)

- To get your own (already created) product videos online, use the Vendor Video Portal: <http://itemvideo-prod.microsite.homedepot.com/>
- To add items to existing videos or if you have questions about videos, email: vendor_video_request@homedepot.com
- Inquiries about linking to us from your site: vendorLinks@homedepot.com
- Receive more info related to your product reviews and be set up for automated reporting, respond to a customer issue, etc: UserGeneratedContent@homedepot.com
- Implement Q&A for all your products: UserGeneratedContent@homedepot.com

PERFECT SKU: HOW-TO PUBLICATIONS

MFG Brand Name/Product Name: Follows category specific standards, includes key search terms. DO NOT include MFG brand name in the product name, it must be entered in the MFG Brand Name attribute.

Primary Image: Clearly shows what the customer will receive. Image should be of the product only (no props) on a plain, white background and should be a minimum of 1000x1000 pixels to enable zoom.

Visual Assets: Video, lifestyle/scene shots, alternative images, close-up detail images of special features, etc.;

Assets: Documents such as assembly/installation instructions, warranty information, etc. (PDFs).

Cross Merchandising: Allows customers to see options within same collection of products and/or accessories to their primary purchase item.

Product Description: Follows category standards, includes features & benefits, product uses.

Small-Space Container Gardens Book: Transform Your Balcony, Porch, or Patio with Fruits, Flowers, Foliage and Herbs

Model # 9781604692419 Internet # 203674823

★★★★★ Write the First Review +

\$19.95 / each

This item cannot be shipped to the following state(s): AK, GU, HI, PR, VI

Ships FREE with \$45.00 Order

Buy Online, Ship to Store

Product Overview Specifications Customer Reviews Shipping Options

COORDINATING ITEMS (8)

PRODUCT OVERVIEW

Chances are your balcony, porch, or patio could use a major makeover. Fern Richardson, charismatic creator of the blog "Life on the Balcony" is here to walk you through the process of beautifying a small space, even on a small budget. This exciting guide layers practical gardening fundamentals with creative solutions that encourage thinking outside the pot. You will also learn how to tackle unique challenges, like windy conditions when gardening several stories above street level, and how to care for plants. From design basics to essential plant picks, "Small-Space Container Gardens" proves you don't need a yard to have a garden.

NUMBER AND MEASUREMENT GUIDELINES

Use the US system of measurements; do not use the metric system. Keep your measurements consistent as either decimals or fractions within category attributes, product name, bullets and marketing copy. Do not alternate using decimals and fractions.

Spelling Out Numbers - Do not spell out numbers in bullets, unless the number precedes another number (i.e. 100 Watt). Exceptions to this rule are phrases that include a number which is not being used in a numeric sense (i.e. zero tolerance).

Numbers Preceding Numbers – When indicating a number of items that are also preceded by measurements in numbers (i.e. 100W bulb), spell out the number that precedes the numeral (i.e. four 100W bulbs). However, if the number preceding the number is greater than the number 10, then you do not have to spell it out (i.e. 60 12 oz. cans).

Whole Numbers with Fractions – A whole number with a fraction should be written with the whole number first, then a hyphen, followed by the top number of the fraction, a forward slash, then the bottom number. Do not include spaces between characters (i.e. 10-1/2 in. D Pot). When showing ranges, use the word “to” between the measurements (i.e. 3-1/2 in. to 5-1/2 in.).

Four-Digit Numbers and Larger – Four-digit numbers and larger should include a comma between the first and second digit, indicating the “thousands” place (i.e. 1,500W). Larger numbers should also include commas as necessary. Do not use “K” to indicate the thousands place (i.e. 15K – it should read 15,000).

Battery Quantities – Battery quantity and type should be listed without a hyphen between the quantity and battery type (i.e. 4 AAA batteries).

Units of Measure (UOM) - Should typically be lowercase, abbreviated and with a period (i.e. 2 ft.).

Unit of Measure (UOM)	Description	Example
Inches and Feet	Always use “in.” for inch/inches and “ft.” for foot/feet Use a period after the abbreviation Do not use hash marks (” or ’) to represent inches and feet Never use a hyphen between the number and “in.” and “ft.”	Evanston Saturn Ivory 7 ft. 10 in. x 10 ft. Area Rug
Dimension Abbreviations	Use a space and then the abbreviations “L,” “W,” “H,” “D” or “Dia” when indicating length, width, height, depth or diameter They should always be capitalized (“Dia” should have an initial cap) The “x” between dimensions should always be lowercase with a single space on either side of it	72 in. H x 96 in. W Classic White Essential Plus Closet Kit
Pounds	Do not use the pound sign (#) to represent pounds when referring to weight Use “lb.” or “lbs.” with the period	600 lb. Capacity Heavy Duty Folding Platform Cart 4 lb. Diatomaceous Earth Ant and Crawling Insect Killer
Ounce and Fluid Ounce	Always use “oz.” for ounce and “fl. oz.” for fluid ounce Use a period after the abbreviation Never use a hyphen between the number and unit of measure	8 fl. oz. Compact Black Sensor Pump for Soap Lotion or Sanitizer 50 oz. Liquid Laundry Detergent Original Scent Bottle
Gallon and Quart	Always use “gal.” for gallon and “qt.” for quart Use a period after the abbreviation Never use a hyphen between the number and “gal.” or “qt.”	6 qt. Clear Latch Box (12-Pack) 18 gal. Latch and Carry Tote (6-Pack)
Amps, Volts and Watts	Always spell these words out (except for light bulbs) Do not use the “9V” or “20A” options When used as an adjective, there should always be a hyphen between the numeral and the word “Volt” (except for light bulbs)	10 in. 2.2 Amp Corded Electric String Trimmer 12 in. 20-Volt Electric Cordless Trimmer/Edger 75W Equivalent Soft White (2700K) T9 Circline CFL Light Bulb
Horsepower	Always use “HP” Never use a period after the abbreviation Never use a hyphen between the number and “HP”	10,000 Watt 16 HP Gasoline Powered Electric Start Portable Generator with Wheel Kit Included

Temperature and Degrees	Use the degree symbol and not the word “degree(s)” when indicating degrees, either in temperature or for angles Do not use spaces between the number, the degree symbol, and either “F” or “C,” indicating Fahrenheit or Celsius You can create the degree symbol using Alt + 0176	Outdoor temp range down to -39.8°F Super sharp 23°C Streaker Point
Percentages	Always use the percent symbol (%) instead of the word “percent” Do not include a space between the measurement and the percent symbol	30% Residential Energy Efficient
Exponents	Do not use the shorthand for repeated multiplication (i.e. mm², 5², etc.) Always use the abbreviation for the exponent (mm sq. in. cu., etc.)	Strips and cuts 20 - 30 AWG Solid (.50 - .14 mm sq.)

PRODUCT NAME AND MARKETING COPY

PRODUCT NAME

The product name formula supports the best experience by allowing customers to quickly locate specific products of interest at the category page view without having to load the product detail page to confirm type of HOW-TO PUBLICATIONS. **DO NOT include the manufacturer brand name in the product name.** The manufacturer brand name must be entered in the MFG Brand Name attribute during data collection and will be automatically added to the Product Name when the information is displayed on homedepot.com.

Product Name Legend

- Items in brackets [] are considered required elements of the product name
- Items in parentheses { } are considered desired and may only be supplied if it is applicable to that product
- Items in quotations “ ” are to be added as listed

Book, DVD & Video:

Product Naming Formula

{Series} + [Title] + [Media Type] + {Volume/Edition}

Product Naming Example

Decks 1-2-3 2nd Edition

Recipe Book Volume 1

TCG Primal Grill with Steven Raichlen DVD Volume 1

Weber's Way to Grill Book: The Step-By-Step Guide to Expert Grilling

Magazine:

Product Naming Formula

{Series} + [Title] + [“Magazine”] + {Issue}

Product Naming Example

GreenSource Magazine January/February 2010

Map or Atlas:

Product Naming Formula

{Series} + [Title] + [“Map” or “Atlas”] + {Volume/Edition}

Product Naming Example

Metro Atlanta Georgia Street Map Book 8th Edition

Software:

Product Naming Formula

{Series} + [Software Title] + {Volume/Edition} + [“for”] + [Minimum System Requirements]

Product Naming Example

Do-It-Yourself Fence Designer for Windows 7

OnCue Generator Management System Software

MARKETING COPY

Marketing Copy must be at least 3 sentences and the character limit is 1500. What you type in the description field will appear to our customers. You are creating a product description that appears on HomeDepot.com, not your manufacturing company website. This means that your descriptions must stand on their own without the use of asterisks to qualify a statement. Further, from a Search Engine Optimization (SEO) perspective, your description should focus on the key terms that make your product unique. DO NOT use any special characters such as the © Copyright Symbol, ®Registered Symbol or Trademark Symbol when inserting your product information in Item Data Management.

MARKETING COPY EXAMPLE

1-2-3 DVDs Tiling Projects 1-2-3 DVD helps you get started quickly and confidently on completing any of a variety of tiling projects. Whether you are tiling a floor, bathroom wall or kitchen countertop, this informative DVD's step-by-step instructions will provide you with the expert guidance you need to complete the job with skill and style. Helpful technical segments assist you in navigating tricky steps, while important safety tips help keep you safe on the job.

PRODUCT FEATURE / BENEFIT BULLET STATEMENTS

FEATURE BULLET RANKING AND EXAMPLES

- A minimum of 4 bullets is required for products in this category. You may add more features if they are relevant to the product
- If you come across features that are not listed below but you feel they are important to the customer, please first try to combine it with an existing feature below or you may add it separately
- Do not include punctuation at the end of the bullet (no periods or semi-colons)
- Do not spell out numbers even when beginning a bullet. The only exception to this rule is when two numbers follow each other; always spell out the first number

Note: Only use the following feature bullets (that are applicable) listed in the sequence orders below:

1. Subject Area feature and benefit

Comprehensive book introduces you to orchid identification, history, care and more

2. Type of Instructions/Ease of Use feature and benefit

Includes tips, shortcuts, insights and advice for every project covered to help you complete your task like an expert

3. Tools/Interactivity feature and benefit

Instant Estimator tool helps you automatically determine the labor time and cost for your job

4. Images/Visual Effects feature and benefit

Visual step-by-step guidance, photos and illustrations help you create a masterpiece with confidence

3D Rotational View, Wireframe, Joist & Beam View, Dimensioned View and Post Layout features help you visualize your deck design

5. Format/Size/Run Time feature and benefit

Newly updated and expanded edition contains more than 600 pages of instructions and illustrations

Folding map is easy to store and tote for quick reference

6. Included Items feature and benefit

Bonus 90-minute DVD teaches important home improvement skills

7. System Requirements feature and benefit

Internet connection required

Not recommended for use with Windows Vista

8. Number of Pages

325 pages

PRODUCT IMAGE GUIDELINES FOR HOMEDEPOT.COM

To ensure an optimum customer experience on homedepot.com, the following product image requirements have been established.

SIZE

- All images must be at least a minimum of 1000 pixels x 1000 pixels

PHOTOGRAPHY:

- All products must be digitally photographed out of the package with the exception of products that are typically represented in the package, such as extension cords, fasteners, etc. If an image is shot in the packaging, both the front and the back of the package should be shot to include any marketing copy or disclaimer included on the packaging. *This is to be assessed on an as-needed basis by the vendor, merchant and homedepot.com.*
- Main product images should only feature the product. No props or additional products (assortment groupings) are allowed within the primary image area. Alternate images of the product are encouraged to convey “lifestyle” images, and alternate views of important product features.
- People and pets must not appear in any product image.
- Images must represent the correct color of the product.

BACKGROUND/BORDERS:

- The product should be professionally presented on a white background. This can be accomplished by photographing the product on a white background or outlining the product image live area and placing it on a white background.
- The background color for product images should be #FFFFFF [Hex], 255, 255, 255 [RGB] or 0 [CMYK]. Acceptable alternatives for white products are #F5F5DC R 245, G 245, B 220 (see HTML color table below).
- The product contrast should be adjusted to ensure that the image has clarity and sharpness and is not washed out.
- The product should be centered inside the designated image area, with a buffer of comfortable white space around the product. A product that is taller than it is wide will have less white space at the top and bottom than it does on the right or left. A product that is wider than it is tall will have less white space on the right and left than it does on the top and bottom.
- Do not put a stroke (outline) or shadow around the image.
- All image canvas corners must be squared at a 90 degree angle.

HTML COLOR TABLES

HTML Color Table 1

Name	Sample	Hex Triplet	RGB	CMYK
White		#FFFFFF	R-255 G-255 B-255	C-0 M-0 Y-0 K-0
Beige		#F5F5DC	R-245 G-245 B-220	C-0 M-0 Y-10 K-4

PRODUCT FILE FORMAT AND REQUIRED ASSETS

FILE FORMAT and NAME

- Image files MUST be in JPEG format.
- The format for naming your asset should enable users to quickly associate an asset to an item.
- Example: yourModel#_productimage.jpg, your UPC_productimage.jpg, yourModel#_lifestyle.jpg