

Roadmap for Success

1. Give Your Business a Running Start

Your seller journey starts with item setup, where we offer multiple ways to have your products listed on Walmart.com. **Learn your options and set yourself up for success.**

Single Item Setup

Bulk Upload Setup

Setup by Match



SEO Best Practices

Content Policies

It's all in the details – learn about Walmart content policies and item setup best practices to **maximize your item's visibility in search and browse results.**

Run your fulfillment like clockwork: setup your shipping methods, create shipping overrides if necessary and provide valid tracking on all orders.

NEW! Walmart  ThreeDay

Shipping Methods and Timing

Shipping Overrides

Valid Tracking



2. Run Your Business like a Boss

Update Inventory in Seller Center

Acknowledge & Ship an Order

Seller Performance Standards

Now that you're open for business on Walmart.com, **ensure your inventory counts are always up-to-date**, and **acknowledge and ship orders on-time.**

Hit the ground running with competitive pricing and re-visit your strategy regularly to ensure your listings win the Buy Box and call out comparison prices when applicable.

Buy Box Reports

Pricing Rules

Promotion Rules



Returns Best Practices

Marketplace Returns

Returns Disputes

Win the returns game with a free and easy process, enable returns in Walmart stores and gain repeat customers.

3. Make fulfillment fulfilling

Unlock your potential and sell more when you offer fast and free shipping with Walmart TwoDay Delivery.

Walmart TwoDay Delivery

TwoDay Program Settings

TwoDay and Deliverr Success Story



FedEx Advantage

Program Overview

FedEx Advantage + Walmart TwoDay

Save on fast shipping and get your products delivered quickly and reliably on time with FedEx Advantage®.

Use low-cost fulfillment services you can trust and expand your network with Walmart Fulfillment Services (WFS) & Deliverr.

Walmart Fulfillment Services (WFS)

WFS FAQs

Deliverr



4. Step up your game

Walmart Sponsored Products

TwoDay and Sponsored Products Success Story

Walmart Media Group

Be in the running to win more sales with Walmart Sponsored Products and drive conversions while shoppers are in product search mode.

Boost discoverability of your products and help customers make purchases more confidently when you add rich media content to your listings.

Content Solution Providers



Bazaarvoice

Reviews FAQs

Partner with Bazaarvoice to connect with Walmart shoppers and **turn them into your advocates** when they review your products and help you grow your business.

No Need to Go it Alone

Ready to get started but still looking for help? Walmart partners with **top-quality solution providers** who offer a wide range of eCommerce services.