Walmart ✸
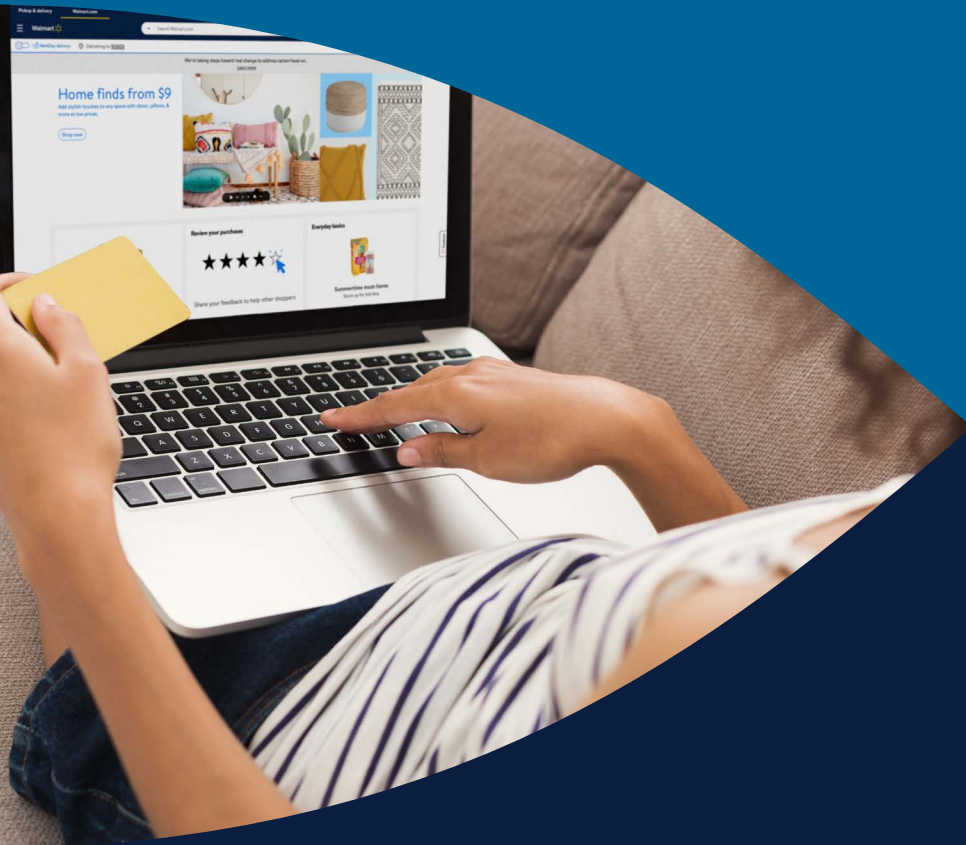## Marketplace

Listing Quality
Optimization

The ultimate guide to growing your business on Walmart.com with top-performing listings.

🔔 *A new tool update!*

Introduction to
Walmart listing quality

When you list your products on Walmart Marketplace, you're putting them into a giant storefront with thousands of listings visible to millions of customers at any one time.

When customers search for whatever they need, you want your products to *stand out*.

Where do you start when you need to optimize your listings to attract customers and win more sales? How do you improve offer quality for the best Walmart.com shopping experience? What do Walmart site algorithms look at when ranking your products in search and browse results?

In this brochure we'll examine listing quality- what makes the best offers, where to make improvements, and why it's important to have the most optimal listings available.

Walmart
optimization triangle

Once you've got a product up and selling, it's time to think about optimizing your performance for increased sales.

At Walmart, we look at **3 factors that determine your listing quality score: content, offer** and **performance**. These make up the optimization triangle – a holistic view of ways to achieve top-performing listings.

Offer
Item price, shipping price and speed, in-stock rate.
How competitive is your offer?

OFFER

Content
Product category, title, descriptions, images, attributes.
How descriptive is your listing?

CONTENT

PERFORMANCE

Performance
Seller Order Defect Rate (ODR), policy adherence, prompt customer response.
How great is your customer experience?

5 reasons
listing quality matters

1 **Gain more product visibility** in search **& browse results**

Polished item page content, expedited shipping options (such as TwoDay), and your account performance are core drivers to boost your product discoverability through search and filter inclusion.

Get more marketing **opportunities** **2**

Listings with a high quality score get prioritized for various Walmart marketing programs and holiday campaigns. Don't miss your chance to gain more traffic to your catalog!

3 **Win the Buy Box and** sell more

Competitive offers with free expedited shipping options stand a better chance at winning the Buy Box and boosting sales.

Improve your product **conversion** rates **4**

Detailed product descriptions, faster delivery promise, and customer reviews turn more browsers into shoppers.

5 **Minimize product returns and** gain repeat customers

High-quality item page content makes it easier for customers to evaluate and purchase your products confidently, resulting in fewer returns and more 5-star ratings & positive reviews.
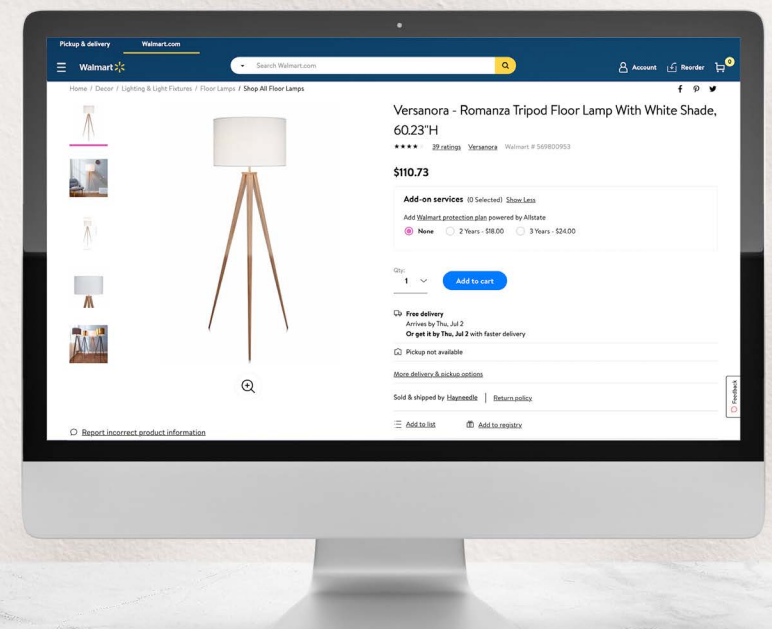
up to
40%
lift in sales
when you offer faster shipping methods

Content
Ingredients that get you more sales!

It pays to be very descriptive on your product listings. Not only does it enhance your search results, customers can learn more about what you're offering.

Category
The category fields contain structured information on how products are organized. The more you define your product, the easier it is to search for.

- Choose the right, accurate category, which provides you with the right set of Attributes for the item.
- Selection of the right category ensures your items are assigned to a correct product shelf on Walmart.com and perform better in search and browse results.
- Learn more about how to Select the Best Category.

Product Title
A good Title will make it a lot easier for customers to find your listing when they search using specific keywords. However, don't attempt to "stuff" titles with non-pertinent keywords.

- The Title should be clean and concise, between 50-75 characters.
- Color, brand and model are good keyword examples to include in the Title.
- Recommended formula for a Fashion listing's Title is: *Brand + Style Name (if applicable) + Descriptive Feature (if applicable), Material, Clothing Size + Pack Count*

Descriptions
As customers search, they'll gravitate towards results with listings that have more descriptive information and specific key phrases.

- Format your listings to include 3-10 Key Features and a detailed Description paragraph - minimum 150 words is a general guidance, word count requirement varies by product category.
- Make best use of key words and avoid generic phrases to optimize for the best SEO results.

Attributes
Attributes are values that are used to organize products in site navigation and on shelves, and they also help make listings more visible when customers conduct searches.

- Specify all relevant Attributes to ensure your products show when customers search and browse products using filters on the left-hand navigation.
- Check out Walmart.com listings similar to your products to see most relevant attributes that are used in left-hand navigation.

Images

A picture is worth a thousand words! Use multiple high-resolution professional pictures, centered, with a white background to make your product stand out visually.

- Upload 4 professional, high-resolution product images.

- Recommended image size is at least 1000x1000 pixels, which is the minimum zoomable size.

- Background color should be white, RGB values of 255, 255, 255.

- Make sure your images follow our Image Policy.

Rich Media

This optional feature lets you add product videos, 360-degree images and other rich content to show more of your product and boost conversion.

- Examples of Rich Media content includes product videos, how-to demos and other informative material like manuals and size charts.

- To enhance your item page content with rich media please reach out to one of our Content Solution Providers.

Additional Content Resources

- View our step-by-step guide on how to Create a Great Listing.

- For more detailed content best practices in your specific category, check out our Marketplace Content Style Guides.

- You can learn more about optimizing for search with the SEO Best Practices for Item Setup.

- Take a look at some Item Setup samples.

Offer
How you price and fulfill your order matters

Customers search for items with great pricing and good shipping options, so you'll need to make sure you stay as competitive as you can.

Item Price
Item prices need to be competitive with other listings to drive a positive customer experience and help you win the Buy Box.

- Set up Reduced Price and Clearance tags to drive customers' attention to promotional pricing.
- Visit the Pricing Opportunities dashboard in Seller Center to see what you can improve on.

Shipping Speed
Offering faster shipping is almost always better. It's a known driver of conversion and customers expect fast delivery when they shop.

- Enable Walmart ThreeDay and request access to Walmart TwoDay to drive more sales with fast shipping promise and 2-day delivery tags.
- Get Buy Box prominence and drive an organic lift in conversion when you offer expedited delivery options.
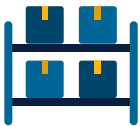
In-Stock Rate/Inventory
Keeping your popular items in stock means they'll always show up when customers search. Make sure your inventory is always updated, especially for fast-moving products.

- Check your Inventory Feed Status to ensure your item counts are being uploaded correctly.
- Monitor your inventory regularly to make sure your products are always in stock.

Shipping Price
Free shipping options propel your products to be seen by more customers, especially when you participate in programs like Walmart TwoDay and ThreeDay.

- Get great discounts on reliable, fast shipping with FedEx Advantage.
- Have services like WFS and Deliverr do the work for you with great rates.
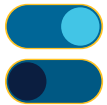
Shipping Options

Customers want options for standard and expedited delivery. Stay on top of your game by offering both.

Expedited Delivery:

- *Next Day*: Delivery by next business day. Our fastest method, you can offer to customers for a charge or for free.
- *Walmart TwoDay*: Free delivery program for 2-day shipping nationwide or regionally with two ways to opt-in: seller-managed or third-party managed.
- *Walmart ThreeDay*: Expedited delivery feature that provides more flexibility for fast nationwide shipping and gives additional benefits to sellers who offer this shipping method for free.

Standard Shipping:

- Regular opt-in shipping method for a total transit time of 2-5 business days.

Free Value Shipping:

- Best low-cost shipping available to all sellers for a total transit time of 3-7 business days.

Freight:

- Only used for shipping large and bulky items; must be configured for each individual item.

Additional Offer Resources

- You can learn all our shipping methods, lag times and more on our Shipping Methods and Timing Seller Help page.

- Discover more about how expedited shipping options can boost your sales dramatically.

- What are your current pricing opportunities?

- See what items are unpublished and get them back online quickly.

Performance

Provide a great experience for your customers others will notice.

Customers search for items with great pricing and good shipping options, so you'll need to make sure you stay as competitive as you can.

Order Defect Rate

Want to focus on growth and unlock more potential? When your Offer Defect Rate (ODR) is in good standing, you get more opportunities to win the Buy Box and participate in promotional campaigns.

- ODR is made up of Cancellation, Return and Shipping Defects.
- The lower your ODR, the better your performance as a seller is. Top performing sellers maintain an ODR below 2%.
- You can find your 90-day ODR with detailed reports in the Performance section of Seller Center.
- Review The Seller Scorecard in Seller Help to learn more.

Policy Adherence

Ensuring compliance with Walmart standards will go a long way to keep a seller in good standing.

- Always react quickly and decisively when it comes to performance and addressing customer issues.
- Familiarize yourself with the Trust and Safety Performance standards.
- Also be sure to download the Marketplace Policies for Walmart.com.

Customer Feedback

Customer feedback is integral to improving your search rankings. This is gathered in a number of ways:

- Customer ratings are from 1-5 stars.
- Customer reviews provide more descriptive ways to generate positive feedback that improves your conversions.
- Participation in programs like Walmart's Spark Reviewer or syndicated offerings from companies like Bazaarvoice can help you garner ratings and reviews faster.

Best Practices
Other practices to improve customer experience

- Ensure your products are setup with correct UPC/GTIN numbers. For details on how to avoid UPC and product mismatch, refer to Avoid Product ID and Content Mismatches article.

- Avoid duplicate listings whenever you can and learn how to fix this issue to ensure the best customer experience.

- You create a better customer experience and allow for easier navigation when you have multiple variants of the same product. Visit the Manage Variant Groups article to learn more.

- Always follow the Product Content Policy to avoid any violations and product unpublishing.

- Check to see if you have unpublished items that can be fixed easily with the Unpublished Items dashboard.

Remove the guesswork out of optimizing your item pages with the **Listing Quality Dashboard.**
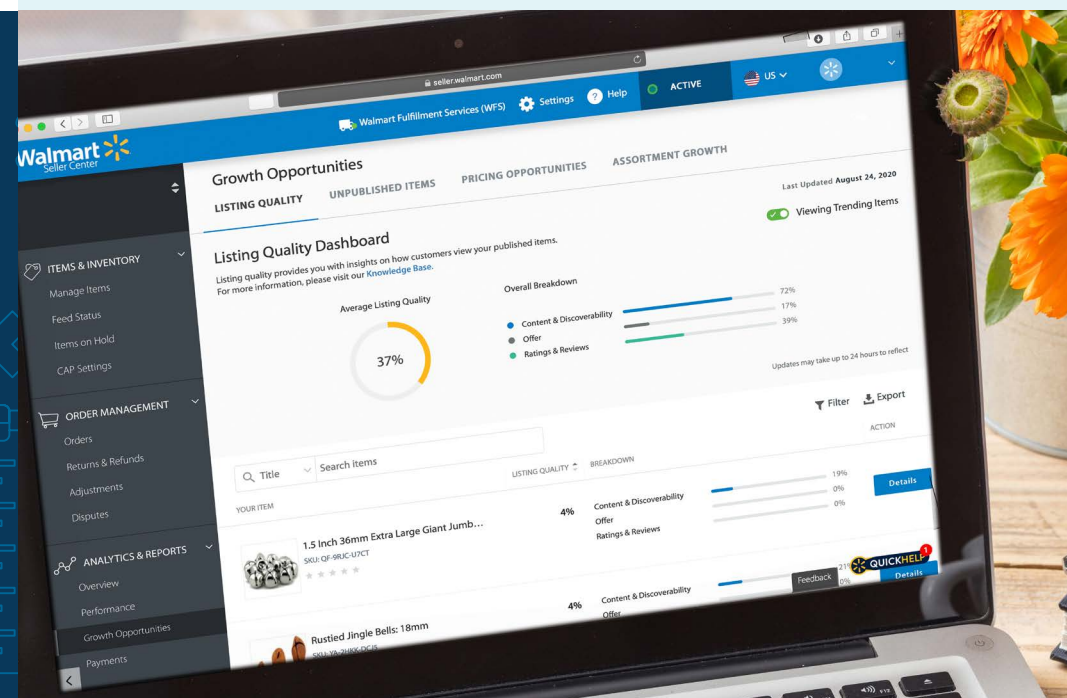
Arming yourself with the right data and knowing what to do with it can make all the difference between an unproductive item listing and a successful one.

Learn More

Examining Listings

What makes a quality listing on Walmart.com? Here we'll highlight a number of items to be aware of.

1. **Category**
   - Product shelf is not defined due to incorrect item categorization.
   - **The Category is specific and detailed, the product shelf is assigned correctly.**

2. **Image Variety**
   - Only one image is available.
   - **The recommended four images are provided, making the entire entry more visually appealing.**

3. **Title**
   - The Title is very generic and not very specific about this watch.
   - **The product title is clean and concise, formatted with specific keywords such as size, color and style.**

4. **Ratings & Reviews**
   - This item has no Ratings or Reviews.
   - **This item has many Ratings and Reviews based on previous customer experiences.**

5. **Competitive Price**
   - The price is not comparable to competitors' pricing.
   - **The price reflects a much more competitive offer and the promo tag makes it stand out visually.**

6. **Variants**
   - Only one Variant is shown.
   - **Multiple Variants are shown, giving the customer more options to choose from.**

7. **Shipping Options**
   - Seller has a restricted or singular shipping option.
   - **Seller offers an expedited delivery option for an appealing fast and free delivery promise.**

8. **Rich Media**
   - This item does not offer any rich media options for customers to view.
   - **This item offers multiple rich media options, providing the customer with more information to make a purchase with.**
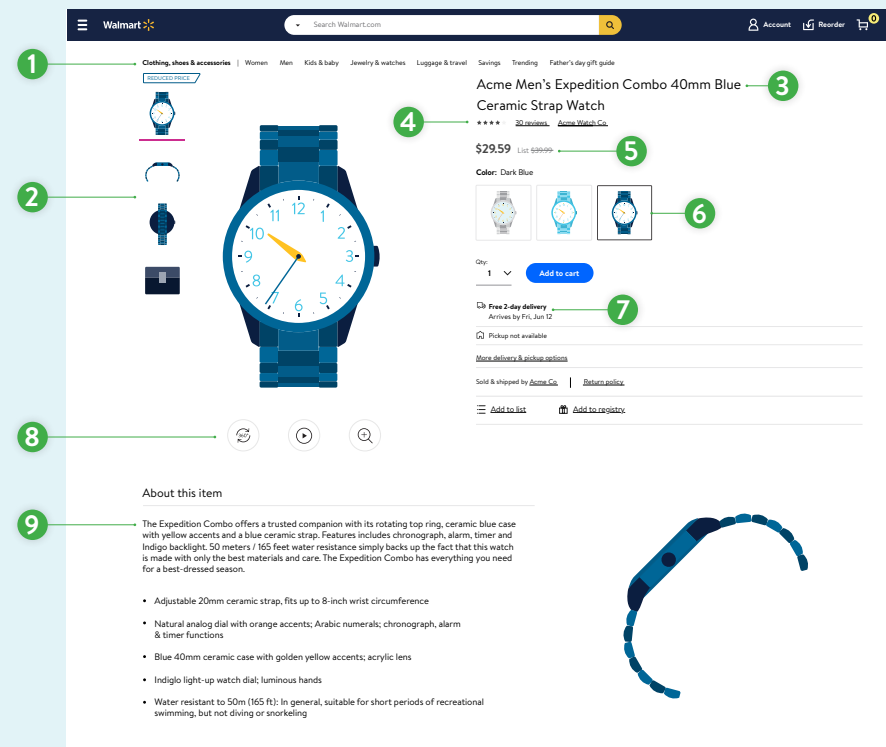
9. **Product Description**
   - This item doesn't have any product description at all.
   - **The information about this item is organized correctly with key features highlighted and a highly descriptive paragraph.**

✿ Ineffective Listing
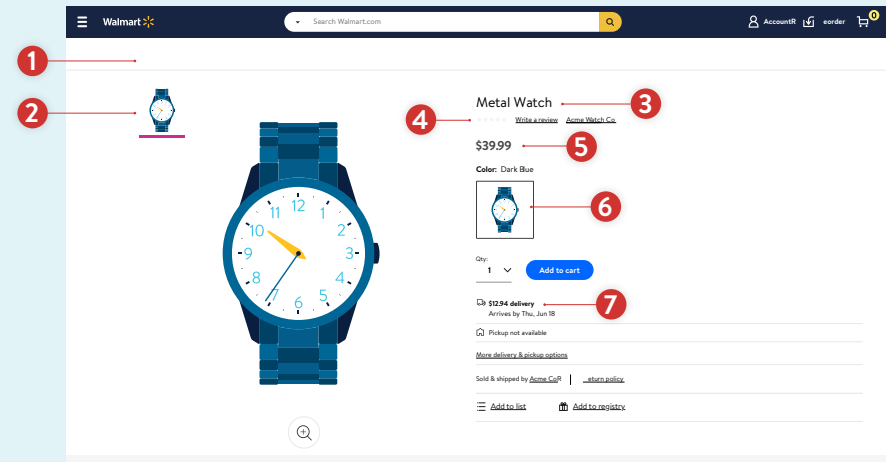
♻ Optimized Listing

Leveraging the best of our past
to create a bright tomorrow.
marketplace.walmart.com