



Looking for something or need an extra hand?

[Seller Support](#)

[Seller Help](#)

[QuickStart Guides](#)

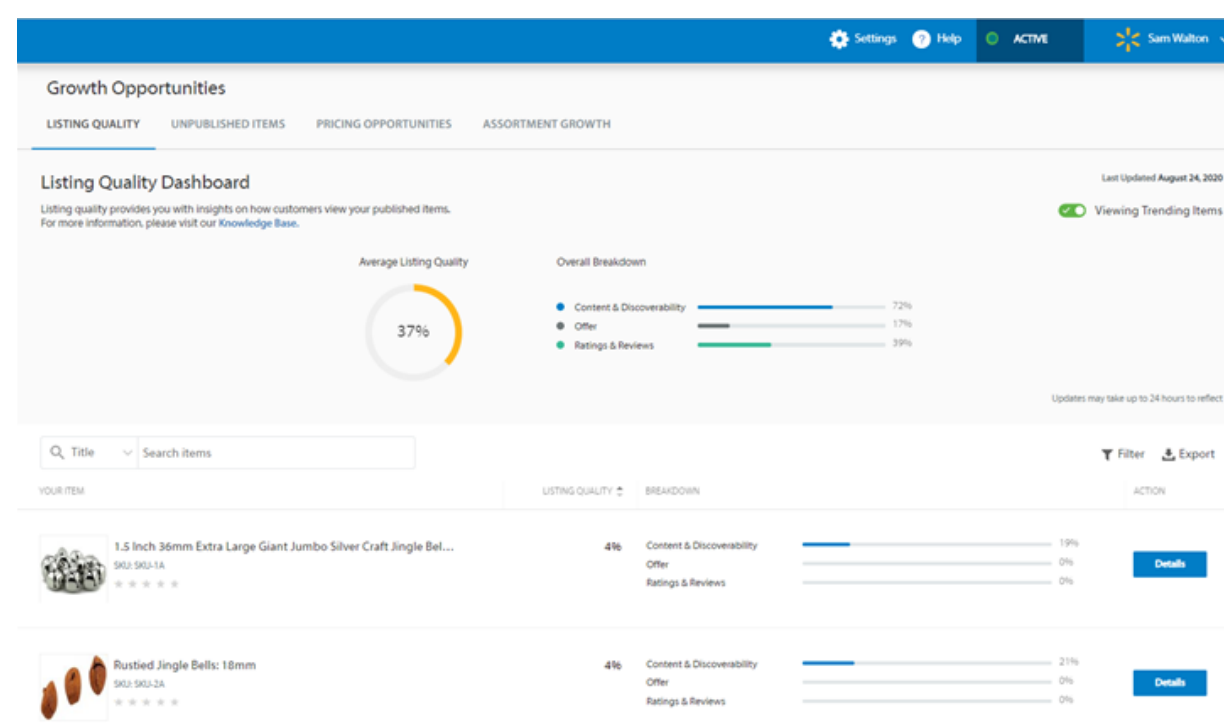
## Listing Quality Dashboard

This guide shows you how to navigate the Listing Quality Dashboard and what key insights you can find about your item's performance based on consumer purchasing decisions. We'll go through each section on the dashboard so you know where to find everything you need.

### Access The Listing Quality Dashboard

- Log into [Seller Center](#)
- Select Growth Opportunities under the heading Analytics & Reports in the left-hand navigation
- Select the Listing Quality tab

**Seller Center**



## What's in this guide?

- How Listing Quality Works - pg. 2
- Item Details - pg. 3
- Content & Discoverability - pg. 4, 5
- Offers - pg. 6
- Links - pg. 7

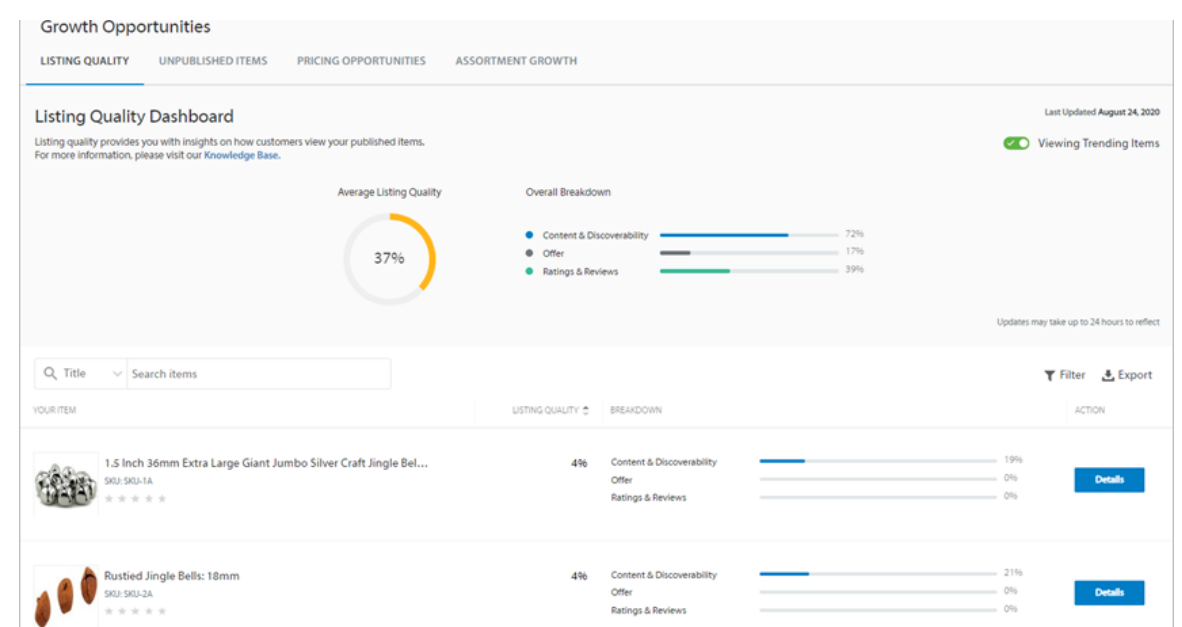
# How Listing Quality Works

## What you'll see on the landing page

On the dashboard landing page, you'll see:

- Average quality score
- Breakdown of your average listing quality components
- Published item scoring

You have the option to see all published items or just trending ones.



## How do you calculate the listing quality?

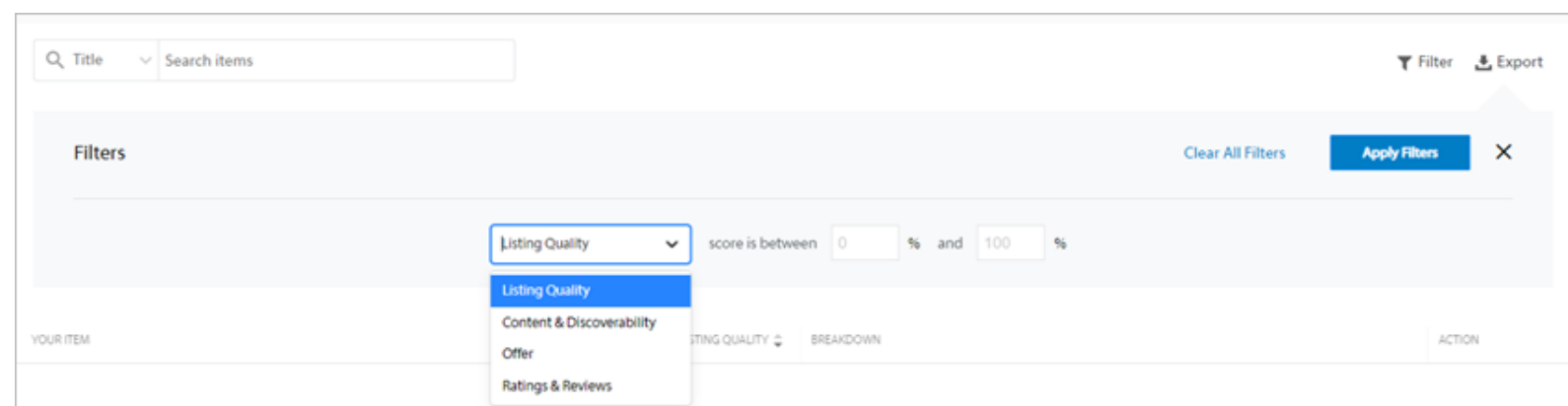
Your listing quality looks at the detailed cut of what drove a customer to purchase similar items. So, your listing quality calculation may change over time and that's okay!

**Quick tip:** Toggle the "Viewing Trending Items" filter to see items that have generated consumer demand.

## Customizations

Set scores and click Filter to see data by:

- Listing Quality
- Content & Discoverability
- Offers
- Ratings & Reviews



**Quick tip:** Click Details at the far-right side of the table to view an in-depth analysis of your item.

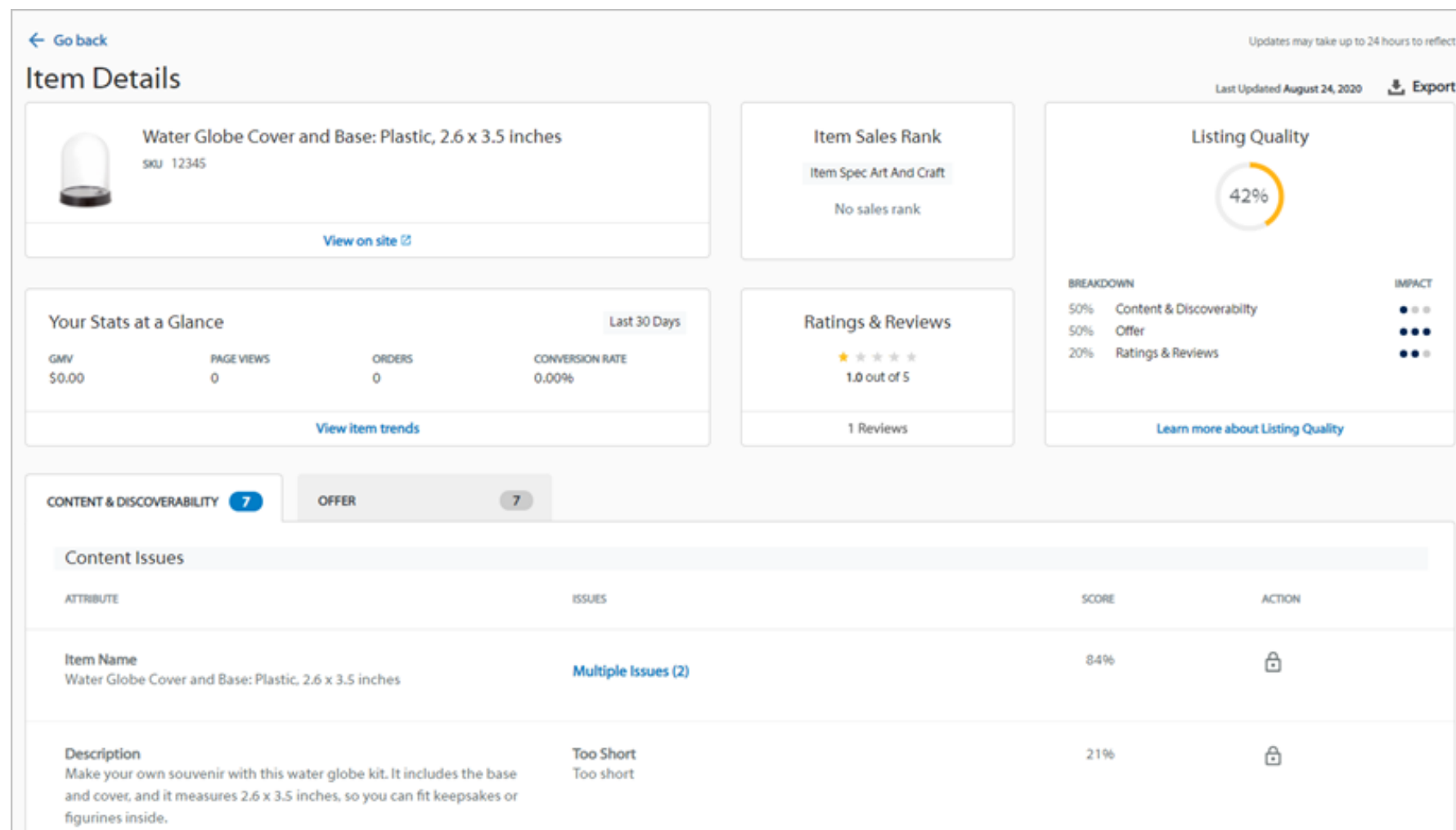
**We covered the basics!**

Next let's look at Item Details.

# Item Details

## What is included in Item Details?

Item Details will help you understand your item's quality. You can click to see expanded details for each component and we'll provide you with tips on how to improve your score.



## What about Ratings & Reviews?

In Item Details, you'll see Ratings & Reviews that measure an item based on the number of customer ratings and reviews it has. View more details on [Product & Seller Reviews](#).

**Awesome!**

Next let's look at **Content & Discoverability**

# Content & Discoverability

## Content & Discoverability

This section provides insights on how your item's content can be improved. There are high-level analytics and deep dives that give you insights into issues you can fix to improve your Content & Discoverability.

### 1 Content

Content is the way the item is presented on a site. It's the first thing that the customer sees, so it is super important! The content data in the dashboard is separated into four main attributes:

- Item Name
- Description
- Key Features
- Images

**Quick tip: Keep your eye out for two key visuals:**

#### 1. Edit button

- a. In the Action column make changes to an attribute using the Edit button.
- b. Any item in the unidentified catalog may not be editable.

#### 2. Lock icon

- a. Any attribute that you are not the content owner of will have a lock icon next to it.

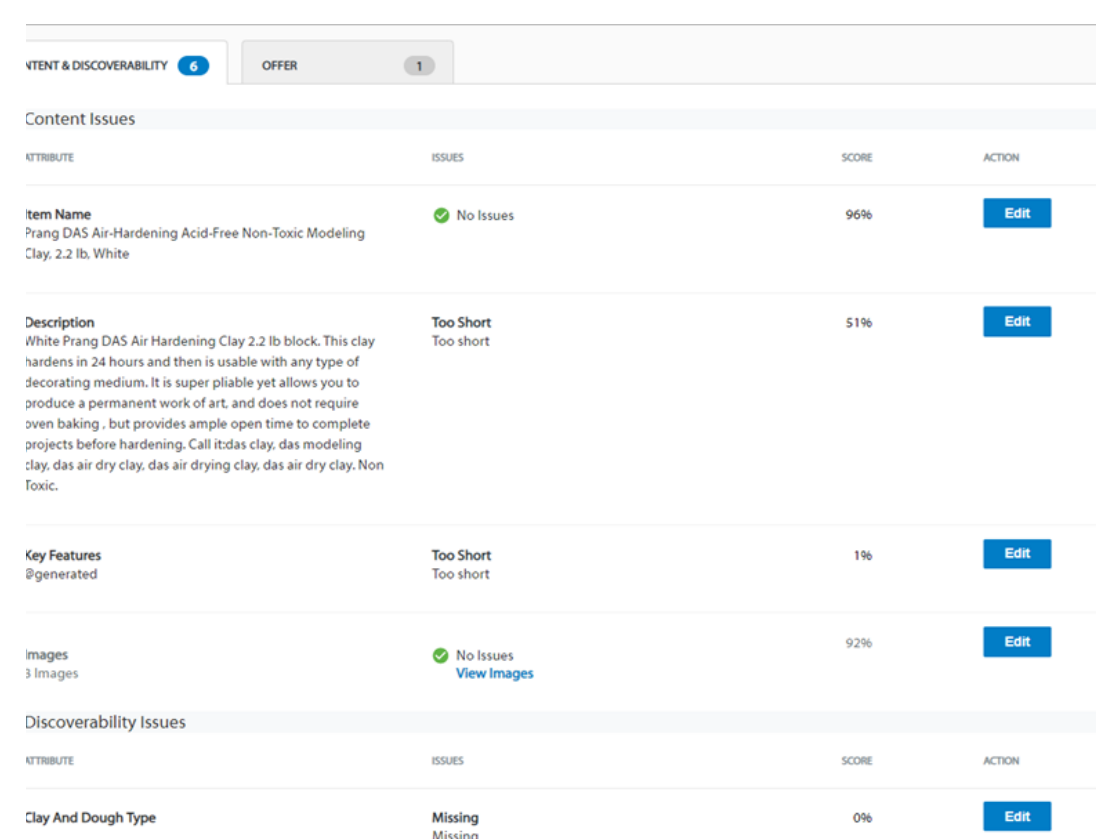
Please review [How is Content Ranked?](#) if you have any questions.

### 2 Discoverability

Discoverability provides insights on how easily an item pops up on a Walmart.com search. It includes these attributes:

- Brand
- Manufacturer part numbers
- Colors
- Size (if applicable)

If we detect more than one discoverability issue, you'll see a blue "Multiple Issues" that will tell you the list of issues that you can fix.



The screenshot shows a dashboard with two tabs: 'CONTENT & DISCOVERABILITY' (active) and 'OFFER'. Below the tabs is a 'Content Issues' section with a table. The table has columns for ATTRIBUTE, ISSUES, SCORE, and ACTION. The data rows are:

ATTRIBUTE	ISSUES	SCORE	ACTION
Item Name Prang DAS Air-Hardening Acid-Free Non-Toxic Modeling Clay, 2.2 lb. White	No Issues	96%	Edit
Description White Prang DAS Air Hardening Clay 2.2 lb block. This clay hardens in 24 hours and then is usable with any type of decorating medium. It is super pliable yet allows you to produce a permanent work of art, and does not require oven baking, but provides ample open time to complete projects before hardening. Call it das clay, das modeling clay, das air dry clay, das air drying clay, das air dry clay, Non Toxic.	Too Short Too short	51%	Edit
Key Features @generated	Too Short Too short	1%	Edit
images 3 Images	No Issues View Images	92%	Edit

Below this is a 'Discoverability Issues' section with a similar table:

ATTRIBUTE	ISSUES	SCORE	ACTION
Clay And Dough Type	Missing Missing	0%	Edit

## Content & Discoverability (continued)

### 3 Content Issues & Definitions

Content Issues informs you of what can be improved for each attribute in more detail. In this section, you'll see the issues, their definitions, and suggestions for improvement (in some cases).

You can find a comprehensive list in the article, [Seller Center Analytics & Reports - Listing Quality Dashboard](#). It will include issues and suggestions about:

- **Product Name (title)**
  - Review [Guidelines & Requirements for Product Title, Description, & Features](#)
- **Images**
  - Review [Guidelines & Requirements for Product Listing Images](#)
- **Descriptions**
  - Review [Guidelines & Requirements for Product Title, Description, & Features](#)
- **Key Features**
  - Review [Guidelines & Requirements for Product Title, Description, & Features](#)

**Quick tip: Not all issues provided are applicable for all product types or categories. Please be sure to review your issues and the definitions carefully.**

Issue	Explanation	Current Listing Title	Suggested Title
<i>Not Capitalized Properly</i>	The first letter of each word should be capitalized except for articles, conjunctions, prepositions, acronyms, and brands.	Miller Electric 258976 LABEL,NAMEPLATE MILLER RED D ARC 402K/4+12	Miller Electric 258976 Label, Nameplate Miller Red D Arc 402K/4+12
<i>Missing Key Attributes</i>	The title should contain attributes that are important to the subcategory chosen.	Stream 13-c110nr Notebook	HP Stream 13-C110NR 13.3" 1366 x 768 Intel Celeron N3050 1.60 GHz Dual-core 2 GB RAM 32 GB Flash Memory Windows 10 Notebook New
<i>Not Relevant To The Assigned Product Type</i>	The title should contain subject word(s) that are relevant to the subcategory.	General Electric 60W SW LED BRIGHTSTICK 5pk	GE LED Bright Stik 760 Lumen Soft White LED Light Bulbs 5-Pack
<i>Too Long</i>	The title is longer than the average character count of popular items in the product subcategory.	GLiving Bluetooth Speakers,HD Sound, Built-in Mic, Mini Outdoor Travel Portable Wireless Speaker, TF Card Slot, FM and LED Lights for Home, Travel	GLiving HD FM Mini Wireless LED Bluetooth Portable Speaker w/ Mic
<i>Too Short</i>	The title is shorter than the average character count of popular items in the product subcategory.	Xtreme Phantom vs1	Marshall Xtreme Phantom VS1 AMD Ryzen 3 3200G 3.6 GHz 8GB RAM 2GB Hard Drive Radeon Vega 8 Windows 10 Desktop
<i>Should Not Be In All Caps</i>	The product name should not be written in uppercase.	OTTERBOX DISNEY SYMMETRY IPHONE 7/8 (77-59320)	Otterbox 77-59320 Disney Symmetry Series Power of Princess Case for iPhone 7/8

**One more section!**

Let's learn about Offers.

## 4 Offers

Offers measures an item based on price, shipping speed, and availability to purchase.

### • Price

- Non-competitive prices: you'll see your price next to the competitive price and the comparable priced item in a new tab.
- Competitive prices: you'll see "Not enough data" and price will not affect your overall score.
- Please review the [Pricing Rules](#) for more details on how pricing affects score.

### • Shipping speed

- We recommend striving for free expedited shipping like, NextDay, TwoDay, or ThreeDay.
- If an item is not eligible for expedited shipping, it won't affect your overall score! If you need more information, please review [Shipping Methods and Timing](#).

### • Availability to purchase

- Based on the last 7 days, you'll be scored on how often your item is published and in stock. For more information on an item's publishing status, please review [Navigate the Manage Items Page in Seller Center](#).

ATTRIBUTE	ISSUES	SCORE	ACTION
Price \$325.03	Price not competitive Comparable Price: <b>\$4.38</b>	0%	<a href="#">Edit</a>
Shipping Speed Standard	Consider Faster Shipping Please consider providing a free expedited shipping option for customers	0%	
Published and In Stock	Issue Detected <b>7 out of 7 days</b>	0%	

**You did it! Yay!**

All links are on the next page.



Keep on learning, and let's grow your business!

[Seller Support](#)

[Seller Help](#)

[QuickStart Guides](#)



## Links from this guide

### **Seller Support**

<https://sellerhelp.walmart.com/s/contact>

### **Seller Help**

<https://sellerhelp.walmart.com/seller/s/>

### **QuickStart Guides**

<https://marketplace.walmart.com/quickstart-guides/>

### **Seller Center**

<https://seller.walmart.com>

### **Product & Seller Reviews**

<https://sellerhelp.walmart.com/seller/s/guide?article=000007164>

### **How is Content Ranked?**

<https://sellerhelp.walmart.com/s/guide?article=000007426>

### **Seller Center - Listing Quality Dashboard**

<https://sellerhelp.walmart.com/s/guide?article=000009387>

### **Guidelines & Requirements: Product Titles, Descriptions, & Features**

<https://sellerhelp.walmart.com/s/guide?article=000006404>

### **Guidelines & Requirements: Product Listing Images**

<https://sellerhelp.walmart.com/s/guide?article=000006404>

### **Pricing Rules**

<https://sellerhelp.walmart.com/seller/s/guide?article=000006409>

### **Shipping Methods and Timing**

<https://sellerhelp.walmart.com/seller/s/guide?article=000007893>

### **Navigate the Manage Items Page in Seller Center**

<https://sellerhelp.walmart.com/seller/s/guide?article=000007711>