

Walmart SOP: Walmart Listing Optimization Audit and Fix (Growth Opportunities)

08/29/2024 11:01 am CDT

Walmart Listing Optimization Audit and Fix (Growth Opportunities)

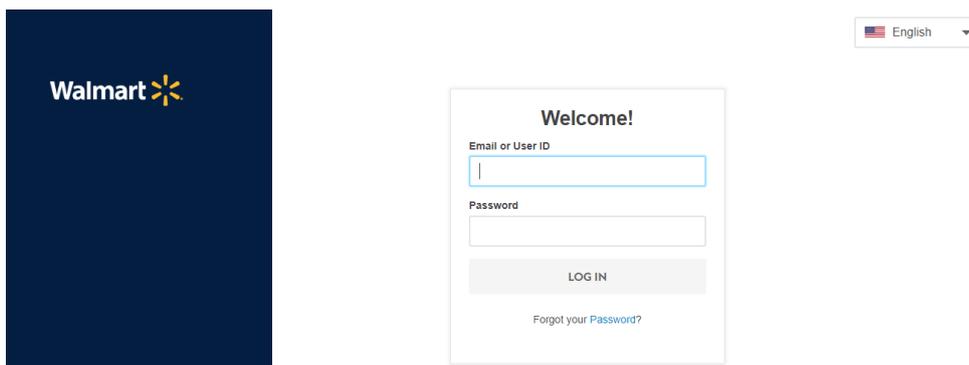
Who is this for? Can be done by the seller themselves or by a third-party service provider who specializes in Walmart marketplace optimization.

Objective: To evaluate and improve the visibility and performance of a product listing on Walmart. To identify any areas for improvement and implement changes if necessary.

Before any changes, have the POC communicate, and get client's approval first for the proposed changes. Include the proof of approval (screenshot or fireflies call link) as Task Details or as a Comment.

Instructions

1. Log in to Walmart Seller Central account. Go to <https://seller.walmart.com/>



2. Go to Growth Opportunities under the Analytics. The goal is to get a 100% Listing Quality score for each and overall listings.

Listing Quality & Rewards
 Listing quality provides you with insights on how customers view your published items. [Learn more](#)

Trending Items Walmart Fulfilled Items

Become a Pro Seller Ⓞ
 Stand out to customers and get rewarded.
 3/4 criteria met | Next badge cycle starts Apr 05

Listing Quality
 4 items scored

Post-Purchase Quality
 0% of your catalog has issues

Title Search Items Filter Export [Bulk Attribute Editor](#)

YOUR ITEM	LISTING QUALITY	COMPETITIVE PRICE	FAST & FREE SHIPPING	ACTION
Plaque off Dog... SKU: UN-7N 5 stars Med Priority	74% ✓	No Match	Yes ✓	Details
Hip & Joint Pain Relief... SKU: J2-CG3R-GFUU 5 stars Low Priority	95% ✓	No Match	Yes ✓	Details

3. If the listing quality score of the listing is not 100%, click the Details button.

Listing Quality & Rewards

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4. You will redirect to Item Details Page. Here you have to check the CONTENT & DISCOVERABILITY; OFFER; POST-PURCHASE

Check each tab to see which attributes do not have a 100% score. Fix issues accordingly and based on Walmart's suggestions.

Item Details Last Updated April 1, 2023

SKU: UN | Item ID: 1930579478 | Dog P... | Med Priority

Product Type: Animal Supplements & Vitamins

Listing Quality: 74%

Stats at a Glance (Last 30 Days): GMV \$128.68, Pageviews 11, Units Sold 7, Conversion Rate 63.64%

Ratings & Reviews: 4.2 out of 5 (6 Reviews)

CONTENT & DISCOVERABILITY | OFFER | POST-PURCHASE

ATTRIBUTE	ISSUES	SCORE	ACTION
Item Name	Too Long The length of this title is 113 characters, while it should be less than 100 based on Akodo requirement. Try to make it shorter.	94%	Edit
Description	No Issues	100%	Edit

Sample issue on the Key Features of Bullet Points

Key Features: baldir waterproof wireless shower radio pink (bathroom speaker)

Multiple Issues (2) | 43% | Edit

Not Enough Bullet Points
This description includes 0 key feature bullets, while it should contain 4 or more. Please include more key features.

Missing Keywords
You're missing keywords that drive discoverability, such as '1 lb'. Please add the missing information either in 'Key Features' (aka 'Long Description') field, or in the Product Description (aka 'Short Description') field.

Not Enough Bullet Points: This description includes 0 key feature bullets, while it should contain 4 or more. Please include more key features.

- This means we have to add bullet points copy to the listing.

Missing Keywords: You're missing keywords that drive discoverability, such as '1 lb'. Please add the missing information either in 'Key Features' (aka 'Long Description') field, or in the Product Description (aka 'Short Description') field.

- Most probably the listing has 1 lb information from the other attributes which is why Walmart is suggesting creating bullet points copy showcasing the "1 lb" detail.

Sample issue on the Images

Images: 7 images | Issue (1) | 92% | Edit

Number of Images | No Issues

Primary Image | Low Zoom Resolution
This primary image has a resolution of 500x500 pixels, which is not zoom capable on Walmart.com. Please re-submit an image where the height or width is at least 1000 pixels so that customers can zoom in on the image.

Additional Image | No Issues

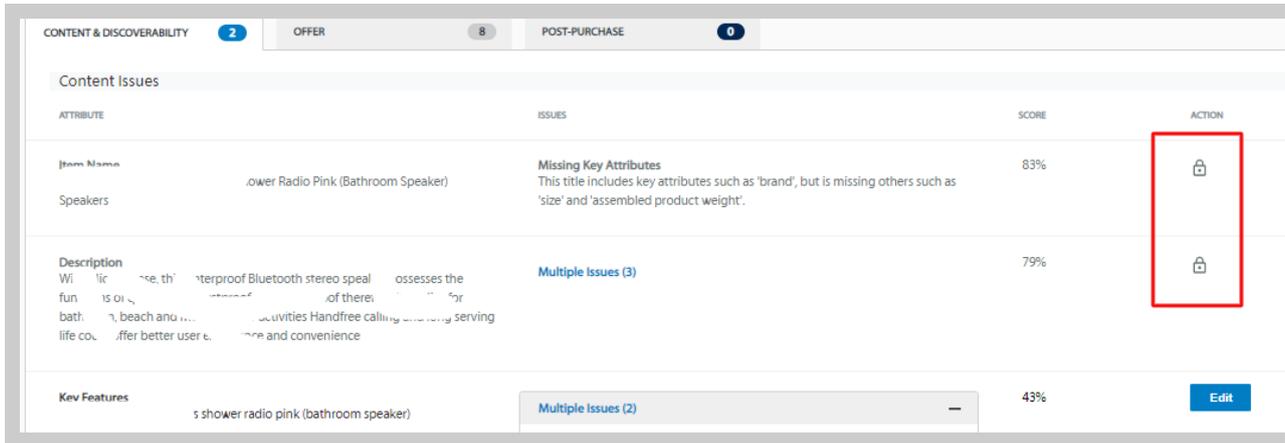
Low Zoom Resolution: This primary image has a resolution of 500x500 pixels, which is not zoom capable on Walmart.com. Please re-submit an image where the height or width is at least 1000 pixels so that

customers can zoom in on the image.

- This means that we need to reupload the main image with at least 1000 pixels resolution to optimize the image.

If you encounter locked attributes as shown in the image, this means the update to resolve the issues cannot be made and you need to reach out to the Walmart support team for assistance with the update.

Sample of locked attributes



The screenshot displays the 'CONTENT & DISCOVERABILITY' section of a Walmart Seller Center dashboard. It features three tabs: 'CONTENT & DISCOVERABILITY' (with a '2' badge), 'OFFER' (with an '8' badge), and 'POST-PURCHASE' (with a '0' badge). Below the tabs is a 'Content Issues' table with columns for 'ATTRIBUTE', 'ISSUES', 'SCORE', and 'ACTION'. Three rows are visible, each with a lock icon in the 'ACTION' column, indicating that the attributes are locked for editing.

ATTRIBUTE	ISSUES	SCORE	ACTION
Item Name Speakers	Lower Radio Pink (Bathroom Speaker) Missing Key Attributes This title includes key attributes such as 'brand', but is missing others such as 'size' and 'assembled product weight'.	83%	🔒
Description	Wi-Fi... case, th... waterproof Bluetooth stereo speal... assesses the fun... is of... of there... for bath... beach and... activities Handfree calling... serving life cou... offer better user e... and convenience	79%	🔒
Key Features	s shower radio pink (bathroom speaker) Multiple Issues (2)	43%	Edit

Here are the SOPs for updating locked attributes in Walmart

[Walmart SOP: Ticketing Walmart Support for Content and Image Update \(Single Listing\)](#)

[Walmart SOP: Ticketing Walmart Support for Content and Image Update \(Multiple Listings\)](#)