

Walmart SOP: How To Construct Master Keyword List (MKL) Through Helium10 Cerebro Reverse Product Lookup

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How To Construct Master Keyword List (MKL) Through Helium10 Cerebro Reverse Product Lookup



Who is this for? Individuals who want to construct titles, key features, and descriptions with high-ranking keywords for their Walmart items.

Objectives:

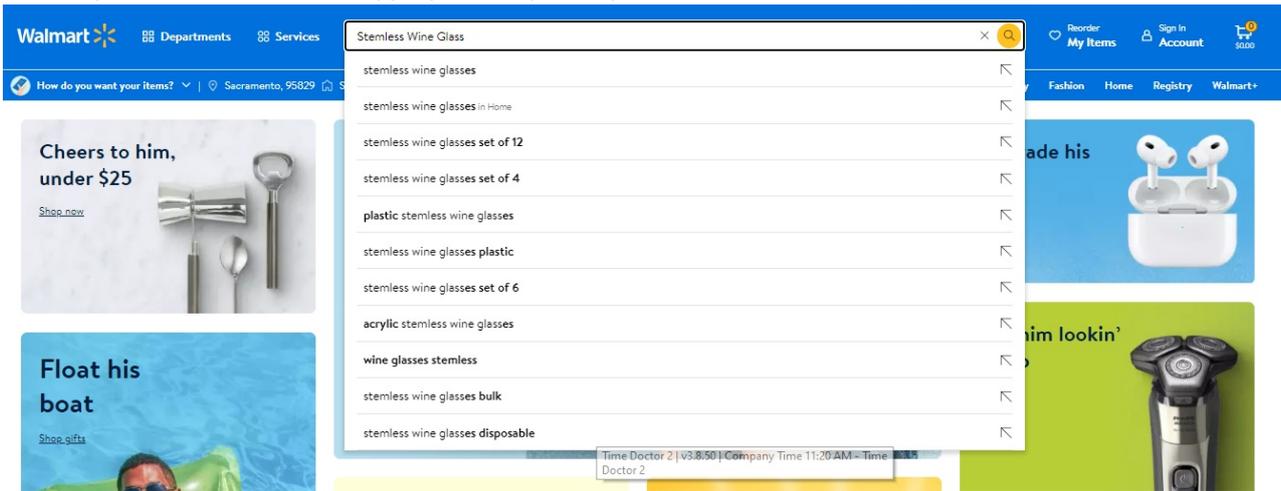
- To identify the top 10 competitors on Walmart (*only applies in scenarios when the full list of competitors is not provided by the client; the specialists will verify the top competitors if they have been provided*);
- To help build product listings by constructing the Master Keyword List (MKL) that is generated through Helium10 Cerebro and;
- To ultimately increase the product listing's visibility and revenue on Walmart.

Instructions:

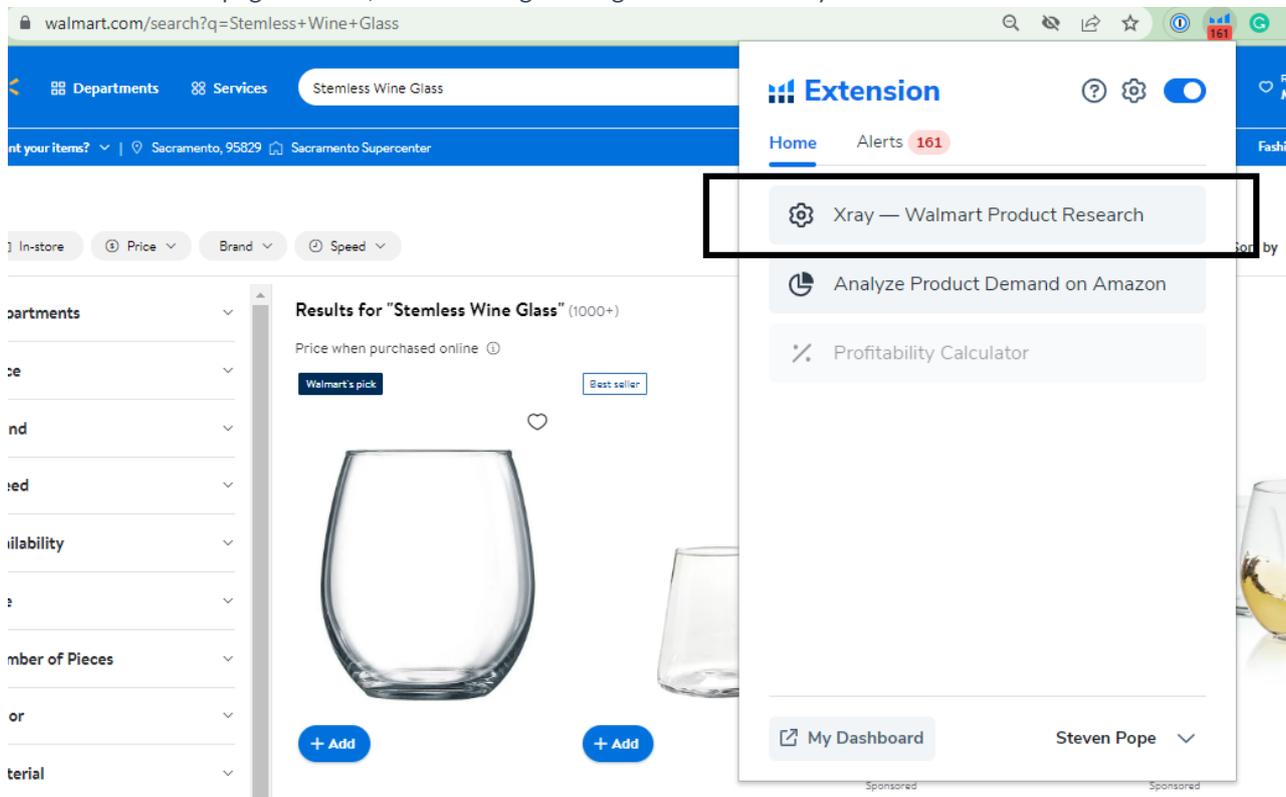
1. Understand the product to determine what good keywords can be used in research. For example, the item below is your product, then we can use the "Stemless Wine Glass" to search for its competitors.

The screenshot shows a Walmart product page for a stemless wine glass. The main image is a clear glass with the text "MOMMA SHARK needs a drink" and a shark illustration. Below the glass, it says "DO - DO - DO - DO". To the left of the main image is a vertical list of smaller product images. To the right is the product details panel, which includes the brand "Momstir", the product title "Momma Shark Needs a Drink - Do Do Do Do Funny Novelty Libbey Stemless Wine Glass with Sayings for Moms, Birthday, Christmas, Mother's Day", a 4.5-star rating with 2 reviews, and a price of \$14.99. There is an "Add to cart" button and a section for "Patterns: Momma Shark" with three options: Grandma Shark (\$14.99), Grandpa Shark (\$14.99), and Momma Shark (\$14.99). Shipping information indicates it arrives by Thursday, June 15 to Sacramento, 95829.

2. Once you have determine the appropriate keyword, proceed to enter them into [Walmart's](#) search box.



3. Once the results page renders, run the listings through Helium10's Xray.



4. Wait until the results show up.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$43,472

AVG. REVENUE \$3,623

AVG. REVENUE \$17,351

AVG. PRICE \$20

AVG. PRICE \$30

% OF WFS PRODUCTS 51%

Rows Selected: 0 | Select up to 10 productIDs to run a Reverse-productID keyword search on Helium 10's Cerebro tool. Filter Results (45/45)

#	Product Details	Brand	Category	Product ID	UPC Code	Price	Ratings	Review Count	Image
1	Mainstays 15 oz. Cachet Clear Stemless Wine GL...	Mainstays	Shop All Win...	44198258	883314466942	\$1.48	4.4	118	
2	Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	824994458	n/a	\$8.96	4.4	45	
3	Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	523895343	848441045750	\$24.99	4.5	2	
4	JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	136796316	858000007433	\$17.95	4.7	52	
5	Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	692164998	849434013800	\$2.76	4.7	33	
6	Luminarc 15 oz. Cachet Clear Stemless Wine GL...	Luminarc	Shop All Win...	875328319	883314931327	\$15.98	4.0	344	
7	JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	825482934	810071429330	\$27.95	4.9	56	
8	Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	871813347	849434026336	\$2.98	4.8	25	
9	Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	1804254170	849434042800	\$1.98	4.6	37	
10	The Pioneer Woman Blue Floral 17.5 Ounce Ste...	The Pioneer Wo...	Pioneer Wom...	632226820	817913025323	\$3.00	4.0	23	

Helium 10 Load More Results Enterprise

5. Because there is less competition in Walmart and we still need to filter these results, we can click the Load More Results to show more competitors.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$43,472

AVG. REVENUE \$3,623

AVG. REVENUE \$16,558

AVG. PRICE \$20

AVG. PRICE \$28

% OF WFS PRODUCTS 51%

Rows Selected: 0 | Select up to 10 productIDs to run a Reverse-productID keyword search on Helium 10's Cerebro tool. Filter Results (45/45)

#	Product Details	Brand	Category	Product ID	UPC Code	Price	Ratings	Review Count	Image
1	Mainstays 15 oz. Cachet Clear Stemless Wine GL...	Mainstays	Shop All Win...	44198258	883314466942	\$1.48	4.4	118	
2	Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	824994458	n/a	\$8.96	4.4	45	
3	Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	523895343	848441045750	\$24.99	4.5	2	
4	JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	136796316	858000007433	\$17.95	4.7	52	
5	Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	692164998	849434013800	\$2.76	4.7	33	
6	Luminarc 15 oz. Cachet Clear Stemless Wine GL...	Luminarc	Shop All Win...	875328319	883314931327	\$15.98	4.0	344	
7	JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	825482934	810071429330	\$27.95	4.9	56	
8	Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	871813347	849434026336	\$2.98	4.8	25	
9	Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	1804254170	849434042800	\$1.98	4.6	37	
10	The Pioneer Woman Blue Floral 17.5 Ounce Ste...	The Pioneer Wo...	Pioneer Wom...	632226820	817913025323	\$3.00	4.0	23	

Helium 10 Load More Results Enterprise

6. Download the complete lists because we will need to get all the brand names later.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$46,217 | AVG. REVENUE \$1,926 | AVG. REVENUE \$17,056 | AVG. PRICE \$19 | AVG. PRICE \$27 | % OF WFS PRODUCTS 43%

Rows Selected: 0 | Select up to 10 productIDs to run a Reverse-productID keyword search on Helium 10's Cerebro tool. Filter Results (90/90)

#	Product Details	Brand	Category	Code	Price	Ratings	Review Count	Images	Active Sellers #
1	Mainstays 15 oz. Cachet Clear Stemless Wine GL...	Mainstays	Shop All Win...	314466942	\$1.48	4.4	118	4	
2	Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	n/a	\$8.96	4.4	45	8	
3	Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	441045750	\$24.99	4.5	2	6	
4	JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	000007433	\$17.95	4.7	52	5	
5	Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	434013800	\$2.76	4.7	33	5	
6	Luminarc 15 oz. Cachet Clear Stemless Wine GL...	Luminarc	Shop All Win...	314931327	\$15.98	4.0	344	7	
7	JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	071429330	\$27.95	4.9	56	7	
8	Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	434026336	\$2.98	4.8	25		
9	Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	434042800	\$1.98	4.6	37		
10	The Pioneer Woman Blue Floral 17.5 Ounce Ste...	The Pioneer Wo...	Pioneer Wom...	913025323	\$3.00	4.0	23		

Helium 10 Enterprise

7. Filter the results to remove the sponsored products from the list.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$43,472 | AVG. REVENUE \$3,623 | AVG. REVENUE \$17,351 | AVG. PRICE \$20 | AVG. PRICE \$30 | % OF WFS PRODUCTS 51%

Rows Selected: 0 | Select up to 10 productIDs to run a Reverse-productID keyword search on Helium 10's Cerebro tool. Filter Results (45/45)

#	Product Details	Brand	Category	Product ID	UPC Code	Price	Ratings	Review Count	Image
1	Mainstays 15 oz. Cachet Clear Stemless Wine GL...	Mainstays	Shop All Win...	44198258	883314466942	\$1.48	4.4	118	
2	Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	824994458	n/a	\$8.96	4.4	45	
3	Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	523895343	848441045750	\$24.99	4.5	2	
4	JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	136796316	85800007433	\$17.95	4.7	52	
5	Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	692164998	849434013800	\$2.76	4.7	33	
6	Luminarc 15 oz. Cachet Clear Stemless Wine GL...	Luminarc	Shop All Win...	875328319	883314931327	\$15.98	4.0	344	
7	JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	825482934	810071429330	\$27.95	4.9	56	
8	Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	871813347	849434026336	\$2.98	4.8	25	
9	Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	1804254170	849434042800	\$1.98	4.6	37	
10	The Pioneer Woman Blue Floral 17.5 Ounce Ste...	The Pioneer Wo...	Pioneer Wom...	632226820	817913025323	\$3.00	4.0	23	

Helium 10 Load More Results Enterprise

8. Check the Hide sponsored products box and click Apply Filters. You can also, apply different filters based on your preferences.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

TOTAL REVENUE \$43,472

Find Suppliers on Alibaba

% OF WFS PRODUCTS 51%

Filter Results (45/45)

Rows Selected: 0 | Select up to 10 products

Filters

Retail Price: Min → Max

AMZ Price: Min → Max

Category Type: Select one or more

Sales: Min → Max

AMZ Sales: Min → Max

Title Keyword Search: Enter a keyword

Revenue: Min → Max

AMZ Revenue: Min → Max

Keyword Exclusion: Enter a keyword

Ratings: Min → Max

AMZ Sellers: Min → Max

Hide sponsored products

Hide Products Sold By Walmart

Hide Products

Hide Products with ASINs

Only Display WFS Products

Clear Filters Apply Filters

Product Details

#	Product Details	Ratings	Review Count	Images
1	Mainstays 15 oz	4.4	118	
2	Better Homes &	4.4	45	
3	Chef's Star 15 Ounc	4.5	2	
4	JoyJolt Spirits St	4.7	52	
5	Better Homes &	4.7	33	
6	Luminarc 15 oz	4.0	344	
7		4.9	56	
8	Better Homes &	4.8	25	
9	Mainstays 19-D	4.6	37	
10	The Pioneer Woman Blue Floral 17.5 Ounce Ste...	4.0	23	

Helium 10 Load More Results Enterprise

9. Review the results and make sure to delete any items that are not relevant to your product.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$43,397

AVG. REVENUE \$3,945

AVG. REVENUE \$17,351

AVG. PRICE \$20

AVG. PRICE \$30

% OF WFS PRODUCTS 53%

Rows Selected: 1

Filter Results (40/45)

#	Product Details	Brand	Category	Ratings	Review Count	Images	Active Sellers #	Walmart Sales
30	Libbey Hammered Base All-Purpose Stemless Wine Gla...	Libbey	Shop All Win...	4.6	15	8	2	2
31	Burns Glass Stemless Wine Glasses - Crystal Wine Glas...	Burns Glass	Shop All Win...	n/a	0	4	3	n/
32	BalsaCircle 12 Gold Rim 14 oz Clear Disposable Plas...	Balsa Circle	Drinking Glas...	5.0	1	8	1	2
33	Wine Tumbler Vacuum Insulated Stemless - THILY 1...	THILY	Shop All Win...	4.9	9	4	1	n/
34	Luminarc 21 oz. Cachet Clear Stemless Wine 4 Piec...	Luminarc	Shop All Win...	4.7	15	6	3	n/
35	Libbey Signature Greenwich Stemless Wine Glasses, 18...	Libbey	Shop All Win...	4.9	10	7	2	n/
36	TableTop King 15 oz Wine Glasses, Stemless Style, Bott...	TableTop King	Shop All Win...	5.0	1	2	1	n/
37	MICHAELS 12oz. Clear Plastic Stemless Wine Glasses b...	Celebrate It	Shop All Win...	n/a	0	3	1	1,07
38	Iridescent Dots Plastic Stemless Wine Glasses b...	Elise	Shop All Win...	3.0	5	2	3	n/

Helium 10 Load More Results Enterprise

10. Sort via Walmart Revenue (from highest to lowest).

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$27,078 | AVG. REVENUE \$3,009 | a AVG. REVENUE \$17,351 | AVG. PRICE \$20 | a AVG. PRICE \$30 | % OF WFS PRODUCTS 55%

Rows Selected: 0 | Select up to 10 productIDs to run a Reverse-productID keyword search on Helium 10's Cerebro tool.

#	Product Details	Brand	Category	Images	Active Sellers #	Walmart Sales	Walmart Revenue	ASIN
18	Shatterproof Plastic Stemless Wine Glass Clear, Dis...	Kpataubaa	Shop All Win...	8	1	926	12,028.74	n/a
26	1242-560 8-Piece Stemless Crystal Wine Glass Set	Mm	Shop All Win...	3	1	279	4,185.00	B08WDD...
25	Libbey Stemless 12-Piece Wine Glass Party Set for Red ...	Libbey	Shop All Win...	11	1	100	3,499.00	B00KIG3C...
45	Libbey Stemless Red Wine Glasses, Set of 8	Libbey	Shop All Win...	4	1	57	2,863.11	B077NRQ...
29	Monterey Set 4 of Stemless Wine Glasses	Godinger	Shop All Win...	2	1	100	2,500.00	B07KWR7...
30	Libbey Hammered Base All-Purpose Stemless Wine Gla...	Libbey	Shop All Win...	8	2	26	1,169.74	B07XQKN...
42	The Pioneer Woman 6-Pack 14-Ounce Sunny Days ...	The Pioneer Wo...	Shop All Win...	8	1	35	679.35	n/a
44	Watermelon Stemless Wine Glass, Multi-Functional, Ma...	Fox Valley Traders	Shop All Win...	2	1	3	77.76	B09BK1X...
20	Chef's Star 15 Ounce Stemless Wine Glasses Set - Class...	Chef's Star	Shop All Win...	6	4	3	74.97	B01LYF2S...
1	Mainstays 15 oz. Cachet Clear Stemless Wine GL...	Mainstays	Shop All Win...	4	1	n/a	n/a	n/a

Helium 10 | Load More Results | Enterprise

11. Then, select the top 10 items that are highly similar to your target product. It is understandable that there is less competition in Walmart, but as much as possible make sure that your top 10 competitors have a good revenue and reviews.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$30,028 | AVG. REVENUE \$1,430 | a AVG. REVENUE \$17,261 | AVG. PRICE \$20 | a AVG. PRICE \$28 | % OF WFS PRODUCTS 46%

Rows Selected: 10 | Run Cerebro | Filter Results (79/89)

#	Product Details	Brand	Category	Review Count	Active Sellers #	Walmart Sales	Walmart Revenue
17	Shatterproof Plastic Stemless Wine Glass Clear, Dis...	Kpataubaa	Shop All Win...	344	1	926	12,028.74
26	1242-560 8-Piece Stemless Crystal Wine Glass Set	Mm	Shop All Win...	118	1	279	4,185.00
25	Libbey Stemless 12-Piece Wine Glass Party Set for Red ...	Libbey	Shop All Win...	56	1	100	3,499.00
45	Libbey Stemless Red Wine Glasses, Set of 8	Libbey	Shop All Win...	52	1	57	2,863.11
29	Monterey Set 4 of Stemless Wine Glasses	Godinger	Shop All Win...	45	1	100	2,500.00
75	KX-Ware Classic Unbreakable 18 Ounce Acrylic ...	KX-WARE	Shop All Win...	41	1	52	1,247.48
30	Libbey Hammered Base All-Purpose Stemless Wine Gla...	Libbey	Shop All Win...	37	2	26	1,169.74
42	The Pioneer Woman 6-Pack 14-Ounce Sunny Days ...	The Pioneer Wo...	Shop All Win...	33	1	35	679.35
85	LAV Stemless Wine Glasses Set of 6 - Clear Glass ...	LAV	Shop All Win...	25	1	10	299.90
84	HaloVino Wine Glasses, 6 Pack - Plastic Stemless Wine ...	HaloVino	Shop All Win...	23	2	22	285.78

Helium 10 | Enterprise

12. Run the 10 selected items to Cerebro by clicking the Run Cerebro button.

Xray — Walmart Product Research for "Stemless Wine Glass"

Search volume: <10

Find Suppliers on Alibaba

TOTAL REVENUE \$30,028 | AVG. REVENUE \$1,430 | a AVG. REVENUE \$17,261 | AVG. PRICE \$20 | a AVG. PRICE \$28 | % OF WFS PRODUCTS 46%

Rows Selected: 10 | Run Cerebro | Filter Results (79/89)

#	Product Details	Brand	Category	Review Count	Active Sellers #	Walmart Sales	Walmart Revenue
17	Shatterproof Plastic Stemless Wine Glass Clear, Dis...	Kpataubaa	Shop All Win...	344	1	926	12,028.74
26	1242-560 8-Piece Stemless Crystal Wine Glass Set	Mm	Shop All Win...	118	1	279	4,185.00
25	Libbey Stemless 12-Piece Wine Glass Party Set for Red ...	Libbey	Shop All Win...	56	1	100	3,499.00
45	Libbey Stemless Red Wine Glasses, Set of 8	Libbey	Shop All Win...	52	1	57	2,863.11
29	Monterey Set 4 of Stemless Wine Glasses	Godinger	Shop All Win...	45	1	100	2,500.00
75	KX-Ware Classic Unbreakable 18 Ounce Acrylic ...	KX-WARE	Shop All Win...	41	1	52	1,247.48
30	Libbey Hammered Base All-Purpose Stemless Wine Gla...	Libbey	Shop All Win...	37	2	26	1,169.74
42	The Pioneer Woman 6-Pack 14-Ounce Sunny Days ...	The Pioneer Wo...	Shop All Win...	33	1	35	679.35
85	LAV Stemless Wine Glasses Set of 6 - Clear Glass ...	LAV	Shop All Win...	25	1	10	299.90
84	HaloVino Wine Glasses, 6 Pack - Plastic Stemless Wine ...	HaloVino	Shop All Win...	23	2	22	285.78

Helium 10 Enterprise

13. Helium10 Cerebro will do the Reverse Keyword Search.

- No filters are applied for Walmart because, unlike Amazon, it enjoys a distinct advantage in the market with fewer competitors. Additionally, the keyword landscape for Walmart is relatively streamlined and manageable.

Dashboard Tools Profits Follow-Up Adatomic Market Tracker 360 Learning Hub

What's New? Steven Pope

Cerebro

Enter up to 10 product identifiers to find their top performing keywords.

1871678005 1606697509 403281192 544790785 984374672 1283755155 138143601 509344312 214350333 903625151

Get Keywords Get Competitors Exclude variations

Filters

Walmart Search Volume Amazon Search Volume Position (Rank) Competitor Performance Score Phrases Containing

Match Type Competing Products Word Count Relative Rank Exclude Phrases Containing

Sponsored Rank (avg) Sponsored Rank (count) Competitor Rank (avg) Ranking Competitors (count) Best Seller

Advanced Rank Filter 1/2 Advanced Rank Filter 2/2

Clear Apply Filters

14. Scroll down a little bit to see a table containing the comprehensive data. Sort the search volume in descending order. And export as a CSV file.

Multi Product Search

Shatterproof Plastic Stemless Wine Glass Clear Dishwasher Safe Drinking Glasses - Unbreakable Glassware for...
1871678005

Frequently Bought Together

Keyword Distribution
Total Keywords: 272
Sponsored Keywords: 28
Organic: 264

Word Frequency
Export

wine (164) glasses (150) glass (46) set (26) plastic (24)
stemless (23) mothers (19) day (18) pioneer (15)
woman (14) drinking (11) gifts (11) glassware (10)
acrylic (10) unbreakable (10) red (9)

272 Filtered Keywords

Export Data...

...as a CSV file
...as a XLSX file
...to Frankenstein
copy to Clipboard

Keyword Phrase	Search Volume (Walmart)	Search Volume (Trend)	Sponsored Products	Competing Products	Match Type	Sponsored Rank (avg)	Sponsored Rank (count)	Position (Rank)	Relative Rank	Competitor Rank (avg)	Ranking Competitors (count)
wine glasses	8220	87,015	5	37,718	(S) (O)	0	0	64	2	62	2
plastic wine glasses	2,049	33,495	8	2,267	(S) (O)	0	0	9	1	50.5	2
pioneer woman tumbler	1,933	530	0	130	(S) (O)	0	0	-	0	14	1
wine glass	1,856	8,215	3	37,558	(S) (O)	0	0	63	2	64	2
stemless wine glasses	1,300	5,972	6	14,506	(S) (O)	4	1	24	2	32.7	6
wine tumbler	1,032	12,527	36	19,383	(S) (O)	0	0	-	0	68	1
pioneer woman glasses	994	497	1	166	(S) (O)	0	0	-	0	6	1
wine glasses set of 4	863	19,513	19	429	(S) (O)	28	1	68	2	67.5	2

15. Open the downloaded file.

This PC > Downloads

Name	Date modified	Type	Size
Today (1)			
WALMART_US_cerebro_1871678005_2023-06-13	14/06/2023 2:14 am	Microsoft Excel C...	26 KB
Yesterday (6)			

16. Delete some of the unnecessary columns except for the columns Keyword Phrase, Search Volume (Walmart), Position (Rank), and the 9 competitors listings.

Below are the data that should remain in the file.

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword Phrase	Search Volume (Walmart)	Position (Rank)	1606697509	403281192	544790785	984374672	1283755155	138143601	509344312	214350333	903625151
2	wine glasses	8220	64	-	76	-	-	-	-	48	-	-
3	plastic wine glasses	2049	9	-	-	-	-	-	-	23	78	-
4	pioneer woman tumbler	1933	0	-	-	-	-	-	-	14	-	-
5	wine glass	1856	63	-	80	-	-	-	-	48	-	-
6	stemless wine glasses	1300	24	25	28	-	21	48	37	37	-	-
7	wine tumbler	1032	0	-	-	-	-	-	-	68	-	-
8	pioneer woman glasses	994	0	-	-	-	-	-	-	6	-	-
9	wine glasses set of 4	863	68	-	72	-	-	-	63	-	-	-
10	libbey glassware	821	0	-	87	-	-	-	-	-	-	-
11	plastic wine cups	384	75	-	-	-	-	-	-	-	-	-
12	wine glasses set of 12	380	90	-	-	61	81	54	31	-	-	-
13	acrylic wine glasses	343	0	-	-	-	-	7	-	-	-	-
14	pioneer woman adeline	286	0	-	-	-	-	-	-	9	-	-
15	plastic wine glass	258	6	-	-	-	-	-	-	37	-	-
16	pioneer woman glasses drink	257	0	-	-	-	-	-	-	7	-	-
17	goblet	239	0	-	-	-	-	-	-	13	-	-
18	red wine glasses	234	0	-	33	40	-	-	-	-	-	-
19	goblets	223	0	-	-	-	-	-	-	25	-	-
20	plastic glass	214	0	-	-	-	-	-	-	61	-	-

17. Copy and paste the data to your Google worksheet.

Client Name - Walmart MKL

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword Phrase	Search Volume (Walmart)	Position (Rank)	1606697509	403281192	544790785	984374672	1283755155	138143601	509344312	214350333	903625151
2	wine glasses	8220	64	-	76	-	-	-	-	48	-	-
3	plastic wine glas	2049	9	-	-	-	-	-	-	23	78	-
4	pioneer woman	1933	0	-	-	-	-	-	-	14	-	-
5	wine glass	1856	63	-	80	-	-	-	-	48	-	-
6	stemless wine gl	1300	24	25	28	-	21	48	37	37	-	-
7	wine tumbler	1032	0	-	-	-	-	-	-	68	-	-
8	pioneer woman	994	0	-	-	-	-	-	-	6	-	-
9	wine glasses set	863	68	-	72	-	-	-	63	-	-	-
10	libbey glassware	821	0	-	87	-	-	-	-	-	-	-
11	plastic wine cup	384	75	-	-	-	-	-	-	-	-	-
12	wine glasses set	380	90	-	-	61	81	54	31	-	-	-
13	acrylic wine glas	343	0	-	-	-	-	7	-	-	-	-
14	pioneer woman	286	0	-	-	-	-	-	-	9	-	-
15	plastic wine glas	258	6	-	-	-	-	-	-	37	-	-
16	pioneer woman	257	0	-	-	-	-	-	-	7	-	-

18. Replace the header for column C (Position Rank) with the first item you input on Helium10 Cerebro.

Client Name - Walmart MKL

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword Phrase	Search Volume (Walmart)	Position (Rank)	1606697509	403281192	544790785	984374672	1283755155	138143601	509344312	214350333	903625151
2	wine glasses	8220	64	-	76	-	-	-	-	48	-	-
3	plastic wine glas	2049	9	-	-	-	-	-	-	23	78	-
4	pioneer woman	1933	0	-	-	-	-	-	-	14	-	-
5	wine glass	1856	63	-	80	-	-	-	-	48	-	-
6	stemless wine gl	1300	24	25	28	-	21	48	37	37	-	-

Cerebro

Enter up to 10 product identifiers to find their top performing keywords.

Exclude variations

19. Insert another column to the left (beside the first item) and add "MAG Score" as the header afterwards.

Client Name - Walmart MKL

	A	B	C	D	E	F	G	H	I	J	K
1	Keyword Phrase	Search Volume (Walmart)	MAG Score	1871678005	1606697509	403281192	544790785	984374672	1283755155	138143601	509344312
2	wine glasses	8220		64	-	76	-	-	-	-	48
3	plastic wine glas	2049		9	-	-	-	-	-	-	23
4	pioneer woman	1933		0	-	-	-	-	-	-	14
5	wine glass	1856		63	-	80	-	-	-	-	48
6	stemless wine gl	1300		24	25	28	-	21	48	37	37
7	wine tumbler	1032		0	-	-	-	-	-	-	68
8	pioneer woman	994		0	-	-	-	-	-	-	6

20. Then, apply the MAG Score formula =COUNTIFS(D2:M2, ">=1", D2:M2, "<=30") to all the cells in column C.

23. Remove any Keyword Phrase with 0 Search Volume.

The screenshot shows a Google Sheet titled 'Client Name - Walmart MKL'. The active sheet is 'Search Volume (Walmart)'. A filter menu is open over column B, 'Search Volume (Walmart)'. The menu options include 'Sort Z → A', 'Sort by color', 'Filter by color', 'Filter by condition', and 'Filter by values'. Under 'Filter by values', a search box contains '0', which is highlighted with a red box. Below the search box, there are three checkmarks next to the numbers 1, 2, and 3. A large black arrow points down towards the 'OK' button. The spreadsheet data includes columns for 'Keyword Phrase', 'Search Volume (Walmart)', 'MAG Score', and several numerical columns (D, E, F, G).

24. Then, copy all the brands you've extracted from the CSV file (Step 6). Brand names must be added to the last part of the MKL, (after column M). Delete any duplicate brand names. This will help you if you are trying to skip all brand-driven keywords and use high-ranking keywords when creating or optimizing the copy.

The screenshot shows the same Google Sheet with the 'Data' menu open. The 'Data cleanup' option is circled in black. A sub-menu is open for 'Data cleanup', and the 'Remove duplicates' option is also circled in black. The spreadsheet shows columns J through O, with column N labeled 'Brand'. The data in column N includes brand names like 'Mainstays', 'Better Homes & Gardens', 'Chef's Star', 'JoyJolt', 'Luminarc', 'The Pioneer Woman', 'Color Profit Kids', 'Munfix', and 'Kpataubaa'.

25. The final list of keywords can now be used to help you optimize your Walmart items.

	A	B	C	D	E	F	G	
1	Keyword Phrase	Search Volume (Walmart)	MAG Score	1871678005	1606697509	403281192	544790785	9843
2	stemless wine glasses	1300	4	24	25	28	-	
3	wine glasses stemless	101	4	16	-	9	41	
4	stemless wine glasses set of 12	89	4	38	-	5	19	-
6	stemless wine glasses set of 6	141	3	0	-	35	-	-
7	acrylic wine glasses set of 6	82	3	0	-	-	-	-
8	wine glasses set	50	3	0	-	44	-	
9	cheap wine glasses	17	3	17	-	19	-	-
10	libbey wine glasses	10	3	0	-	10	62	-
11	plastic wine glasses	2049	2	9	-	-	-	-
12	pioneer woman tumbler	1933	2	0	-	-	-	-
13	pioneer woman glasses	994	2	0	-	-	-	-
14	acrylic wine glasses	343	2	0	-	-	-	-
15	pioneer woman adeline	286	2	0	-	-	-	-
16	pioneer woman glasses drinkware	257	2	0	-	-	-	-
17	goblet	239	2	0	-	-	-	-
18	goblets	223	2	0	-	-	-	-
19	wine glass set	175	2	0	-	53	-	
20	pioneer woman drinking glasses	170	2	0	-	-	-	-

26. Highlight the relevant keywords with high search volume and MAG Score in bright yellow. This will help us identify what good keywords can be used in optimization.

	A	B	C	D	E	F	G	
1	Keyword Phrase	Search Volume (Walmart)	MAG Score	1871678005	1606697509	403281192	544790785	9843
2	stemless wine glasses	1300	4	24	25	28	-	
3	wine glasses stemless	101	4	16	-	9	41	
4	stemless wine glasses set of 12	89	4	38	-	5	19	-
6	stemless wine glasses set of 6	141	3	0	-	35	-	-
7	acrylic wine glasses set of 6	82	3	0	-	-	-	-
8	wine glasses set	50	3	0	-	44	-	
9	cheap wine glasses	17	3	17	-	19	-	-
10	libbey wine glasses	10	3	0	-	10	62	-
11	plastic wine glasses	2049	2	9	-	-	-	-
12	pioneer woman tumbler	1933	2	0	-	-	-	-
13	pioneer woman glasses	994	2	0	-	-	-	-
14	acrylic wine glasses	343	2	0	-	-	-	-
15	pioneer woman adeline	286	2	0	-	-	-	-
16	pioneer woman glasses drinkware	257	2	0	-	-	-	-
17	goblet	239	2	0	-	-	-	-
18	goblets	223	2	0	-	-	-	-
19	wine glass set	175	2	0	-	53	-	
20	pioneer woman drinking glasses	170	2	0	-	-	-	-
21	pioneer woman glass	141	2	0	-	-	-	-
22	pioneer woman glassware	135	2	0	-	-	-	-
23	great mother gifts	124	2	0	-	-	-	-
24	pioneer woman tumblers	109	2	0	-	-	-	-
25	white wine glasses	85	2	0	-	29	-	-
26	cute wine glasses for women	82	2	0	-	-	-	-
27	on a quiet street seraphina nova gla	77	2	0	-	-	-	-
28	vintage glassware	75	2	0	-	-	-	-
29	kitchen glasses set of 8	73	2	0	-	-	44	-
30	stemless wine glasses set 4	72	2	0	-	-	-	-