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

08/29/2024 1:08 pm CDT

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

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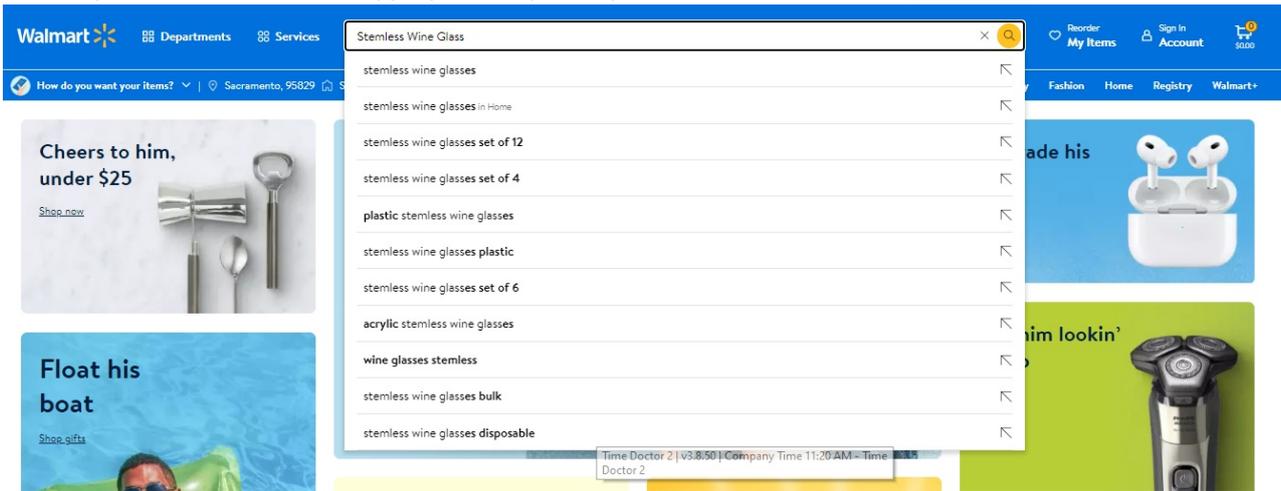
Objectives:

- 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.
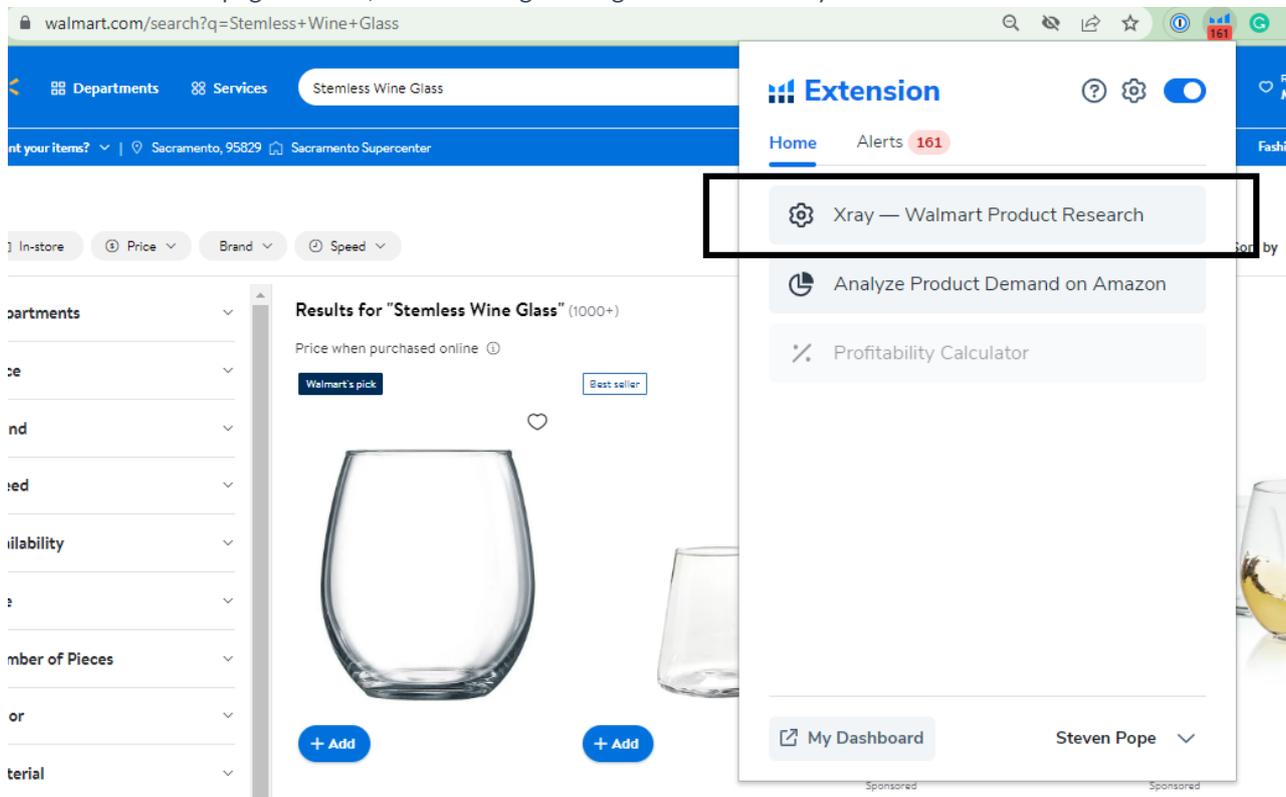
Instructions:

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.

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	AVG. REVENUE	AVG. REVENUE	AVG. PRICE	AVG. PRICE	% OF WFS PRODUCTS
$43,472	$3,623	$17,351	$20	$30	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	Imag
1	☐	W+ P Mainstays 15 oz. Cachet Clear Stemless Wine Gl...	Mainstays	Shop All Win...	44198258	883314466942	$1.48	4.4	118	
2	☐	W+ P Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	824994458	n/a	$8.96	4.4	45	
3	☐	SP Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	523895343	848441045750	$24.99	4.5	2	
4	☐	W+ SP JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	136796316	858000007433	$17.95	4.7	52	
5	☐	W+ P Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	692164998	849434013800	$2.76	4.7	33	
6	☐	W+ P Luminarc 15 oz. Cachet Clear Stemless Wine Gl...	Luminarc	Shop All Win...	875328319	883314931327	$15.98	4.0	344	
7	☐	W+ JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	825482934	810071429330	$27.95	4.9	56	
8	☐	W+ P Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	871813347	849434026336	$2.98	4.8	25	
9	☐	▶ W+ P Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	1804254170	849434042800	$1.98	4.6	37	
10	☐	W+ P 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	AVG. REVENUE	AVG. REVENUE	AVG. PRICE	AVG. PRICE	% OF WFS PRODUCTS
$43,472	$3,623	$16,558	$20	$28	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	Imag
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2	☐	W+ P Better Homes & Gardens Clear Flared Stemless ...	Better Homes & ...	Shop All Win...	824994458	n/a	$8.96	4.4	45	
3	☐	SP Chef's Star 15 Ounce Stemless Wine Glasses Set - C...	Chef's Star	Shop All Win...	523895343	848441045750	$24.99	4.5	2	
4	☐	W+ SP JoyJolt Spirits Stemless Wine Glasses for Red or ...	JoyJolt	Shop All Win...	136796316	858000007433	$17.95	4.7	52	
5	☐	W+ P Better Homes & Gardens 19-Ounce Tritan Nugla...	Better Homes & ...	Shop All Win...	692164998	849434013800	$2.76	4.7	33	
6	☐	W+ P Luminarc 15 oz. Cachet Clear Stemless Wine Gl...	Luminarc	Shop All Win...	875328319	883314931327	$15.98	4.0	344	
7	☐	W+ JoyJolt Hue Colored Stemless Wine Glass Set - Larg...	JoyJolt	Shop All Win...	825482934	810071429330	$27.95	4.9	56	
8	☐	W+ P Better Homes & Gardens Hammered 19-Ounce ...	Better Homes & ...	Shop All Win...	871813347	849434026336	$2.98	4.8	25	
9	☐	▶ W+ P Mainstays 19-Ounce Clear Acrylic Stemless Win...	Mainstays	Shop All Win...	1804254170	849434042800	$1.98	4.6	37	
10	☐	W+ P 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.

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

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

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

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

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

Filter Results (43)

# ⇕	☐	Product Details ⇕	Brand ⇕	Category ⇕	mages ⇕	Active Sellers # ⇕	Walmart Sales ⇕	Walmart Revenue ⬇	ASIN
18	☐	w Shatterproof Plastic Stemless Wine Glass Clear , Dis...	Kpataubaa	Shop All Win...	8	1	926	12,028.74	n/a
26	☐	P 1242-560 8-Piece Stemless Crystal Wine Glass Set	Mm	Shop All Win...	3	1	279	4,185.00	B0BWDD/
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	☐	w 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	☐	w 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	☐	w P 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	☀ AVG. REVENUE	a AVG. REVENUE	☀ AVG. PRICE	a AVG. PRICE	% OF WFS PRODUCTS
$30,028	$1,430	$17,261	$20	$28	46%

Rows Selected: 10 | 🗑 | ⊛ Run Cerebro

Filter Results (79/89)

# ⇕	▬	Product Details ⇕	Brand ⇕	Category ⇕	u	Review Count ⬇	Active Sellers # ⇕	Walmart Sales ⇕	Walmart Revenue ⬇
17	☑	w Shatterproof Plastic Stemless Wine Glass Clear , Dis...	Kpataubaa	Shop All Win...		344	1	926	12,028.74
26	☑	P 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	☑	w Monterey Set 4 of Stemless Wine Glasses	Godinger	Shop All Win...		45	1	100	2,500.00
75	☑	w P 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	☑	w The Pioneer Woman 6-Pack 14-Ounce Sunny Days ...	The Pioneer Wo...	Shop All Win...		33	1	35	679.35
85	☑	w 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.

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.

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.

15. Open the downloaded file.

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.

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

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

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

C2 | fx =countif(D2:M2, "<30")

	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	822	=countif(D2:M2, "<30")	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
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
17	goblet	239		0 -	-	-	-	-	-	-	13
18	red wine glasses	234		0 -		33	40 -		-	-	
19	...lets	223		0 -	-	-	-	-	-	-	25

21. Create a filter on the header.

Client Name - Walmart MKL
File Edit View Insert Format Data Tools Extensions Help

1:1 | fx Keyword Phrase

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword Phrase	Search Volume (Walmart)	MAG Score	1871678005	1606697509	403281192	544790785	984374672	1283755155	138143601	509344312	2143503
2	wine glasses	8220	0	64 -		76 -	-	-	-	48 -	
3	plastic wine glas	2049	2	9 -	-	-	-	-	-	23	
4	pioneer woman	1933	2	0 -	-	-	-	-	-	14 -	
5	wine glass	1856	0	63 -		80 -	-	-	-	48 -	
6	stemless wine gl	1300	4	24	25	28 -		21	48	37	37 -	
7	wine tumbler	1032	1	0 -	-	-	-	-	-	68 -	
8	pioneer woman	994	2	0 -	-	-	-	-	-	6 -	
9	wine glasses set	863	0	68 -		72 -	-	-		63 -	
10	libbey glassware	821	1	0 -		87 -	-	-	-	-	
11	plastic wine cup:	384	0	75 -	-	-	-	-	-	-	
12	wine glasses set	380	0	90 -	-		61	81	54	31 -	
13	acrylic wine glas	343	2	0 -	-	-	-	7 -		-	
14	pioneer woman	286	2	0 -	-	-	-	-	-	9 -	
15	plastic wine glas	258	1	6 -	-	-	-	-	-	37 -	
16	pioneer woman	257	2	0 -	-	-	-	-	-	7 -	
17	goblet	239	2	0 -	-	-	-	-	-	13 -	

22. Sort the MAG Score from Z-A

Client Name - Walmart MKL
File Edit View Insert Format Data Tools Extensions Help

C1 | fx MAG Score

	A	B	C	D	E	F	G	H	I
1	Keyword Phr	Search Volume (Walm	MAG Score	1871678005	1606697509	403281192	544790785	984374672	1283755155

Sort A → Z
Sort Z → A
Sort by color
Filter by color
▸ Filter by condition
▾ Filter by values
Select all - Clear

2	wine glass			64 -		76 -	-	-	-
3	plastic win			9 -	-	-	-	-	-
4	pioneer w			0 -	-	-	-	-	-
5	wine glass			63 -		80 -	-	-	-
6	stemless v			24	25	28 -		21	48
7	wine tumb			0 -	-	-	-	-	-
8	pioneer w			0 -	-	-	-	-	-
9	wine glass			68 -		72 -	-	-	-
10	libbey glas			0 -		87 -	-	-	-
11	plastic win			75 -	-	-	-	-	-
12	wine glass			90 -	-		61	81	54
13	acrylic win			0 -	-	-	-	7 -	
14	pioneer w			0 -	-	-	-	-	-

23. Remove any Keyword Phrase with 0 Search Volume.

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.

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

	Keyword Phrase	Search Volume (Walmart)	MAG Score	1871678005	1606697509	403281192	544790785	9
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	...neer 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.

	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	...nless wine glasses set 4	72	2	0	-	-		