Walmart SOP: Walmart Items Copy and Images Guideline and Requirement

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Walmart Items Copy and Images Guideline and Requirement

ℹ️ **Who is this for?:** Optimizing Walmart listing copy and images can be done by E-commerce Copywriter and Graphic Designer or by various professionals or teams, depending on your resources and requirements.

✅ **Objective:** The objective of optimizing Walmart listing copy and images is to improve the visibility, conversion rate, and overall performance of product listings on the Walmart marketplace. By using compelling copy and high-quality images, you can attract more customers, increase their engagement with your listings, and ultimately drive more sales.

Here are the guidelines and requirements on how you can optimize your Walmart items

Product Name
- Limit the name to 50-75 characters in length for best desktop readability and SEO results.
- Create a clear, specific product title that customers can easily understand.
- Brand + Item Name + Model Name (if applicable) + Style (if applicable) + Key Attribute + Pack Count (if applicable) + Size (if applicable).
- Key attributes should include keywords that are most likely to be used in a search for the product.
- If customers are likely to search for a product color, include this in the product title.
- If your items are in a variant group, include the variant information (color, size, quantity, etc.) in the Product Name.
- Do not include all variant, sizes, colors in title for all items in that variant group.
- Avoid "keyword stuffing" - Repeating the same words or phrases so often that it sounds unnatural.
- The title must not make claims of being "Best Selling," "Top Rated," of "Premium Quality," "Rated #1," or "Top Quality."
- The title must not make claims of competitor exclusivity. (e.g., "Amazon Exclusive" or "Exclusive to Target.com," etc.)
- The product title must not include any authenticity claims. Any items with product titles that include authenticity claims will be unpublished from Walmart.com unless you've obtained Walmart's express prior approval for the claim or if the item is a food product. (e.g., "Authentic Louis Vuitton Neverfull," "Lego Assorted Minifigures Authentic," or "100% Authenticated Leather," etc.)

Description
- Include the Product Name, Brand, and keywords describing the item's features and benefits and related

words that customers are likely to search for. For example, if you're selling a cardigan, use synonyms like "sweater" in the description. Avoid repeating these words in an overly obvious way.

- At least one paragraph with a minimum of 150 words. Descriptions can exceed 150 words. Word count requirement will vary by product category.
- Ensure that the description is useful, relevant, clear, and easy for customers to understand. Avoid repetition.
- Write copy that is specific and informative, not fluffy or generic. Show expertise, knowledge, and authority with facts and tips.
- Be clear and conversational when writing. You're helping customers make an informed decision; you're not trying to sell them on anything. Some slang is acceptable – as long as it doesn't break your authentic, straightforward tone.
- If the product has variant, include all available options in the description so buyers know what is available.
- Your description must not make claims of competitor exclusivity. (e.g., "Amazon Exclusive" or "Exclusive to Target.com," etc.).
- Your product details must not include any authenticity claims. Any items with product details that include authenticity claims will be unpublished from Walmart.com unless you've obtained Walmart's express prior approval for the claim or if the item is a food product. (e.g., "Authentic Louis Vuitton Neverfull," "Lego Assorted Minifigures Authentic," or "100% Authenticated Leather," etc.)

Key Features (also known as Highlights or Bullet Points)
- Use short phrases or keywords in bullet points format only.
- No more than 80 characters (space included) per bullet point.
- Include 3-10 of the most important benefits and features of your item.
- Put the most important features first.

To optimize the copy, you need to know what are the good keywords to insert when doing the copy. Here's the Walmart SOP on How To Construct Master Keyword List (MKL) Through Helium10 Cerebro Reverse Product Lookup

Image
- Upload a minimum of 4 images for each listing.
- File Format: JPEG, JPG, PNG, BMG. (GIF images are no longer permitted)
- Color Format: RGB.
- File Size: No more than 5MB.
- Background: Seamless white (255/255/255 RGB).
- For the best customer experience, an image size of 2000 x 2000 or higher is recommended.
- Due to zoom capability, we recommend a minimum image size of 1000 x 1000.
- Images must be in focus, professionally lit photographs.
- Do not upload pictures that show accessories that are not included with the item.
- No excessive (more than 50%) white space around the product.
- Images must not violate the Prohibited Products Policy or any other Walmart policies. This includes, but is not limited to, the following:
- Content that displays explicit nudity or vulgar language.
- Content that contains obscene material, is sexually suggestive, or pornographic.
- Content that portrays glorifies or promotes hatred, violence, or discrimination.
- A placeholder image has no relation to or information about the product. If images are not yet available for your item, you can use a placeholder image in the interim.
- You must submit this Walmart placeholder image in order for our system to properly recognize it: https://i5.walmartimages.com/asr/24893ec1-4563-41fa-9efb-

42ba1d0d5e98.f417a4c35f49d4ecd5c479905aa827b3.jpeg

- DO NOT create your own placeholder imagery.
- Your item will not be published on Walmart.com or Grocery/Pickup until the placeholder image URL has been replaced by a product image that meets Walmart's standard requirements.

Additionally, it is advisable to check the CONTENT & DISCOVERABILITY status of your item. Through this you can easily determine what you need to improve with the Product Name, Key Features, Description, and Images.

To check the CONTENT & DISCOVERABILITY status, see Walmart Listing Optimization Audit and Fix (Growth Opportunities) SOP.