

Optimize Your Walmart Product Listing

We designed this checklist to help sellers succeed on Walmart's Marketplace. Each step will improve your Walmart SEO and product rankings.

Categorize Your Products Properly

- My product is categorized correctly and follows [Walmart's categories guide](#).

Optimize Your Product Name

- My listing follows the formula: Brand Name + Item Name + Model Name (if applicable) + Style (if applicable) + Key Attribute + Pack Count (if applicable) + Size (if applicable).

Get Reviews

- I am using Customer Spark Community.
- I've requested reviews from repeat purchasers and bulk buyers.

Audit Your Keywords and Descriptions

- All sections include targeted keywords.
- My long description is detailed and over 150 words.
- My key features are concise, bulleted lists.
- My attributes help my customers feel confident in their purchasing decision.

Follow Walmart's Image Guidelines

- I've uploaded four professional, high-resolution product images.
- My images are at least 1000x1000 pixels.
- My listing's background color is white, with RGB values of 255, 255, and 255.
- My file size needs to be 5MB or less.

