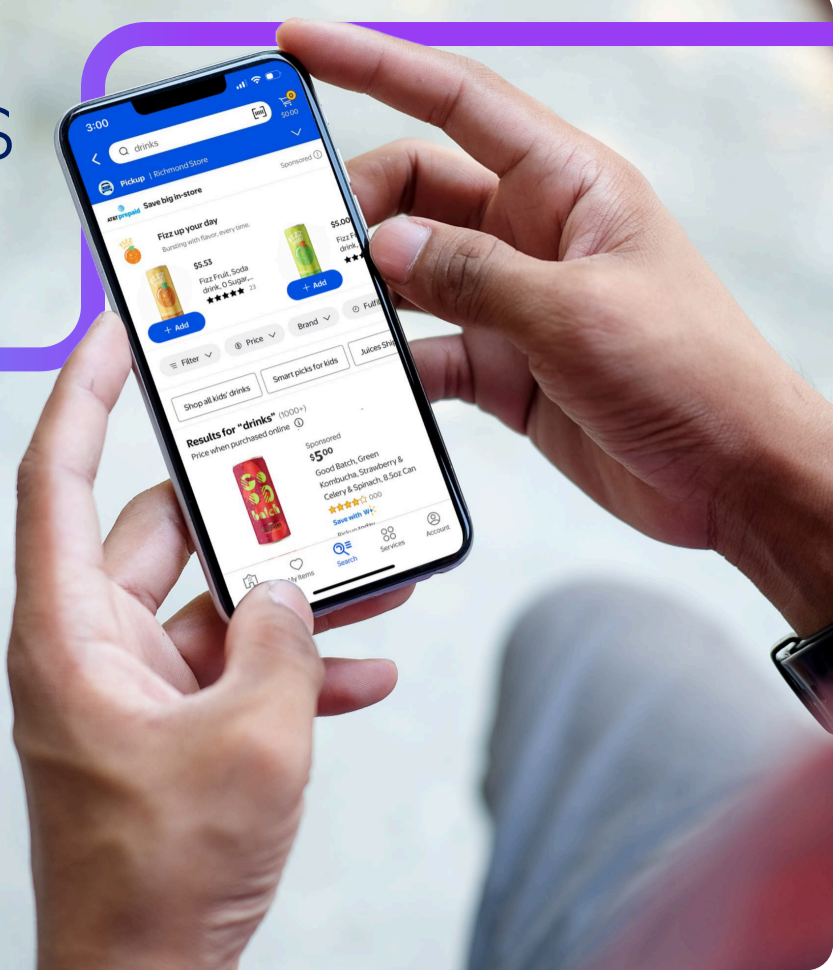


Retail Readiness checklist

Ready to spark sales?

Select the items that will be featured in your ad campaign and use this checklist to help ensure they are retail ready before you launch your campaign.

Remember, high-quality listings are more likely to perform better so aim for a Listing Quality score between 80–100% in Seller Center.



★★★★★

Strengthen your listings content

- ☒

Product title

Choose a title that’s concise, descriptive, and under 150 characters. General guidance is to lead with the brand name, followed by product type, key attribute, size or count, and main differentiator. Follow the content guidelines for your product category when writing your titles and descriptions.
- ☒

Product description

Describe the item’s features and benefits including the product name, brand and keywords. One paragraph is allowed with specific word count requirements varying by category.
- ☒

Keywords

Add keywords that are engaging and useful to the customer. Select one or two primary keywords to use once in your product title, description and key features. The keywords should be relevant to how a customer would organically search for an item.
- ☒

Key features

List the most important features of the item first. Include three to 10 key features using short phrases to avoid repetitive words.
- ☒

Images

Use high-quality, well-lit, sharp images against a seamless white background. Avoid watermarks or text overlays. Crop the item as close as possible to the image frame. All images should correspond with the product name and type.
- ☒

Rich media

Enhance the customer experience by adding rich media to dynamically showcase your product’s features. 360-spin images allow customers to view the product from all angles. Videos help customers understand key information, including how to use your product and its benefits.
- ☒

Customer ratings and reviews

Create a steady volume of ratings and reviews to establish credibility. Choose from these options:

Syndicate existing reviews of your products from other sites with the [Walmart Marketplace Review Syndication Program](#).

Incentivize reviews from customers through Walmart’s Review Accelerator page in Seller Center.

Solicit reviews by working with one of Walmart’s third-party approved sampling vendors.

☒

Build trust by proactively responding to customer reviews and addressing their concerns

Review the Response Guidelines before writing your response. Access your reviews and respond to customers using the “Respond publicly” option on the Ratings and Reviews page in Seller Center.
- ## Maintain competitive pricing
- ☒

Repricer tool

Enable Walmart’s Repricer tool to automate price adjustments based on market conditions across Walmart.com and other marketplaces. This will help your products remain competitive, win the Buy Box, and convert customers as they compare prices across platforms.

☒

List Price

Whenever you reduce the price by 5-10%, use the promotional pricing setting to call out the accurate comparison price. This allows you to communicate the savings to your customers.

☒

Pricing Insights

Use the Pricing Insights dashboard to track your overall price competitiveness score, Buy Box win rate, or track price performance by item. Compare your item’s current price with the price of the Buy Box winner to understand how competitive your pricing is.
-
- ## Provide fast, reliable shipping
- ☒

TwoDay / OneDay shipping

Enable fast delivery with [Walmart Fulfillment Services](#). Items that have 2-day shipping and “Fulfilled by Walmart” flags help build customer trust.*

If you fulfill yourself, then utilize delivery programs like TwoDay/OneDay delivery and offer free shipping for better conversion.
- *Sellers using WFS see 50% GMV growth, on average, for items with “Fulfilled by Walmart” and “2-day shipping” tags. (Walmart first-party data, Feb 2024-Jan 2025.)
- Ready to start advertising?
- Walmart Connect
- Visit [Walmart Connect Ad Center](#)
For more information on catalog optimization, go to [Walmart Marketplace Learn](#)