

# Walmart Academy Certification Prep

Your Study Guide for Walmart's  
Official Seller Training Programs

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**BLUESTACK CONSULTING**

Your Walmart Marketplace Growth Partner

2025 Priority Guide

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## Chapter 1

# What Is Walmart Academy?

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Walmart Academy is Walmart's official learning and certification platform for marketplace sellers. It provides structured training programs that cover every aspect of selling on Walmart Marketplace, from basic setup to advanced advertising and fulfillment strategies. Completing Walmart Academy certifications demonstrates your expertise and commitment to the platform.

## Why Certifications Matter

**Platform Knowledge:** Walmart's marketplace has unique features and requirements that differ from Amazon and other platforms. Academy training ensures you understand Walmart-specific best practices.

**Competitive Advantage:** Certified sellers tend to outperform non-certified sellers because they understand how to leverage Walmart's tools and programs effectively.

**Team Training:** Certifications provide structured training for new team members, ensuring everyone on your team understands Walmart operations.

**Access to Resources:** Academy participants gain access to exclusive resources, webinars, and community forums with other serious sellers.

**Partnership Credibility:** Walmart Academy certifications signal to partners, clients, and Walmart itself that you take the platform seriously.

## How to Access Walmart Academy

Walmart Academy is accessible through Seller Center. Navigate to the Academy section from your seller dashboard. Most courses are self-paced, allowing you to complete them on your own schedule. Courses include video lessons, written guides, quizzes, and hands-on exercises.

## Chapter 2

# Available Certifications

| Certification               | Focus Area                                | Difficulty   | Estimated Time |
|-----------------------------|---|--------------|----------------|
| Marketplace Fundamentals    | Account setup, policies, basic operations | Beginner     | 4-6 hours      |
| Listing Optimization        | Content, SEO, LQS, Item Spec compliance   | Intermediate | 6-8 hours      |
| Walmart Connect Advertising | Campaign setup, optimization, analytics   | Intermediate | 6-10 hours     |
| Fulfillment & Operations    | WFS, shipping, inventory management       | Intermediate | 4-6 hours      |

## Recommended Certification Path

We recommend completing certifications in the order listed above. Each builds on the knowledge from the previous certification, creating a comprehensive understanding of the Walmart Marketplace ecosystem.

## Chapter 3

# Marketplace Fundamentals Certification

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## Key Topics Covered

**Account Setup & Configuration:** Seller Center navigation, payment setup, tax configuration, and account settings.

**Marketplace Policies:** Prohibited products, seller code of conduct, intellectual property policies, and compliance requirements.

**Product Listing Basics:** Item setup, single vs. bulk upload, UPC requirements, and category selection.

**Order Management:** Processing orders, handling cancellations, managing returns, and customer communication.

**Seller Scorecard:** Understanding performance metrics, ODR calculation, and staying in good standing.

**Pricing Fundamentals:** Price parity rules, competitive pricing, and shipping cost considerations.

## Study Tips for Fundamentals

- Read all Walmart marketplace policies thoroughly before starting the course
- Set up a test listing in Seller Center while going through the course material
- Take notes on Walmart-specific terminology and definitions
- Pay attention to policy thresholds (e.g., ODR limits, response time requirements)
- Review the Seller Scorecard section multiple times—it's frequently tested

## Chapter 4

# Listing Optimization Certification

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## Key Topics Covered

**The Optimization Triangle:** Content & Discoverability, Offer, and Performance pillars in depth.

**Listing Quality Score:** How LQS is calculated, dashboard navigation, and optimization strategies.

**Product Content:** Title optimization, description best practices, image requirements, and attribute completion.

**Search Insights:** Using the Search Insights tool for keyword discovery and performance tracking.

**Item Spec Compliance:** Understanding and implementing the latest Item Spec requirements.

**Rich Media:** Enhanced content options for brand-registered sellers.

## Study Tips for Listing Optimization

- Have your Listing Quality dashboard open while studying—apply concepts in real time
- Optimize one listing completely during the course to reinforce learning
- Memorize the title format: Brand + Key Features + Product Type + Attributes
- Understand the difference between required and recommended attributes
- Practice using Search Insights to find and apply keyword recommendations

## Chapter 5

# Walmart Connect Advertising Certification

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## Key Topics Covered

**Advertising Solutions Overview:** Sponsored Products, Sponsored Brands, Sponsored Videos, Onsite Display, and SEM.

**Campaign Setup:** Creating campaigns, selecting products, setting budgets, and configuring bids.

**Keyword Management:** Automatic vs. manual campaigns, match types, and negative keywords.

**Bid Optimization:** Bid strategies, auction mechanics, and ROAS optimization.

**Performance Reporting:** Understanding the Ad Center dashboard, attribution models, and key metrics.

**Advanced Strategies:** Seasonal planning, portfolio management, and brand building.

## Study Tips for Advertising Certification

- Create a practice campaign (even with a small budget) before taking the exam
- Understand the differences between campaign types and when to use each
- Memorize the key metrics: ROAS, ACoS, CTR, CPC, conversion rate
- Study the auction mechanics—how bids and relevance interact
- Know the eligibility requirements for each ad type

## Chapter 6

# Fulfillment & Operations Certification

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### Key Topics Covered

**Walmart Fulfillment Services (WFS):** Enrollment, inventory management, fees, and benefits.

**Self-Fulfilled Shipping:** Shipping templates, carrier integration, and delivery speed optimization.

**Inventory Management:** Stock level monitoring, reorder strategies, and multi-channel inventory.

**Returns Processing:** Return policies, customer communication, and return rate reduction.

**Two-Day Delivery:** Requirements, benefits, and implementation for fast shipping programs.

**Pro Seller Badge:** Requirements, benefits, and strategies for earning and maintaining the badge.

## Chapter 7

# Study Strategies & Tips

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### General Study Approach

**Learn by Doing:** The most effective approach is to complete each course module while simultaneously applying the concepts in Seller Center.

**Take Notes:** Keep a dedicated notebook or document for Walmart-specific terms, thresholds, and best practices.

**Review Marketplace Learn:** Walmart's Marketplace Learn portal ([marketplacelearn.walmart.com](https://marketplacelearn.walmart.com)) has guides that supplement Academy content.

**Join Seller Communities:** Engage with other sellers in Walmart's community forums to share knowledge and learn from experienced sellers.

**Schedule Study Time:** Block dedicated time for each certification rather than trying to rush through. Retention is better with focused study sessions.

**Revisit Regularly:** Walmart's platform evolves. Revisit certification materials periodically to stay current with changes.

## Chapter 8

# Post-Certification Growth Path

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After completing all available certifications, continue your growth with these steps:

- Attend Walmart's live webinars and virtual events for the latest updates
- Apply for Walmart's beta programs when they become available
- Consider becoming a Walmart Marketplace mentor for newer sellers
- Explore Walmart's API documentation for advanced automation
- Stay active in seller community forums to keep up with platform changes
- Pursue partnerships with Walmart's certified Solution Providers for advanced capabilities

## Appendix

# Key Terms & Definitions

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**LQS:** Listing Quality Score — Walmart's 0-100 metric for listing completeness and quality

**ODR:** Order Defect Rate — Composite metric of cancellations, returns, and shipping defects

**WFS:** Walmart Fulfillment Services — Walmart's FBA equivalent for storage and shipping

**Buy Box:** The default purchase option shown on product pages; winning it drives the majority of sales

**ROAS:** Return on Ad Spend — Revenue generated per dollar spent on advertising

**ACoS:** Advertising Cost of Sales — Ad spend as a percentage of ad-attributed revenue

**CPC:** Cost Per Click — The amount you pay each time a shopper clicks your ad

**eCPM:** Effective Cost Per Mille — Cost per thousand impressions for display ads

**Item Spec:** The data specification that defines required and optional attributes for product listings

**Pro Seller:** Walmart's badge for top-performing sellers who meet strict performance criteria

**Optimization Triangle:** Walmart's framework of Content, Offer, and Performance for ranking listings

**Search Insights:** Seller Center tool showing keyword performance and recommendations

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### About Bluestack Consulting

Bluestack Consulting provides training and support to help sellers maximize their Walmart Academy learning. Visit [bluestack-ws.web.app/resources](https://bluestack-ws.web.app/resources).