

# **Seller Center Navigation Guide**

Your Complete Walkthrough of  
Walmart's Seller Management Platform

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**BLUESTACK CONSULTING**

Your Walmart Marketplace Growth Partner

2025 Priority Guide

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## Chapter 1

# Seller Center Overview

Walmart Seller Center is the centralized management platform for your Walmart Marketplace business. It is where you manage products, process orders, track performance, run advertising campaigns, and access growth tools. Understanding how to navigate Seller Center efficiently can save you hours of time each week and ensure you never miss important metrics or opportunities.

## Main Navigation Areas

Section	Purpose	Key Features
Home/Dashboard	Overview of business health	Performance summary, alerts, quick actions
Items & Inventory	Product management	Add items, manage inventory, bulk uploads
Orders	Order processing	Order list, fulfillment, returns, cancellations
Growth	Optimization tools	Listing Quality, Search Insights, Growth Opportunities
Advertising	Walmart Connect	Campaign management, performance reports, Ad Center
Analytics	Business intelligence	Sales reports, traffic data, performance trends
Settings	Account configuration	Payment, shipping templates, user management

## Chapter 2

# Dashboard & Home Screen

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The Seller Center dashboard is your at-a-glance view of business health. When you log in, this is the first screen you see, and it provides critical information that should inform your daily priorities.

## Dashboard Components

**Performance Summary:** Key metrics including total sales, order count, and conversion rate over a selectable time period.

**Alert Center:** Notifications about policy updates, listing issues, performance warnings, and action items requiring immediate attention.

**Seller Scorecard Preview:** Quick view of your ODR, cancellation rate, and other performance metrics against Walmart's thresholds.

**Quick Actions:** Shortcuts to common tasks like processing orders, updating inventory, and responding to customer messages.

**Growth Recommendations:** Walmart's automated suggestions for improving your business performance.

■ **Pro Tip:** Check the Alert Center every time you log in. Time-sensitive alerts about policy violations, listing issues, or performance warnings need immediate attention to prevent negative impacts on your account.

## Chapter 3

# Items & Inventory Management

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## Adding New Items

**Single Item Setup:** Use the guided item setup wizard for adding individual products. Follow the step-by-step process to enter all required attributes.

**Bulk Upload:** Download the category-specific template, fill in product data for multiple items, and upload via the bulk upload tool.

**API Integration:** For large catalogs, use the Walmart Marketplace API to programmatically manage items and inventory.

## Inventory Management

- Update stock quantities individually or in bulk
- Set up inventory feeds for automated stock updates
- Configure low-stock alerts to prevent stockouts
- View inventory performance metrics and recommendations
- Manage WFS inventory separately from self-fulfilled inventory

## Variant Management

Seller Center allows you to group products into variant families (e.g., same product in different sizes or colors). Properly configured variants share reviews and are displayed together on the product detail page, improving the customer experience and conversion rates.

## Chapter 4

# Orders & Fulfillment

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## Order Processing Workflow

1. New orders appear in the Orders section with status 'Created'
2. Acknowledge the order within the required timeframe
3. Pick, pack, and prepare the order for shipment
4. Purchase shipping label and upload tracking information
5. Ship the order within your configured handling time
6. Monitor delivery status and address any exceptions
7. Handle any post-delivery returns or customer issues

## Returns Management

The Returns section in Seller Center shows all return requests. You can approve returns, provide return labels, and track returned items. For WFS orders, Walmart handles returns automatically. For self-fulfilled orders, you need to manage the return process according to your return policy and Walmart's requirements.

## Chapter 5

# Growth Tools (LQS, Search Insights)

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The Growth section is where you find Walmart's most powerful optimization tools. Mastering these tools is essential for improving your search visibility and sales performance.

## Listing Quality Dashboard

- Navigate to Growth > Listing Quality
- View your overall average LQS and individual item scores
- Filter by Trending Items or WFS items
- Click 'Details' on any item to see the full score breakdown
- Review and implement the specific recommendations provided
- Track score changes over time to measure optimization impact

## Search Insights

- Navigate to Growth > Search Insights
- Search for specific items by name, ID, or SKU
- View customer keywords driving traffic to your listings
- See recommended keywords to add for improved discoverability
- Review sales rank and search funnel rank for each item
- Track performance impact 14 days after implementing keyword changes

## Growth Opportunities

The Growth Opportunities section provides Walmart's automated recommendations for growing your business. These may include product category suggestions, pricing recommendations, fulfillment improvements, and advertising opportunities. Review this section bi-weekly for actionable insights.

## Chapter 6

# Advertising (Walmart Connect)

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The Advertising section in Seller Center provides access to Walmart Connect's Ad Center, where you create and manage advertising campaigns.

## Ad Center Navigation

**Campaign List:** View all active, paused, and ended campaigns with key performance metrics.

**Create Campaign:** Launch new Sponsored Products, Sponsored Brands, or other campaign types.

**Performance Dashboard:** Real-time performance data including impressions, clicks, spend, and ROAS.

**Search Term Report:** See exactly which customer searches triggered your ads and their performance.

**Budget Management:** Monitor spend pacing and adjust daily budgets across campaigns.

## Chapter 7

# Analytics & Reporting

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## Available Reports

Report	What It Shows	Frequency
Sales Report	Revenue, units, AOV by period	Daily/Weekly/Monthly
Traffic Report	Page views, sessions by product	Weekly
Conversion Report	Conversion rates by product	Weekly
Seller Scorecard	Performance metrics vs. thresholds	Real-time
Inventory Report	Stock levels, WFS performance	Daily
Ad Performance	Campaign metrics, ROAS, spend	Daily
Catalog Performance	Search metrics, keyword data	Weekly

## Chapter 8

# Account Settings & Configuration

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## Essential Settings to Configure

**Payment Information:** Ensure your bank account details are correct for receiving payments. Walmart processes payments every two weeks.

**Shipping Templates:** Configure shipping templates that define your shipping methods, costs, and delivery regions. Multiple templates can be created for different product types.

**Return Policy:** Set up your return policy including return window, return shipping handling, and refund processing times.

**User Management:** Add team members with appropriate permission levels. Walmart allows multiple users per seller account with role-based access.

**Notification Preferences:** Configure email notifications for order alerts, performance warnings, and policy updates.

**API Access:** If you use the Marketplace API, manage your API keys and integrations in the settings area.

## Chapter 9

# Support & Help Resources

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## Getting Help

**Marketplace Learn:** Walmart's comprehensive guide library at [marketplacelearn.walmart.com](https://marketplacelearn.walmart.com) covers every aspect of selling.

**Seller Help:** Submit support tickets through Seller Center for account-specific issues.

**Community Forums:** Connect with other sellers for peer support and knowledge sharing.

**Walmart Academy:** Structured training courses for deep learning on specific topics.

**Partner Directory:** Find certified Walmart Solution Providers for specialized help.

## Appendix

# Seller Center Quick Reference

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## Daily Tasks in Seller Center

- Check Alert Center for any urgent notifications
- Process new orders and upload tracking numbers
- Respond to customer messages (target: under 4 hours)
- Monitor inventory levels for fast-moving items
- Check advertising campaign pacing and performance

## Weekly Tasks in Seller Center

- Review Listing Quality dashboard and fix priority items
- Check Search Insights for new keyword recommendations
- Review Seller Scorecard metrics
- Analyze advertising performance and adjust bids
- Check Growth Opportunities for new recommendations
- Review sales and traffic reports
- Audit pricing against competitors

## Monthly Tasks in Seller Center

- Full catalog LQS audit
- Advertising strategy review and budget adjustment
- Inventory planning and reorder forecasting
- Review and update shipping templates
- Check for new Walmart features and programs
- Analyze monthly P&L; by product

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### About Bluestack Consulting

Bluestack Consulting helps sellers master Walmart Seller Center to maximize efficiency and growth. Visit [bluestack-ws.web.app/resources](https://bluestack-ws.web.app/resources).