

Creating Your First Product Listing

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Listing Basics

Your first product listing sets the foundation for your Walmart success. Take the time to create a high-quality listing that follows all of Walmart's guidelines.

- Choose the correct product category from Walmart's taxonomy
- Enter your product UPC or GTIN (required for most categories)
- Follow the title format: Brand + Features + Type + Attributes
- Write a compelling 150-300 word product description
- Add 3-5 benefit-focused bullet points as Key Features

Product Images

Images are your primary selling tool on Walmart. Invest in quality product photography from the start.

- Main image on pure white background at 1000x1000px minimum
- Include at least 6 images from multiple angles
- Add lifestyle and in-use images
- Include scale reference and packaging shots
- Ensure all images meet Walmart's compliance guidelines

Attributes and Categories

Completing all product attributes is one of the fastest ways to improve your Listing Quality Score and search visibility.

- Fill in every available attribute field for your category
 - Use accurate, standardized values for each attribute
 - Include material composition, dimensions, and weight
 - Specify age group, gender target, and intended use where applicable
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