

Choosing the Right Product Categories

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Why Category Selection Matters

Placing your products in the correct category is fundamental to search visibility. Miscategorization causes your products to appear in irrelevant searches and miss relevant ones.

- Walmart's algorithm matches searches to category-specific attributes
- Customers use category filters to narrow their searches
- Incorrect categories lead to lower Listing Quality Scores
- Category determines which attributes are required and available
- Referral fee percentages vary by category

Category Research Process

Take time to research the best category placement for each product.

- Search for similar products on Walmart.com and note their categories
- Check the category path in the URL and product breadcrumbs
- Review Walmart's category taxonomy documentation
- Consider search volume and competition within each category
- Test different category placements if allowed for your product type

Multi-Category Strategy

If you sell diverse products, develop a category strategy that maximizes visibility across your catalog.

- Group products by their primary use case for category placement
 - Ensure you understand the specific attribute requirements for each category
 - Create category-specific listing templates to streamline product setup
 - Monitor performance by category to identify your strongest segments
 - Expand into new categories based on demand signals from Growth Opportunities
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