

# 15 Common Mistakes New Sellers Make

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### Listing Mistakes

The most frequent errors new sellers make relate to product listings.

- Rushing to list products without proper optimization
- Using titles that don't follow Walmart's recommended format
- Uploading too few images or low-quality images
- Leaving required attributes incomplete
- Copying Amazon listings without adapting for Walmart's guidelines
- Keyword stuffing in titles and descriptions

### Operational Mistakes

Operational errors can quickly damage your Seller Scorecard and account standing.

- Setting unrealistic handling times that you cannot consistently meet
- Not maintaining sufficient inventory to prevent stockouts
- Ignoring customer messages or responding too slowly
- Not tracking shipping performance and delivery exceptions
- Failing to enroll in WFS when it would benefit your business

### Strategic Mistakes

Strategic errors limit your growth potential on the platform.

- Not investing in advertising during the critical launch period
- Ignoring the Listing Quality dashboard and its recommendations
- Pricing too high relative to competitors without justification
- Not registering your brand in the Brand Portal
- Treating Walmart as secondary to Amazon instead of a dedicated channel
- Not monitoring competitors and adjusting strategy accordingly

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