

# Mastering Your Listing Quality Score

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### LQS Deep Dive

Your Listing Quality Score is the most important metric for search visibility on Walmart. A score of 90+ should be your baseline for every listing.

- LQS ranges from 0-100 and is calculated from Content, Offer, and Reviews
- The Listing Quality dashboard shows your score breakdown per item
- Priority Tags indicate items where improvements could drive immediate sales
- Filter by Trending Items to focus on products with actual customer demand

### Systematic LQS Improvement

Follow this process to systematically raise your LQS across your catalog.

- Export the full catalog performance report
- Sort by lowest LQS first to find biggest opportunities
- Fix all missing required attributes as the first step
- Optimize titles to follow category-specific templates
- Upgrade images to meet the 6+ image requirement
- Address pricing competitiveness using the dashboard insights