

Building a Strong Review Profile

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Why Reviews Matter

Reviews are a critical ranking signal and the primary social proof that drives customer purchasing decisions on Walmart.

- Products with 4+ stars convert significantly better than lower-rated products
- Review volume signals product maturity and reliability to the algorithm
- The Review Accelerator program helps new products build reviews faster
- Responding to negative reviews demonstrates customer care

Review Building Strategy

Build review volume systematically and ethically.

- Enroll eligible products in Walmart's Review Accelerator program
- Provide exceptional product quality and accurate descriptions to earn positive reviews
- Follow up on resolved customer issues—satisfied customers may update their reviews
- Monitor review trends across your catalog for product improvement insights
- Never incentivize reviews or use fake reviews—Walmart strictly prohibits this