

# Conversion Rate Optimization

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### Understanding Conversion on Walmart

Conversion rate measures the percentage of product page visitors who make a purchase. Higher conversion rates signal quality to Walmart's algorithm, improving your organic ranking.

- Track conversion rates at the product level in Analytics
- Compare your rates to category benchmarks
- Conversion is influenced by images, price, reviews, shipping speed, and content
- The Pro Seller badge can increase conversion by 10-15%

### Improving Conversion

Focus on these high-impact areas to boost your conversion rates.

- Upgrade to professional product photography with 6+ images
- Ensure pricing is competitive including shipping costs
- Highlight fast delivery options prominently
- Build review volume above 50 reviews per product
- Use benefit-focused bullet points that address customer pain points
- Include clear sizing, compatibility, and usage information