

How to win search on Walmart.com



Decoding the SEO algorithm to make your products more findable

With \$559B in revenue in 2020, Walmart is the #1 retailer in the world. Walmart had already been investing billions of dollars annually to build a viable omnichannel infrastructure well ahead of the past year's explosive online shopping growth. Efforts are paying off: Walmart U.S. eCommerce sales grew 79% YOY for the fiscal year ended Jan. 31, 2021.

Recent digital initiatives include the launching of Walmart+ membership program; integrating retail media businesses into Walmart Connect; and transforming more stores into local fulfillment centers.

Among Walmart's online fulfillment models to meet shopper needs are: Next-Day Shipping; Online Grocery Pickup at 3,750 stores; same-day grocery delivery from 3,000 stores (teaming with Instacart); Site-to-Store pickup; and drive-through services at select locations.

Winning online in the U.S. clearly means selling on **Walmart.com** — and winning on Walmart.com starts with search.

Are you taking the right steps to make sure your brands and products are findable on Walmart.com?

Walmart U.S. eCommerce highlights

Source: Company reports; IGD (Feb 2021); comScore data as reported by Walmart

\$65B

U.S. eCommerce sales estimate, 2020 (IGD)

79%

YOY growth in U.S. eCommerce sales, 2020

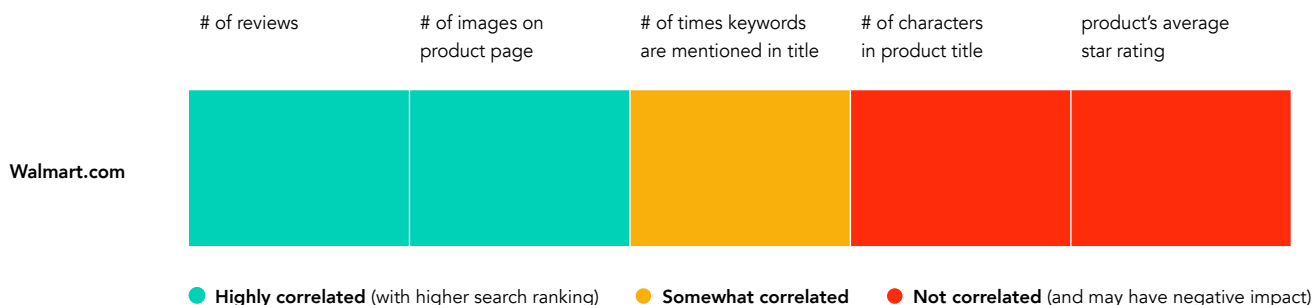
100M

Unique visitors a month on Walmart.com

I. What matters for boosting search rank performance on Walmart.com

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **Walmart.com**. This allows us to isolate the content factors that most influence where a product ranks in search results on Walmart's website.

We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.



II. What search-optimized content looks like on Walmart.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **Walmart.com**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.

Electronics

Food & Beverage

Product content attribute

Benchmark to aim for

- Product title**
 - Mention most relevant search term **1 time**
 - Title of **~63 characters** in length
- Image count**
 - 8 images**
- Review count**
 - Best-performing products had **3,793 reviews**
- Avg star rating**
 - 4.3 stars** or higher

Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~62 characters** in length
- 7 images**
- Best-performing products had **398 reviews**
- 4.6 stars** or higher

Tools

Toys & Games

Product content attribute

Benchmark to aim for

- Product title**
 - Mention most relevant search term **1 time**
 - Title of **~64 characters** in length
- Image count**
 - 6 images**
- Review count**
 - Best-performing products had **421 reviews**
- Avg star rating**
 - 4.4 stars** or higher

Benchmark to aim for

- Mention most relevant search term **1 time**
- Title of **~63 characters** in length
- 8 images**
- Best-performing products had **349 reviews**
- 4.6 stars** or higher

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

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Methodology

To produce this report, Profitero analyzed four weeks worth of search placement and content data, collected daily (271,000 instances on 520 keywords) on the retailer's website.

Dates for the data analyzed: Jan. 17 - Feb. 13, 2021

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.