



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional Walmart E-Commerce Course Outline

Module 1: Introduction to Walmart E-Commerce

- Overview of Walmart Marketplace
- Walmart vs Amazon vs eBay – Key Differences
- Benefits of Selling on Walmart
- Understanding Walmart's Customer Base

Module 2: Setting Up a Walmart Seller Account

- Walmart Seller Registration Process
- Eligibility & Approval Criteria
- Understanding Walmart's Seller Center Dashboard
- Setting Up Payment & Tax Information

Module 3: Product Listing & Optimization

- Walmart Product Listing Guidelines
- Optimizing Product Titles & Descriptions
- Using Keywords for Walmart SEO
- High-Quality Images & Rich Media Content
- Setting Up Competitive Pricing Strategies

Module 4: Order Management & Fulfillment

- Understanding Walmart's Order Processing System
- Walmart Fulfillment Options (Walmart Fulfillment Services vs. Self-Fulfillment)
- Shipping & Delivery Requirements
- Handling Returns & Customer Service Best Practices

Module 5: Walmart SEO & Ranking Strategies

- Understanding Walmart's Search Algorithm
- Optimizing Product Pages for Higher Visibility
- Importance of Customer Reviews & Ratings
- Managing Stock Availability & Avoiding Delisting

Module 6: Walmart Advertising & Marketing

- Introduction to Walmart Sponsored Ads
- Setting Up & Managing Walmart PPC Campaigns
- Walmart Display Ads & Promotions
- Leveraging Social Media for More Sales
- Walmart Affiliate & Influencer Marketing

Module 7: Managing Inventory & Pricing

- Walmart's Repricing Strategies & Tools
- Automating Inventory Management
- Handling Stockouts & Avoiding Penalties
- Understanding Walmart's Buy Box Algorithm

Module 8: Walmart Dropshipping & Wholesale Selling

- Walmart's Dropshipping Policy
- Finding & Partnering with Suppliers
- Walmart's Direct Ship Program (DSP)
- Avoiding Common Dropshipping Mistakes

Module 9: Walmart Seller Performance & Compliance

- Understanding Walmart's Seller Scorecard
- Walmart's Policies & Code of Conduct
- Handling Customer Disputes & Negative Feedback
- Avoiding Account Suspension & Policy Violations

Module 10: Scaling & Automating Your Walmart Store

- Expanding Product Catalog & Categories
- Using Third-Party Software for Automation
- Multi-Channel Selling: Walmart, Amazon, eBay, Shopify
- Leveraging Data & Analytics for Growth

Module 11: Case Studies & Success Stories

- Real-Life Examples of Successful Walmart Sellers
- Common Mistakes & How to Avoid Them
- Advanced Strategies for Scaling to 6 & 7-Figure Sales

Module 12: Final Project & Certification

- Creating & Optimizing a Live Walmart Product Listing
- Running a Basic PPC Campaign
- Developing a Growth Strategy for Walmart E-Commerce
- Certification Exam & Course Completion