

# Understanding Walmart Content Style Guides and Quality Scores

By Russ Dieringer // December 22, 2022 //

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Walmart produces detailed Style Guides to help brands keep their portfolios discoverable through Walmart.com search engines and engaging and informative for Walmart shoppers.

But it can be difficult to keep up with the style guide changes.

Join Russ Dieringer and Paul Clauss from Whytespyder as they unpack Walmart's current content style guides and quality scores, and learn how this impacts organic rankings and other elements of the business.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Walmart.com and product content on the site.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[See the Recap](#)

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