ListWise Pro — guide

Walmart & Amazon listing scorer with marketplace auto-detect, a Health tab and AI rewrites.

Screenshots captured signed in as the maintainer account from the live usellybelts.com, build `8283770` — on Oct 29, 2026, using only the synthetic sample data the site ships with.

1 What it does and who it's for

ListWise Pro checks Walmart Marketplace and Amazon product listings. Upload a catalog CSV (or paste rows from a spreadsheet): it auto-detects the marketplace from the headers (or you choose it), then scores every row against rules, scores every listing **0–100** and lists specific issues — missing fields and attributes, short titles, weak bullets, keyword stuffing, (Amazon) backend search terms and policy risks such as "#1", "guaranteed", health claims or promo text.

The **Health** check (ListingRecalc) flags suppressed / unpublished listing risks — missing images, missing required attributes or bullets, too-short or keyword-stuffed text, category mismatches — in plain English, medium / low, with a fix checklist and notes. **AI rewrite** produces a new title, bullets and description side by side with your original.



Who it's for: Walmart Marketplace and Amazon sellers who want to know which listings to fix first.

2 Get the right file

ListWise Pro accepts `.csv`, `.tsv` or tab-delimited `.txt` files (up to 500 rows per upload) or pasted rows. It recognises common headers — SKU, Title / item name, Description, Bullets (or Bullet 1…N / key features), Brand, Category / item type, Price — and Amazon flat-file layouts with label rows above the headers. Columns it doesn't recognise are kept as attributes.

Amazon Seller Central — inventory report

1. Inventory reports are usually found under **Reports → Inventory Reports**.[A1]
2. Select the report type from the drop-down (for example the **Active Listings** or **All Listings** report).[A2] Check your report includes bullet point and description columns; otherwise, request a file template or pull a full inventory file (flat file) for a complete set.
3. Click **Request Report**; reports generally take 15–45 minutes.[A3]
4. When the status is **Ready**, click **Download**. The file is tab-delimited text (`.txt`), which ListWise Pro reads directly.[A3]

Walmart Seller Center — Item report

1. The Item report is usually found on the **Reports** dashboard in Seller Center.[W1][W2]
2. Look for the **Item** report under **Catalog** reports (item-level product details, identifiers, status and prices).[W1]
3. Download it and upload the CSV. Check your report includes title, description and key-feature columns.

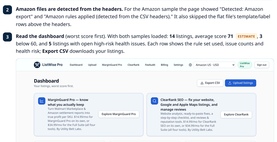
Walmart's Canada guide describes a Manage Items route (**Download** icon → **Download Catalogue** → **Download Report**, a ZIP containing a CSV).[W3] The UI also changes often; maybe offer, we haven't confirmed them from a public page.

Amazon notes inventory reports need a Professional selling plan and may available for 30 days.[A1]

Check your columns. Fields that aren't in your file are treated as empty, so a report without bullets or descriptions will show those as issues. For a full check, use a file that includes title, bullets, description, brand, category and price.

3 Walkthrough (signed in)

Each signed in to an internal test account, using two **sample** catalogs: the synthetic Walmart-style `listwise-sample-walmart.csv` (12 listings) and the Amazon flat-file sample `listwise-sample-amazon.csv` (4 listings). No real seller or customer data are shown. Because these files had already been imported into the import messages say "updated" rather than "new".



Upload → listings.csv → Import & score. Report imported 12 listings; Walmart rules applied (couldn't detect the marketplace, so Walmart is the default).

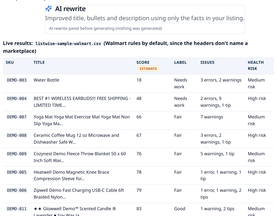
2 **Amazon files are detected from the headers.** For the Amazon sample the page shown "Detected: Amazon export" and "Amazon rules applied (detected from the CSV headers)." It also skipped the flat file's template/label rows above the headers.

3 **Read the dashboard** (worst score first). With both samples loaded: **14** listings, average score **71** · **ESTIMATE** , **3** below 60, and **3** missing keyword with open high-risk health issues. Each row shows the rule set used, issue counts and health risk; **Score it** / **Improve** / **Health** per row.



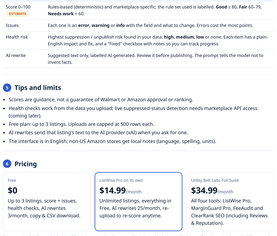
Dashboard, signed in, with the synthetic sample data

4 **Open a listing.** `DEMO-004` (a listing stuffed with sales claims) scores **48** · **ESTIMATE** . Its 12 issues are listed most severe first, each with what to change, next to the score breakdown by rule (Policy risk penalty: -19 points).



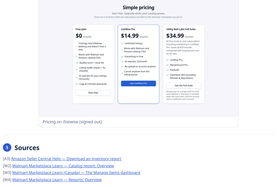
Open a listing: `DEMO-004` (a listing stuffed with sales claims) scores **48** · **ESTIMATE** . Its 12 issues are listed most severe first, each with what to change, next to the score breakdown by rule (Policy risk penalty: -19 points).

5 **Work through the Health checklist (ListingRescue).** Each risk has a level, why it matters and a fix, plus a **Fixed** checkbox and a note field saved with the listing. Without image columns, images aren't checked (the page says so).



Listing detail: issues and score breakdown

6 **AI rewrite (optional, not run for this guide).** Generate improved listing drafts a new title, bullets and description from the listing's own data. The page notes the listing text is sent to AD when you click it and shown your monthly AI allowance.



Live results: `listwise-sample-walmart.csv` **(Walmart rules by default, since the headers don't name a marketplace)**

SKU	TITLE	SCORE ESTIMATE	LABEL	ISSUES	HEALTH RISK
DEMO-003	Water Bottle	18	Needs work	3 errors, 2 warnings	High risk
DEMO-004	BEST #1 WIRELESS EARBUDS!!! FREE SHIPPING - LIMITED TIME…	48	Needs work	2 errors, 9 warnings, 1 tip	High risk
DEMO-007	Yoga Mat Yoga Mat Exercise Mat Yoga Mat Non Slip Yoga Ma…	66	Fair	7 warnings	Medium risk
DEMO-008	Ceramic Coffee Mug 12 oz Microwave and Dishwasher Safe M…	67	Fair	3 errors, 2 warnings, 1 tip	Medium risk
DEMO-009	Heated Demo Magnetic Knee Brace Compression Sleeve for…	78	Fair	1 errors, 1 warning, 1 high-risk tip	Medium risk
DEMO-006	Zipwell Demo Fast Charging USB-C Cable 6ft	79	Fair	1 errors, 1 warning, 2 high-risk tips	High risk
DEMO-011	★★ Glowwell Demo™ Scented Candle 8 Lavender ★★ Soy Ble…	83	Good	1 warning, 2 tips	Medium risk
DEMO-002	Sampleton Bamboo Cutting Board Set of 3 with Juice Groov…	87	Good	2 warnings	Medium risk
DEMO-010	Lumiwell Demo LED Desk Lamp with USB Charging Port, Ad…	88	Good	1 warning, 1 tip	Healthy
DEMO-012	Trailmark Demo Hiking Backpack 40L Water Resistant Depa…	96	Good	1 warning, 1 tip	Healthy
DEMO-001	Brightwell Demo Stainless Steel Insulated Water Bottle 3…	100	Good	Clean	Healthy

Live results: `listwise-sample-amazon.csv` **(Amazon rules, detected)**

SKU	TITLE	SCORE ESTIMATE	LABEL	ISSUES	HEALTH RISK
BW-ABZ-002	BEST Water Bottle #1	15	Needs work	5 errors, 5 warnings	High risk
BW-ABZ-001	Brightwell Demo Stainless Steel Insulated Water Bottle 3…	91	Good	1 error	Medium risk

First issues for `DEMO-004`

- **Error** Possible policy risk — unsubstantiated superlative/guarantee claim: "best", "#1", "guaranteed", "lowest price", "guarantee" in title, bullets and description. Remove it unless you can document the claim.
- **Error** Possible policy risk — promotional text: "free shipping", "limited time", "sale", "buy now", "save 50" in title, bullets and description. Pricing, shipping and promo language belongs in Walmart's promo tools, not in content.
- **Warning** Brand "Soundwell Demo" doesn't appear in the title. Start the title with the brand name.
- **Warning** Bullet 1 is very short (23 chars): "BEST SOUND QUALITY EVER". Say what the feature is and why it matters.

Labels follow the site's bands (Good ≥ 80, Fair 60–79, Needs work < 60). Health risk is the highest-risk issue shown on the dashboard.

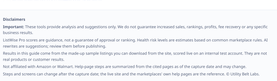
5 How to read the results

ITEM	WHAT IT MEANS
Score 0–100 ESTIMATE	Rules-based (deterministic) and marketplace-specific: the rule set used is labelled. **Good** ≥ 80, **Fair** 60–79, **Needs work** < 60.
Issues	Each one is an **error**, **warning** or **info** with the field and what to change. Errors cost the most points.
Health risk	Highest suppression / unpublish risk found in your file: **high**, **medium**, **low** or none. Each item has a plain-English impact and fix, and a "Fixed" checkbox with notes so you can track progress.
AI rewrite	Suggested text only, labelled AI generated. Review it before publishing. The prompt tells the model not to invent facts.

6 Tips and limits

- Scores are guidance, not a guarantee of Walmart or Amazon approval or ranking.
- Health checks work from the data you upload; live suppressed-status detection needs marketplace API access (coming later).
- Free plan: up to 3 listings. Uploads are capped at 500 rows each.
- AI rewrites send that listing's text to the AI provider (xAI) when you ask for one.
- The interface is in English; non-US Amazon stores get local notes (language, spelling, units).

7 Pricing



Prices are in US dollars and billed in USD whichever marketplace you sell on; they exclude any applicable tax. Cancel anytime from the billing portal. Prices as shown on Oct 29, 2026.

8 Sources

[A1] Amazon Seller Central Help — Download an inventory report
[A2] Walmart Marketplace Learn — Catalog report: Overview
[A3] Walmart Marketplace Learn/Canada — The Manage Items Dashboard
[W1] Walmart Marketplace Learn — Reports: Overview

Disclaimers

Important: These tools provide analysis and suggestions only. We do not guarantee increased sales, rankings, profits, fee recovery or any specific business results.

ListWise Pro scores are guidance, not a guarantee of approval or ranking. Health risk levels are estimates based on common marketplace rules. AI rewrites are suggestions; review them before publishing.

Health checks in this guide come from synthetic sample data you download from the site, scored live on an internal test account. They are not real products or customer records.

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Steps and screens can change after the capture date; the live site and the marketplaces' own help pages are the reference. © Utility Belt Labs.