Walmart SOP: Create a Single Item in Walmart Manually (Seller Fulfilled Type)

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> ℹ️ **Who is this for?** For individuals who want to create new listings on their Walmart Seller Central account.

> ✅ **Objective:** Successfully create a listing in Walmart manually and know all the required attributes to be able to create the listing.

Required Attributes:

- SKU

- Product ID (only UPC, EAN, GTIN, ISBN are allowed)

- Product ID Type

- Product Name

- Description (not required but good to have)

- Key Product Features (not required but good to have)

- Brand

- Selling Price

- Main Image URL

- Secondary Images (not required but good to have)

- Package Weight (lbs) if in a different weight unit please convert lbs.

- Restriction Type (this attribute is category specific)

Instructions:
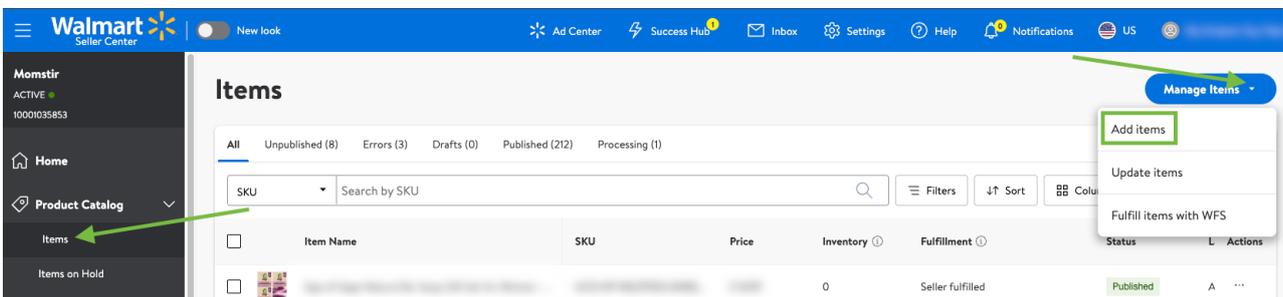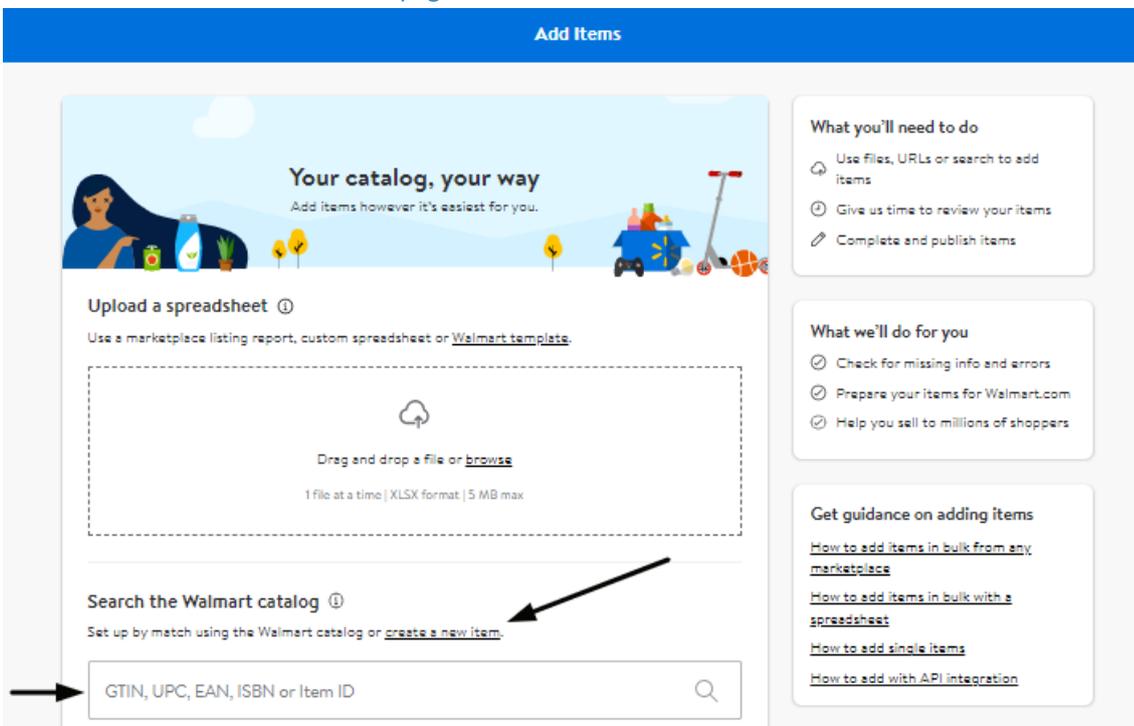
1. Log in to Walmart seller central account. Go to https://seller.walmart.com/

2. Go to **"Items"** under the Product Catalog. And click the drop down arrow in the upper right corner then click on **"Add Items"**.

3. You will be redirected to the Add page. Click the **"create a new item"** link.

4. Choose the most appropriate category for the product. Enter the Item identifier (Product ID), Fulfillment, and Item Name.

5. Once the mentioned attributes are supplied, complete the required information in **ITEM CONTENT, IMAGERY & MEDIA**, and **OFFER** sections.

- **ITEM CONTENT**: SKU, Product Description, Brand. Supply key features if the listing has.

- Key features or bullet points.

- **IMAGERY** AND **MEDIA**: Here you have the option to select the images from your device or import images by URL.

- **OFFER:** Restriction Type (other categories do not require this field), Selling Price, and Shipping Weight (lbs).

6. Double check the information and once complete click the submit changes button. A feed ID will be generated.

7. Click the **Activity Feed** under **Product Catalog** to monitor the upload and see if the new listing is successfully processed or if there is an error.

8. To verify if you have successfully created the listings. Go to **Items** under the **Product Catalog**, you should be able to see the new listings in this section in 5-10 minutes. Visit the product detail page to confirm if all information is correctly showing on the PDP. Hover the mouse over the listing and click **View**.