

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

08/29/2024 11:14 am CDT

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



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/>



Welcome!

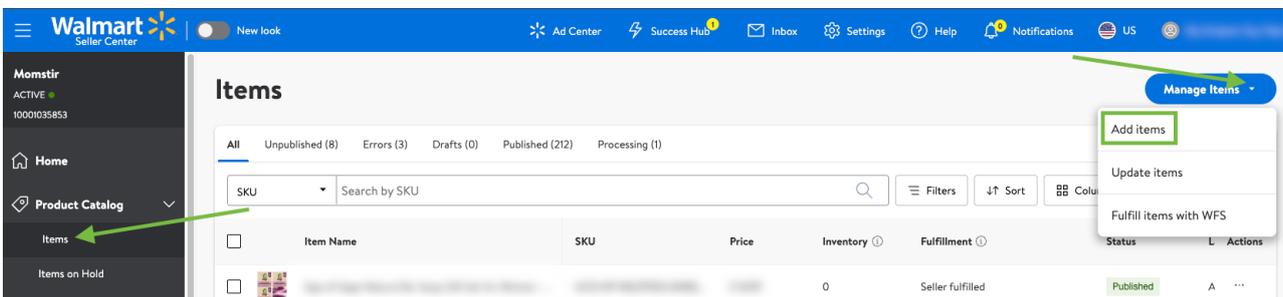
Email or User ID

Password

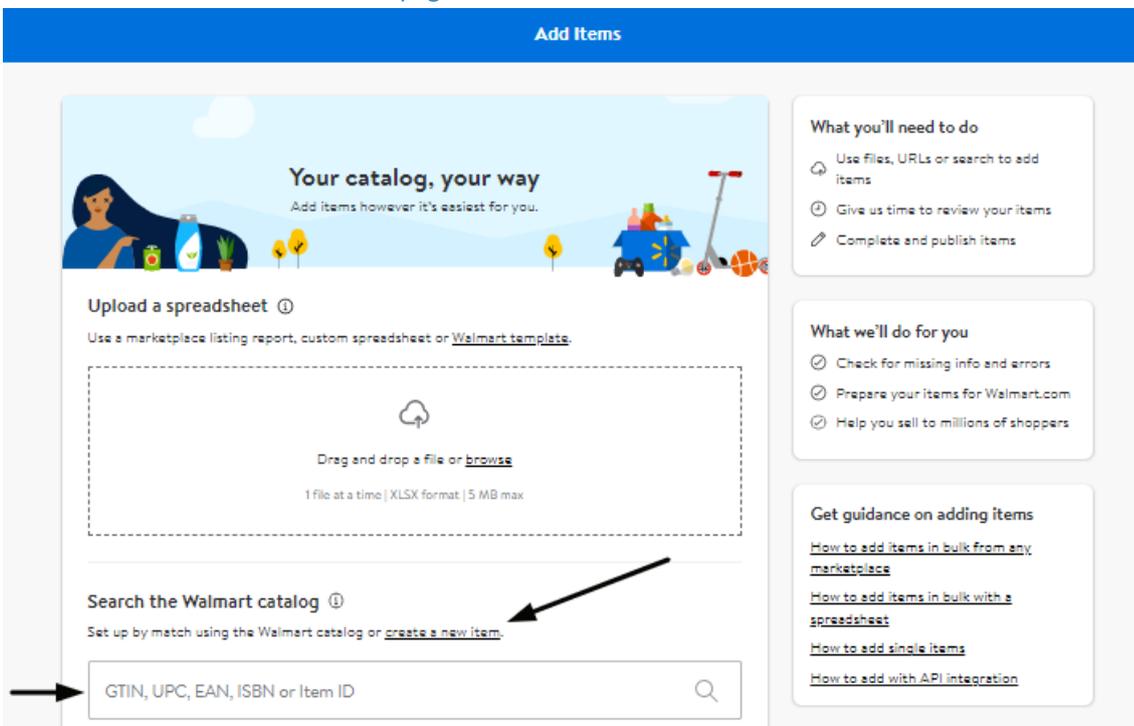
LOG IN

[Forgot your Password?](#)

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.

Item Identifier * Fulfillment * Category *

Select Seller Fulfilled Select Category

Item Name *

ITEM CONTENT IMAGERY AND MEDIA OFFER

The info shown here reflects the content displayed on Walmart.com. Your content edits may not be approved and are at the discretion of Walmart.com.

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.

Item Identifier * Fulfillment *

UPC 76 656 Seller Fulfilled

Item Name *

Iding

ITEM CONTENT IMAGERY AND MEDIA OFFER

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Required

SKU *

St

Example ▶

Site Description *

[Placeholder text for site description]

Example ▶

Brand *

[Placeholder text for brand]

Example ▶

- Key features or bullet points.

Key Features + Add

Normal B I

[Text area for key features]

Example ▶

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

Item Identifier * UPC: 70 [REDACTED] Fulfillment * Seller Fulfilled Category * Vehicle Parts & Accessories

Item Name * S

ITEM CONTENT IMAGERY AND MEDIA OFFER

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Add Images

Select Images

Import images by URL

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

Item Identifier * UPC: 70 [REDACTED] **Stock Offer** Fulfillment * Seller Fulfilled Category * Vehicle Part

Item Name * S

ITEM CONTENT IMAGERY AND MEDIA OFFER

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Sale Restrictions *

Restriction Type * None

States *

Example *

ZIP Codes *

Example *

Selling Price * 27.62

Example *

Shipping Weight (lbs) * 1

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

Item Edit

Item Name * SchKIDules Visual Schedules 93Pc Home Collection Magnet Set - Learning Toys for Kids

Item Identifier * GTIN 00088057066651 Category * Toys

ITEM CONTENT IMAGERY AND MEDIA OFFER

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SKU * RET-HOMEC

Example *

Listing Quality Coach

Attributes with issues

Cancel **Submit changes** Feedback QUICK HELP

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.

Walmart Fulfillment Services (WFS) is the cost-effective solution for your end-to-end fulfillment. Ship and store your inventory with no minimums or maximums!

Ship with WFS

Grow your business

- Maximize campaign performance: Join Walmart Connect Academy to access eCourses and trainings. [Learn more](#)
- Walmart cash advances: Easily receive funds that can help you seize growth opportunities. [See how it works](#)

Activity Feed

Track the status of your item setup and maintenance activity.

Search [] Type to select feed type [] Last updated 28 minutes ago []

FEED ID	FEED TYPE	FULFILLMENT	DATE & TIME	STATUS	SUBMITTED	PROCESSED	PENDING	ERRORS	ERROR REPORT
334A902688594789BAFDC97423E91D33...	Item Maintenance	Seller/Walmart Fulfilled	Mar 01, 2022 06:39:37 PM	Processed	1	1	0	-	
6588FF6CFD3148E98438E11450F86271...	Item Maintenance	Seller/Walmart Fulfilled	Mar 01, 2022 05:42:35 PM	Processed	1	0	0	1	View Download
834A2DA9A98843D89C9F5233BF88C202...	Item Setup	Seller Fulfilled	Feb 28, 2022 09:23:21 PM	Processed	1	1	0	-	
04A48F9330AF4E33AD4E84F68D65E9D3...	Item Setup	Seller Fulfilled	Feb 28, 2022 08:21:39 PM	Processed	1	1	0	-	
043AC2903C234750B6335F0B83F27559...	Item Maintenance	Seller/Walmart Fulfilled	Feb 23, 2022 10:18:30 PM	Processed	1	1	0	-	
A08C70E3008B4C8AB52A3971494D54CF...	Item Maintenance	Seller/Walmart Fulfilled	Feb 23, 2022 02:27:23 AM	Processed	2	1	0	1	View Download

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**.

IMAGE	ITEM DETAILS	NUMBER OF REVIEWS	ITEM ID	PRODUCT ID	NUMBER OF LISTINGS	GTIN
	...nd Gray Lava Inlaid Titaniu... SKU: T View all variants	0	684	'9WE	1	08E
	...inish Flat Men's ... SKU: T View all variants	0	921	ISCSFA	1	08E
	...k Titanium Men's ... SKU: T View all variants	0	315	E3R8	1	08E
	...omed Polished Finish Black Titani... SKU: T View all variants	0	2427	206	1	08E
	...n Inlaid Brushed Fi... SKU: TE View all variants	0	5462	W4J	1	08E