# Ready Products for Posting

04/30/2025 3:20 pm CDT

## Overview

Sellercloud enables you to effortlessly post your listings on different sales channels. Each channel typically has its own set of minimum requirements for posting products. Make sure to set up these requirements to get your products **ready for posting**.

Whether you're preparing items one by one or in bulk, Sellercloud provides a structured and efficient way to manage your product information across various channels.

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## Enable and Disable Products

Once you complete your Channel integration with Sellercloud, you can start preparing the products you intend to list. You must ensure that your products are **Enabled** for the targeted **Channels** and ready to post, as per the channel-specific requirements, before you can launch them.

To **Enable** a product for a specific Channel, you need to:

1. Navigate to your **Catalog** > **Manage Catalog** and open the product that you wish to list.

2. From the product's **Toolbox** select the desired Channel > **General Settings**.

3. Click on **Edit** and check the Channel **Enabled** box in the **General** panel.

4. Click **Save**.
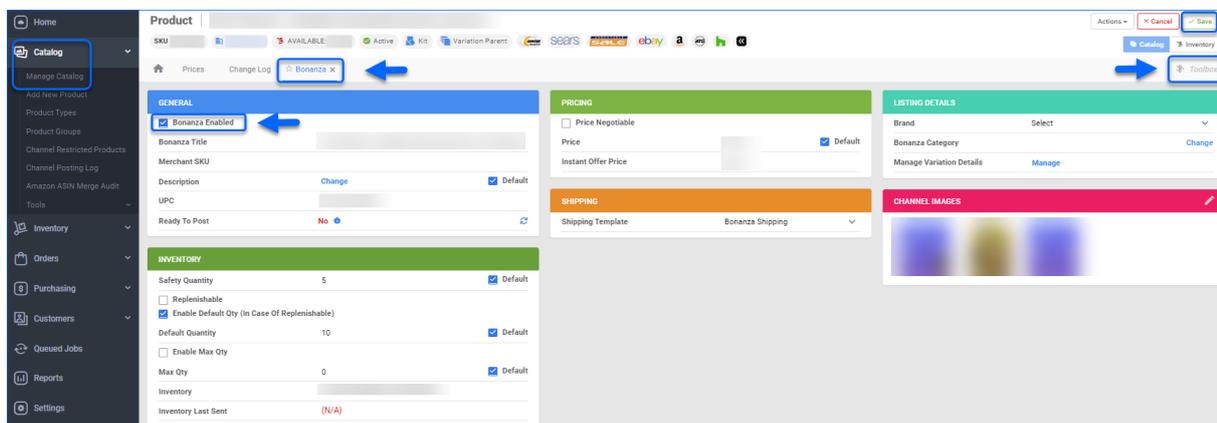


Once your product is **Enabled** for a specific Channel, Sellercloud will send automatic inventory and/or price updates to that Marketplace. Some channels might have additional requirements to accept the update.

To **Disable** a product, you can simply uncheck the Channel **Enabled** box and **Save** your change.

Alternatively, you can **Enable**/**Disable** multiple products for several Channels simultaneously:

1. Navigate to **Catalog** > **Manage Catalog** and select the required products.

2. From the **Action** menu, choose **Enable/Disable for Channel**.

3. Check all required Channels and select the needed action – **Enable** or **Disable**.

4. Click **Update**.
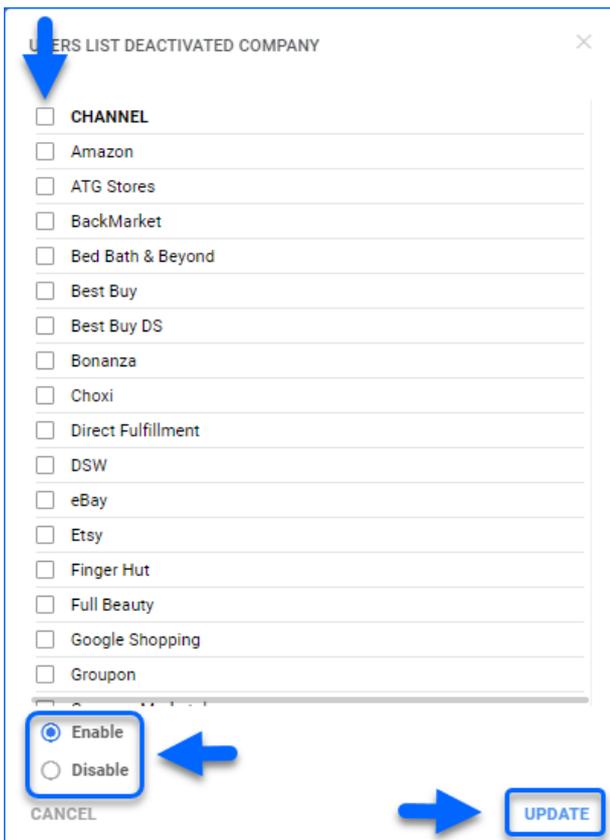


A Queued Job is created and when completed, your products will be updated according to the selected action.

# Ready Products for Posting

You can ready products for posting individually or in bulk.

## Individually

Before preparing a product for posting, Sellercloud provides you with the option to see whether a product is already prepared for posting or not.

1. Go to **Catalog** > **Manage Catalog** > Select a **Product**.

2. **Toolbox** > **Channel** > **Channel Properties** (e.g. **eBay Properties**).

3. Navigate to the **General panel**, and hover over the i icon in the **Ready to Post** field to see the missing information for the product.

4. Add the required missing information.

5. To confirm the product is ready to be posted, select the action **Refresh Ready to Post** status.
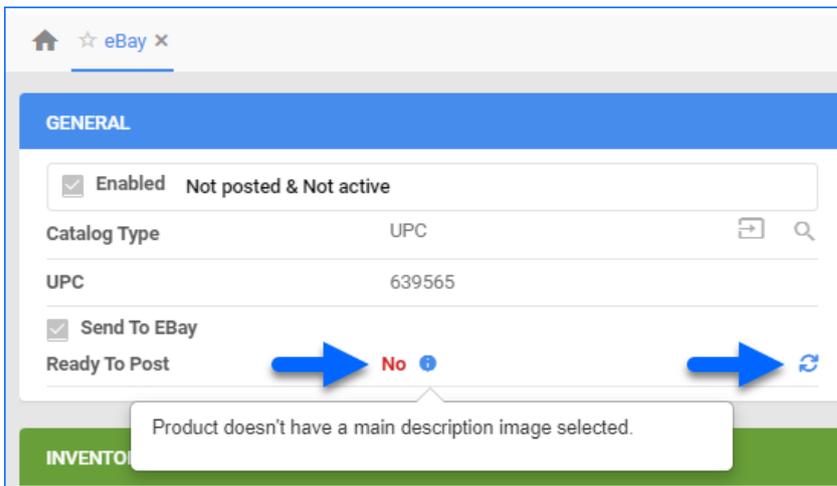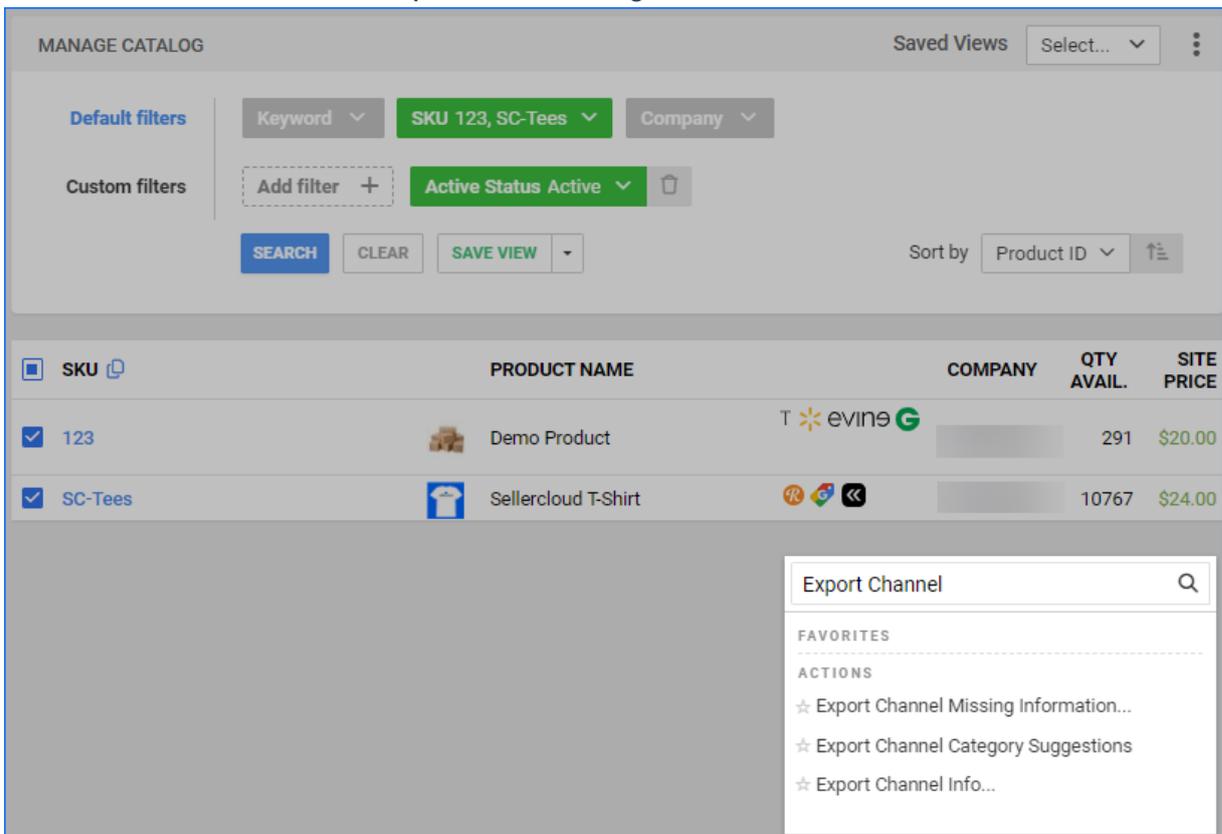
## In Bulk

You can prepare products for posting in bulk by exporting the missing information for each channel and updating it using a file import.
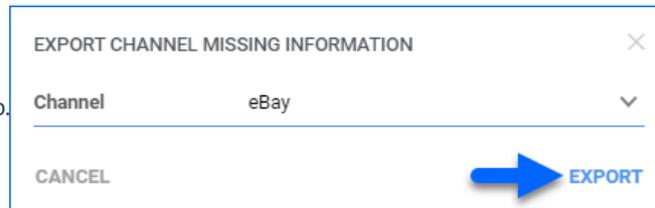
To export the products' channel missing information:

1. Go to **Catalog** > **Manage Catalog** > Select your **Products**.

2. Access the **Actions** menu and select **Export Channel Missing Information**.
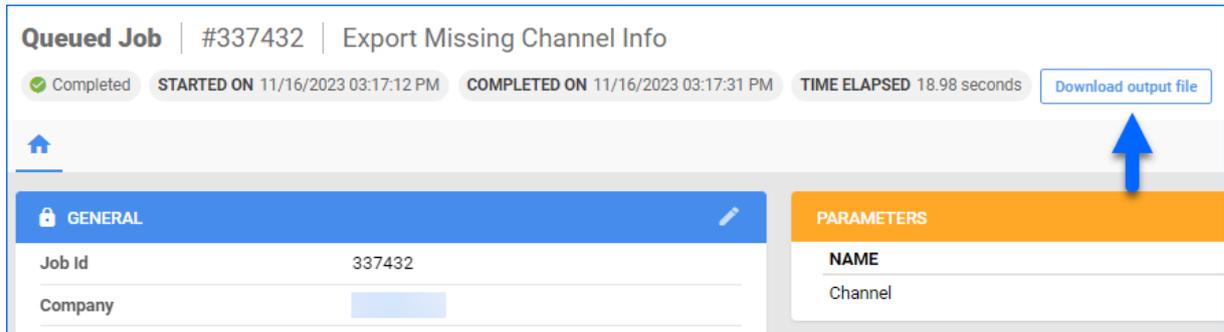


3. Choose a **Channel**.

4. Click **Export** to generate the queued job.



EXPORT CHANNEL MISSING INFORMATION ✕

Channel          eBay                    ˅

CANCEL                                   **EXPORT**

5. Click on the job link to monitor its progress.

6. On the **Queued Job**, click **Download Output file** when the job is completed.



**Queued Job** | #337432 | Export Missing Channel Info

✓ Completed   **STARTED ON** 11/16/2023 03:17:12 PM   **COMPLETED ON** 11/16/2023 03:17:31 PM   **TIME ELAPSED** 18.98 seconds   Download output file

🔒 **GENERAL**                                          **PARAMETERS**

Job Id          337432                                  **NAME**

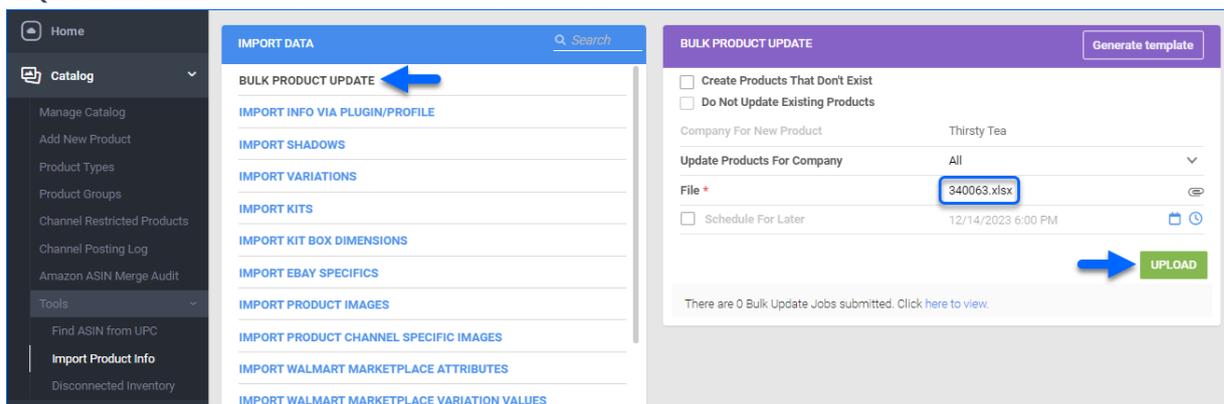Company                                                 Channel

7. Open the file and populate the missing information, then save the file.

If some of the items are already prepared for the channel, they won't be in the output file. If all items are ready, there won'
be an output file.

To import the channel missing information:

1. Go to **Catalog** > **Tools** > **Import Product Info**.

2. Select **Bulk Product Update**.

3. Click on File and upload the saved file.

4. Click **Upload**.

5. A **Queued Job** is scheduled. Click on the link to monitor it



The bulk update option may not cover all of the missing information. Certain details, such as **product images**, **channel attributes**, **eBay item specifics**, and **Shopify Metafields**, must be added manually or through alternative options on the **Import Product Info** page.

Refer to the table below that outlines some of the most common channel specifications.

**CHANNEL**                        **LISTING SPECIFICATIONS**

| | |
|---|---|
| **Amazon** | To enable Sellercloud to automatically update Amazon listings prices, the **AmazonPricesUpdateService** must be installed on your server, and the Amazon setting **Allow Price Update (Regular)** must be enabled.

When searching for **Posted** and **Active** Amazon products in Sellercloud, the search results return SKUs that are on the **Amazon Active Listing Report**. Sellercloud periodically runs a service that looks at products on the reports and marks them as Posted and Active, etc. Therefore, you may have products that have been recently posted but will not be included in the **Posted and Active** search results.

When you edit Amazon listings in bulk from the **Manage Catalog** page, you can use different **Update** actions, depending on the result that you are looking to achieve (for example to **Update Inventory on Channel**, **Update Prices on Channel**, etc.).

When posting/changing Amazon listings, you can use different actions to achieve different results – **Post Product on Amazon**, **Post Product to Amazon (Existing Catalog)**, or **Post Product to Amazon (Partial Update)**. Amazon listing management article provides more information on the topic. |
| **Bonanza** | You can use a Description Template for this channel, which you can reutilize to send consistent information across different channels listings. You can also create ready-to-use templates for different types of products, or for different seasons to showcase seasonal information.

A **Bonanza Category** is required to post a listing on Bonanza. You can choose a **Bonanza Category** from the various available options, based on your product's specific features. |
| **eBay** | Sellercloud **eBay Listing Manager** allows you to create a listing, verify the item and post it on eBay. To access this feature, navigate to your product's **Toolbox** and select **eBay Listing Manager**.

You can use a Description Template for this channel, which you can reutilize to send consistent information across different channels listings. You can also create ready-to-use templates for different types of products, or for different seasons to showcase seasonal information. |
| **Google Shopping** | You should first create product listings on the Google Merchant Center platform and optimize them to appear in relevant search results. When a user clicks on a product listing, they are directed to your website.

To post products on Google Shopping, uncheck the **Require Link for Product Posting** in your Google Shopping General Settings.

Learn in detail how to sell on Google Shopping. |
| **NewEgg.com** | Take into consideration the following NewEgg **Client Settings**:

  - **NewEgg.com Force Send MAP Price** – MAP Price is the Minimum Advertised Price set by the manufacturer for all resellers, which is a NewEgg.com requirement that all resellers should adhere to when advertising products. When enabled, the setting forces Sellercloud to send product Minimum Advertised Price when listing products on NewEgg.com.
- **Post Minimum Product info on NewEgg.com** – Allows you to establish a minimum amount of information required before a product can be listed on NewEgg.com. This setting ensures that the user has entered all the necessary information for the product before it is posted to the marketplace. |

| | |
|---|---|
| **Overstock** | Sellercloud doesn't send automatic price updates to Overstock. Prices need to be approved by Overstock. You can submit the price that you are willing to sell it for to Overstock, but ultimately they control the prices displayed to the end consumer.<br><br>To update listings available quantity, select **Revise Inventory** from the Action Menu on the product's **Overstock Properties** Page. You can also update other existing listing details from the Action **Post Product**. |
| **Target** | You must first create the listings on Target.com before you can manage and update them through Sellercloud.<br><br>Pricing changes must be negotiated with a Target representative. Currently, no option exists to update pricing in inventory feeds. The Initial Retail field on the product's Target Properties page is only for reference.<br><br>You **must** configure the following channel-specific product attributes on the Target properties page for the product to be included in the inventory feed:<br><ul><li>Target Web Tool ID</li><li>Target Initial Cost</li></ul> |
| **Walmart Marketplace** | Walmart Marketplace limits the Product Add and Update Inventory for single items to 10 items per hour.<br><br>The image URL cannot have "https" in the URL or will fail to post; it must be "http." You can adjust this on the Image Hosting Settings page. The image file size cannot exceed 1MB.<br><br>Walmart Marketplace Attributes should be configured before a product listing can be posted on Walmart Marketplace. |

You can find detailed information on posting requirements in each channel listing management article.

## Launch Channel Listings

Once your products are prepared for posting, you can initiate the launch process on your selected channel. Ensure that your account for that channel is integrated into Sellercloud beforehand.
For more information on the execution of individual and bulk channel-specific posting actions, refer to our Launch Channel Listings article.

To **Enable** a product for a specific Channel, you need to:

1. Navigate to your **Inventory** > **Manage Inventory** and open the product that you wish to list.

2. From the product's **Toolbox** select the desired Channel.

3. Check the Channel **Enabled** box.

4. Click **Save**.
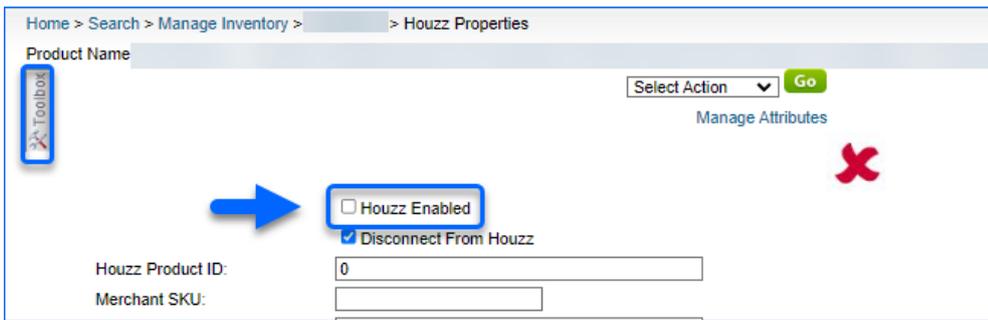
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Alternatively, you can **Enable**/**Disable** multiple products for several Channels simultaneously:

1. Navigate to **Inventory** > **Manage Inventory** and select the required products.

2. From the **Select Action** menu, choose **Enable/Disable for Channel**.

3. Check all required Channels and select the needed action – **Enable** or **Disable**.

4. Click **Continue**.
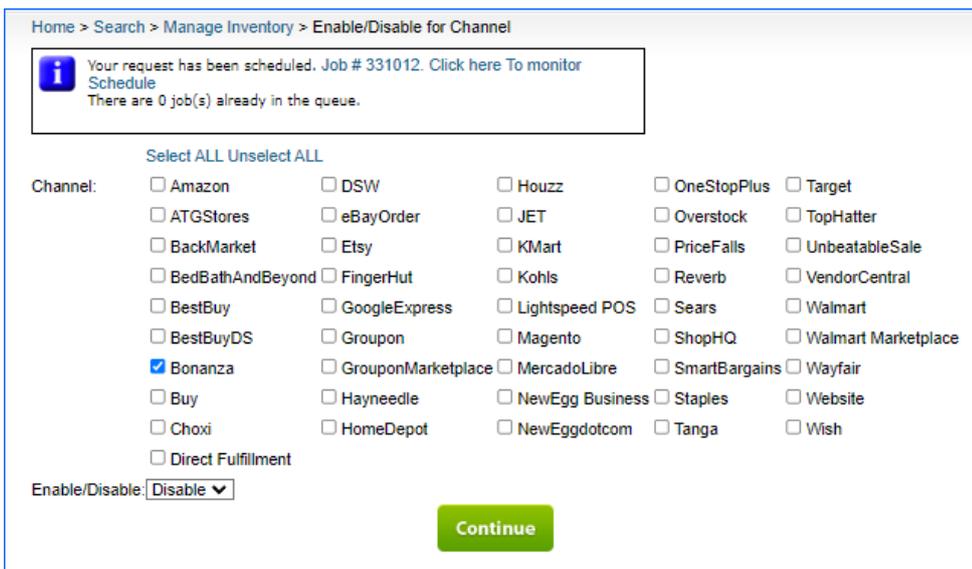


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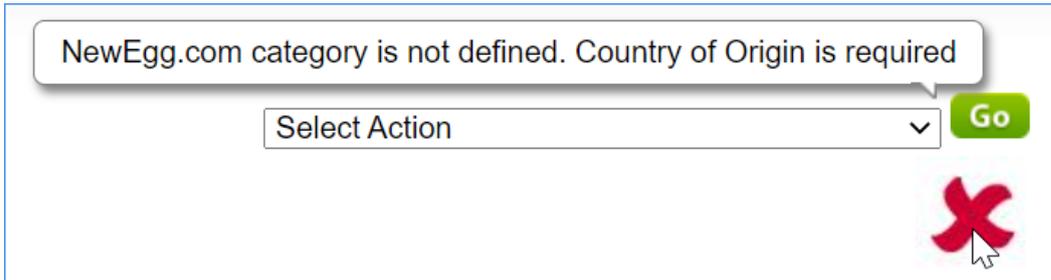
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1. Go to **Inventory** > **Manage Inventory** > Select a product > **Toolbox** > **Channel Properties** (e.g. **eBay Properties**).

2. Hover over the **Red X** icon at the top-right corner to see the missing information for the product.

3. You can then manually add the missing information for the product. This will make it ready for posting.
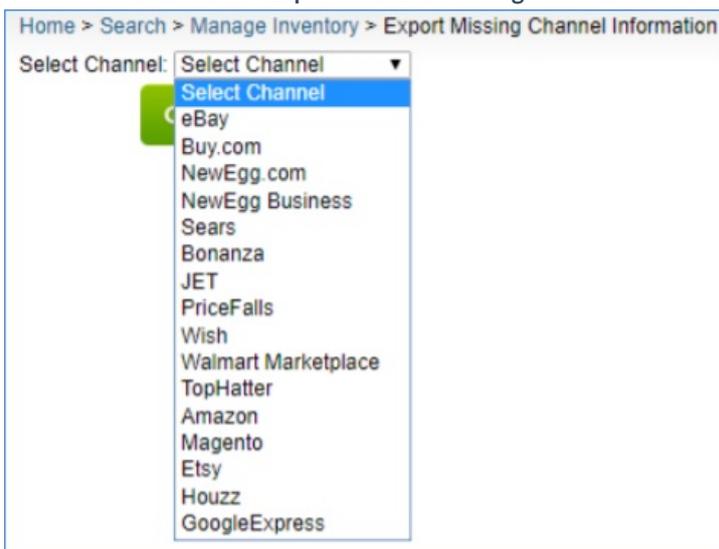


## In Bulk

You can prepare products for posting in bulk by exporting the missing information for each channel and updating it using a file import.

To export the products' channel missing information:

1. Select any number of products from the **Manage Inventory** page.

2. Access the **Action** icon > **Export Channel Missing Information** and choose a Channel.



3. Click **Continue** to generate the queued job. Click on the link to monitor the progress and access the output file.

4. Open the file and populate the missing information

5. Save the file.

If some of the items are already prepared for the channel, they won't be in the output file. If all items are ready, there won't be an output file.

To **import** the products' channel missing information:

1. Open **Bulk Update Products** under the **Inventory** tab.
2. Select the file and the file type.
3. Click **Submit**.
The bulk update option may not cover all of the missing information. Certain details, such as **product images**, **channel**

**attributes**, **eBay item specifics**, and **Shopify Metafields**, must be added manually or through alternative options on the **Import Product Info** page.

Refer to the table below that outlines some of the most common channel specifications.

| CHANNEL | LISTING SPECIFICATIONS |
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| | To enable Sellercloud to automatically update Amazon listings prices, the **AmazonPricesUpdateService** must be installed on your server, and the Amazon setting **Allow Price Update (Regular)** must be enabled. |
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