



Need help to Add a Single Item?

Got a question? No problem. Open a support case by clicking the button below. **We're here to help!**

[Seller Help](#)

How to Add a Single Item

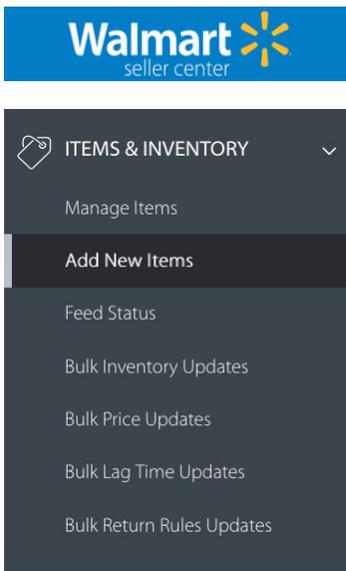
This guide shows how to add a single item in Seller Center. If you need help with editing an existing item, see [Make Item Content Updates in Seller Center](#).



TIP The **Add Single Item** method is great for small catalogs and adding new items quickly to your assortment. For larger catalogs, please use [Setup by Match \(Bulk Upload\)](#).

Step-by-Step Instructions

1 Navigate to “Add New Items” under “Items & Inventory”



Let's do this!
Instructions continue on the next page.



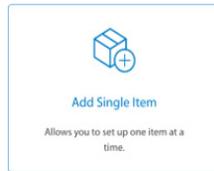
Step-by-Step Instructions

2 Click “Add New Item” on the Manage Items page

Manage Items  [+ Add New Item](#)

Filter your items, make quick updates or download your entire catalog into an Excel template.

Or you can click

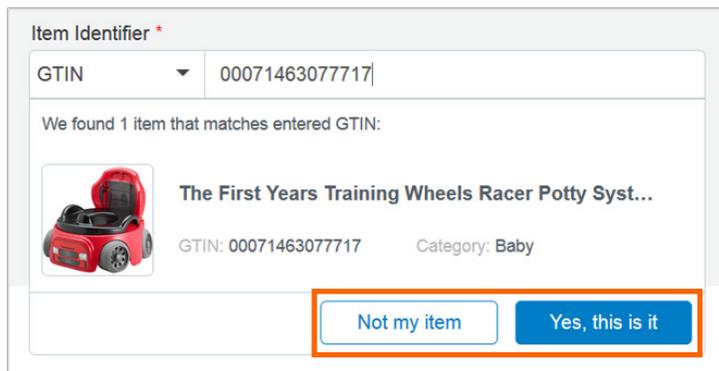
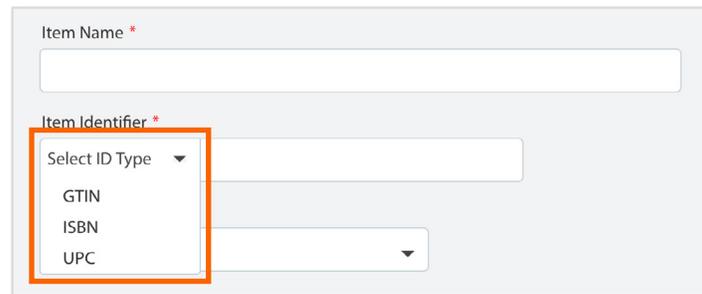


3 Input the Item Name and Item Identifier

Provide the Item Identifier (GTIN, ISBN or UPC). Press enter and our system will check to see if the item has been set up by another Seller or Supplier.

Match your item? Click “Yes, this is it.” All the required attributes will auto-populate.

Not a match? Click “Not my item.” More about this on the next page.



Step-by-Step Instructions

3 Input the Item Name and Item Identifier (Continued)

For items that DON'T match, complete the required fields: Item Name and Category. More required fields will appear after you've selected a category.

Not sure which category to select? Read [How to Select the Best Category for an Item](#).

Next, fill in the Required Content Attributes for this item: SKU, Description, and Brand.

Onward and upward!
Let's keep the ball rolling.



Step-by-Step Instructions

4 Fill out the Recommended Content Attributes

This will help your customers find your items faster. For best practices see: [SEO Best Practices for Item Descriptions](#).

Hover over the blue circle icon to view a field's definition.

The screenshot shows a 'Key Features' form with three input fields: 'Normal text', 'Multipack Quantity', and 'Count Per Pack'. Each field has a blue information icon (i) to its right. A tooltip is displayed over the 'Multipack Quantity' icon, containing the following text: "The number of identical, individually packaged-for-sale items. If an item does not contain other items, does not contain identical items, or if the items contained within cannot be sold individually, the value for this attribute should be '1.'" Examples: (1) A single bottle of 50 pills has a "Multipack Quantity" of "1." (2) A package containing two identical bottles of 50 pills has a "Multipack Quantity" of 2. (3) A 6-pack of soda labelled for individual sale connected by plastic rings has a "Multipack Quantity" of "6." (4) A 6-pack of soda in a box whose cans are not marked for individual sale has a "Multipack Quantity" of "1." (5) A gift basket of 5 different items has a "Multipack Quantity" of "1."



Use the + icon to add Key Feature fields (e.g., Nutrients, Fabric Materials, etc.).

The screenshot shows the 'Key Features' form with the text "No-itch tag-less collar" entered in the 'Normal text' field. To the right of the form is a blue information icon (i) and a plus icon (+). A red downward arrow points to the plus icon.

5 Add Images to your Item

Click on the **Images & Media tab**. Click on **Add Images** and click **“Select Image Files”** from the drop-down. We host uploaded images on our servers. If your images are published elsewhere, select **“Import Images by URL.”**

Make sure your images follow our guidelines!

Item Image Guidelines

The screenshot shows the 'Add Images' dropdown menu with three options: 'Add Images', 'Select Image Files', and 'Import Images by URL'. Below the dropdown is a table header with four columns: 'Image', 'Details', 'Asset Type', and 'Actions'.

Step-by-Step Instructions

5 Add Images to your Item (Continued)

To choose what image appears first on the Item Page and in search, click on **“Set as primary”** under the **Actions** column.

You can change image order under the **Rank** column. The Primary Image will not be ranked, so the second image would be #1, the third image would be #2, and so on.

Rank	Image	Details	Asset Type	Actions
1		URL: https://i5.walmartimages.com/asr/... Dimensions: 2000px x 2000px Type: image/jpeg	Product Image	Set as primary Mark as deleted
		URL: https://i5.walmartimages.com/asr/... Dimensions: 900px x 900px Type: image/jpeg	Primary Image	Primary Mark as deleted

6 Fill out General Listing Settings & Submit Item

After adding images, click the **“Offer”** tab.

Fill in the **General Listing Settings** fields along with any additional information you want to provide.

Click **“Submit Item”** when you’re finished.



Need help with Product Tax Codes?
See [Current Sales Tax Codes for Walmart Marketplace](#).

You must complete all required fields before submitting!
Allow up to 24 hours for it to appear on Walmart.com.

General Listing Settings ▾

Price * ?

\$

Shipping Weight * ?

lb

Product Tax Code * ?

Minimum Advertised Price ?

\$

Site Start Date ?

Site End Date ?

That’s it!
Thanks for finishing this guide.



Keep on learning, and let's grow your business!

We're here to help you learn more, faster. Click below to find other QuickStart guides, help articles, and contact Partner Support!

[Seller Help](#)



Links from this QuickStart Guide

Seller Help

sellerhelp.walmart.com/seller/s/

How to Add a Single Item Video (Tutorial)

vimeo.com/309500446

Make Item Content Updates in Seller Center

sellerhelp.walmart.com/seller/s/guide?article=000007440

Setup by Match (Bulk Upload)

marketplace.walmart.com/walmart-marketplace-quickstart-item-setup-setup-by-match/

How to Select the Best Category

sellerhelp.walmart.com/seller/s/guide?article=000005984

SEO Best Practices for Item Descriptions

sellerhelp.walmart.com/seller/s/guide?article=000006404

Item Image Guidelines

sellerhelp.walmart.com/seller/s/guide?article=000005824

Current Sales Tax Code for Walmart Marketplace

sellerhelp.walmart.com/seller/s/guide?article=000005968