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.

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”
Step-by-Step Instructions

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

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

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.

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

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!
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.

![Image Table]

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.

That’s it!
Thanks for finishing this guide.
We’re here to help you learn more, faster. Click below to find other QuickStart guides, help articles, and contact Partner Support!

Sold on Walmart Marketplace

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