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Setting up items with Full Item Spec (Bulk Upload)

In this guide, we'll show you how to set up the Full Item Spec spreadsheet. This method requires you have a working knowledge of Excel. **If you'd like to add items directly without using Excel, follow our Add Single Item guide.**

[Add Single Item Guide](#)



Try the **Setup by Match** method first and then follow this guide for items that do not return a match.

[Setup by Match Guide](#)

What's in this guide? (click to jump to page)

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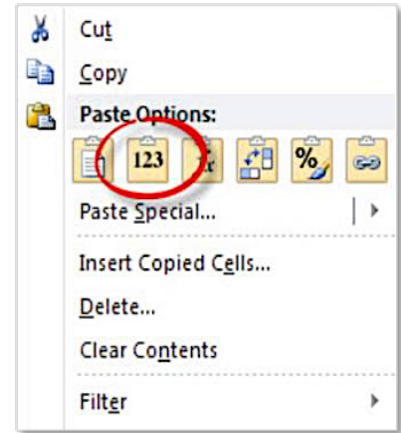
Before you begin, read this first!

- **You cannot use standard copy and paste to enter data!**
If you need to copy data, use Special Paste, and select "Values." If not, Excel may mark the data as invalid.

- **Be careful with SKU and Product ID.**
These are difficult to change later. We do not recommend using EAN. For help updating a product ID or SKU, click the buttons below.

[Updating Product IDs](#)

[Updating SKUs](#)



- Use SEO best practices in descriptions and key features.

[SEO Guidelines](#)

- Need help with Product Tax Codes?

[Current Tax Codes](#)

- **For your Main Image URL, provide a URL to where you're hosting the image.**
If you host images using Walmart's internal SFTP, use this for the URL field: partnerID/dirname/imagefilepathname. It'll mark it as invalid but only because it isn't technically a URL. You'll still be able to upload successfully without any feed errors.
- **Global shipping settings are set up in Seller Center and apply to your entire catalog.**
For help overriding global shipping settings for a specific item, click the button below.

[Create Shipping Overrides](#)

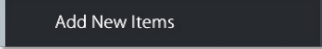

- **In the Compliance section, some attributes may be required, such as: "Prop 65 Warning Required," "Contains Batteries," and "Has Warranty."** For example, if you answer "Yes" to "Has Warranty," then you'll have to provide either Warranty Text or a Warranty URL.
- **For Sellers who have not launched yet, the item will move to "Stage" status.**
If the item is label as "Processing", then it is still being set up in our catalog.

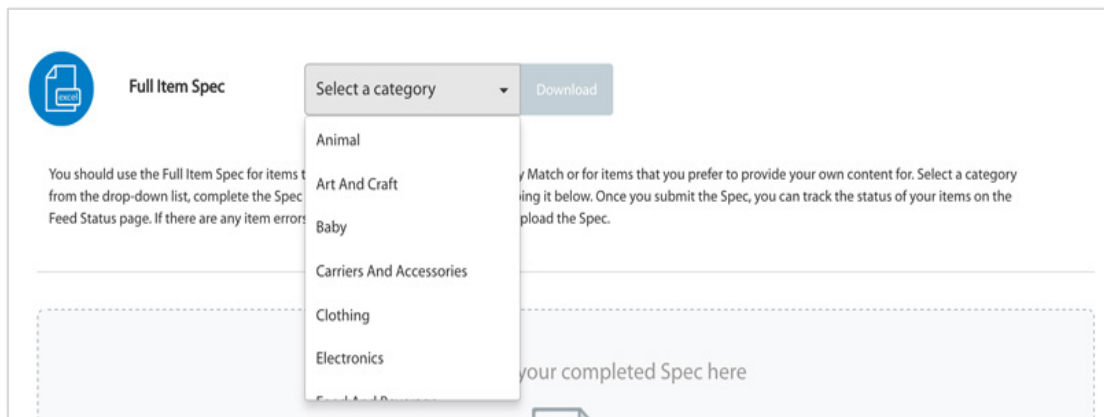
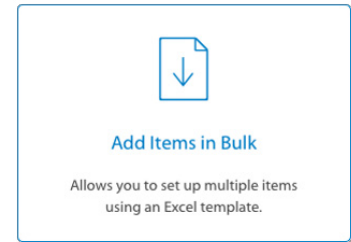
[Stage Status](#)

Step-by-Step Instructions

1 Download the Full Item Spec spreadsheet

First, download the “Full Item Spec” sheet associated with the category of your products.

1. Log in to **Seller Center**
2. Click **Add New Items** 
3. Click on the **Add Items in Bulk** button 
4. Click on the drop-down menu titled **Select a Category**
5. **Select the category** for the Spec you want to download
6. Click the **Download** button



Keep going!
Next, learn how to open the file correctly.

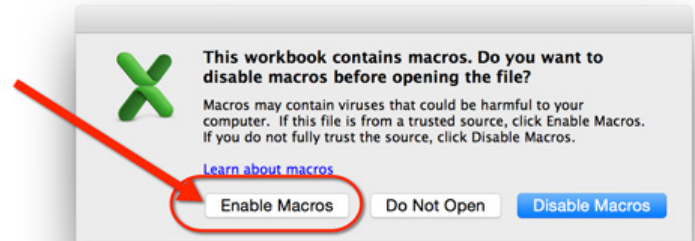
Step-by-Step Instructions (continued)

2 Open the Full Item Spec spreadsheet



You must enable macros when you open the Full Item Spec in Excel. If you try to save the spreadsheet and any required fields have been left empty, the macros will trigger an alert and highlight the fields in red.

1. Open the Spec in Excel (it will inform you that the workbook contains macros)
2. Click on the **Enable Macros** button
3. Read the **Instructions** tab



3 Set the subcategory for your items

Unsure of which subcategory to select?

Click the button to the right and refer to the subcategory section.

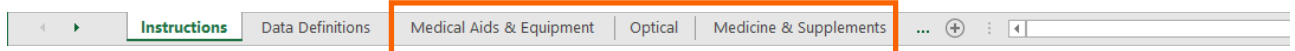
Selecting the Best Category

Walmart 			
Selecting Categories & Subcategories			
Category	Subcategory	Include	Exclude
Animal	Animal Other	Pet, equestrian, livestock and animal products. Animal housing and carriers, including animal strollers.	No equestrian riding gear, no professional veterinary supplies.
	Animal Accessories	Animal toys, pet wearables/clothing, collars (including dog training collars), leashes, crate	No animal housing, no animal carriers.

TIP

Where can I find subcategories?

Easy! You can find related subcategories (if any) as the tabs inside the Full Spec spreadsheet.



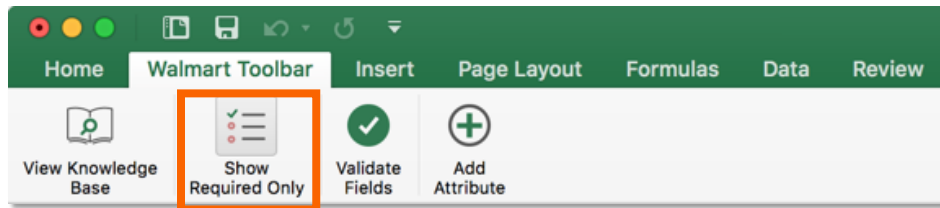
Step-by-Step Instructions (continued)

4 Enable “Show Required Only”

Good news! You only have to complete the required fields.

All universally required fields are in **RED**. There may be some additional required fields (not bolded) depending on the other fields you enter. If so, return to this toolbar and click “Show All Fields” to enter more fields.

If you do not see “Show All Fields” or “Show Required Only,” save and restart Excel.



5 See field examples in row 6

Want to know more about each field? Hover over row 6 in the Full Spec to see examples.

In row 6, you can learn:

- If the field is required, conditionally required or optional
- If you should enter text (abc), a decimal, an integer, etc.
- Character limit

Basic		Add More
		Product Identifiers (productIdentifiers)
SKU	Product Name	This column is validated based on: Required Text Character Limit 200 Example: George Girls' Short-Sleeve Polo; Hanes Men's V-Neck Tees, 3-Pack
sku	productName	

Break time!
The next part is all about the details.



Step-by-Step Instructions (continued)

6 Understand valid data definitions

To make understanding specifics attributes in the Full Spec easier, we've added definitions and example values for each one.

TIP

Under the **Data Definitions** tab, you can search for the definitions of attributes such as:

- Group
- Attribute Name
- Field Name
- Definition
- Example Values
- Valid Values
- Requirement Level

FOR EXAMPLE

Search **"SKU"** to see the field name, definition, and example values.

Group	Attribute Name	Field Name	Definition	Example Values	Valid
Basic-The most common set of attributes to set up an item.	Product Tax Code	ProductTaxCode	This is a seven digit code used in Taxware that enables customers to save money on sales tax based on their state of residence and the properties of the product. To learn how to select the correct code, you may watch this video: https://vimeo.com/164512893	A used college textbook would use the code "2039699".	
	SKU	sku	The string of letters and/or numbers a partner uses to identify the item, also known as the Vendor Stock Number. Walmart includes this value in all communications regarding item information such as orders.	TRVAL28726	
	Product Name	productName	Title of the product to be displayed on the Item Page. The standard form is: Brand + Defining Qualities + Item Name + Pack Count, if applicable.	George Girls' Short-Sleeve Polo; Hanes Men's V-Neck Tees, 3-Pack	
	Product ID Type	productidType	UPC: GTIN-12, the 12-digit number including check-digit. If less than 12-digits, such as UPC-E which is 8-digits, add leading zeros up to 12-digits; GTIN: GTIN-14, the 14-digit number including check-digit. If less than 14-digits add leading zeros up to 14-digits. ISBN: International Standard Book Number, the 10 or 13-digit number including check-digit; EAN: GTIN-13, the 13-digit number including check-digit. If less than 13-digits add leading zeros up to 13-digits.	UPC; GTIN; ISBN; EAN	UPC;
	Product ID	productid	Alphanumeric ID that uniquely identifies the product. Used in conjunction with "Product ID Type". NOTE: For GTIN-14 or UPC, include the check digit.	X12345	

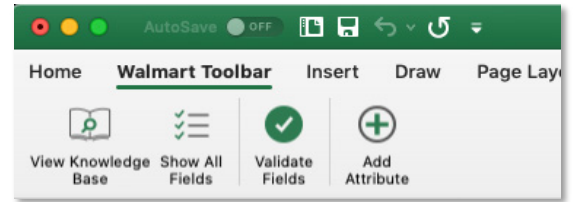
Step-by-Step Instructions (continued)

7 Add additional product images (optional)

If you have more than one image, go to the **Walmart Toolbar** and click **Show All Fields**.

Next, go to an **Image column**, and click the **Add More** button to create new image columns to use for more images.

Image Guidelines



Images	
	+ Add More
Main Image URL	Additional Image URL
mainImageUrl	productSecondaryImageURI
http://www.walmart.co	http://www.walmart.com/

8 Set up a variant group (colors, sizes, etc.)

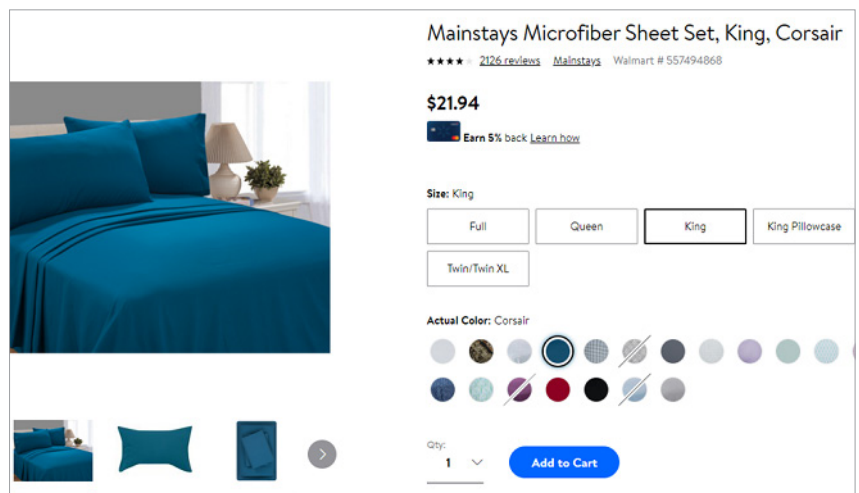
A variant group is a group of individual items that differ by a few attributes such as colors, sizes, etc. **All items in a variant group should be set up as a separate item.**

Variant Groups

FOR EXAMPLE

You have bedsheets that come in 20 colors and 5 sizes.

For this, you'd have 100 rows with each variation defined in a separate row.



Halfway there!
Now it's time to catch any errors.

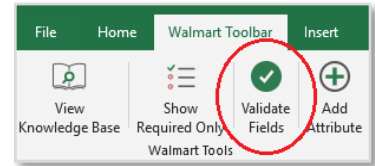


Step-by-Step Instructions (continued)

9 Validate fields

After filling out all the required attributes, click **Validate Fields**

Validations help you catch the most common errors in filling out templates and improve data quality. Keep in mind, they don't verify accuracy and don't find all possible errors.



GREEN = file is ready

RED = file is NOT ready

Go to the Walmart Toolbar and click “Show All Fields.” Scroll to find/fix cells with errors.

Validate	Basic		Discoverability	
			Add More	Add More
	SKU	Product Name	Color	Color Category
	sku	productName	color	colorCategory
	12TEST1	Test Product 2	Sky Blue	Blue
	12TEST2		Magenta	Pink
	12TEST2	Test Product 2	Navy	Navy

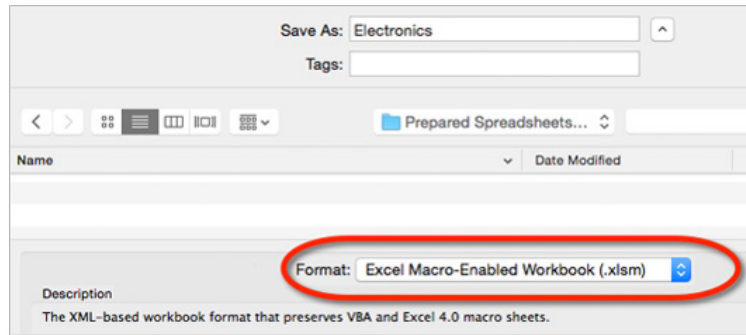
Types of errors

- RED | Required cells are empty**
Every field with a bolded name is required. If all of the fields with bolded names have been filled out, you are missing other required attributes. For example, this will occur if you answer “Yes” in a field like “Contains Batteries.” You’ll be required to enter “Battery Type.”
- GREY | Cell contains invalid data**
Hover on line 6 to see the right data input and rewrite yours to match. For example, price is a decimal, which makes “abc” invalid (correct= 10.00 incorrect = ten).
- BLUE | Sheet contains duplicate SKUs**
Review/rename your SKUs, so they are all unique. Then, rerun the validations. Repeat until you have no errors.

Step-by-Step Instructions (continued)

10 Save validated file

After validating your data, **save the Spec spreadsheet** as either XLSM or XLSX.



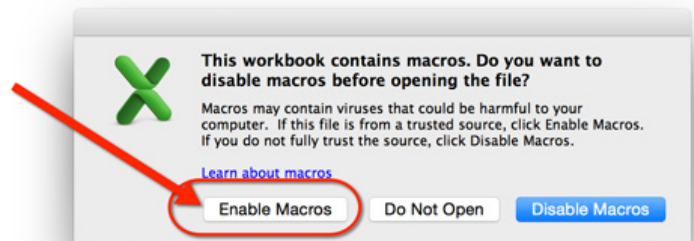
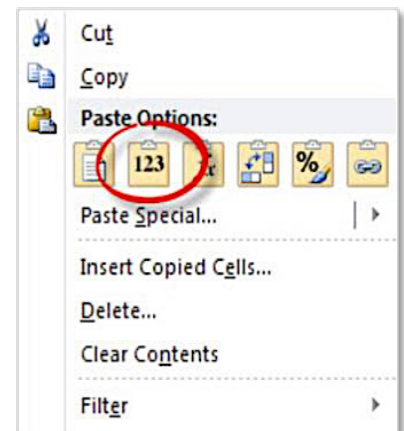
11 Data error issues during upload

As you upload, be aware of possible issues that can occur with the Full Item Spec.



You cannot use standard copy and paste to enter data! If you need to copy data from another file, use **Special Paste** and select **Values.** If not, Excel may mark the data as invalid. We recommend downloading the Spec again and using Special Paste to correct the problem.


If macro options do not appear OR the Walmart Toolbar is missing buttons, save your file and restart Excel. Make sure to click Enable Macros when you reopen the Spec. This error can happen if you open too many Spec files consecutively.

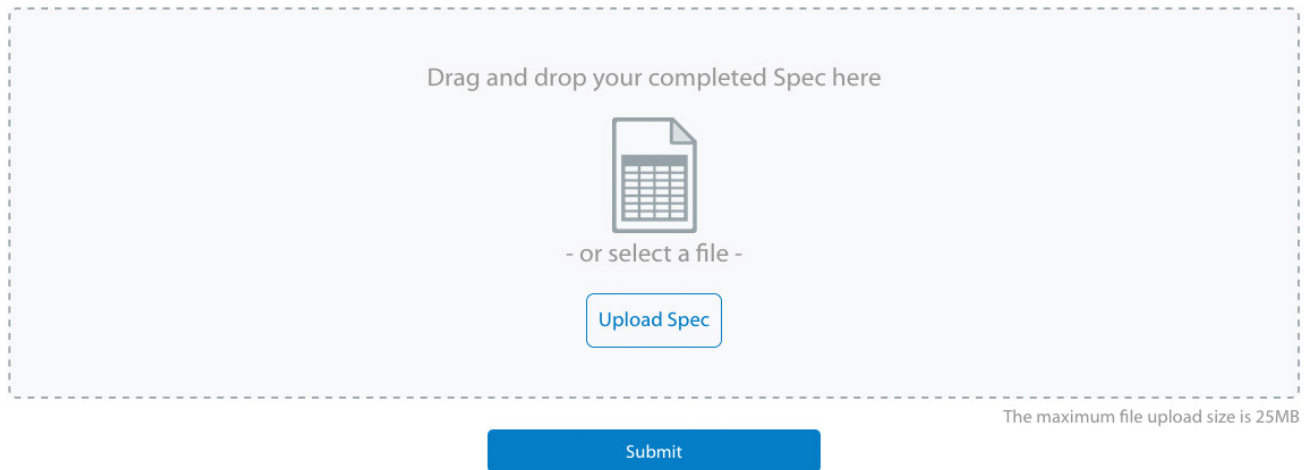
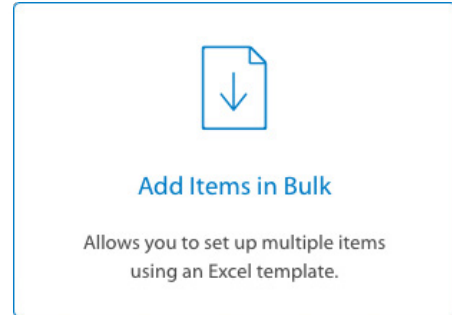


Step-by-Step Instructions (continued)

12 Upload to Seller Center

Next, upload your Spec spreadsheet to Seller Center

1. Log in to **Seller Center**
2. Click **Add New Items** 
3. Click on the **Add Items in Bulk** button
4. **Attach the Spec** by either:
 - Drag and drop your file
 - Click on Upload Spec



5. Click **Submit** to upload your Spec spreadsheet
Don't worry if you accidentally attach the wrong file type (png, xls, jpg, etc.).
An error message will appear until you attach the right file type (XLSM).

Great job!
Now let's track your upload.



Step-by-Step Instructions (continued)

13 Track upload in Feed Status

Soon after you submit your spreadsheet, you'll be able to track the status of it on the Feed Status page.

1. On the left navigation menu, click **Feed Status**

Feed Status

Feed Status shows the following information

Feed ID	Reference ID of your feed
Date	The date the file was submitted and began processing
Status	Current status of the file
Submitted	Number of SKUs that provided in the file
Processed	Number of SKUs that processed successfully
Pending	Number of SKUs that are still pending Item Setup completion
Errors	The number of errors encountered. The number in this field linked to the error message page. This is where you can see the items that couldn't be matched using the Setup by Match Bulk Upload method.
Error File	Link to download the errors into a CSV file. This is another way to see the items that couldn't be matched using the Setup by Match Bulk Upload method.

Feed Status ⓘ

ITEM FEED INVENTORY FEED PRICE FEED PROMO FEED

You can view your Item Feed statuses below. If any of your feeds have errors listed in the Error column, fix the error and reupload your feed.

Feed ID	Date	Status	Submitted	Processed	Pending	Errors	Error File
DD2E506F307240E39181F0987A63A...	3/22/17	Processed	7	1	0	6	Download Errors
E1A49CCC690840B2A79A057120DA1...	3/22/17	Processed	9	0	0	0	Download Errors

Step-by-Step Instructions (continued)

14 View feed errors (if present)

If you receive errors for your uploaded **Full Item Spec spreadsheet**, it means there is incorrect data or formatting. To fix this, you'll need to correct your data and re-upload to Seller Center.

1. To see errors for your submitted SKUs, **click the blue number under “Errors.”**
2. This will take you to the **Feed Status** page that has a list of SKUs with errors and the reason for the error. Click **“Download Errors”** to download the Excel spreadsheet.

The image shows a screenshot of the Seller Center interface. At the top, there is a summary table with three columns: 'Pending', 'Errors', and 'Error File'. The 'Errors' column contains the number '1', which is highlighted with an orange box. A green arrow points from this box down to the 'Feed Status' page. The 'Feed Status' page has a header 'Feed Status' with a help icon. Below the header, it shows the breadcrumb 'All item feeds > Feed ID: A3175C2CE6054338A2F3241A15997721@AQMBAAA'. A table below lists the feed status with columns 'SKU', 'Error Type', and 'Error(s)'. The table has one row with 'test13upc' as the SKU, 'Data Error' as the Error Type, and a bulleted error message '• You did not provide a valid UPC.' which is also highlighted with an orange box.

Pending	Errors	Error File
0	1	Download Errors

Feed Status ⓘ

All item feeds > Feed ID: A3175C2CE6054338A2F3241A15997721@AQMBAAA

SKU	Error Type	Error(s)
test13upc	Data Error	<ul style="list-style-type: none">• You did not provide a valid UPC.

Almost there!
Now let's fix any errors.

Step-by-Step Instructions (continued)

15 Fix feed errors (if present)



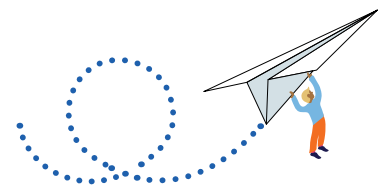
Please allow up to 4 hours for the feed upload to process.

1. Review the **Feed Status** page to understand the reason for the error

Feed Status ⓘ		
All item feeds > Feed ID: A3175C2CE6054338A2F3241A15997721@AQMBAAA		
SKU	Error Type	Error(s)
test13upc	Data Error	<ul style="list-style-type: none">You did not provide a valid UPC.

2. Fix the error in the Spec spreadsheet
3. Resave the Spec in the correct file format (XLSM)
4. Re-upload the corrected Spec in Seller Center
5. Track the status of your re-uploaded spreadsheet and confirm you resolved the errors

You've arrived!
Last step on the next page.



Step-by-Step Instructions (continued)

16 Track the status of your items

After you submit your Spec spreadsheet successfully, you can track the status of each item by filtering Item Details by a specific SKU.



Under Status, if the item is "Processing," then it's still being set up. If you have not launched yet, the item will move to a Staged status. This means the item is finished setting up and will be published once you go live.

Stage Status

Once you go live, items in your catalog will auto-publish. Unless there is an "unpublish reason" preventing your item from auto-publishing.

Unpublish Reasons

Manage Items ⓘ

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



Insights [Hide](#) ▾

Published Items 6,389 View Live Items ⓘ	Unpublished Items 1,102 View Unpublished Items ⓘ	Items Processing 10 View Items Still Processing ⓘ	Items with Errors 11 View Items with Errors ⓘ
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Selected: 0

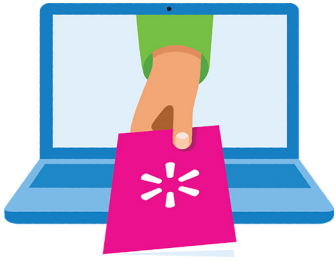
[Update Price](#) [Update Inventory](#) [Retire Item](#) [Filter](#) | [Download](#) | [Options](#)

Item Status is 'Published' ✕

<input type="checkbox"/>	Item Details	Status	Price	Buy Box	Units	Category	Average Rating
<input type="checkbox"/>	 Biorb Air Stone SKU: 1010094124 View on site ⓘ	Published	\$7.00	Buy Box Lost Buy Box Price: \$5.89 + shipping	0	Pet Supplies	0
<input type="checkbox"/>	 Spectrum Noir Alcohol Ink Refill 30ml-BG... SKU: NOT250607-8009CFZ9P0 View on site ⓘ	Published	\$8.99	Buy Box Won Buy Box Price: \$8.99 + shipping	1	Office & Stationery	0

Woohoo - you're done!
Thanks for hanging in there.





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

Partner Support

Seller Help

QuickStart Guides



Links from this QuickStart Guide

Setup by Match Guide

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

Updating the SKU

sellerhelp.walmart.com/seller/s/guide?article=000007896

Updating an Item's Product ID

sellerhelp.walmart.com/seller/s/guide?article=000007908

SEO Best Practices for Item Descriptions

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

Current Tax Codes for Walmart Marketplace

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

Image Hosting

sellerhelp.walmart.com/seller/s/guide?article=000007874

Create Shipping Overrides

sellerhelp.walmart.com/seller/s/guide?article=000007906

Category Selection

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

Image Guidelines

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

Manage Variant Groups

sellerhelp.walmart.com/seller/s/guide?article=000007667

Unpublish Reasons

sellerhelp.walmart.com/seller/s/guide?article=000006417

Stage Status

sellerhelp.walmart.com/seller/s/guide?article=000007902