

## How to Post a New Product to the Fromagination Website

1. Log in to the Fromagination website; go to the Product section in the left menu of WordPress
2. Click on "Add Product"
3. Put title of new product in top field (if it's cheese, put in "Mobay \*cheese," for example)
4. Check the appropriate product categories ("Wisconsin cheese," "Blue," etc.)
5. Load the Featured Image by clicking on the "Set Featured Image" button and choosing the main product image from the Media Library; fill in the Alt Text field of the image with the product name and the word "fromagination" - this will assist with SEO.
6. Load the Description text in the first text box below the Title. This will be seen on the product's page below the initial Short Description information.
7. Pairings: If there is information about pairings for this product, add that at the bottom of the Description text, in its own paragraph. If the pairing (example: Potter's Sesame Crackers) is also listed on the website, you can link the pairing's product page to that word for cross-referencing.
8. Load the Product Short Description in the bottom field on the page. This will be seen directly next to the Featured Image on the product's page. Short Description text for cheese should repeat the name of the cheese, tell the producer and location of the producer, and say what kind of milk it's made from.
9. SEO fields: Remember to fill in the SEO fields. For better search results, describe the item in the Title field completely (Ex: If it's cheese, put "cheese;" if it's a soft drink, put "soda" after the title).
  - Focus Keyword: Should be the title of the product
  - SEO Title: This title shows up as the first line of a search result for Google, Bing, Yahoo, etc., so it should include the word Fromagination. Example: "Pleasant Ridge Reserve cheese - Fromagination"
  - Meta description: This text shows up below the SEO Title in a search result, and is limited to 156 characters. Example: "Pleasant Ridge Reserve is one of Wisconsin's most award-winning cheeses | Fromagination carries PRR year-round, pairing it with great Wisconsin food & drink"
10. If this is a product sold by weight, chose Variable Product in the Product Data drop-down list.
11. Then go to the Attributes tab and chose from the drop down under Custom Product Attribute the attribute "Amount" and save it.
12. Next click on "Used for Variations" in the Amount attribute box. Save this too.
13. Add 6 values (weights), as **.5, 1, 1.5, 2, 2.5, 3**, and click "Save Attributes." There should be 6 little boxes in the field, showing those six weights now.
14. Next go to Variations tab and add a variation six times - click in the drop down to add each weight, and put a price per each weight (like \$15/.5 lbs; \$30/1 lb., etc.) in each "Regular Price" variation field. Now save these in the Variations tab.
15. Now check to see if the drop down appears on your new product's page by hitting "Preview. " There should be a drop down box with each weight, and a price should appear for each weight.

