

Populating Your Handmade Arcade Virtual Catalog Page

Website:

- <https://handmadedearcade.org/wp-admin/>

- **RETURNING MAKERS:**

You already have your login name and password from past virtual markets. If you cannot remember it, do a password reset using your User Name or Email. If you do not remember your login name, first search your email for an email from "no-reply@handmadedearcade.org" you might be able to find it. If you cannot remember that, email tricia@handmadedearcade.org and she will send you your username.

IMPORTANT TO NOTE:

If you are a returning maker, you cannot SAVE DRAFT. You can only click PUBLISH to save your changes. This will not make your page live in a way that it can be found. All references throughout this document to save draft, returning makers should click PUBLISH.

- **New Makers:**

An email with your username and password was sent on either November 1 or 2. Check your SPAM folder. It likely went there. The email will come from no-reply@handmadedearcade.org. The Subject line is **[Handmade Arcade] Login Details**

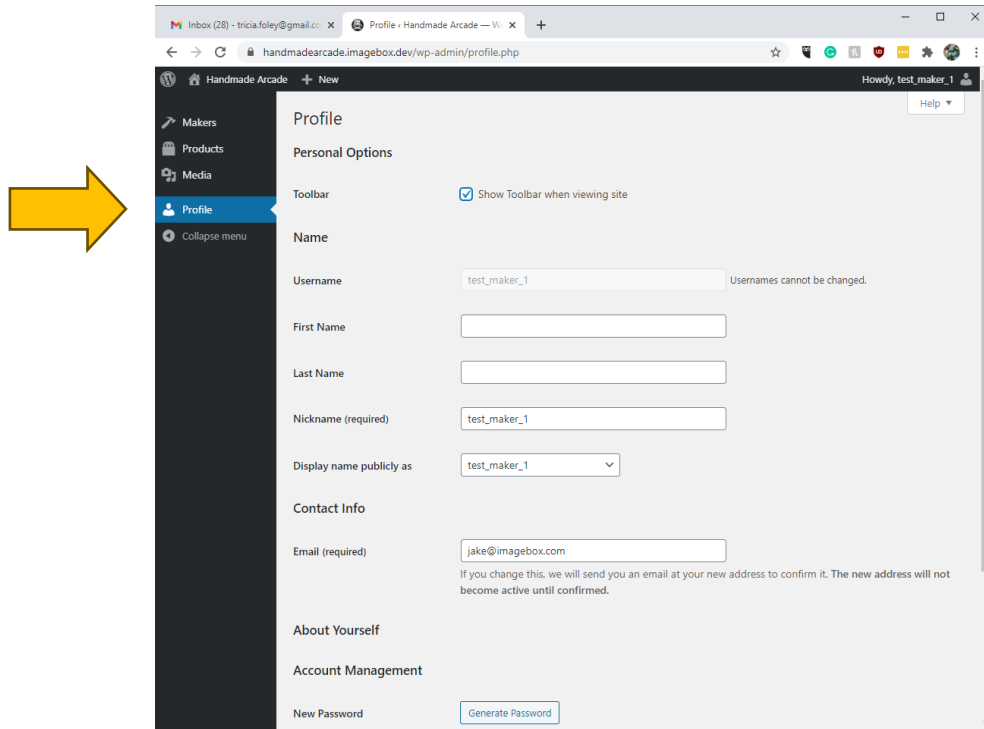
And, yes, we know that the "L" is missing in the word "reply" – that was an error from the web firm that programming the virtual market and it isn't worth the money to have pay to have them fix it. :-)

IMPORTANT TO NOTE:

Save as draft and when you have completed your page completely, then click publish. HA will be able to review your page for you and make sure that you did not miss a step.

- Username: CANNOT BE changed
- **Password: All new makers should change this immediately, as you all have the same password**

Step One: Profile Page:



The screenshot shows a web browser window with the URL `handmadearcade.imagebox.dev/wp-admin/profile.php`. The page title is "Profile". On the left, a sidebar menu has "Profile" highlighted with a blue bar, and a large yellow arrow points to it. The main content area is titled "Profile" and contains several sections: "Personal Options" with a "Toolbar" checkbox checked and labeled "Show Toolbar when viewing site"; "Name" section with fields for "Username" (pre-filled with "test_maker_1" and a note "Usernames cannot be changed."), "First Name", "Last Name", "Nickname (required)" (pre-filled with "test_maker_1"), and "Display name publicly as" (a dropdown menu showing "test_maker_1"); "Contact Info" section with an "Email (required)" field (pre-filled with "jake@imagebox.com" and a note "If you change this, we will send you an email at your new address to confirm it. The new address will not become active until confirmed."); "About Yourself" section; and "Account Management" section with a "New Password" field and a "Generate Password" button.

Toolbar: KEEP CHECKED

Username: YOU CANNOT CHANGE THIS

First Name: *Enter your first name OR this field might already be populated*

Last Name: *Enter your last name OR this field might already be populated*

Nickname (required): *Enter a Nickname that you will recognize and not forget*

Display name publicly as: DROP DOWN choose one

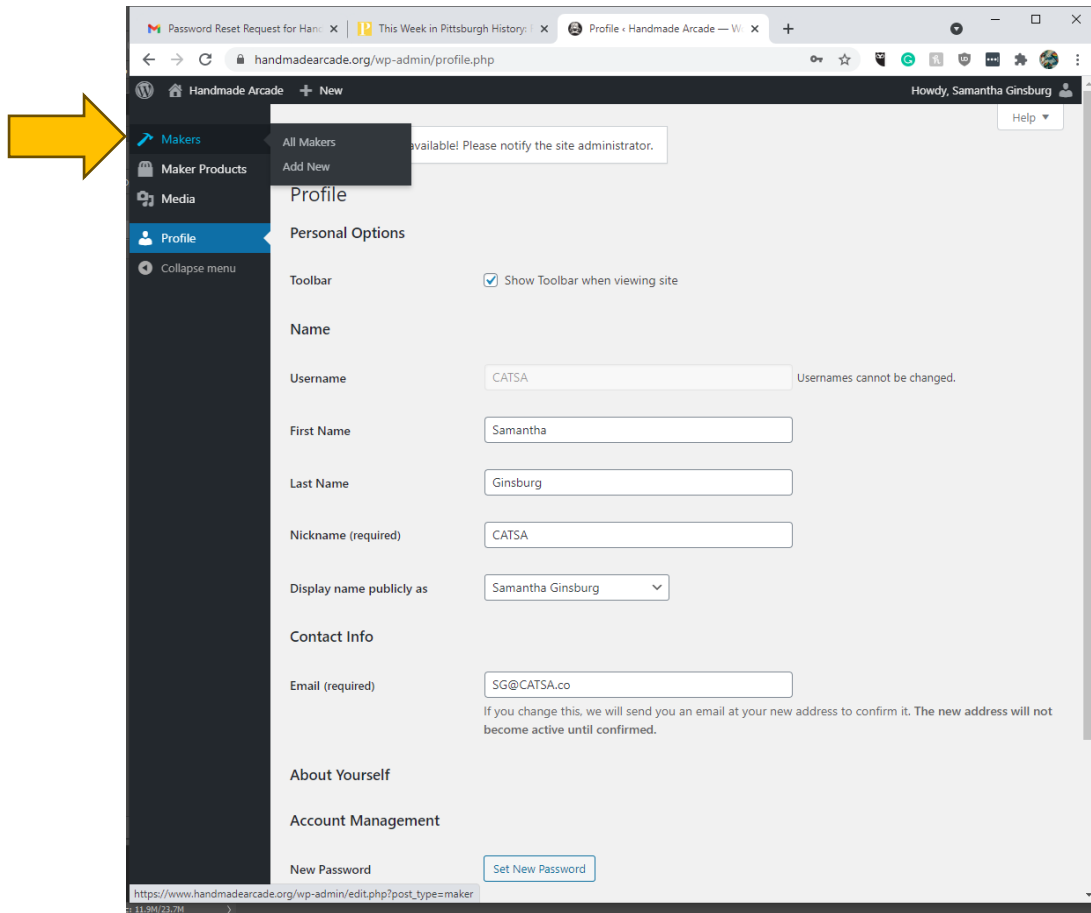
Email (required): *Enter email OR this field might already be populated*

You will get an email confirming your account if you change your email address.

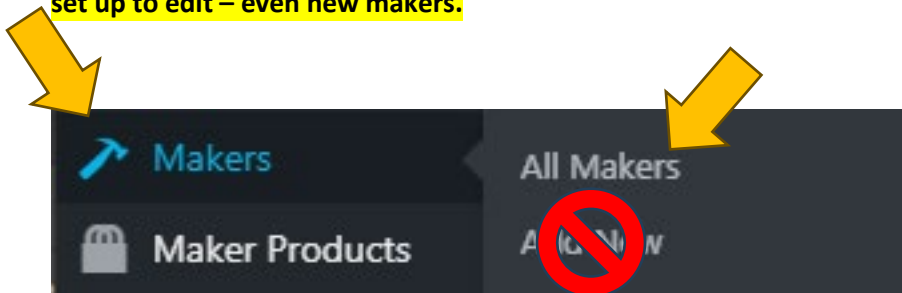
It should come pretty quickly, CHECK YOUR spam. The emails from the HA database often go to SPAM. There is nothing we can do about that.

You should also change your password at this time.

Step Two: Makers Page:



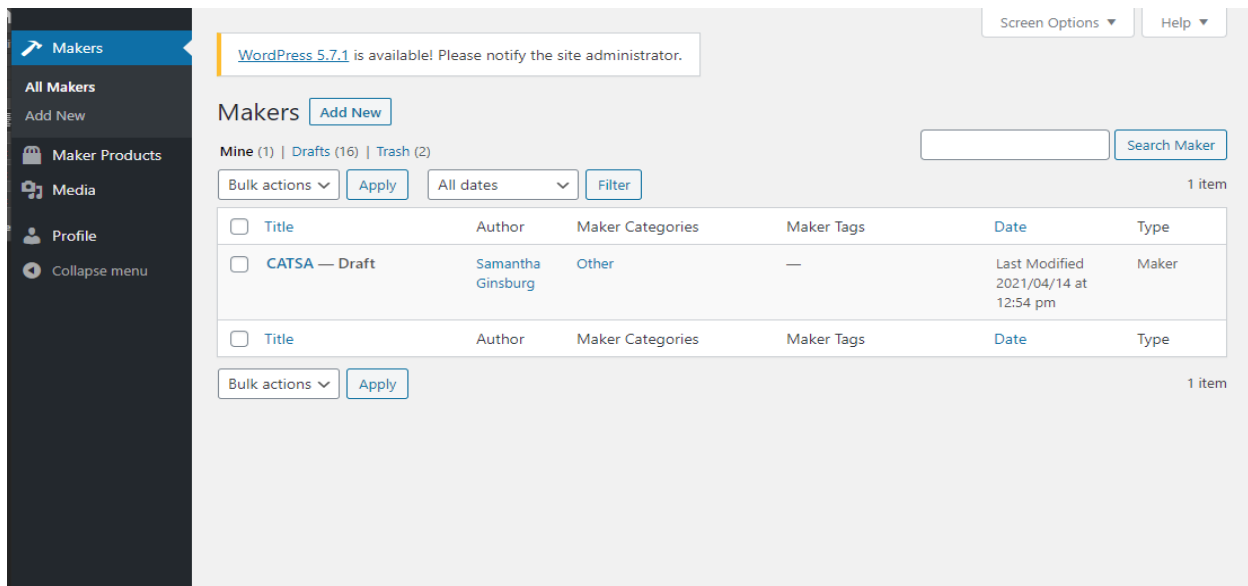
Click **MAKERS** or **ALL MAKERS** at the top of the page. **Do NOT click ADD NEW. All makers have a page set up to edit – even new makers.**



Click "Makers" or "All Makers"

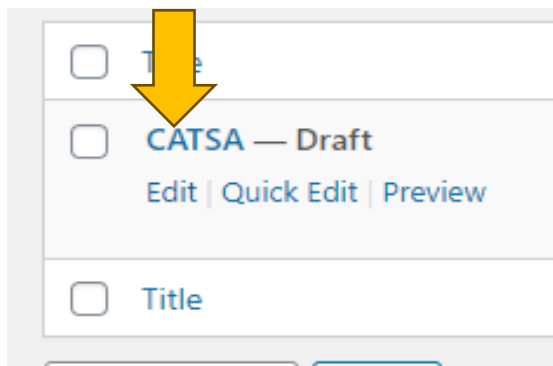
DO NOT CLICK "Add New"

This page should appear:



The screenshot shows the WordPress Makers interface. On the left is a dark sidebar with the 'Makers' menu item highlighted. The main content area has a top notification bar for 'WordPress 5.7.1'. Below this is the 'Makers' section with an 'Add New' button. A filter bar shows 'Mine (1) | Drafts (16) | Trash (2)' and a search box. The main table lists makers with columns for Title, Author, Maker Categories, Maker Tags, Date, and Type. One draft maker, 'CATSA — Draft' by Samantha Ginsburg, is visible. Below the table are bulk action buttons and a '1 item' count.

<input type="checkbox"/>	Title	Author	Maker Categories	Maker Tags	Date	Type
<input type="checkbox"/>	CATSA — Draft	Samantha Ginsburg	Other	—	Last Modified 2021/04/14 at 12:54 pm	Maker



Click "Edit"

This page will appear.

Under EDIT MAKER there will be a pre-populated field with your company name. We copied and pasted this into the field. Check for errors or make updates as needed.

Yeast SEO is now on the TOP of the page. You need scroll down to fill out all the pieces of this page. This document will go through them ONE by ONE.

1. **SEO title:** Leave as is.
2. **Slug:** Prepopulated with your business name. Leave as is.
3. **Meta Description:** This is a short text block that describes the page. This is your page, use this place to describe you! As you start to type, an orange bar will appear under the text box. Once you have reached enough words to be effective in your description, the bar will turn green. If you add too many, it will turn orange again. Add a short description of your business here. Keep it in the green.

The screenshot shows the WordPress 'Edit Maker' interface for a post titled 'CATSA'. The interface is divided into a left sidebar, a main content area, and a right sidebar. The left sidebar contains navigation links: 'Makers', 'All Makers', 'Add New', 'Maker Products', 'Media', 'Profile', and 'Collapse menu'. The main content area has a top bar with 'Handmade Arcade', 'New', and 'View Maker'. Below this is a notification for 'WordPress 5.7.1 is available!'. The 'Edit Maker' section shows the title 'CATSA' and a permalink. A yellow arrow points to the title field. Below the title is the 'Yoast SEO' section, which is expanded. It includes a 'Google preview' section, a 'Preview as' section with 'Mobile result' selected, and an 'SEO title' field with a variable bar. The 'Slug' field contains 'catsa'. The 'Meta description' field is empty. The right sidebar contains the 'Publish' section with 'Save Draft' and 'Preview' buttons, and the 'Maker Tags' and 'Maker Years' sections.

After you complete the YOAST SEO Fields, scroll down.

Note: At any time during this process, you can click the “Preview” button and a NEW TAB will open and you will be able to see the information you have added.

You will see a box with the title MAKER FIELDS. The box has three tabs.

Let’s start with TAB ONE.

TAB ONE: MAKER INFO

Profile Image or Logo: Recommended Dimensions: 512 x 512px

- Click the ADD IMAGE button and upload your logo
- Check it in the circle on your maker page by clicking the **PREVIEW** button on the RIGHT SIDE in the PUBLISH BOX
- If it looks good, go back to the page and move on
- If it needs to be tweaked and replaced, you can delete the image by hovering over it, and an edit (pencil) or remove button (X) will appear. Click the “X” and re-upload a new logo image

MAKER FIELDS:

Website Title:

- Put your website URL here
- REMEMBER TO REMOVE “https://” and only having the **www.makerwebsite.com**

Website Link URL:

- Add your COMPLETE URL here **https://www. makerwebsite.com**

Email Address:

- Add the email address you want site users to contact with questions
- **MAKE SURE IT IS AN EMAIL ADDRESS THAT YOU CHECK REGULARLY!**

Maker Description:

- This is your **NARRATIVE** (for Info + Instructions + Sample read the “Getting Ready to Populate” PDF)
 - NOTE: Once you know your table number, you can come back here and add a line that says “Come see me at the Holiday Market at Table XX.”
- **Reminder:** We recommend that you write your narrative in the first person. Keep it under 300 words.
- **Returning makers:** **DO NOT ASSUME** this text is OK to go. Take a minute to review this text and update it as needed.

WordPress 5.7.1 is available! Please notify the site administrator.

Handmade ArcadeNewView MakerHowdy, Samantha GinsburgScreen Options

MakersAll MakersAdd NewMaker ProductsMediaProfileCollapse menu

Edit MakerAdd NewCATSAPermalink: https://www.handmadearcade.org/marketplace/catsa/ EditYou: [dropdown]Maker FieldsMaker InfoSocial LinksSlideshowProfile Image or LogoRecommended Dimensions: 512 x 512pxNo image selectedAdd ImageWebsite Link Titlewww.makenwebsite.comWebsite Link URLhttps://www.makenwebsite.com/Email Addressemail@domain.comMaker DescriptionVisualTextB I U ABC [icons]PublishSave DraftPreviewStatus: Draft EditVisibility: Public EditPublish Immediately EditPost Type: Maker EditPublishMaker TagsAll Maker TagsMost Used3DAccessoriesAdult clothingAliensAnimalApparelArtArtworkMaker YearsAll Maker YearsMost Used2021 Spring2020201920182017201620152014Business TypesAll Business TypesMost UsedMaker CategoriesAll Maker CategoriesMost UsedOtherAccessoriesAdult ClothingArtworkBath & BodyCeramicsChildren's ProductsGlassFeatured imageSet featured image

The screenshot shows a vertical stack of form sections. From top to bottom: a 'Publish' section with 'Save Draft' and 'Preview' buttons, status and visibility settings, and a 'Publish' button; a 'Maker Tags' section with a list of tags; a 'Maker Years' section with a list of years; a 'Business Types' section with a list of types; a 'Maker Categories' section with a list of categories; and a 'Featured Image' section with a 'Set featured image' link. Colored arrows point to each of these sections from the right: yellow for Maker Years, green for Maker Tags, orange for Business Types, and blue for Maker Categories.

RIGHT HAND SIDE BOXES:

Maker Years:

- Choose EVERY year you have participated in Handmade Arcade – includes Spring and Virtual event years.
- If this is your first time participating in a HA event, choose “2023 Holiday Market”

Maker Tags:

- Choose EVERY tag that you pertains to your maker business
- This list has over 300 tags to represent a variety of products, if something is missing, email info@handmadearcade.org and we will do her best to update the list in a timely fashion.

Business Type:

- You can choose a business type that fits how you identify your business. We added this function after feedback from the winter event where shoppers were interested in another level of searchability. This list is not exhaustive. If you would like us to add a business type, please email us and we can add a new type.

Maker Category:

- **NEW MAKERS:** We already saved your category. Please do not change this.
- **RETURNING MAKERS:** Please choose the one you applied with UNLESS you were asked to put your categories in another category by Handmade Arcade organizers specifically.

NOTE: Some returning makers choose a new category this year. If you are not sure, check the [2023 Holiday Market webpage](#). We have you listed under the category that you applied in or shared with us.

Featured Image: Do not add anything here. It does not work on these pages.

CLICK SAVE DRAFT BUTTON.

RETURNING MAKERS CLICK PUBLISH.

TAB TWO: SOCIAL LINKS

Click the SOCIAL LINKS TAB

The screenshot shows the 'Add New Maker' form in the Handmade Arcade WordPress admin. The 'Social Links' tab is selected, and a yellow arrow points to the 'Social Links' tab label. The form includes fields for Facebook, Instagram, Pinterest, and Twitter URLs, a Yoast SEO field, and sections for 'Maker Years' and 'Maker Tags' on the right.

Maker Fields:

- Facebook:**
- Instagram:**
- Pinterest:**
- Twitter:**
- Yoast SEO:**

Maker Years:

Year	Primary
<input checked="" type="checkbox"/> 2020	Make primary
<input checked="" type="checkbox"/> 2019	Make primary
<input checked="" type="checkbox"/> 2018	Make primary
<input checked="" type="checkbox"/> 2017	Make primary
<input checked="" type="checkbox"/> 2016	Make primary
<input checked="" type="checkbox"/> 2015	Make primary
<input checked="" type="checkbox"/> 2014	Make primary
<input checked="" type="checkbox"/> 2013	Make primary

Maker Tags:

Tag	Primary
<input type="checkbox"/> Ceramic	
<input checked="" type="checkbox"/> Earrings	Make primary
<input type="checkbox"/> Home Decor	
<input type="checkbox"/> Jewelry	
<input checked="" type="checkbox"/> Maker Test Tag	Make primary
<input checked="" type="checkbox"/> Monster	Make primary
<input type="checkbox"/> Necklace	
<input type="checkbox"/> Plush	

Add the links to your social media pages. You have to add the ENTIRE link for it to work.

Facebook: <https://www.facebook.com/handmearcade>

Instagram: <https://www.instagram.com/handmearcade/>

Pinterest: <https://www.pinterest.com/tbrancolini>

Twitter: <https://twitter.com/HandmadeArcade>

FYI. we have not changed Twitter icon to new X icon. This is something that we will have to look into a later date as it might require hiring the company that programmed the site to make this change.

NOTE: If you do NOT have one of these accounts, YOU DO NOT HAVE TO CREATE ONE. Leave the box blank and the ICON will NOT appear on your maker page.

CLICK SAVE DRAFT BUTTON. / RETURNING MAKERS CLICK PUBLISH.

TAB THREE: SLIDESHOW

Click the SLIDESHOW TAB

Click the ADD SLIDE TAB

Handmade Arcade + New

Howdy, dan_test

Screen Options

Add New Maker

sew much sew nice

Permalink: <https://handmadearcade.imagebox.dev/makers/sew-much-sew-nice/> Edit

Maker Fields

Maker Info Social Links **Slideshow**

Maker Slideshow

Add Slide

Yoast SEO

Publish

Save Draft Preview

Status: Draft

Visibility: Public

Submit for Review

Maker Years

All Maker Years Most Used

<input checked="" type="checkbox"/> 2020	Primary
<input checked="" type="checkbox"/> 2019	Make primary
<input checked="" type="checkbox"/> 2018	Make primary
<input checked="" type="checkbox"/> 2017	Make primary
<input checked="" type="checkbox"/> 2016	Make primary
<input checked="" type="checkbox"/> 2015	Make primary
<input checked="" type="checkbox"/> 2014	Make primary
<input checked="" type="checkbox"/> 2013	Make primary

Maker Tags

All Maker Tags Most Used

<input type="checkbox"/> Ceramic	
<input checked="" type="checkbox"/> Earrings	Primary
<input type="checkbox"/> Home Decor	
<input type="checkbox"/> Jewelry	
<input checked="" type="checkbox"/> Maker Test Tag	Make primary
<input checked="" type="checkbox"/> Monster	Make primary
<input type="checkbox"/> Necklace	
<input type="checkbox"/> Plush	

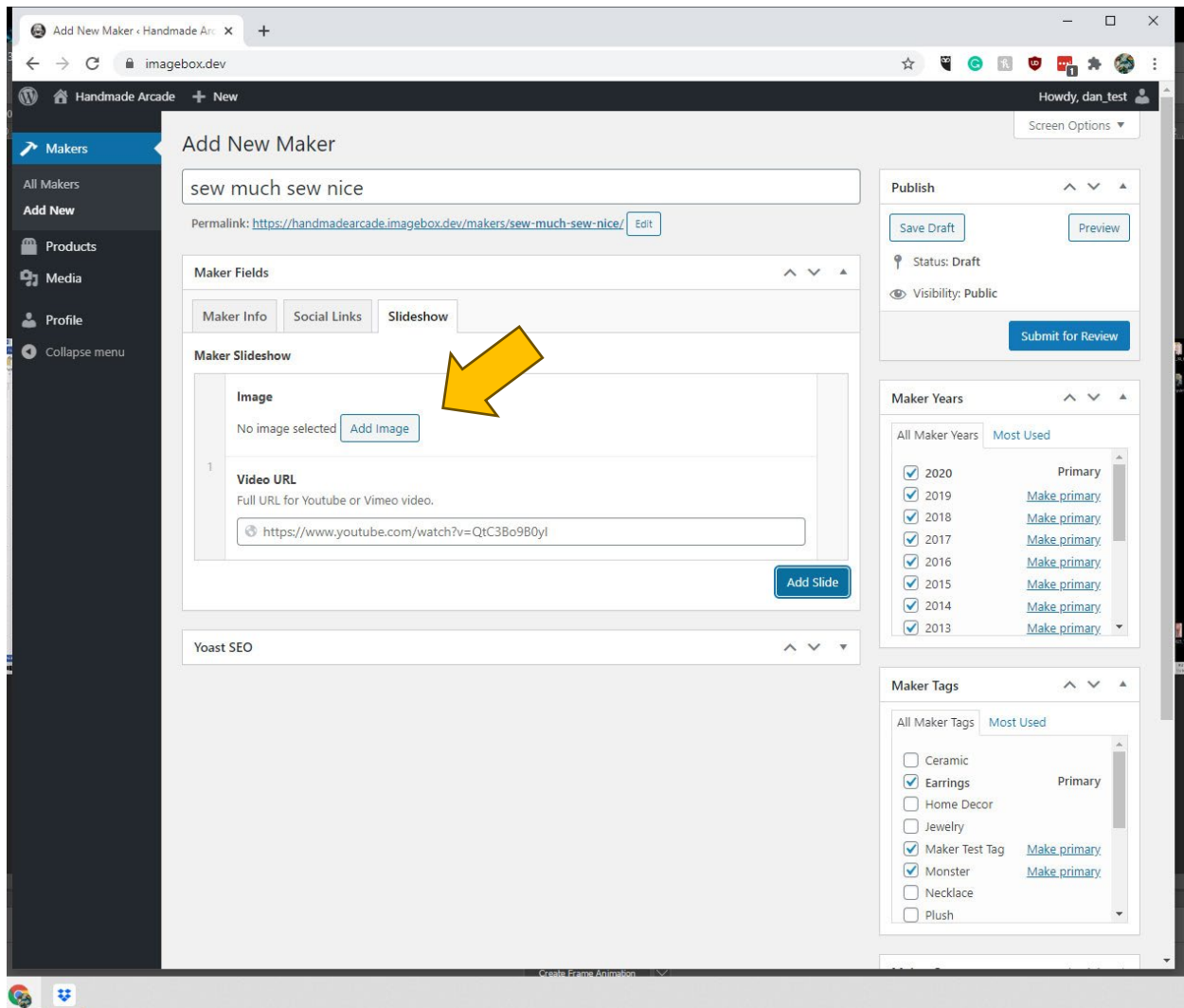
ADDING SLIDE IMAGES:

Click ADD SLIDE

The below will appear in the same way when you add a slide. Remember, only add up to 6 images.

Ignore Video URL field for now. It will be addressed at the end of the instructions.

Click ADD IMAGE



ADDING SLIDE IMAGES:

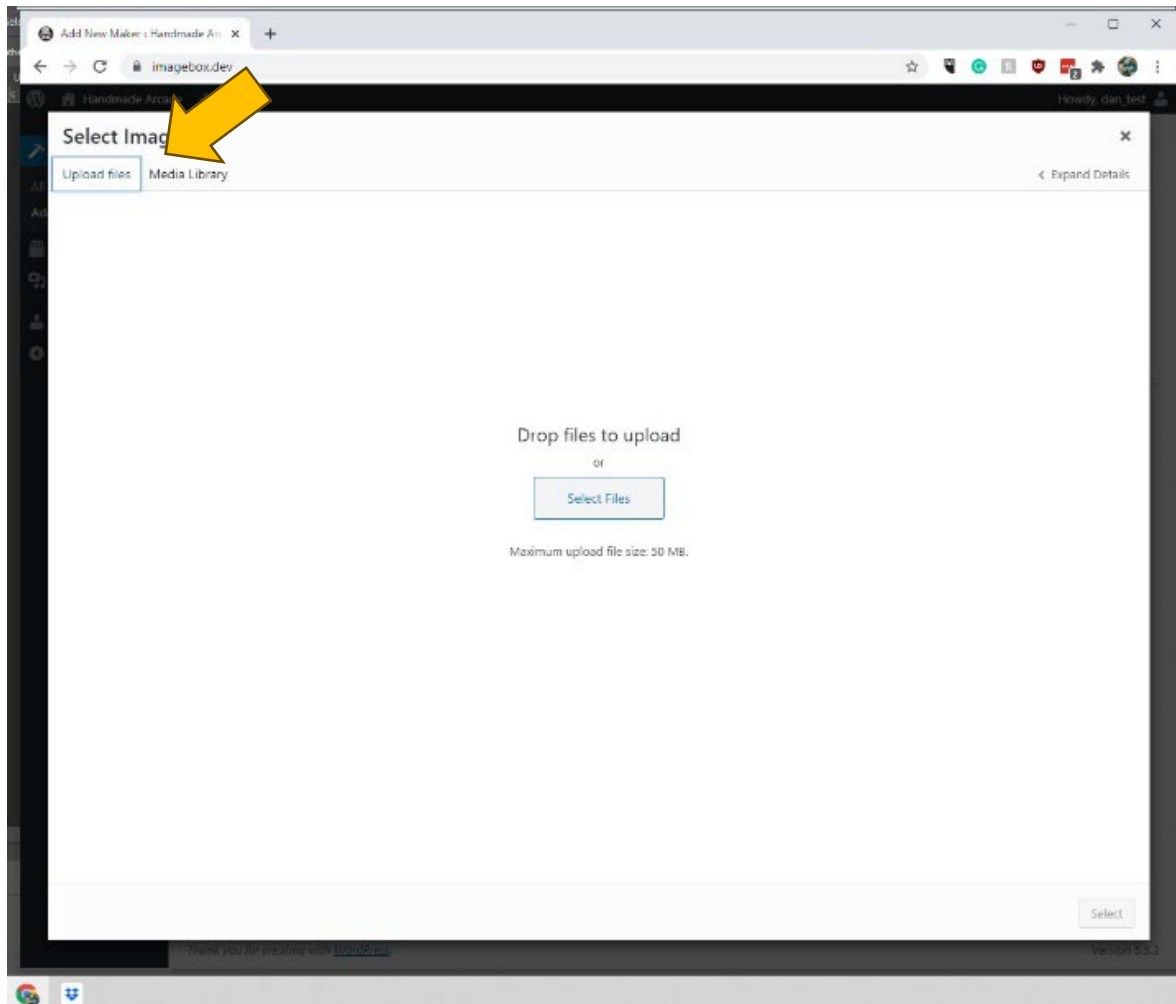
Click ADD SLIDE

Click ADD IMAGE

This screen will appear. You should not see any images if you have not uploaded anything yet.

If you do see images that ARE NOT YOURS, please ignore them. Do NOT delete them or add them to your page. This should not happen but just in case, please ignore them.

Click the Upload Files Tab

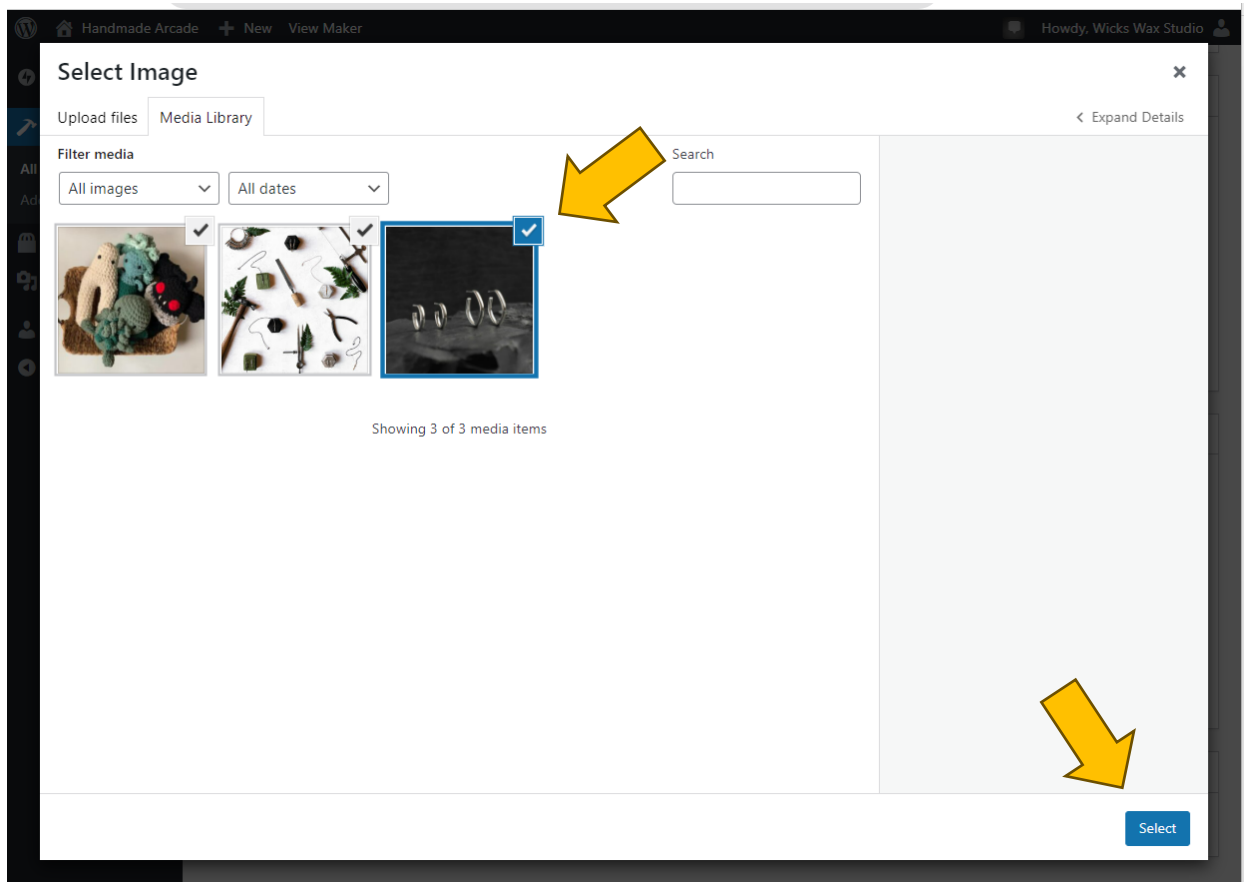


You either DRAG AND DROP your files onto this screen or click the upload button. You can upload all your images at once or one at a time.

WAIT for the IMAGE TO COMPLETELY UPLOAD. This can take a little longer than you think it will, especially if others are adding images at the same time or you are adding multiple images at once. The website is compressing larger images. Please remember to save your images for the web (72 dpi) so as not to slow down the server.

The image will appear on the far left with a **BLUE CHECK BOX** on the right corner of the image. Click the image you want to use.

Click the **SELECT BUTTON** on the **BOTTOM** right corner



The image will appear on your SLIDESHOW page.

REPEAT FIVE TIMES BY CLICKING ADD SLIDE

VIDEO LINK:

At this time, we are no longer hosting videos for makers. If you want to add a video, you can link directly to your web or social media account. We cannot guarantee it will load. Reminder, if you use this function, please only add FIVE slides. **You can also leave this blank (recommended.)**

Once you paste your video URL in this box, click ADD SLIDE. The URL will save automatically.

IMPORTANT TO NOTE: It will look like there is a video link in the box already. It is grayed out. It is there only to show you where to put the link. It is not a “live” link. Click in the field and paste your video link there.

IF YOU CHOOSE NOT TO USE A VIDEO, the grayed-out link will still be there. Ignore it. It is not a live link.

REMINDER: You can have ONE video file + 5 images OR 6 images here.

NOTE: The site may allow you to add more than 6 images, but they will NOT SHOW UP on your page. PLEASE DO NOT ADD MORE THAN WHAT YOU ARE PERMITTED. It will slow everything down and annoy the web developers and HA's executive director. ;-)

CLICK SAVE DRAFT BUTTON / RETURNING MAKERS CLICK PUBLISH.

CLICK SAVE PREVIEW BUTTON

Take a look at your work!
You should be getting VERY EXCITED.

Reminder about SLIDE ORDER:

Once your slides are uploaded, and on your maker page, you can change the order. On the left of the image, there is a number. Take your mouse, and hover over the number; a directional cross will appear. When that appears, click, hold, and drag your image in your desired order.

If you change your slide order after you preview it, remember to

CLICK SAVE DRAFT BUTTON

PRODUCTS

Because we are changing the virtual component from a market to a catalog, we do not think it is necessary to add products. Last year's virtual market proved that our audience doesn't want to shop online from you. They want to preview your work (slide show) and shop from you in person.

New makers: You can choose to add products if you want to do so. The instructions are below. OR you can skip this step (recommended). If you skip it, scroll down to the page that starts with **"ONCE YOU ARE FINISHED"**

Returning makers: You can choose to update your products OR delete them. How to Delete Instructions below.

How to DELETE Products

In the Maker Products list, hover over the name of the product. Click TRASH, and the product will be removed. To bulk delete, click the CHECKBOX next to the "Title" link at the top of the box. Above that, there is a drop-down box that says, "Bulk Actions." Choose "Move to Trash" and click the "Apply" button.

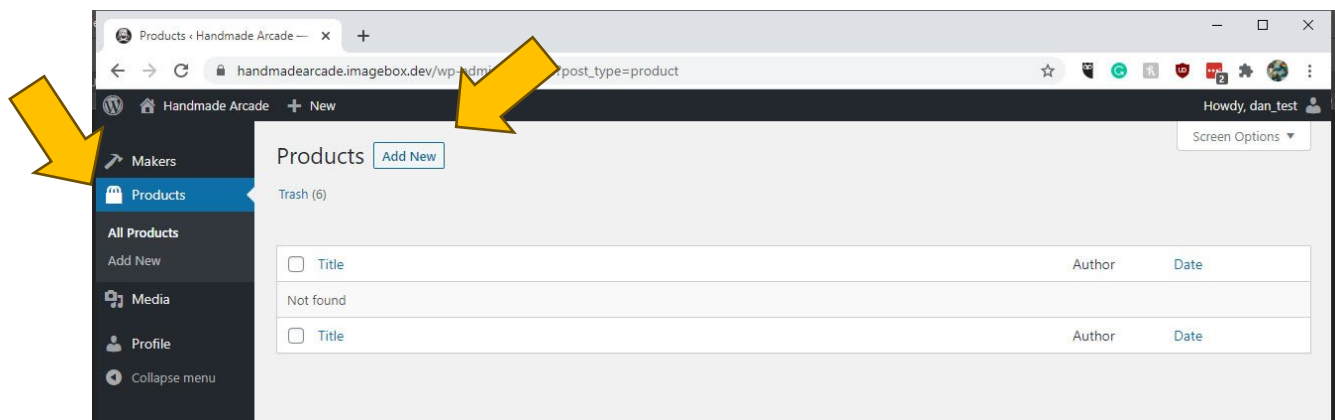
How to EDIT Products

Edit a product by clicking EDIT.

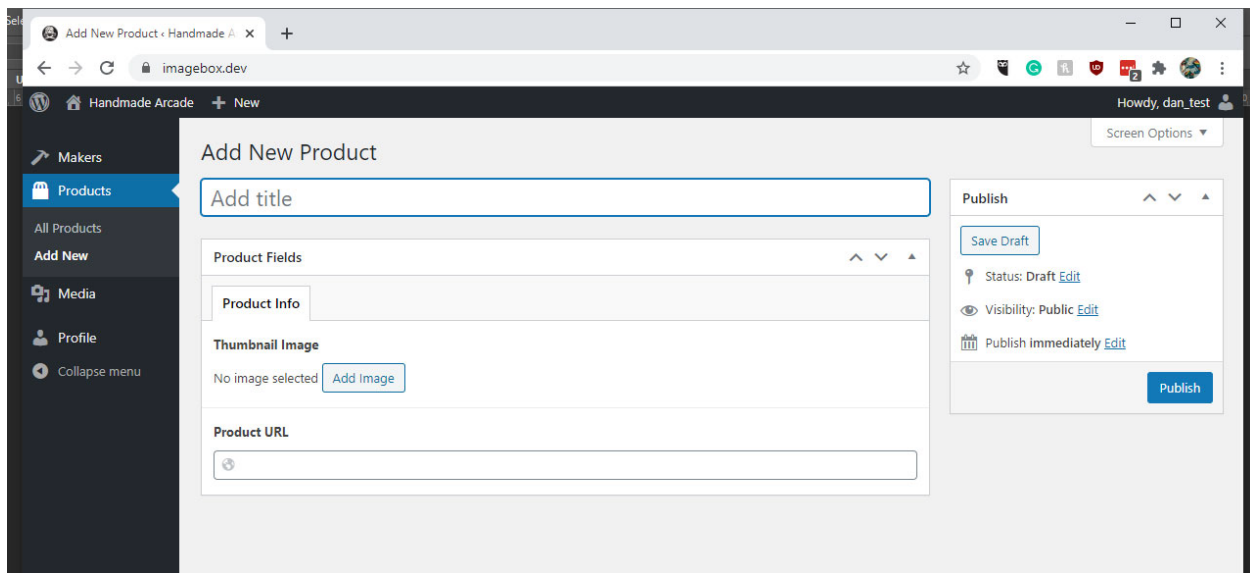
How to Add Products

Click the MAKER PRODUCTS link on the left side *note in the image is says Products only but in the updated version the work MAKER has been added. Everything else works the same.

Click the ADD NEW button



This Screen will appear

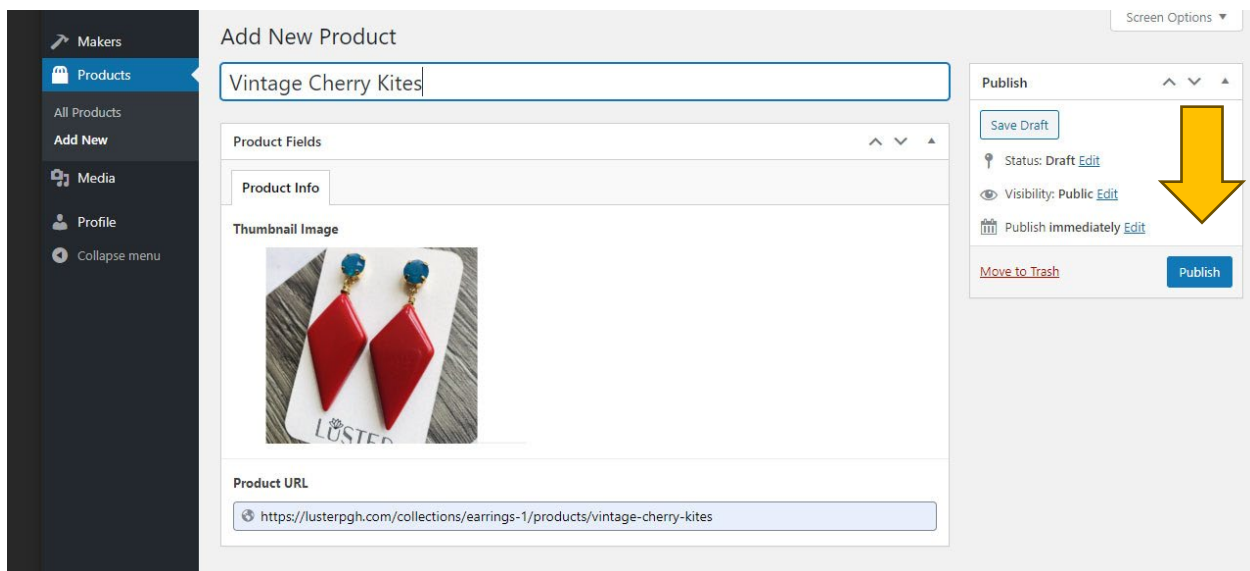


The screenshot shows the 'Add New Product' form in the Handmade Arcade interface. The form is titled 'Add New Product' and has a sidebar on the left with navigation links: Makers, Products (selected), All Products, Add New, Media, Profile, and Collapse menu. The main form area has a 'Product Fields' section with three sub-sections: 'Product Info' (containing an 'Add title' text box), 'Thumbnail Image' (containing 'No image selected' and an 'Add Image' button), and 'Product URL' (containing a text box with a globe icon). On the right side, there is a 'Publish' section with a 'Save Draft' button, 'Status: Draft' with an 'Edit' link, 'Visibility: Public' with an 'Edit' link, 'Publish immediately' with an 'Edit' link, and a 'Publish' button at the bottom.

In the Add Title box, add the name of your product or image as you wish it to appear on your maker page.

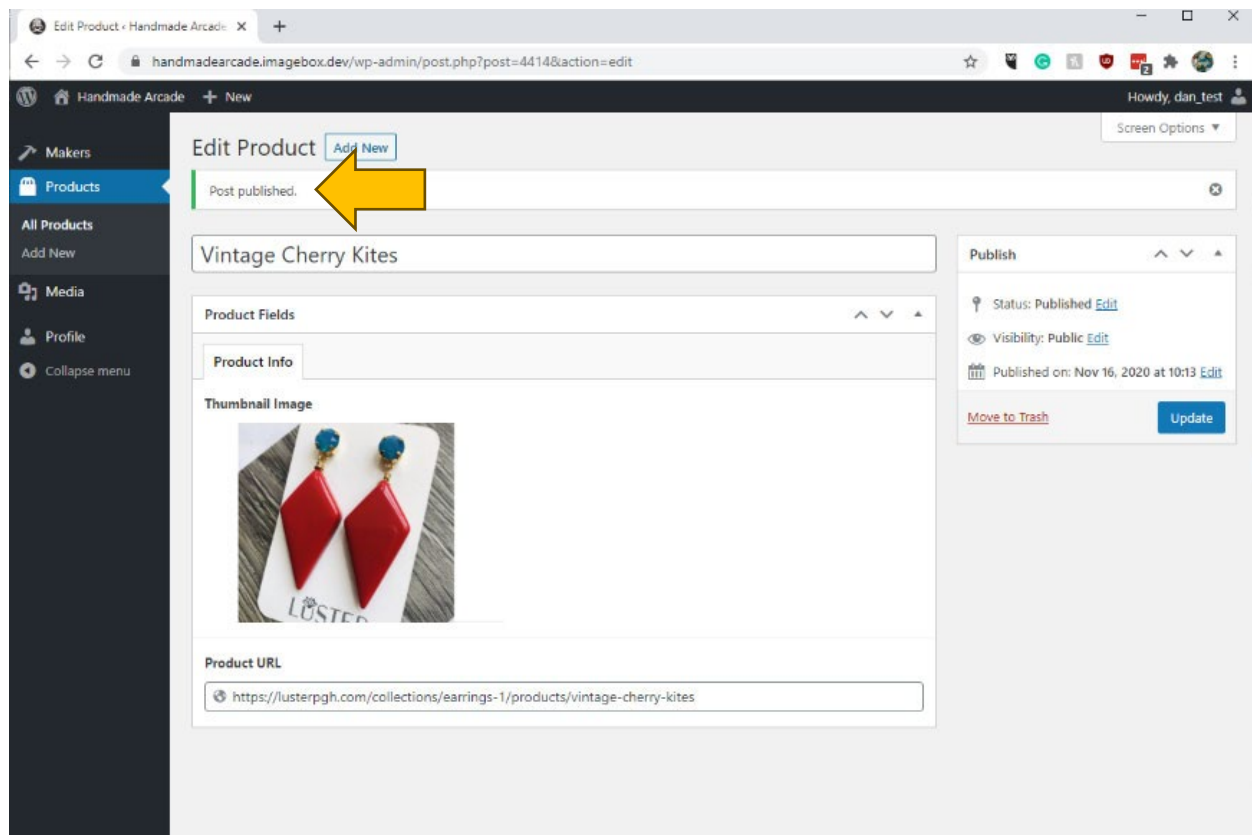
Add the image the exact same way you added the slide images

Add the URL that you want this image to go to on YOUR website.



The screenshot shows the 'Add New Product' form with the following data entered: 'Vintage Cherry Kites' in the 'Add title' box, a thumbnail image of two red diamond-shaped earrings in the 'Thumbnail Image' section, and the URL 'https://lusterpgh.com/collections/earrings-1/products/vintage-cherry-kites' in the 'Product URL' box. The 'Publish' section on the right now includes a 'Move to Trash' link and a 'Publish' button. A large yellow arrow points down to the 'Publish' button.

Click the Publish button

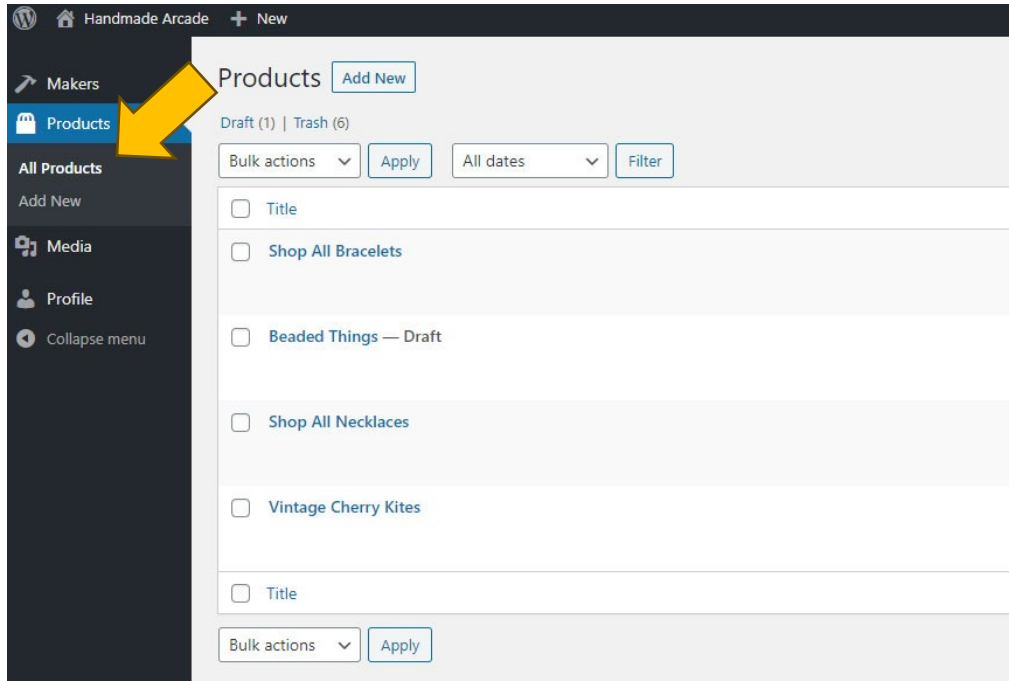


The Screen will appear with “Post Published” at the top.

Click the “Add New” button and do it NINE MORE TIMES

To VIEW ALL OF YOUR PRODUCTS

Click the “All Products” Link on the left side, under the blue highlighted products bar



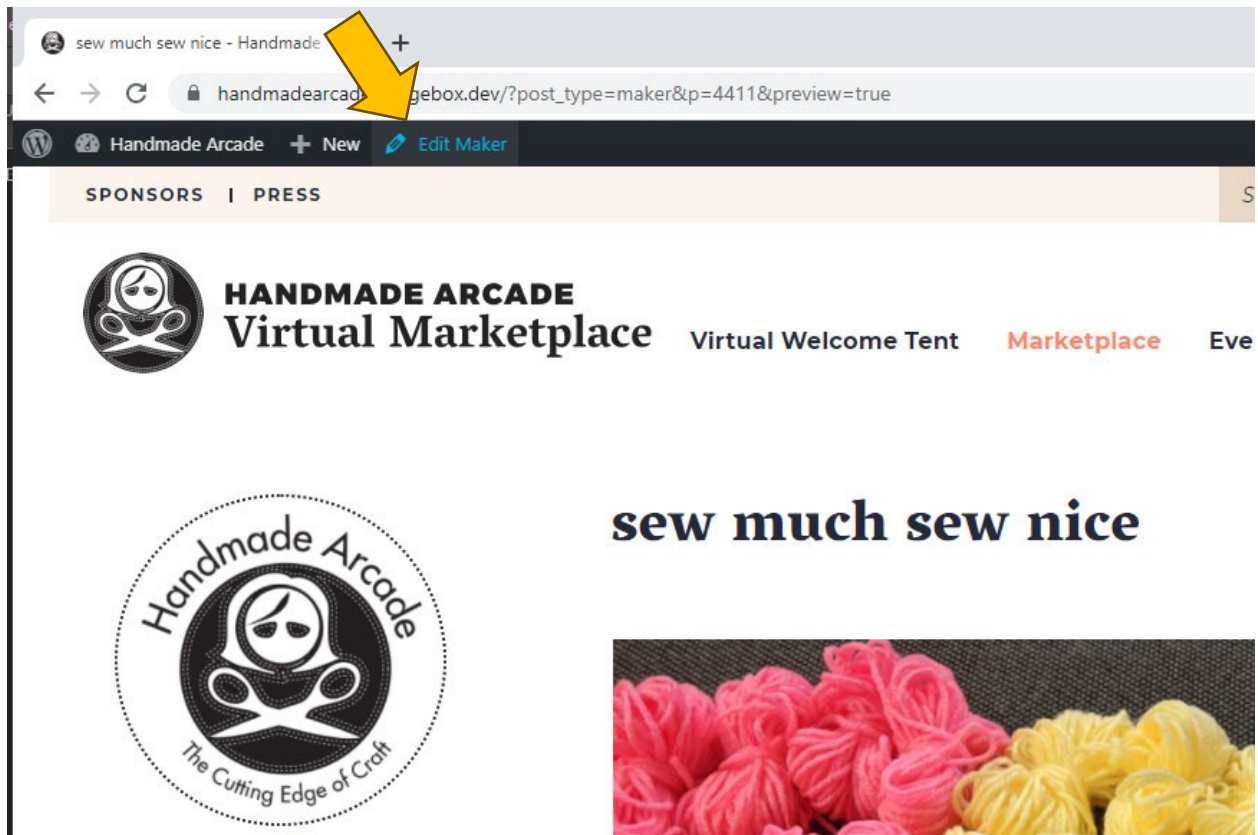
Once you have all of your products added, you can drag and drop their order in the same way you did for the slider images.

HOVER your mouse over the bar where the image name is until the directional arrow appears, click, hold, and drag.

After you are have them in the order that you want them to be in, CLICK the MAKERS link in the left menu, and find your MAKER NAME in the list. You can use the SEARCH bar.

Hover over your maker name, click PREVIEW. View your page.

To go back and make edits, at the top of the page you will see a pencil with the text EDIT MAKER



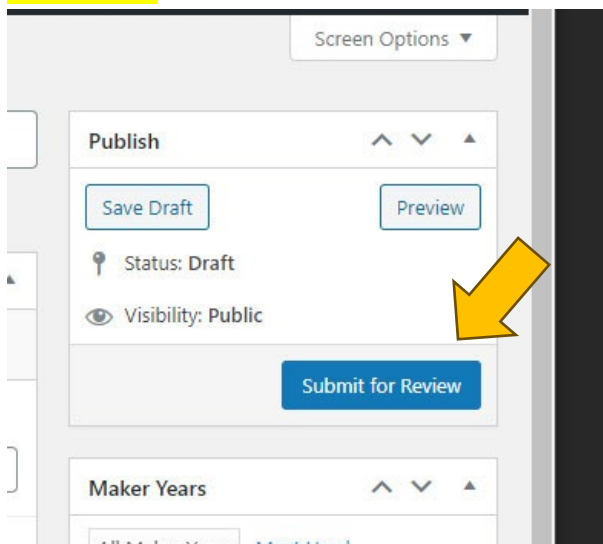
Click that make the changes and tweaks that you want to make.

ONCE YOU ARE FINISHED

Meaning, you have added:

- ☐ Company Name
- ☐ Logo
- ☐ Website name
- ☐ Website URL
- ☐ Email Address
- ☐ Maker Description (Narrative)
- ☐ Selected:
 - ☐ Maker Years
 - ☐ Maker Tags
 - ☐ Business Type (OPTIONAL)
 - ☐ Maker Category
- ☐ Social Media Links
- ☐ Video URL (ONLY ONE)
- ☐ Slide Show Images (5 with video / 6 with no video)
- ☐ Product Images with LINKS to your website (10) (OPTIONAL)
- ☐ CHECKED all your links and make sure that they work.

SUBMIT YOUR PAGE FOR REVIEW, OR RETURNING MAKERS HIT PUBLISH



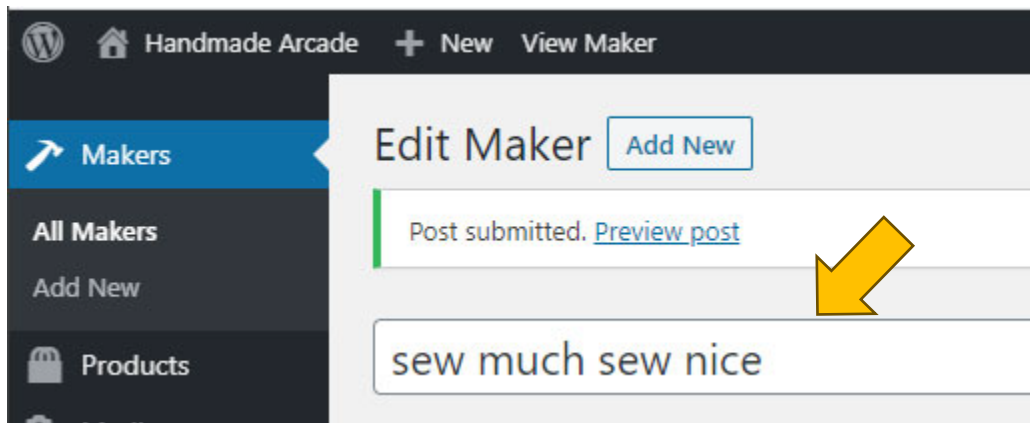
New makers:

Handmade Arcade will look at your page and publish them once we make sure you haven't forgotten anything important. If you have, we will email you.

Returning makers:

If you want Handmade Arcade to look at your page before the show goes, email her and ask her to take a look. She is happy to provide feedback if needed.

You will know it has been SUBMITTED because this will appear.



And now, you should stand up and do a celebratory dance.

Virtual hugs,

Tricia and the HA team

PS: PLEASE do your best to populate your pages using this guide. If you run into something that you need help with, you can email Tricia at tricia@handmadearcade.org but keep in mind that she may not get back to you in a timely manner. In case you didn't know, she is HA's only employee. While she is supported by a GREAT TEAM of volunteers and a few consultants, she is the only one with access to the website backend.