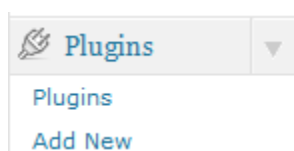




## ZipList Recipe Plugin: Getting Started

It's easy to get started with the new ZipList Recipe Plugin. Simply install the free WordPress plugin and then we'll walk through how to use this helpful tool below.

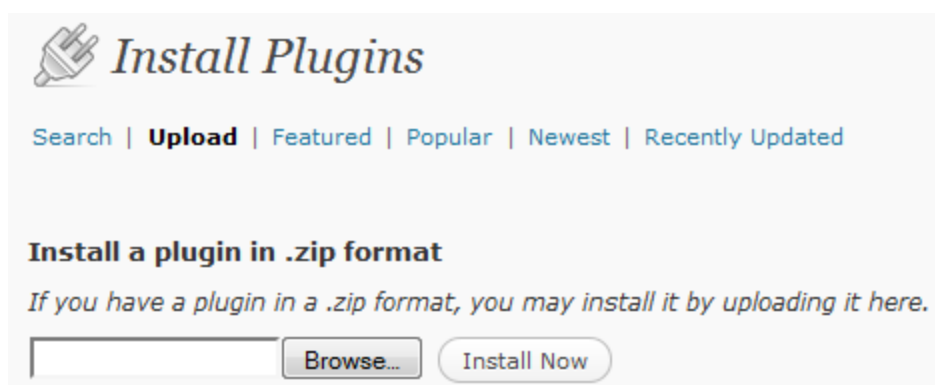
1. Download the ZipList Recipe Plugin file and save it to your computer.
2. Log in to your WordPress admin dashboard. Scroll down to "Plugins," then click "Add New."



3. You'll then reach the "Install Plugins" screen. Select "Upload."



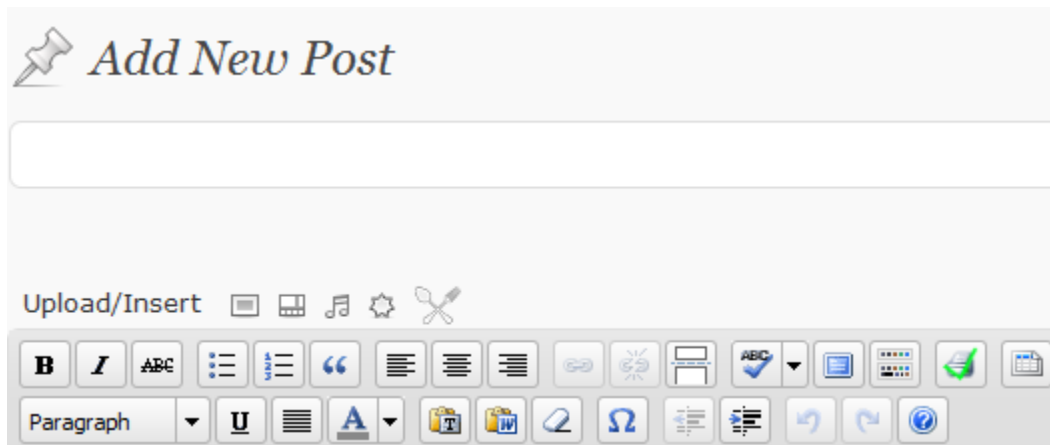
4. Click the "Browse" button to find the saved ZipList Recipe Plugin file. Click the "Install Now" button.



5. When the "Plugin Installed Successfully" message appears, click "Activate Plugin." You're all set, so let's get started with your first recipe post.

## How to Use the ZipList Recipe Plugin

1. Once you've installed the ZipList Recipe Plugin, click "Add New" under Posts on the left-hand navigation bar. When you're on the "Add New Post" screen you'll see an icon above the styles that looks like a knife and fork. Click that button to start your first recipe post.



2. An “Add a Recipe” box will pop up for you to enter or cut/paste the recipe title and image, as well as your ingredients and instructions.

Add a Recipe

Add a Recipe

Recipe Title \*

Recipe Image

Ingredients \*

Put each ingredient on a separate line. There is no need to use bullets for your ingredients.  
You can also create labels, hyperlinks and even add images! [Learn how here](#)

Instructions

Press return after each instruction. There is no need to number your instructions.  
You can also create labels, hyperlinks and even add images! [Learn how here](#)

3. If you are adding a recipe that has a secondary recipe, maybe for a sauce or a glaze, pay special attention since there is a certain way you must add these ingredients so that they are properly added to a reader's shopping list. Add ingredients for the main recipe, then start the next line with an exclamation point to create a label, like For the Sauce. Then, add the ingredients for the secondary recipe.

Add a Recipe

## Add a Recipe

**Recipe Title \***

Lemon Scones

**Recipe Image**

**Ingredients \***


Put each ingredient on a separate line. There is no need to use bullets for your ingredients.  
You can also create labels, hyperlinks and even add images! [Learn how here](#)


2 cups lemons  
3 cups flour  
!For the Glaze:  
2 tbsp milk  
1 tbsp sugar

**Instructions**

Press return after each instruction. There is no need to number your instructions.  
You can also create labels, hyperlinks and even add images! [Learn how here](#)


- Next, if you scroll down, you can also click “More Options” to enter more details, like rating, prep time, cook time, serving size and yield. Click the “Add Recipe” button when you are done.
- If you need to edit your recipe after you’ve clicked “Add Recipe,” simply click the box below that you will see inside your post box.

 **Wordpress hRecipe Plugin**

Powered by  **ZipList**

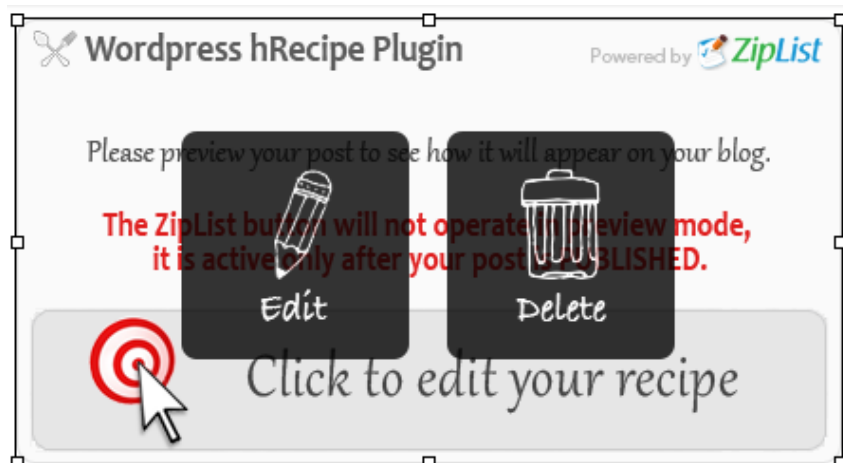
Please preview your post to see how it will appear on your blog.

**The ZipList button will not operate in preview mode,  
it is active only after your post is PUBLISHED.**

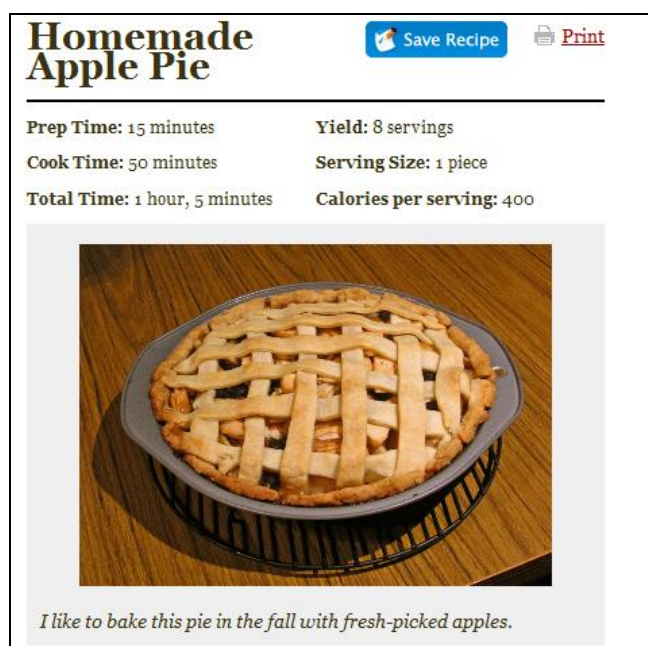


Click to edit your recipe

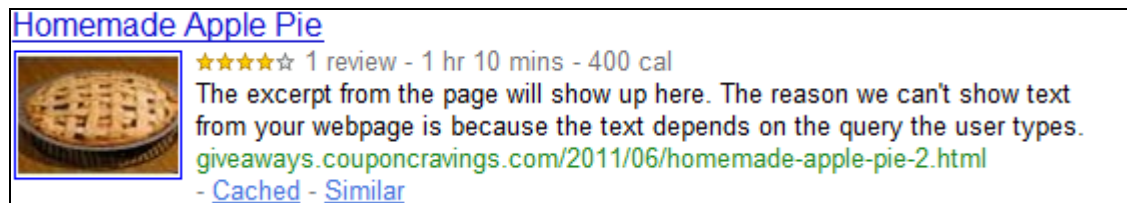
6. You will then see the box below with buttons to click to either edit or delete your post.



7. Voila. Here is what your recipe will look like on your blog.

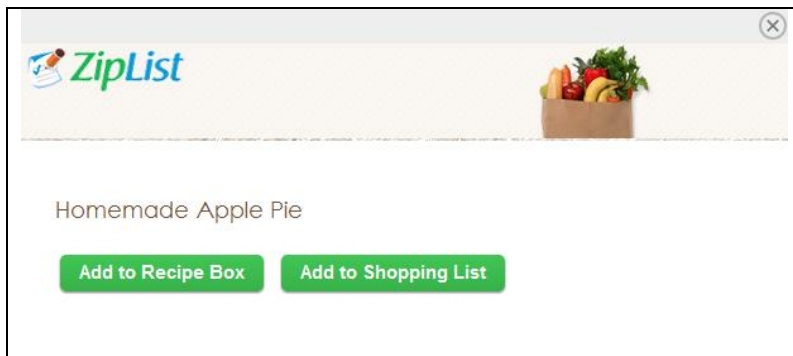


Even better, here's what your recipe will look like in Google search results. \* Note that you will need to submit your site to Google for inclusion once your recipes are formatted, and you can find more details here: <http://knol.google.com/k/google-rich-snippets-tips-and-tricks#>.

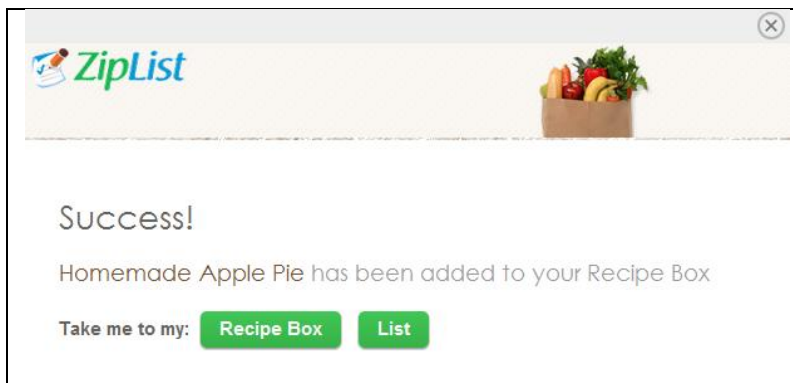


Just like the big recipe sites, such as AllRecipes.com and FoodNetwork.com, your recipes can also show up in the Rich Snippets format within Google Recipe Search with a photo, ingredients, cook time and ratings.

Before we move on, I want to direct your attention to the blue “Save Recipe” button at the top of the recipe post. Its purpose is two-fold. One, it enables your readers to save your recipes to a central recipe box (always with a link back to your website for full recipe instructions). Two, it allows readers to save them to a recipe box and a shopping list. When she clicks “Save Recipe,” here’s what she will see:



Once your reader clicks one of the above buttons, she is then asked whether she wants to go to her recipe box or shopping list. Alternatively, she can also close the box and keep searching for recipes on your site.



If the reader chooses to go to her recipe box, a separate window or tab will open up with the ZipList Recipe Box. She'll then find her new apple pie recipe here on ZipList, including ingredients and a link back to your food blog or recipe site for preparation instructions.

My Lists
**Recipes**
Checklists
Stores
Coupons

# Homemade Apple Pie

« Back to All Recipes

ZipThis
Pin It
Like
Email
Share

I like to bake this pie in the fall with fresh-picked apples.

coupon | *cravings*

Remove from Recipe Box
Add to Shopping List

**Details** See full recipe at [giveaways.couponcravings.com](http://giveaways.couponcravings.com)

<b>Serves</b>	<b>Cook Time</b>	<b>Total Time</b>	<b>Prep Time</b>	<b>Publisher</b>
8 servings	50 minutes	1 hour 5 minutes	15 minutes	Coupon Cravings

**Tags** Add tags to help organize recipes in your box. ( [Add Tags](#) )

**Ingredients** ( [Edit](#) )

6 cups of peeled, cored and sliced apples  
3 tbsp flour  
half-cup brown sugar  
1 tbsp sugar  
1 double crust pie pastry

Add to Shopping List

The reader can also add all recipe ingredients to his or her shopping list, which are then auto-categorized. But first, thanks to a built-in staples handling feature, ZipList double-checks to make sure she doesn't already have staples, like flour and sugar, in her pantry. See below.

Homemade Apple Pie

Items We Think You May Need
Select: All | None

☒ 1 double crust pie pastry

☒ 6 cups of peeled, cored and sliced apples

Items We Think You May Have
Select: All | None

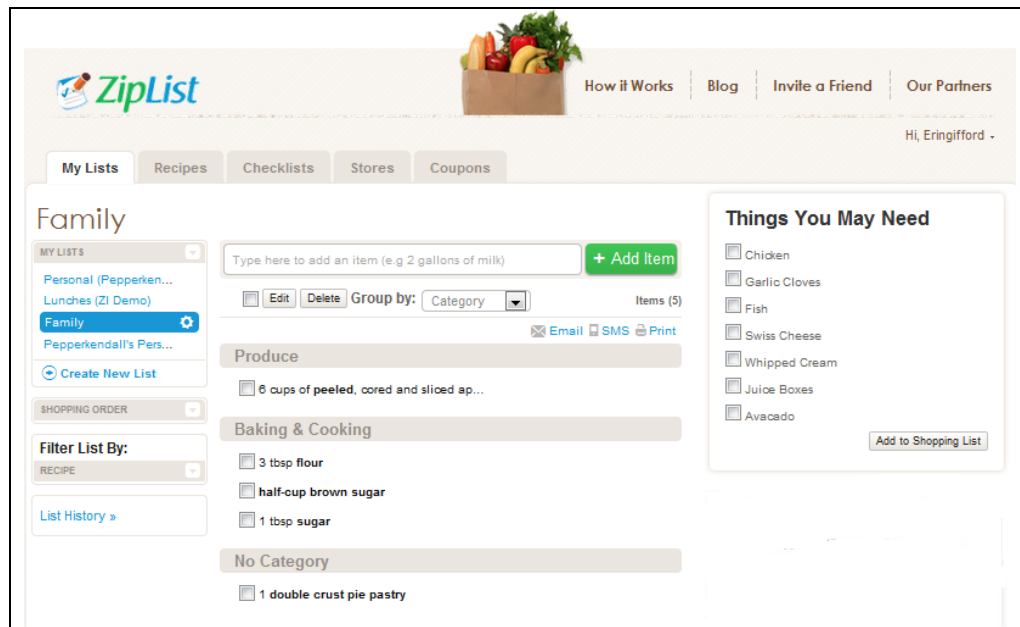
☐ 3 tbsp flour

☐ half-cup brown sugar

☐ 1 tbsp sugar

Add items to: Family List
Cancel or Add Items

Once the reader has added the items to the list, she can then add any other items she needs to pick up at the store this week.



## Special Feature #1: Add Links within Ingredients or Instructions

Whether you want to link out to Amazon to let your readers purchase ingredients or kitchen equipment, or you want to provide links to related recipes, now you can from within the Ingredients, Instructions and Summary fields. Here's what you do:

To add linked text, include both the word or phrase to be linked and the URL within brackets with a divider in between. Example, [ZipList|<http://www.ziplist.com>].

**Ingredients \***

Put each ingredient on a separate line. There is no need to use bullets for your ingredients. You can also create labels, hyperlinks and even add images! [Learn how here](#)

2 1/2 cups flour  
1 tsp baking powder  
1 tsp salt  
1 cup butter or [margarine|<http://www.parkay.com>] softened  
1 3/4 cups brown sugar

Here's how Ingredients will appear in your actual blog post:

**Ingredients**

2 1/2 cups flour  
1 tsp baking powder  
1 tsp salt  
1 cup butter or [margarine](#), softened  
1 3/4 cups brown sugar

## Special Feature #2: Add Images within Recipe Instructions

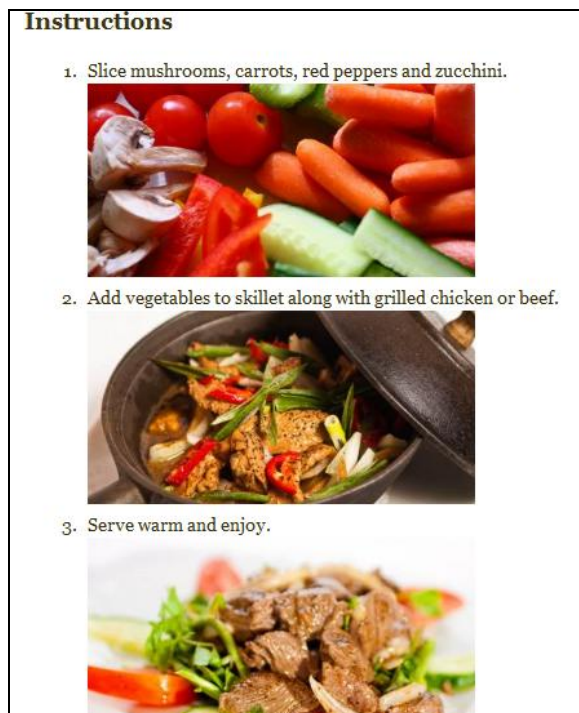
We know that many food bloggers like to incorporate images into their step-by-step recipe instructions (some also like to include images within their ingredients list). Now you can do the same with the ZipList Recipe Plugin. Here's what you do:

To add images between each recipe instruction, simply press enter after each instruction (very important). Then, add the image link preceded by a percentage sign. See example below.

**Instructions**  
Press return after each instruction. There is no need to number your instructions.  
You can also create labels, hyperlinks and even add images! [Learn how here](#)

Slice mushrooms, carrots, red peppers and zucchini.  
%<http://lorempixum.com/400/200/food/5>  
Add vegetables to skillet along with grilled chicken or beef.  
%<http://lorempixum.com/400/200/food/1>  
Serve warm and enjoy.  
%<http://lorempixum.com/400/200/food/2>

Here's how images will appear between recipe instructions in your blog post.



## Special Feature #3: Add Labels within Recipe Instructions

There are certain recipes that have a secondary recipe, like a salad and salad dressing. The ZipList Recipe Plugin now enables you to create labels to let readers know which steps are for which recipe.

Simply enter your instructions for the main recipe, then start the next line with an exclamation point to create a label, like For the Salad Dressing. Then, add the instructions for the secondary recipe.



### Instructions

Press return after each instruction. There is no need to number your instructions.

You can also create labels, hyperlinks and even add images! [Learn how here](#)

!For the Salad:

Slice strawberries.

Toss together spinach and strawberries.

!For the Salad Dressing:

In a medium bowl, blend together oil, vinegar, sugar, paprika and poppy seeds.

Pour over spinach and strawberries. Toss to coat.

Here's what your recipe will look like when you post to your blog:

### Instructions

#### For the Salad

1. Slice strawberries.
2. Toss together spinach and strawberries.

#### For the Salad Dressing

3. In a medium bowl, blend together the oil, vinegar, sugar, paprika and poppy seeds.
4. Pour over spinach and strawberries. Toss to coat.

## Special Feature #4: Enhance Recipe Content with Bold and Italics

The ZipList Recipe Plugin now makes it possible to bold or italicize words or phrases within the Ingredients, Instructions and Summary sections. Simply type in your recipe as you normally do, but for bold, enclose the word(s) in asterisks. For italics, enclose the word(s) in underscores. See example:

### Ingredients \*

Put each ingredient on a separate line. There is no need to use bullets for your ingredients.

You can also create labels, hyperlinks and even add images! [Learn how here](#)

1 cup of whole wheat flour

2 cups of *\*white\** sugar

Here's what the Ingredients section of your recipe will look like when you post to your blog:

### Ingredients

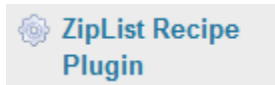
1 cup of *whole wheat* flour

2 cups of **white** sugar

## Adjusting Your Settings

There are several settings worth taking note, and to access and adjust these, take these steps:

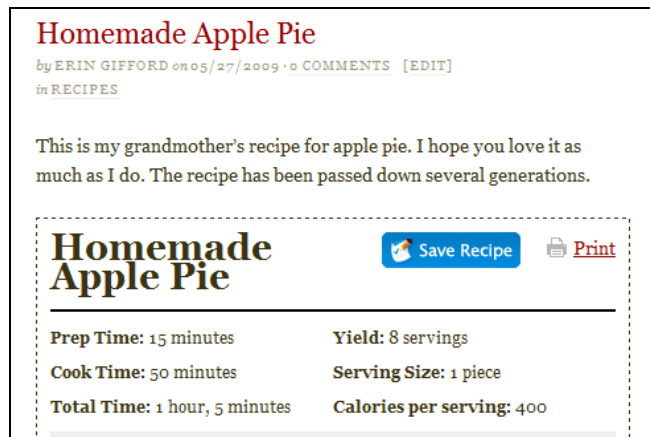
1. From your WordPress dashboard, scroll to the very bottom of the page and click ZipList Recipe Plugin on the left-hand side.



2. This will open a page called "ZipList Recipe Plugin Settings," and from here you'll be able to customize the output of your recipe plugin in several ways. Let's take a look at each.
3. The top field is for a Partner Key. This is not necessary to get started, but if you'd like for your logo and site name to show up alongside recipes in the recipe box (a link back to your site will be present regardless of whether you have a partner key), click the link that reads "Request a free partner key now." You can begin using the plugin while you wait for the partner key; you will not lose any work.
4. The next line is the ZipList Recipe Box and Shopping List Button. If you keep this box unchecked, a "Save Recipe" button will appear on each recipe post. This enables your readers to save your recipes to a central recipe box (always with a link back to your website for full recipe instructions). From there, they can also add all necessary ingredients to a shopping list. Here is what the "Save Recipe" button looks like:



5. The next line is ZipList Recipe Plugin Link. If you keep this box unchecked, a line will appear at the bottom of your recipe posts in light colored text that reads "Google Recipe View Microformatting by ZipList Recipe Plugin." If you check this box, this line of text will not appear.
6. The next line reads Printed Output: Recipe Permalink. If you leave this box unchecked, the URL for the specific recipe post will appear at the very bottom of the print version of the recipe.
7. On the next line, you'll see Printed Output: Copyright Statement. Here you'll have the opportunity to enter a copyright notice, the URL for your blog, or anything else you'd like to see appear at the bottom of the print version of your recipe posts.
8. In the General section, you'll see Stylesheet. Only uncheck this box if you or a designer are working on a very custom stylesheet to use with the recipe plugin (most plugin users will leave this box checked).
9. Next you'll see a listing for Recipe Title. If you leave this unchecked, you will see a title in the main body of your post. If you check the box, the black title to the left of the "Save Recipe" button below will disappear. However, the title will continue to appear on the print version of your recipes.



10. Next you'll see a listing for Print Button. If you leave this unchecked, you'll see a "Print" button to the right of the blue Save Recipe button, enabling your readers to print out your recipe as a recipe card.
11. The next line is for Image Width and lets you set the appropriate size to match the width of your blog post. Just enter a width here one time and all of your recipe posts will size photos the same way.
12. Next is Image Display, and you have two options if you choose to add a recipe image URL within the plugin. One, leave "Don't show image in post" unchecked (default setting) and the image will not appear in your blog post, but it will appear when users save the recipe in their recipe boxes. Two, leave "Don't show image in print view" checked (default setting) and the recipe image will not appear when users go to print out your recipe. Uncheck the box and the image will appear on the printed version.
13. Next is Border Style. Here you have the opportunity to add a solid, dotted, dashed, thick solid or double black line around the entire recipe. The default is set to none if you do not wish to have any kind of border around your recipe.
14. Next you'll see Ingredients and Instructions. Here you have the option to change the label (e.g., if you prefer to refer to "Instructions" as "Directions") or choose to hide the label altogether by checking the "Don't Show" boxes. We also offer several options related to how you want to display Ingredients and Instructions, such as a bulleted or numbered list.
15. In the Other Options section, you'll find options to change labels for rating, cook time, yield, notes and more. These are all optional, so you don't need to include any of them in your posts. However, if you want your posts to show up in Google Recipe Search in the Rich Snippets format, you need to include at least two of the following fields: prep time, cook time, total time, calories, rating or image.
16. If you choose to make any changes, be sure to click the blue "Save Changes" button at the bottom of the page when you are finished. Any changes you make here will be reflected across all recipes posted on your site using the ZipList Recipe Plugin.

## Stylesheet Cookbook

There are a variety of ways that bloggers can customize the output of the recipe plugin. Here's a sampling of CSS styles that you can drop into your Stylesheet. From the WordPress dashboard, go to "Appearance," then

“Editor,” then “Stylesheet,” and add the ones you want to the very bottom of your stylesheet to personalize the appearance.

**Add Bullets to Your Ingredients.** Even if you select the “Bulleted” default for your Ingredients, you will not see actual bullets unless you enter the code below to your stylesheet. We do this so that bloggers can feel free to add their own custom bullets if they choose to do so.

```
#zlrecipe-container #zlrecipe-innerdiv #zlrecipe-ingredients-list li { list-style-type: disc; }
```

**Remove the Indent on Ingredients.** The everyday behavior of the plugin is to indent to the right all ingredients listed under the Ingredients label. With this code below, the ingredients will indent just slightly (just enough to accommodate a bullet if you choose to add bullets). See example below.

```
#zlrecipe-container ul { padding-left: 0px; }
```

### Ingredients

2 cups all-purpose or fresh milled flour  
1 cup turbinado or sucanat, 3/4 cup honey, or 1 1/4 white sugar  
(pick only one of these)  
2 teaspoons baking soda (be sure to get aluminum free)  
2 teaspoons cinnamon, ground  
1 teaspoon kosher or sea salt

**Change the Color of the Recipe Title.** The default recipe title color is black. However, if you want to change the color of your recipe title, add this code to your stylesheet. The color code here, #4169E1, is just an example. You can find a full list of color codes here: [http://www.w3schools.com/cssref/css\\_colors.asp](http://www.w3schools.com/cssref/css_colors.asp).

```
#zlrecipe-container #zlrecipe-title { color: #4169E1; }
```

**Change the Size of the Recipe Title.** The default size of the recipe title output by the plugin is 32 pixels. However, you can make the title smaller by adding this code to your stylesheet, which makes the title only 24 pixels high. Feel free to modify this number to adjust the size of the title to best suit your blog.

```
#zlrecipe-container #zlrecipe-title { font-size: 24px; }
```

**Remove the Line Underneath the Recipe Title.** The default plugin behavior is to add a black horizontal line just below the recipe title. To remove this black line, add this code to your stylesheet.

```
#zlrecipe-container #zlrecipe-title.b-b, #zlrecipe-  
container .item.b-b { border: none; }
```

**Color the Line Underneath the Recipe Title.** The default plugin behavior is to add a black horizontal line just below the recipe title. To change the color of this line, add this code to your stylesheet. Change #DDDDDD to a color you prefer. You can find a full list of color codes here: [http://www.w3schools.com/cssref/css\\_colors.asp](http://www.w3schools.com/cssref/css_colors.asp).

```
#zlrecipe-container #zlrecipe-title.b-b, #zlrecipe-  
container .item.b-b { border-color: #DDDDDD; }
```

**Color the Background of the Recipe Card.** The standard background of the recipe card is white. However, if you want to shade the background to make it stand out more on your blog, you can add this code to your stylesheet. Using the code below will give your recipe card a light grey tint. You can find a full list of color codes here: [http://www.w3schools.com/cssref/css\\_colors.asp](http://www.w3schools.com/cssref/css_colors.asp).

```
#zlrecipe-container { background-color: #DDDDDD; }
```

**Color or Remove the Color Behind the Image.** The standard behavior of the plugin is to add a light grey tint behind the image. Use the codes below to either remove the color or change the color. You can find a full list of color codes here: [http://www.w3schools.com/cssref/css\\_colors.asp](http://www.w3schools.com/cssref/css_colors.asp).

**\*\* To remove the color behind the image:**

```
#zlrecipe-container #zlrecipe-innerdiv .img-desc-wrap { background-  
color: transparent; }
```

**\*\* To change the color behind the image to white:**

```
#zlrecipe-container #zlrecipe-innerdiv .img-desc-wrap { background-  
color: #FFFFFF; }
```

**Move the “Save Recipe” Button to the Far Left When the Title is Not Displayed.** If you choose not to display the recipe title in the plugin and want to move the blue “Save Recipe” button from the far right to the far left, drop this code into your stylesheet.

```
#zlrecipe-container .zl-recipe-link.fl-r { float: left; }
```

**Add Padding to the Left of the “Save Recipe” Button.** To add a few more spaces between the Save Recipe button and your recipe title, add the code below to your stylesheet.

```
#zlrecipe-container .zl-recipe-link { margin-left: 5px; }
```

**Change the Color of the Ingredients and Instructions Labels.** The default ingredients and instructions labels are black. However, if you want to change the color of these labels, add this code to your stylesheet. The color code here, #4169E1, is just an example. You can find a full list of color codes here: [http://www.w3schools.com/cssref/css\\_colors.asp](http://www.w3schools.com/cssref/css_colors.asp).

```
#zlrecipe-container #zlrecipe-ingredients, #zlrecipe-container #zlrecipe-  
instructions { color: #4169E1; }
```

**Change the Size of the Ingredients and Instructions Labels.** Change the size of the ingredients and instructions labels output by the plugin by adding this code to your stylesheet. Adjust the number of pixels up or down to best suit your blog.

```
#zlrecipe-container #zlrecipe-ingredients, #zlrecipe-container #zlrecipe-  
instructions { font-size: 24px; }
```

**Change Line Spacing of Ingredients and Instructions.** To add more spacing between ingredients and instructions, add this code to your style sheet. You can adjust the 2.0 number to up or down to increase or decrease the amount of space between each ingredient or instruction.

```
#zlrecipe-container #zlrecipe-ingredients-list,  
#zlrecipe-container #zlrecipe-instructions-list {  
    line-height: 2.0em;}
```

**Set the Width of Images that Appear Within Instructions or Ingredients.** To change the width of these images, simply drop this code into your stylesheet. You can adjust the 300 pixel number up or down to make your images more or less wide.

```
#zlrecipe-container .instruction-image,  
#zlrecipe-container .ingredient-image {  
    width: 300px;}
```

**Change the Color Outline of the Recipe Card.** If you choose to have a Border Style (e.g., solid, dashed, etc.) from within the recipe plugin settings to create a recipe card look, you'll find that the default outline color is black. If you want to change the color of the outline, drop this code into your stylesheet. Replace #DDDDDD with your preferred color code.

```
#zlrecipe-container-border { border-color: #DDDDDD; }
```

Thank you so much for your interest in the ZipList Recipe Plugin. If you have any questions or concerns, please send an email to [plugins@ziplist.com](mailto:plugins@ziplist.com).