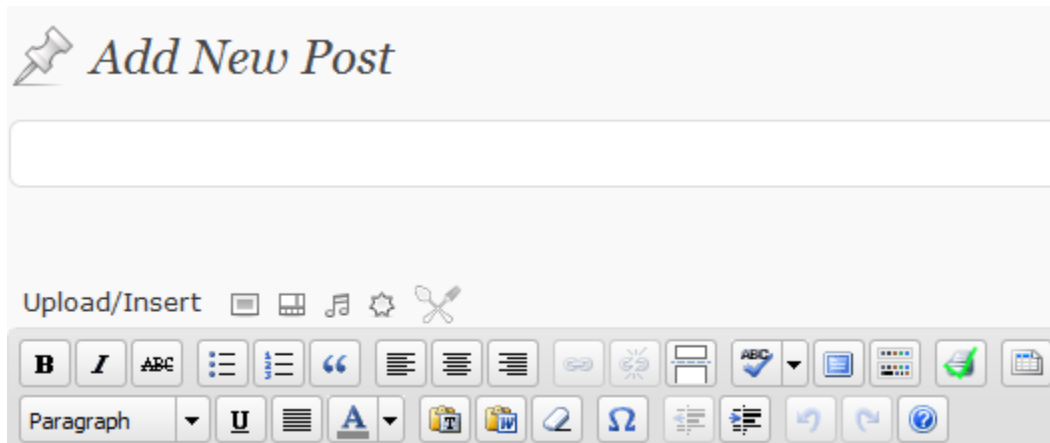# How to Use the ZipList Recipe Plugin

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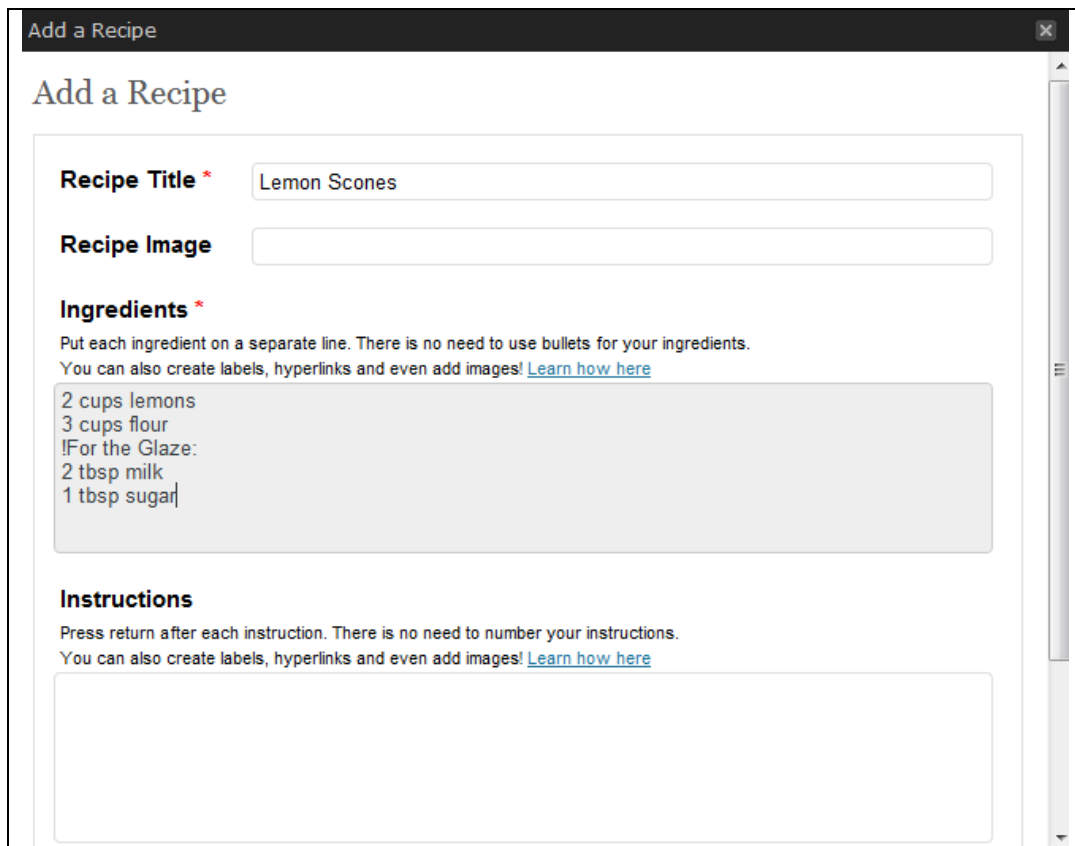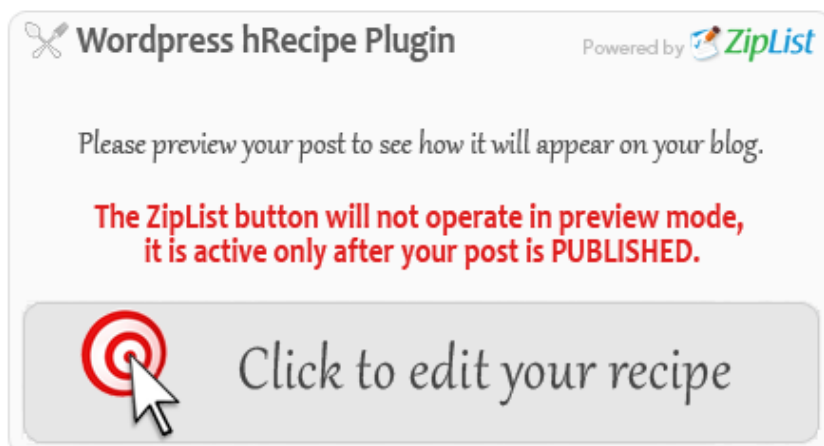
3. If you are adding a recipe that has a secondary recipe, maybe for a sauce or a glaze, <u>pay special attention</u> since there is a certain way you must add these ingredients so that they are properly added to a reader's shopping list. Add ingredients for the main recipe, then start the next line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


4. 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.

5. 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.

6. You will then see the box below with buttons to click to either edit or delete your post.
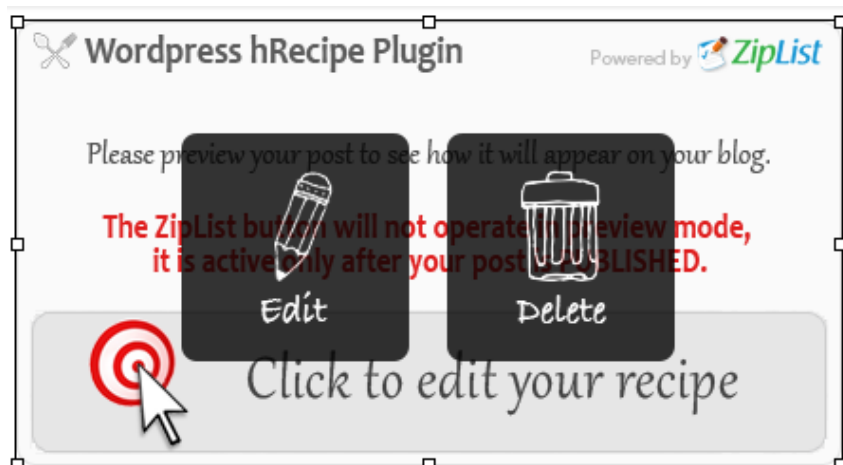
7. Voila. Here is what your recipe will look like on your blog.
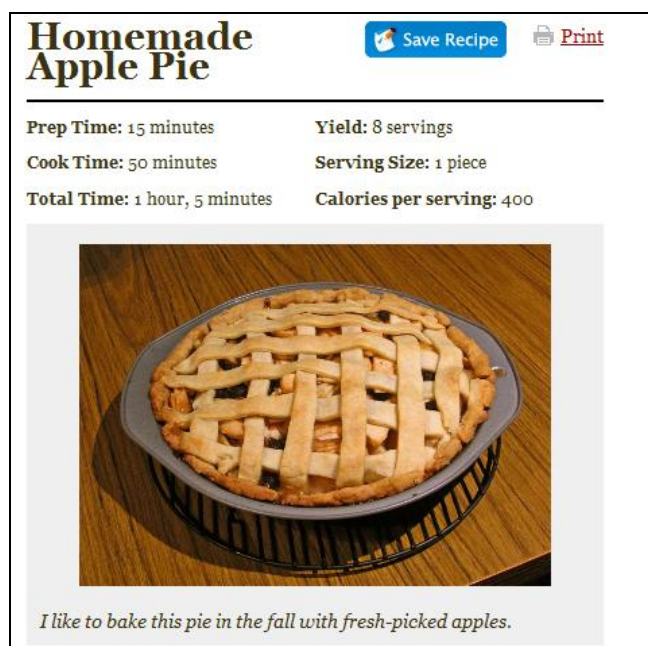
Even better, here's what your recipe will look like in Google search results. * Note that you will need to submit your site to Google for inclusion once your recipes are formatted, and you can find more details here: http://knol.google.com/k/google-rich-snippets-tips-and-tricks#.
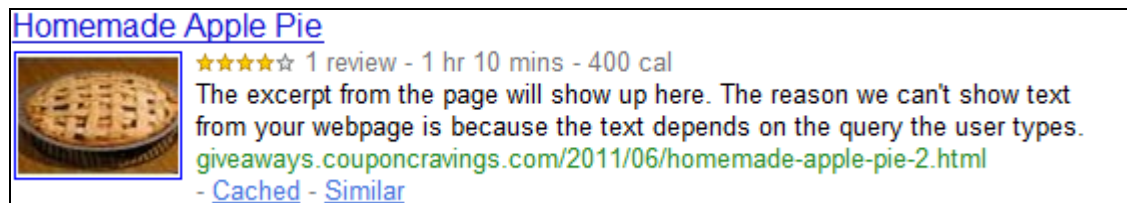
Just like the big recipe sites, such as AllRecipes.com and FoodNetwork.com, your recipes can also show up in the Rich Snippets format within Google Recipe Search with a photo, ingredients, cook time and ratings.

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. 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:
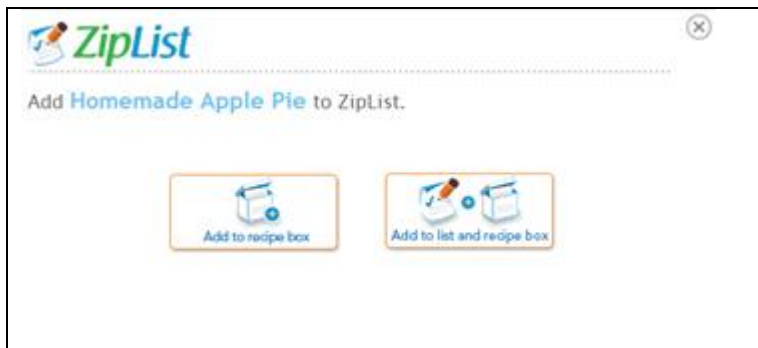
Once your reader clicks one of the above buttons, she is then asked whether she wants to go to her recipe box or shopping list. Alternatively, she can also close the box and keep searching for recipes on your site.
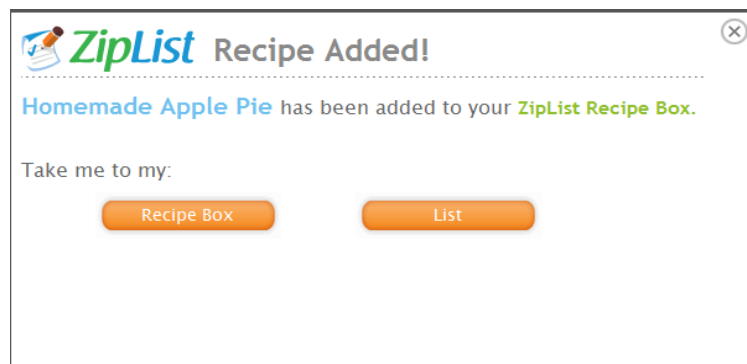
If the reader chooses to go to her recipe box, a separate window or tab will open up with the ZipList Recipe Box. She'll then find her new apple pie recipe here on ZipList, including ingredients and a link back to your food blog or recipe site for preparation instructions.

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.

Once the reader has added the items to the list, she'll find that each item on the list that is an ingredient for a recipe in her recipe box will display a small recipe box icon to the right of the ingredient.

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].

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

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.

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.

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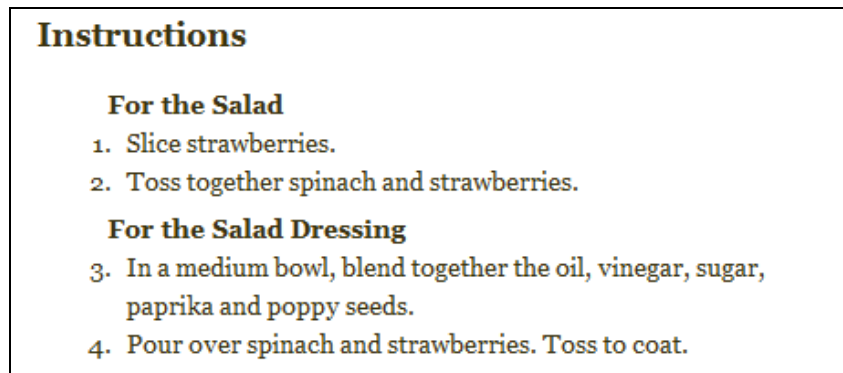
Adjusting Your Settings

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.
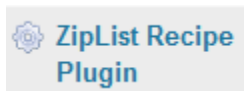
2. This will open a page called "ZipList Recipe Plugin Settings," and from here you'll be able to customize the output of your recipe plugin in several ways. Let's take a look at each.

3. The top field is for a Partner Key. This is not necessary to get started. However, if you would like 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), send a request for a free partner key to plugins@ziplist.com.

4. The next line reads ZipList Recipe Box and Shopping List. 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. From there, they can also add all necessary ingredients to a shopping list. Here is what the "Save Recipe" button looks like:
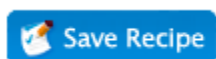
5. The next line is ZipList Recipe Plugin Link. If you keep this box unchecked, a line will appear at the bottom of your recipe posts in light colored text that reads "Google Recipe View Microformatting by ZipList Recipe Plugin." If you check this box, this line of text will not appear.

6. The next line reads Printed Output: Recipe Permalink. If you keep this box unchecked, the direct link to the recipe on your website will appear at the bottom of any recipes your readers print from your website (using the Print button generated by our plugin).

7. The next line is Printed Output: Copyright Statement. This is an open field and you can add anything you like here, whether a copyright notice or the URL for your website. Whatever you add will appear at the bottom of recipes your users print out from your website (using the Print button generated by our plugin).

8. In the General section, 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.
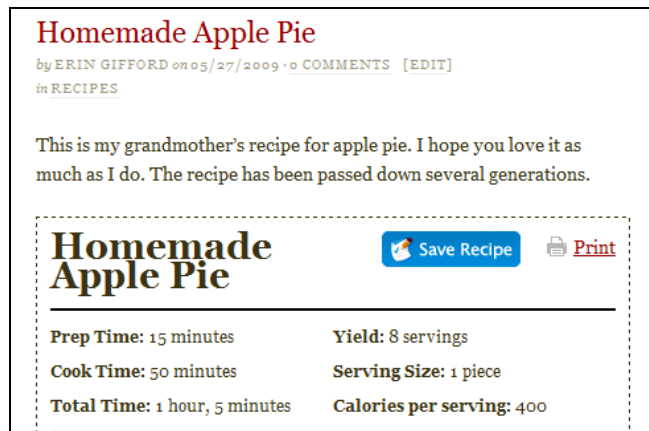
9. Next you'll see a listing for Print Button. If you leave this unchecked, you'll see a "Print" button to the right of the blue Save Recipe button, enabling your readers to print out your recipe as a recipe card.

10. 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.

11. 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.

12. The next line is Stylesheet. If you leave this box checked, your recipes will be formatted similar to what you see under number eight above. If you uncheck the box, you'll have the opportunity to code the style of the recipe in any way you choose in your personal stylesheet.

13. 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.

14. In the Other Options section, you'll find options to change labels for rating, cook time, yield 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.

15. 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 paste 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.

Hide the Recipe Image. It's important for search engines to see images of recipes, so we encourage you to add an image URL into the Recipe Image field within the ZipList Recipe Plugin. However, if you want to hide the image from view on your blog, add this code to your stylesheet.

```
#zlrecipe-container .photo { display:none; }
```

Re-Size the Recipe Card. If the width of your recipe card output is not matching the width of your blog post, add the code below to your stylesheet. Adjust the number of pixels until you get to your preferred width.

```
#zlrecipe-container { width: 600px; }
```

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.

```
#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; }
```

Change the Color of the Line Below the Recipe Title. By default, the line that appears below the recipe title, Save Recipe and Print buttons is black. To change the color, add the code below to your stylesheet. Using the code here will give the line a light grey tint. You can find a full list of color codes here: http://www.w3schools.com/cssref/css_colors.asp.

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

Change the Color of the Ingredients and Instructions Labels. To change the color of the labels that sit above your ingredients and instructions, just add the code below to your stylesheet. Using the code here will make the labels light grey. A full list of color codes is here: http://www.w3schools.com/cssref/css_colors.asp.

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

Change the Size of the Ingredients and Instructions Labels. To change the size of the labels that sit above your list of ingredients and instructions just add the code below to your stylesheet. Adjust the number of pixels up or down until you get to your preferred size.

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

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.

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

Remove the Color Behind the Image. The standard behavior of the plugin is to add a light grey tint behind the image. Use the code below to remove the color behind the image.

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

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-color: #DDDDDD; }
```

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 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; }
```

Do Not Display Recipe Title on Your Blog, But Do Display Title on Recipe Print-Out. Add the code below to your stylesheet to ensure that your recipe title appears when users print out your recipes, but does not appear on your blog pages. If you use this code, do NOT check "Don't Show Recipe Title" within the plugin settings or this code will not work.

```
#zlrecipe-container #zlrecipe-title { display: none; }
```

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.