

The Minimalist

Handover Document for “Magic-Sparkles”

Wordpress Training

CMS | Login Screen

The diagram illustrates a WordPress login screen. A red box highlights the "Username or Email Address" input field. Another red box highlights the "Password" input field, which includes a visibility toggle icon (an eye). A third red box highlights the "Remember Me" checkbox. A fourth red box highlights the "Log In" button. To the left of the main form, a red box labeled "Checkbox To Save Password" contains an arrow pointing towards the "Remember Me" checkbox. To the right of the main form, three red boxes display the input values: "Username: magicsparkle", "Password: magicsparkle@12345\$", and "Log In".

Username or Email Address

Password

Remember Me

Log In

Lost your password?

← Go to affine

Checkbox To Save Password

Username: magicsparkle

Password: magicsparkle@12345\$

Log In

CMS | Login Screens | Description

- Go to the link → <https://magicsparkles.com/wp-admin/>
To see the login screen
- Enter the username → magicsparkle
- Enter the password → magicsparkle@12345\$
- Remember Me → Click on checkbox if you want to save the password.
- Click on login to proceed further

Dashboard

Please edit Pages and Posts to modify any content on the website

My Site Reader

Magic Sparkles magicsparkles.com

My Home

Updates

Statistics Business

Upgrades

Inbox

Posts

Media

Pages

Comments

HubSpot

Feedback

Jetpack

WooCommerce

Appearance

Plugins

Users

Tools

Settings

Custom Fields

Curator

Theme Settings

Dashboard

Hey giteshminimalist,
Congratulations, new contacts were added to your HubSpot CRM this week! Enjoying the plugin? [Leave us a review](#)

 Kelly
HubSpot for WordPress Team

 You're awesome for installing **Smush!** Make sure you get the most out of it, boost your Google PageSpeed score with these tips and tricks - just for users of Smush!

rohit@magicsparkles.com [Get Fast!](#) [No thanks](#)

Site Health Status

No information yet... Site health checks will automatically run periodically to gather information about your site. You can also [visit the Site Health screen](#) to gather information about your site now.



Date	Status
Mar 11	~45
Mar 13	~40
Mar 15	~48
Mar 17	~28
Mar 19	~22
Mar 21	~52
Mar 23	~50

Top Posts

[Homepage](#) 1 View

[Where To Buy](#) 1 View

Top Searches

Sorry, nothing to report.

[View all stats](#)

Private force attack protection Anti-spam

Screen Options ▾ Help ▾ Write

Dashboard | Description

- When you first sign into the WordPress admin dashboard, you'll see the default screen with widgets such as activity, quick draft, WordPress events and news, and at a glance.
- This screen gives you a quick overview of all the details for your WordPress website.
- On the left side you will get all the quicklinks(actions that you can perform on your website through the cms).

Dashboard | Pages

From here the user can find the number of existing pages or can add a new page

The screenshot shows the WordPress dashboard for the site "Magic Sparkles". A red box highlights the left sidebar and the "Pages" section in the main content area.

Left Sidebar:

- My Site
- Reader
- Magic Sparkles
magicsparkles.com
- My Home** (selected)
- My Home
- Updates
- Statistics
- Upgrades
- Inbox
- Posts
- Media
- Pages** (highlighted by a red box)
- Comments
- HubSpot
- Feedback
- Jetpack

Main Content Area:

Dashboard

Hey giteshminimalist,
Congratulations, new contacts were added to your HubSpot CRM this week! Enjoying the plugin? [Leave us a review](#)

 Kelly
HubSpot for WordPress Team

 You're awesome for installing **Smush!** Make sure you get the most out of it, boost your Google PageSpeed score with these tips and tricks - just for users of Smush!

[rohit@magicsparkles.com](#) [Get Fast!](#) No thanks

Pages Section:

- All Pages
- Add New

No information yet... Site health checks will automatically run periodically to gather information about your site. You can also [visit the Site Health screen](#) to gather information about your site now.

Quick Draft:

Title:

Content: What's on your mind?

Dashboard | Pages

The screenshot shows the WordPress dashboard with a red box highlighting the left sidebar. The sidebar includes links for My Site, Reader, Magic Sparkles, Theme Settings, My Home, Statistics, Upgrades, Business, Inbox, Posts, Media, and Pages. The 'Pages' link is selected and highlighted in blue. A secondary red box highlights the 'All Pages' link under the 'Pages' section. The main content area is titled 'Pages' and displays a list of published pages: Homepage, Privacy Policy, Terms & Conditions, Our Products, and Wholesale. Each page entry includes a timestamp, a preview thumbnail, and a three-dot menu icon.

On Click of All pages the lists of page would open and from this window the user can perform three actions :- edit, quick edit, trash & view

Page	Date	Action
Homepage	1 Nov 2021 at 18:07	... (Edit, Quick Edit, Trash, View)
Privacy Policy	22 Nov 2021 at 15:16	... (Edit, Quick Edit, Trash, View)
Terms & Conditions	22 Nov 2021 at 15:14	... (Edit, Quick Edit, Trash, View)
Our Products	17 Nov 2021 at 15:08	... (Edit, Quick Edit, Trash, View)
Wholesale		... (Edit, Quick Edit, Trash, View)

Dashboard All Pages | Edit Action | Homepage Edit

The screenshot shows the WordPress editor interface for editing a page titled "Homepage". The main content area is currently empty, with a placeholder "Type / to choose a block". A "Yoast SEO" sidebar is visible on the left, containing tabs for SEO, Readability, Schema, and Social, along with sections for Focus keyphrase, Get related keyphrases, and Google preview.

At the top right, there are standard editing tools: Switch to draft, Preview, Update (in a pink button), settings, and a refresh icon. To the right of the content area is a sidebar with the following sections:

- Status & visibility**: Visibility set to Public, Publish date 1 November 2021 12:37 pm, Author set to qiteshminimalist, Enable AMP toggle off.
- Move to bin** button (highlighted with a red border).
- Template** dropdown.
- Yoast SEO** section: Readability analysis (red circle) and SEO analysis (red circle, Needs improvement).

Dashboard All Pages | Edit Action | Homepage Edit

The screenshot shows the WordPress editor interface for editing a page titled "Homepage". The left side displays the page content with sections for "Banner Section" and "Banner Icons Section". The right side features a sidebar with various settings and a revision history.

Banner Section:

- Background Video Link: <https://player.vimeo.com/video/637417338>
- Mobile Background Video Link: <https://player.vimeo.com/video/649488724>

Banner Heading:

Purveyors of Edible Jewels & Edible Glitter

Banner Icons Section:

	Banner Icon	Banner Icon Text
1		100% Edible
2		Natural Colours

Sidebar Settings:

- Page: Status & visibility, Visibility: Public, Publish: 1 November 2021 12:37 pm, Author: aiteshminimalist, Enable AMP: Off, Move to bin: button
- Block: Template dropdown, Yoast SEO: Readability analysis (green), SEO analysis: Needs improvement (red), Improve your post with Yoast SEO button, 24 Revisions

Click on cancel icon to remove the image

Click on edit icon to edit the image

Add banner text

Dashboard All Pages | Edit Action | Homepage Edit | Image Edit

Our Magical Range

Section Heading Description

Create a jewel-like shine! Si

Our Magical Range Content

Product Image

1

2

Edit Image

magic-sparkles.png
25 November 2021
321 KB
500 by 500 pixels

[Edit Image](#)

[Delete permanently](#)

Alt Text

Magic Sparkles

Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.

Title

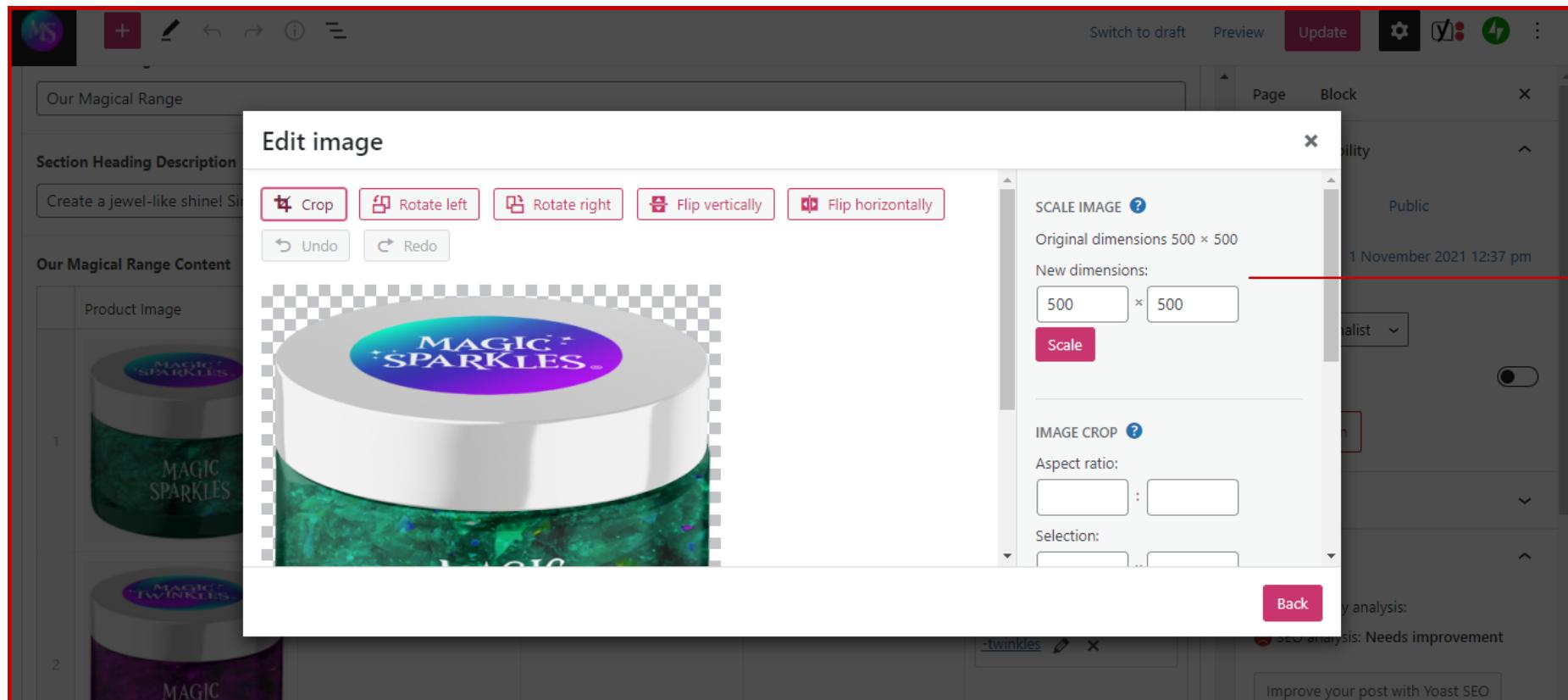
Magic Sparkles

Update Image

Click on edit icon to edit the image

Click delete permanently link to delete the image from this window

Dashboard All Pages | Edit Action | Homepage Edit | Image Edit



You can change the image dimensions, aspect ratio from this window

Dashboard All Pages | Edit Action | Homepage Edit | Content Edit

MS

+ ⌍ ⓘ ⌍

Switch to draft Preview Update ⚙️ 🎯 ⚡ :

Popup Video Link
<https://videos.files.wordpress.com/KDKwqkal/magic-sparkles-main.mp4>

Cursor Image


Our Magical Range

Section Heading
Our Magical Range

Section Heading Description
Create a jewel-like shine! Simply sprinkle our fully edible glitter on your sweet creations for a glamorous effect.

Page Block

Status & visibility

Visibility Public

Publish 1 November 2021 12:37 pm

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:
SEO analysis: Needs improvement

Improve your post with Yoast SEO

↓

↓

↓

Edit Icon

Edit Heading

Edit Description

Dashboard All Pages | Edit Action | Homepage Edit

The screenshot shows the WordPress editor interface for a page titled "Our Magical Range". The left sidebar contains sections for "Section Heading" (with "Our Magical Range" content), "Section Heading Description" (with a description about edible glitter), and "Our Magical Range Content" (a table with five columns: Product Image, Product Heading, Product Number, CTA Text, and CTA Link). The first row of the content table features an image of a jar labeled "MAGIC SPARKLES", a heading "Range of Colours", a number "13+", a button labeled "EXPLORE", and a link to "https://magicsparkles.co/m/our-products?tab=magic-sparkles". The right sidebar displays the "Page" and "Block" settings, including "Status & visibility" (Public, published on 1 November 2021 at 12:37 pm), "Author" (qiteshminimalist), and "Yoast SEO" analysis (Readability analysis: Needs improvement, SEO analysis: Needs improvement).

Edit Product Image

Edit Heading

Edit Product Number

Edit CTA Text

Edit CTA Link

Edit Unique Challenges from this window

Dashboard All Pages | Edit Action | Homepage Edit

The screenshot shows the WordPress editor interface for editing a page titled "Our Magical Range". The page content includes a section heading "Section Heading" with the text "Our Magical Range", a description "Section Heading Description" with the text "Create a jewel-like shine! Simply sprinkle our fully edible glitter on your sweet creations for a glamorous effect.", and a table titled "Our Magical Range Content" with two rows. Row 1 contains a product image of "MAGIC SPARKLES" (green jar), a "Range of Colours" dropdown set to "13+", a "Product Number" input field showing "13+", a "CTA Text" button labeled "EXPLORE", and a "CTA Link" pointing to <https://magicsparkles.com/our-products?tab=magic-sparkles>. Row 2 contains a product image of "MAGIC TWINKLES" (purple jar), a "Range of Colours" dropdown set to "9+", a "Product Number" input field showing "9+", a "CTA Text" button labeled "EXPLORE", and a "CTA Link" pointing to <https://magicsparkles.com/our-products?tab=magic-twinkles>.

The right sidebar displays the page's status and visibility (Public, published on 1 November 2021 at 12:37 pm by user qiteshminimalist), AMP settings (disabled), template selection, Yoast SEO analysis (readability analysis: poor, SEO analysis: needs improvement), and 24 revisions.

Two callout boxes highlight the "Preview" and "Update" buttons in the top right corner of the editor:

- Click on preview to view the edits on the page, this will not reflect the changes on the website.**
- Click on update to view the edits on the page, this will reflect the changes on the website.**

Dashboard All Pages | Edit Action | Homepage Edit

The screenshot shows the WordPress editor interface. On the left, there is a content area containing a testimonial block. The testimonial content is:

I've been using Magic Sparkles for quite a while now and absolutely love them. I mainly use them on wedding cakes and my clients love the effect. They are easy to use and they really twinkle and catch the light, without being "blingy", so are perfect for the pretty, elegant cakes my clients are looking for.

Below the testimonial, there are four profile-related sections: Profile Person Name (Buttercup Cakes), Profile Person Details (Customers), and Profile Person Link (https://www.instagram.com/love_buttercup_cakes/). On the right, a sidebar displays the page's metadata and SEO analysis. A red box highlights the sidebar area, and a callout box with a red border and text "Edit Precise Outcomes from this window" points to it.

Testimonial Content

I've been using Magic Sparkles for quite a while now and absolutely love them. I mainly use them on wedding cakes and my clients love the effect. They are easy to use and they really twinkle and catch the light, without being "blingy", so are perfect for the pretty, elegant cakes my clients are looking for.

Profile Person Name

Buttercup Cakes

Profile Person Details

Customers

Profile Person Link

https://www.instagram.com/love_buttercup_cakes/

Switch to draft Preview Update ⚙️ ⚡ ⋮

Page Block X

Status & visibility

Visibility Public

Publish 1 November 2021 12:37 pm

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis: ●

SEO analysis: Needs improvement :(

Improve your post with Yoast SEO

Edit Precise Outcomes from this window

Dashboard All Pages | Edit Action | Homepage Edit

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+ ↻ ⓘ ⌂

Switch to draft Preview Update ⚙️ 📈 ⚡ ⌂

Certified Section

Section Heading

Certified For Market-Leading Standards in Food Safety

Section Heading Text

We take food safety very seriously @ Magic Sparkles

Certified Content

	Certified Logo	Certified Link	
1		https://magicsparkles.com/certifications/#salsa ✎ ✕	
2		https://magicsparkles.com/certifications/#vegan ✎ ✕	

Page Block X

Status & visibility

Visibility Public

Publish 1 November 2021 12:37 pm

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

Edit Precise Outcomes from this window

Dashboard All Pages | Edit Action | Homepage Edit

MS

+ ↻ ⓘ ⌂

Switch to draft Preview Update ⚙️ 📈 ⚡ ⌂

Gallery Section

Section Heading

The Sparkling Gallery

Gallery Slider Content

Slider Image	Slider Link
	Gallery https://magicsparkles.com/gallery/ ⚙️ ✎ ✖
	Gallery https://magicsparkles.com/gallery/ ⚙️ ✎ ✖

Page Block X

Status & visibility

Visibility Public

Publish 1 November 2021 12:37 pm

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

Edit Precise Outcomes from this window

Dashboard | Theme Settings | Header Update

The screenshot shows the WordPress Admin Dashboard with a red border around the main content area. The URL in the address bar is <https://magicsparkles.com/wp-admin/admin.php?page=acf-options-header-update>. The left sidebar has a dark theme with icons for My Site, Reader, Magic Sparkles (with logo), My Home, Statistics, Upgrades, Business, Inbox, Posts, Media, Pages, Comments, HubSpot, Feedback, Jetpack, WooCommerce, Appearance, Plugins, and Users. The main content area is titled "Theme Header Settings" under "Header Fields". It contains a "Front Menu" section with three items: "OUR PRODUCTS" (Menu Text: 1, Menu Link: Our Products <https://magicsparkles.com/our-products/>), "TRADE CUSTOMERS" (Menu Text: 2, Menu Link: Trade Customers <https://magicsparkles.com/trade-customers/>), and "BUY NOW" (Menu Text: 3, Menu Link: Where To Buy <https://magicsparkles.com/where-to-buy/>). To the right is a "Publish" panel with a "Screen Options" dropdown and a prominent "Update" button. At the bottom left, there's a question mark icon. The bottom of the screenshot shows the URL again: <https://magicsparkles.com/wp-admin/admin.php?page=acf-options-header-update>.

Edit Header Logo

Edit Menu text

Edit Menu Link

Dashboard | Theme Settings | Header Update

The screenshot shows the WordPress Admin Dashboard with the URL magicsparkles.com/wp-admin/admin.php?page=acf-options-header-update. The left sidebar contains various menu items, and the 'Theme Settings' item is currently selected. The main content area displays three sections for header update:

- Our Products Heading**
 - Heading Text**: Our Products
 - Heading Link**: Our Products <https://magicsparkles.com/our-products/> (with edit and delete icons)
- Trade Customers Heading**
 - Heading Text**: Trade Customers
 - Heading Link**: Trade Customers <https://magicsparkles.com/trade-customers/> (with edit and delete icons)
- Header Social Media Data**
 - Social Media Icon
 - Social Media Link

Three red arrows point from the following callout boxes to the 'Heading Text' fields:

- Edit Heading Text** (points to the 'Our Products' text input)
- Edit Heading Link** (points to the 'Our Products' link input)
- Add similar rows if required** (points to the 'Trade Customers' heading text input)

Dashboard | Theme Settings | Header Setting

The screenshot shows the WordPress admin dashboard with a red border around the main content area. The left sidebar has a dark theme with various menu items like My Site, Reader, Upgrades, Inbox, Posts, Media, Pages, Comments, HubSpot, Feedback, Jetpack, WooCommerce, Appearance, Plugins, Users, Tools, Settings, Custom Fields, Curator, and Theme Settings. The Theme Settings item is highlighted with a blue bar at the bottom. The main content area has a title "Header Social Media Data". It contains a table with three rows:

	Social Media Icon	Social Media Link
1		https://www.facebook.com/magicsparklesglobal Edit X
2		https://www.instagram.com/magic_sparkles_glo Edit X
3		https://twitter.com/magicsparkles2 Edit X

Below the table, there is a "Header Contact Icon" section with a phone receiver icon and an "Add Row" button. A red question mark icon is in the bottom right corner. Two red callout boxes with arrows point to the "Edit Social Icon" and "Edit Social Media Link" buttons.

Edit Social Icon

Edit Social Media Link

Dashboard | Theme Settings | Footer Setting

Screenshot of the WordPress Admin Dashboard showing the "Theme Footer Settings" page.

The URL in the address bar is magicsparkles.com/wp-admin/admin.php?page=acf-options-footer-update.

The left sidebar shows the "Business" section with various menu items:

- My Home
- Statistics
- Upgrades
- Inbox
- Posts
- Media
- Pages
- Comments
- HubSpot
- Feedback
- Jetpack
- WooCommerce
- Appearance
- Plugins
- Users

The main content area displays the "Theme Footer Settings" page. It includes sections for "Footer Fields" and "Social Media Data".

Footer Fields:

- Copyright Line:** ©JKE (UK) Limited

Social Media Data:

	Social Media Icon	Social Media Link
1		https://www.facebook.com/magicsparklesglobal
2		https://www.instagram.com/magic_sparkles_glo
3		https://twitter.com/magicsparkles2

Two red boxes with arrows point to specific elements:

- A red box labeled "Edit Social Icon" points to the "Edit" button next to the Facebook icon in the first row.
- A red box labeled "Edit Social Media Link" points to the "Edit" button next to the Facebook link in the first row.

The "Publish" button is visible in the top right corner of the main content area.

Dashboard | Theme Settings | Footer Setting

The screenshot shows the WordPress admin interface at <https://magicsparkles.com/wp-admin/admin.php?page=acf-options-footer-update>. The left sidebar is dark with various menu items, and the 'Theme Settings' item is highlighted in blue. The main content area shows two sections: 'Our Products Heading' and 'Trade Customers Heading'. Each section has a 'Heading Text' input field containing the section name ('Our Products' and 'Trade Customers' respectively) and a 'Heading Link' input field containing a URL with edit and delete icons. To the right of each link input, there is a red box with a red arrow pointing to it, labeled 'Edit Heading Text' or 'Edit Heading Link'. A large red border surrounds the entire content area. A question mark icon is in the bottom right corner.

Our Products Heading

Heading Text

Our Products

Heading Link

Our Products <https://magicsparkles.com/our-products/>

Trade Customers Heading

Heading Text

Trade Customers

Heading Link

Trade Customers <https://magicsparkles.com/trade-customers/>

Contact Icon

?

Dashboard | Theme Settings | Footer Settingt

The screenshot shows the WordPress admin dashboard with a red border around the main content area. The URL in the address bar is <https://magicsparkles.com/wp-admin/admin.php?page=acf-options-footer-update>. The page title is "Trade Customers". The sidebar on the left has a dark theme with various icons and links: My Site, My Home, Statistics, Upgrades, Inbox, Posts, Media, Pages, Comments, HubSpot, Feedback, Jetpack, WooCommerce, Appearance, Plugins, and Users. The main content area displays footer settings for the "Trade Customers" page. It includes sections for "Contact Icon" (with an edit button), "Contact Number" (+44 24 7634 8260), "Mail Icon" (with an edit button), "Mail Id" (admin@magicsparkles.com), and "Location Icon" (with an edit button). A question mark icon is in the bottom right corner.

Edit Icon

Edit Icon
Text

Dashboard | Theme Settings | Footer Settingt

The screenshot shows the WordPress Admin Dashboard with a red border around the main content area. The left sidebar contains various menu items: My Site, Reader, HubSpot, Feedback, Jetpack, WooCommerce, Appearance, Plugins, Users, Tools, Settings, Custom Fields, Curator, and Theme Settings. The 'Theme Settings' item is currently selected and highlighted in blue. The main content area displays the 'Footer Update' section of the ACF Options Footer Update plugin. It includes fields for 'Location Address' (Centenary Business Centre, Hammond Close, Nuneaton, Warwickshire, CV11 6RY United Kingdom), 'Address Map Link' (https://goo.gl/maps/ixoNguzRtnNPSS18), and a 'Footer Bottom Menu'. The menu has two items: 'Terms & Conditions' and 'Privacy Policy'. The 'Edit' button for the 'Terms & Conditions' item is circled in red. The URL for the 'Terms & Conditions' link is https://magicsparkles.com/terms-conditions/. The URL for the 'Privacy Policy' link is https://magicsparkles.com/privacy-policy/.

Edit
Address

Edit Bottom
Menu

Edit Menu
Link

Dashboard All Pages | Edit Action | Our Product Edit

wordpress.com/page/magicsparkles.com/150

Switch to draft Preview Update

Page Block

Status & visibility

Visibility Public

Publish 17 November 2021 9:38 am

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

37 Revisions

?

Edit Product Heading

Edit Product Descriptions

Edit Product Image

Page Content

Tab Heading MAGIC SPARKLES

Tab Description Fully edible jewel-like flakes with a stunning prismatic effect for your creations. They are available in a variety of colours and include a range using natural plant-based colourings.

Simply sprinkle them on dry food surfaces such as cakes, chocolates, biscuits, crisps, cupcakes, cookies, popcorn and much more. As they are made of food ingredients, they dissolve on wet surfaces just like they should in your tummy!

Explore our magical colour range by clicking on the swatches below.

Tab Image

Product Content

Product Image	Product Heading	Product Description	Product Color	Product SKU Number	Product Price	
Crystal White	cakes,		MSN-WHITE-3C	£3.95		

Dashboard All Pages | Edit Action | Our Product Edit

The screenshot shows the WordPress editor interface for a product page. The top navigation bar includes links for 'Switch to draft', 'Preview', 'Update', and settings. The sidebar on the right contains sections for 'Status & visibility' (set to 'Public'), 'Publish' (date: 17 November 2021 9:38 am), 'Author' (set to 'ditesminimalist'), 'Enable AMP' (disabled), 'Move to bin' (button), 'Template' (dropdown), 'Yoast SEO' (with readability and SEO analysis), and '37 Revisions'.

The main content area displays a product image (Caramel Gold) and its description: 'A chocolatey and rich brown colour that is especially good for enhancing darker'. Below this, a price of £3.95 is shown. The 'Product Features' section lists three items: '100% Edible', 'Natural Colours', and 'Vegan Certified', each with a corresponding icon.

Red arrows point from various labels to specific elements in the editor:

- 'Edit Product Image' points to the product image thumbnail.
- 'Edit Product Name' points to the product name 'Caramel Gold'.
- 'Edit Product Descriptions' points to the product description text.
- 'Edit Product Color' points to the color swatch and its name 'Caramel Gold'.
- 'Edit Product SKU' points to the SKU field 'MSN-CRMGO-:'.
- 'Edit Product Price' points to the price field '£3.95'.
- 'Edit Featured Icon' points to the first feature icon.
- 'Edit Featured Text' points to the first feature text.

Below the editor, the URL is visible: https://magicsparkles.com/wp-admin/post.php?post=150&action=edit&post_type=page&calypsoify=1&block-editor=1&frame-nonce=1648287170%3A212372837%3Ad9633a0957e8ac6a2beb571e183ce0ac&origin=https%3A%2F%2Fwordpress.co...

Dashboard All Pages | Edit Action | Our Product Edit

The screenshot shows the WordPress editor interface for a product page. The left side features a grid of content blocks, and the right side has a sidebar with various settings. A red box highlights the 'Preview' button in the top right corner of the editor toolbar.

Post details in the sidebar:

- Status & visibility: Public
- Publish: 17 November 2021 9:38 am
- Author: viteshminimalist
- Enable AMP: Off
- Yoast SEO:
 - Readability analysis: (red)
 - SEO analysis: Needs improvement (red)
- Improve your post with Yoast SEO
- 37 Revisions

Bottom URL bar:

https://magicsparkles.com/wp-admin/post.php?post=150&action=edit&post_type=page&calypsoify=1&block-editor=1&frame-nonce=1648287170%3A212372837%3Ad9633a0957e8ac6a2beb571e183ce0ac&origin=https%3A%2F%2Fwordpress.co...

Click on Preview, select device, click on preview in new tab to Preview

Click on Add Row, And repeat before same process.

Dashboard All Pages | Edit Action | Wholesale Edit

The screenshot shows the WordPress editor interface for a page titled "Wholesale Edit". The left side displays the page content with several sections: "Back CTA Text" containing "TRADE CUSTOMERS", "Back CTA Link" pointing to "Trade Customers" with the URL <https://magicsparkles.com/trade-customers/>, "Wholesale Description" with text about food applications and availability, and a "Form Box" containing a HubSpot form with the ID d058a1fc-3809-40eb-991f-cd32d19e40bb. The right side features a sidebar with "Page" and "Block" tabs, "Status & visibility" settings (Visibility: Public, Publish: 10 November 2021 6:03 pm, Author: aitesminimalist), "Enable AMP" toggle, a "Move to bin" button, "Template" dropdown, "Yoast SEO" analysis (Readability analysis: Good, SEO analysis: Needs improvement), and a "2 Revisions" section with a help icon. Red arrows and callout boxes on the right point to specific elements: "Edit CTA Text" points to the CTA text, "Edit CTA Link" points to the CTA link, "Edit Wholesale Descriptions" points to the wholesale description text, and "Edit Wholesale Form" points to the form box.

TRADE CUSTOMERS

Trade Customers <https://magicsparkles.com/trade-customers/>

Magic Sparkles and Magic Twinkles are used on some of the world's best known brands in a variety of food applications including cakes, cookies, confectionary, snacks and packaged foods. These finished products can be found worldwide in supermarkets, popular food chains, coffee baristas and boutique retail outlets.

If you are a large scale food manufacturer that serves these type of customers and require Magic Sparkles and/or Magic Twinkles in larger quantities, then you may qualify for wholesale pricing by purchasing directly from us.

Please fill the form below to get in touch with us directly about purchasing in wholesale quantities.

[hubspot type=form portal=4324136 id=d058a1fc-3809-40eb-991f-cd32d19e40bb]

Switch to draft Preview Update

Page Block

Status & visibility

Visibility Public

Publish 10 November 2021 6:03 pm

Author aitesminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis: Good

SEO analysis: Needs improvement

Improve your post with Yoast SEO

2 Revisions

?

Edit CTA Text

Edit CTA Link

Edit Wholesale Descriptions

Edit Wholesale Form

Dashboard All Pages | Edit Action | Retail Edit

wordpress.com/page/magicsparkles.com/119

Switch to draft Preview Update

Retail

Back CTA Text

TRADE CUSTOMERS

Back CTA Link

Trade Customers <https://magicsparkles.com/trade-customers/>

Retail Description

We have seen a massive increase in the popularity of our Magic Sparkles and Magic Twinkles products by people all over the world and so we want to make them as widely accessible to end consumers as possible.

If you are a retailer and are interested in giving your customers access to an increasingly in-demand product, then we would like to have a conversation !

Please fill the form below to get in touch with us directly about becoming a retailer.

Form Box

Visual Text

Page

Status & visibility

Visibility Public

Publish 10 November 2021 6:02 pm

Author aiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis: ●

SEO analysis: Needs improvement ●

Improve your post with Yoast SEO

8 Revisions

?

Edit CTA Text

Edit CTA Link

Edit Retail Descriptions

Edit Retail Form

Dashboard All Pages | Edit Action | Trade Customers Edit

The screenshot shows the WordPress editor interface for a page titled "Trade Customers". The page content is organized into sections:

- Retail Heading:** A text input field containing "Retail".
- Retail Description:** A text area containing:

We have seen a massive increase in the popularity of our Magic Sparkles and Magic Twinkles products by people all over the world and so we want to make them as widely accessible to end consumers as possible.

If you are a retailer and are interested in giving your customers access to an increasingly in-demand product, then we would like to have a conversation !

Please click on button below to get in touch with us directly about becoming a retailer.
- Retail CTA:** A text input field containing "Get in Touch".
- CTA Link:** A link input field containing "Retail <https://magicsparkles.com/retail>".

The right side of the editor features a sidebar with various settings and status indicators:

- Status & visibility:** Visibility set to "Public".
- Publish:** Date and time "10 November 2021 6:02 pm".
- Author:** "qiteshminimalist".
- Enable AMP:** A toggle switch that is off.
- Move to bin:** A red rectangular callout points to this button.
- Template:** A dropdown menu.
- Yoast SEO:** Includes "Readability analysis" and "SEO analysis: Needs improvement". A red rectangular callout points to the SEO analysis message.
- Page:** Shows "8 Revisions".

Red arrows and callouts on the right side of the sidebar point to specific elements:

- A red arrow points from the "Edit Retail Heading" callout to the "Retail Heading" text input field.
- A red arrow points from the "Edit Retail Description" callout to the "Retail Description" text area.
- A red arrow points from the "Edit Retail CTA" callout to the "Retail CTA" text input field.
- A red arrow points from the "Edit Retail CTA Link" callout to the "CTA Link" link input field.

Dashboard All Pages | Edit Action | Trade Customers Edit

The screenshot shows the WordPress editor interface for a page titled 'Wholesale'. The left sidebar contains sections for 'Wholesale Heading', 'Wholesale Description', 'Wholesale CTA', and 'CTA Link'. The right sidebar displays the page's metadata and various settings.

Wholesale Heading: The heading 'Wholesale' is highlighted with a red arrow pointing to it.

Wholesale Description: The description text is highlighted with a red arrow pointing to the word 'supermarkets'.

Wholesale CTA: The 'Get in Touch' button is highlighted with a red arrow pointing to it.

CTA Link: The link 'Wholesale https://magicsparkles.com/wholesale/' is highlighted with a red arrow pointing to it.

Page Settings: The right sidebar includes fields for 'Status & visibility' (Visibility: Public), 'Publish' (10 November 2021 6:02 pm), 'Author' (qiteshminimalist), 'Enable AMP' (switched off), 'Move to bin' (button), 'Template' (Yoast SEO), 'Readability analysis' (red dot), 'SEO analysis: Needs improvement' (red dot), 'Improve your post with Yoast SEO' (button), and '8 Revisions'.

Dashboard All Pages | Edit Action | Where To Buy Edit

The screenshot shows the WordPress editor interface for the 'Where To Buy' page. The left sidebar displays 'Country Data' for the United Kingdom. The main content area contains a 'Registered Country Data' block with nested fields for retailer information. The right sidebar provides page-level settings and SEO analysis.

Left Sidebar (Country Data):

Country Name	Country Content
United Kingdom	<ul style="list-style-type: none">1 Registered Country

Main Content Area:

Registered Country Data

- 1 Retailer Data
 - Retailer Name: Amazon UK
 - Retailer Text: Retailer
 - CTA Text: Visit Site
 - CTA Link: [link]

Right Sidebar (Page Metatdata):

- Page: Status & visibility
- Visibility: Public
- Publish: 10 November 2021 6:01 pm
- Author: diteshminimalist
- Enable AMP: Off
- Move to bin
- Template
- Yoast SEO
 - Readability analysis: [red dot]
 - SEO analysis: Needs improvement
- Improve your post with Yoast SEO
- 22 Revisions

Callout Boxes (Red Boxes):

- Edit Country Data (points to 'United Kingdom' in the sidebar)
- Edit Registered Country (points to '1 Registered Country' in the sidebar)
- Edit Retailer Name (points to 'Amazon UK' in the 'Retailer Name' field)
- Edit Retailer Text (points to 'Retailer' in the 'Retailer Text' field)
- Edit CTA Text (points to 'Visit Site' in the 'CTA Text' field)

Dashboard All Pages | Edit Action | Where To Buy Edit

Click on Add Row, And repeat before same process.

Edit Country Data

Edit Registered Country

Edit Retailer Name

Edit Retailer Text

Edit CTA Text

Edit CTA Link

Dashboard All Pages | Edit Action | Gallery Edit

Screenshot of the WordPress editor interface showing a post being edited.

The page URL is wordpress.com/page/magicsparkles.com/84.

The right sidebar contains the following information:

- Page Block**: Status & visibility, Visibility: Public, Publish: 1 November 2021 1:44 pm, Author: aiteshminimalist, Enable AMP: Off, Move to bin.
- Yoast SEO**: Readability analysis: (red dot), SEO analysis: Needs improvement, Improve your post with Yoast SEO.
- Revisions**: 25 Revisions.

Annotations:

- A red box highlights the "Edit" button next to the thumbnail image of a cocktail, with a callout "Edit Video And Gallery Image".
- A red box highlights the video link URL <https://player.vimeo.com/video/647550827>, with a callout "Edit Video Link".

Bottom navigation bar:

https://magicsparkles.com/wp-admin/post.php?post=84&action=edit&post_type...

Dashboard All Pages | Edit Action | Certificate Edit

The screenshot shows the WordPress editor interface for a page titled "Industry Certifications". The page content includes a section heading "Certifications", a "Certificate Logo" block containing a SALSA Approved logo, a "Certificate Heading" block with the text "We are a SALSA Certified Producer", and a "Certificate Description" block with detailed information about the SALSA standard. The right sidebar displays the "Page" and "Block" settings, including visibility (Public), publish date (1 November 2021 1:38 pm), author (qiteshminimalist), and SEO analysis (Readability analysis: 1, SEO analysis: Needs improvement). A red box highlights the entire editor area, and four red arrows point from callout boxes at the bottom to specific elements: "Edit Section Heading" points to the section title, "Edit Logo" points to the SALSA logo, "Edit Certificate Heading" points to the producer statement, and "Edit Descriptions" points to the detailed certificate description.

Edit Section
Heading

Edit Logo

Edit
Certificate
Heading

Edit
Descriptions

Dashboard All Pages | Edit Action | Certificate Edit

https://macicsparkles.com/wp-admin/post.php?post=76&action=edit&post_type=page&calypso_ifv=1&block-editor=1&frame-nonce=1648297960%3A212372837%3Acd06b45f3c923d8b762cd7aea01a5eca&origin=https%3A%2F%2Fwordpress.com...

MS

Switch to draft Preview Update

Certificate Description

SALSA certification is only granted to suppliers who can demonstrate to an auditor that they are able to produce safe and legal food and are committed to continually meeting the requirements of the SALSA standard.

SALSA is a non-profit making joint venture between FDF, NFU, British Hospitality Association and British Retail Consortium. The Institute of Food Science and Technology operate the scheme throughout the UK.

For more information about the SALSA standard, please [click here](https://www.salsafood.co.uk/about.php?p=1)

CTA Text

CTA Link

Certify Section Id *

All should be in lowercase and no space.

Certificate Logo

Page Block

Status & visibility

Visibility Public

Publish 1 November 2021 1:38 pm

Author aiteshminimalist

Enable AMP

Move to bin

Add row

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

13 Revisions

The screenshot shows the WordPress block editor interface. On the left, there's a sidebar with various settings like status, visibility, publish date, author, enable AMP, move to bin, template, and Yoast SEO. The Yoast SEO section has a red box around the 'Add row' button. Two red arrows point from the 'Certify Section Id' field and the 'Certificate Logo' image towards this 'Add row' button. The main content area contains text about SALSA certification and a call-to-action link. The 'Certificate Logo' section shows a circular logo with a sunflower and the word 'vegan'.

Click on Add Row, And repeat before same procces.

Edit CTA Text

Edit Certify ID

Dashboard All Pages | Edit Action | Privacy Policy Edit

Privacy Policy

H2 A B I O :

Introduction

Welcome to JKE (UK) Limited's privacy policy.

JKE (UK) Limited respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy policy is provided in a layered format so you can click through to the specific areas set out below.

- [1. \[IMPORTANT INFORMATION AND WHO WE ARE\]](#)
- [2. \[THE DATA WE COLLECT ABOUT YOU\]](#)
- [3. \[HOW IS YOUR PERSONAL DATA COLLECTED?\]](#)
- [4. \[HOW WE USE YOUR PERSONAL DATA\]](#)

Add Block
and add
Content

Edit section and
copy paste
content

Dashboard All Pages | Edit Action | Terms & Condition Edit

The screenshot shows the WordPress editor interface for a page titled "Terms & Conditions". The content area contains the following text:

Who we are and how to contact us

www.magicsparkles.com is a site operated by JK Limited. We are registered in England and Wales under company number 08295880 and have our registered office at 43 Ingleton Close, Nuneaton, Warwickshire, CV11 6WB. Our main trading address is 58 Centenary Business Centre, Hammond Close, Attleborough Fields Industrial Estate, Nuneaton, Warwickshire, CV11 6RY. To contact us, please email admin@magicsparkles.com.

By using our site you accept these terms

By using our site, you confirm that you accept these terms of use and that you agree to comply with them. If you do not agree to these terms, you must not use our site. We recommend that you print a copy of these terms for future reference.

There are other terms that may apply to you

These terms of use refer to our Privacy Policy, which also applies to your use of our site. If you purchase

The right side of the screen displays the WordPress Block Editor sidebar, which includes sections for "Page", "Block", "Heading", "Colour", "Typography", and "Advanced". A red box highlights the "Add block" button in the toolbar above the content area. Another red box highlights the "Edit section and copy paste content" text in the sidebar.

Add Block
and add
Content

Edit section and
copy paste
content

Dashboard All Pages | Edit Action | FAQ Edit

The screenshot shows the WordPress editor interface for editing a page titled "FAQs". The page content consists of a section heading "Frequently Asked Questions" and a table with two rows. The first row contains the question "What are Magic Sparkles & Magic Twinkles ?" and the second row is currently empty. A red box labeled "Edit FAQ Heading" points to the section heading. Another red box labeled "Edit FAQ Questions" points to the first row of the table. A third red box labeled "Edit FAQ Answer" points to the second row of the table. The right sidebar displays various page settings like status, visibility, author, and SEO analysis.

wordpress.com/page/magicsparkles.com/73

Frequently Asked Questions

FAQs Content

FAQ Question

FAQ Answer

What are Magic Sparkles & Magic Twinkles ?

Visual Text

Page

Status & visibility

Visibility Public

Publish 1 November 2021 1:27 pm

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

16 Revisions

Edit FAQ
Heading

Edit FAQ
Questions

Edit FAQ
Answer

Dashboard All Pages | Edit Action | About Us Edit

Advanced

About Us

About Intro Section

Section Heading

About Us

Section Description

Our business was founded in the early 1990s by food industry veteran, Mr Harish Patel who wanted to bring something unique to the food decoration market. He was an engineer by qualification, an innovator by nature, and an artist by passion. After working with Cadbury for more than 10 years, he started an engineering services business that served some of the leading food companies in the United Kingdom, such as Cadbury and Trebor Bassett.

Decoration Section One

Section Heading

A Unique Effect

Page

Status & visibility

Visibility Public

Publish 1 November 2021 10:35 am

Author qiteshminimalist

Enable AMP

Move to bin

Template

Yoast SEO

Readability analysis:

SEO analysis: Needs improvement

Improve your post with Yoast SEO

17 Revisions

Edit About Heading

Edit Description

[Dashboard](#) [All Pages](#) | [Edit Action](#) | [About Us](#) [Edit](#)

During this time, he became increasingly interested in food technology and invested in an extensive research programme involving scientists and engineers to invent a fully edible food decoration product with a unique prismatic effect under direct light.

Section Image



About Highlight Section

Magic Sparkles and Magic Twinkles are the outcome of this innovation and are still enjoyed worldwide by some of the world's largest and best-known food brands, including luxury chocolatiers, celebrity bakers and leading food multinationals.

Edit Decoration Images

Edit Decoration Description

Edit About Highlight

Switch to draft Preview Update Page Block Status & visibility Visibility Public Publish 1 November 2021 10:35 am Author qiteshminimalist Enable AMP Move to bin Template Yoast SEO Readability analysis: SEO analysis: Needs improvement Improve your post with Yoast SEO 17 Revisions ?

Dashboard All Pages | Edit Action | About Us Edit

https://magicsparkles.com/wp-admin/post.php?post=22&action=edit&post_type=page&calypso_ifv=1&block-editor=1&kame-nonce=1648303422%3A212372827%3Abdd6122c3346f89df051e0af7693344d&origin=https%3A%2F%2Fwordpress.com...

Edit Icon Image

Edit section Heading

Edit Section Description

Dashboard All Pages | Edit Action | Blog Details Edit

The screenshot shows the WordPress admin interface for editing a page titled "Blog Details". The URL in the browser is <https://ixdtm.com/projects/magic-sparkle/wp-admin/post.php?post=483&action=edit>. The top navigation bar includes links for "Switch to draft", "Preview", "Update", and settings.

The main content area displays the title "Blog Details" and a placeholder text "Type / to choose a block". A red box highlights the title "Blog Details". A red box also highlights the "Edit Page Title" button at the bottom left.

The right sidebar contains the following sections:

- Page**:
 - URL Slug**: blog-details
 - The last part of the URL. [Read about permalinks](#)
 - VIEW PAGE**: <https://ixdtm.com/projects/magic-sparkle/blog-details/>
- Block**:
 - Featured image**: Set featured image
 - Discussion**: Allow comments

A red box highlights the "Add Featured Image" button next to the "Set featured image" placeholder.

Dashboard All Pages | Edit Action | How To Apply Edit

The screenshot shows the WordPress admin interface for editing a post. The post title is "How To Apply". The content area contains the text "Using and applying Magic Sparkles". Below the content, there is a table with columns for Blog Link, Video Link, Content Image, Small Image, Content Title, and Date And Time. The "Blog Link" column contains a link to "https://player.vimeo.com/video/637414642". The "Content Image" column displays a thumbnail of a person, with an "Edit" button next to it. The "Small Image" column displays a larger version of the same thumbnail. The "Content Title" column contains the text "How To use Magic Sparkles and Magic Twinkle". The "Date And Time" column shows "Sep 29, 2021". On the right side, the post's sidebar includes sections for Status & visibility (Visibility: Public), Author (magicsparkle), Template (How To Apply), and Permalink (URL Slug: how-to-apply). A red box highlights the "Edit Page Title" section, which corresponds to the post title "How To Apply". Another red box highlights the "Edit Date & Time" section, which corresponds to the date "Sep 29, 2021". A third red box highlights the "Edit Content Title" section, which corresponds to the content title "How To use Magic Sparkles and Magic Twinkle". Red arrows point from the labels to their respective elements in the interface.

ixdtm.com/projects/magic-sparkle/wp-admin/post.php?post=288&action=edit

Switch to draft Preview Update

Page Block

Status & visibility

Visibility Public

Publish November 25, 2021 8:25 am

Author magicsparkle

Template How To Apply

49 Revisions

Permalink URL Slug how-to-apply

How To Apply

Page Heading

Using and applying Magic Sparkles

How To Apply Content

	Blog Link	Video Link	Content Image	Small Image	Content Title	Date And Time
1	Select Link	https://player.vimeo.com/video/637414642	 Edit		How to use Magic Sparkles and Magic Twinkle	Sep 29, 2021

https://ixdtm.com/projects/magic-sparkle/wp-admin/post.php?post=288&action=edit#

Edit Page Title

Edit Date & Time

Edit Content Title

Edit Blog Link

Edit Video Link

Edit Content Images

Edit Author Images

Dashboard All Pages | Edit Action | Blog Post Edit

ixdtm.com/projects/magic-sparkle/wp-admin/post.php?post=617&action=edit

Switch to draft Preview Update ⚙️ ⋮

Kim Tutorial

Kim Tutorial

Post Block x

Status & visibility ^

Visibility Public

Publish March 23, 2022 11:20 am

Stick to the top of the blog

Author magicsparkle Move to trash

2 Revisions

Permalink ^

URL Slug kim-tutorial

The last part of the URL. [Read about permalinks](#) ↳

Edit Post Title

Add Video Link

Dashboard All Pages | Edit Action | Blog Post Edit

The screenshot shows the WordPress post edit screen with a red border around the main content area. The top navigation bar includes links for 'Switch to draft', 'Preview', 'Update', and a gear icon for settings. The sidebar on the right contains sections for 'Post' and 'Block', 'Status & visibility' (set to 'Public'), 'Publish' (March 23, 2022 11:20 am), and 'Author' (magicsparkle). A red box labeled 'Edit Post Field' points to the 'Posted Field' input field. Another red box labeled 'Add Related Post on Dropdown' points to the 'Select post type' and 'Select taxonomy' dropdown menus. A third red box labeled 'Select Show Or Hide Post On Slider' points to the 'Show in Slider' section with 'No' selected. The main content area shows a 'Related Post' section with a search bar and a list of posts.

ixdtm.com/projects/magic-sparkle/wp-admin/post.php?post=617&action=edit

Blogs Details

Posted Field

Related Post

Search... Select post type Select taxonomy

Carol Tutorial – Preferred Method
How “edible” is your food glitter?
Kim Tutorial

How “edible” is your food glitter?
Carol Tutorial – Preferred Method

Show in Slider

No
Yes

Post

Status & visibility

Visibility Public

Publish March 23, 2022 11:20 am

Stick to the top of the blog

Author magicsparkle

Move to trash

2 Revisions

Permalink

URL Slug kim-tutorial

The last part of the URL. [Read about permalinks](#)

Select Show Or Hide Post On Slider

Edit Post Field

Add Related Post on Dropdown