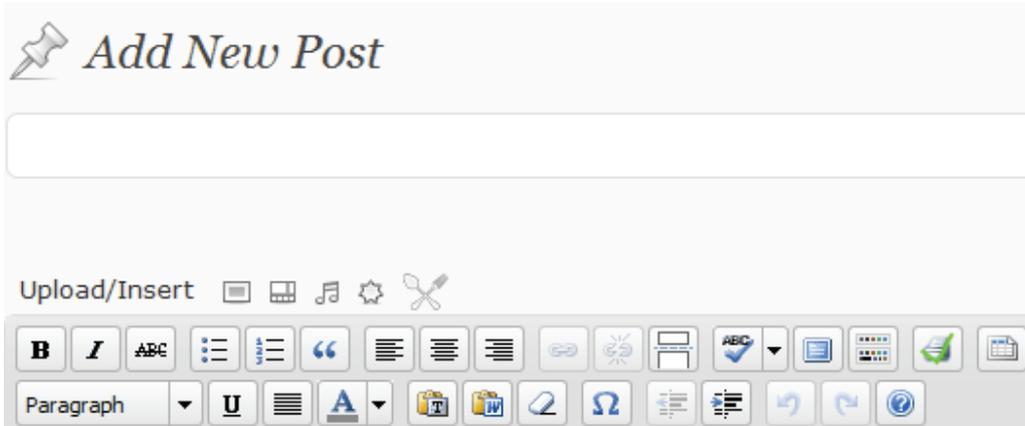




How to Use the ZipList Recipe Plugin

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

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](#)

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](#)

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.

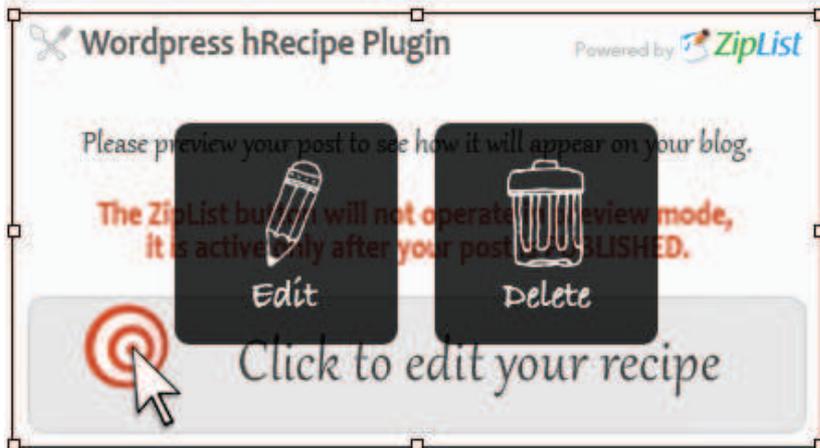
Wordpress hRecipe Plugin Powered by ZipList

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

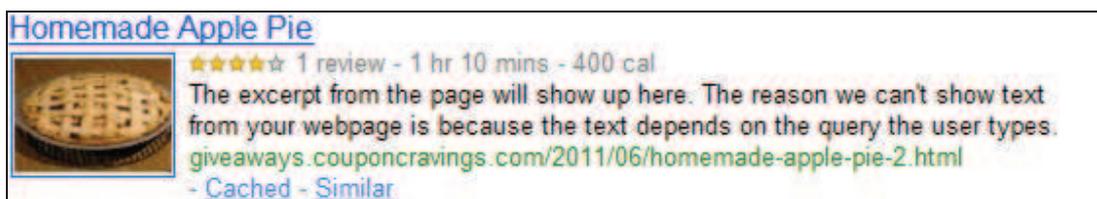
6. You will then see the box below with buttons to click to either edit or delete your post.



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#>.

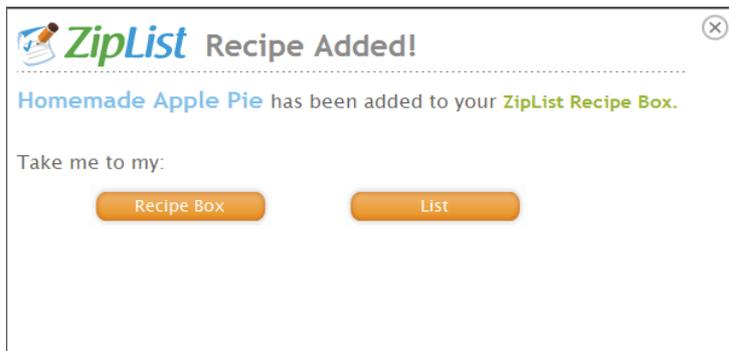


Just like the big recipe sites, such as AllRecipes.com and FoodNetwork.com, your recipes can also show up in the Rich Snippets format within Google Recipe Search with a photo, ingredients, cook time and ratings.

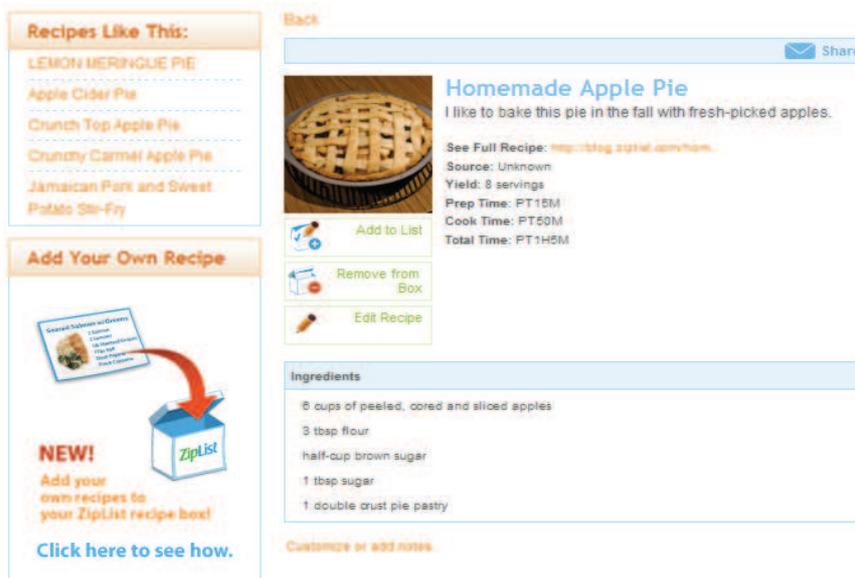
Before we move on, I want to direct your attention to the blue “Save Recipe” button at the top of the recipe post. Its purpose is two-fold. One, it enables your readers to save your recipes to a central recipe box. Two, it allows readers to save them to a recipe box and a shopping list. When she clicks “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.

Homemade Apple Pie

Select Ingredients

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: Cancel Okay

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.

The screenshot shows the ZipList website interface. At the top left is the ZipList logo. On the top right, it says "Hi Eringifford! (Sign Out) | My Profile". Below this is a navigation bar with tabs for Lists, Recipes, Checklists, Coupons, and Stores. Under "Lists", there are sub-tabs for Family, pepperkendall's Personal, Shortcuts, and List History. Below the navigation bar is a search bar with the text "Type here to add an item (e.g. 2 gallons of milk)." and an "Add" button. Below the search bar is the "Family List" section. It has a toolbar with "Select: All None", "Edit", "Delete", "Lists", "Actions", and "Show" buttons. There are also icons for "Print", "Email", and "Mobile". A message "Deleted 6 items Undo" is displayed. The list is categorized into three sections: "Produce" with "6 cups of peeled, cored and sliced apples"; "Baking & Cooking" with "3 tbsp flour", "half-cup brown sugar", and "1 tbsp sugar"; and "Bread & Baked Goods" with "1 double crust pie pastry". Each item has a small recipe box icon to its right.

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://loempixum.com/400/200/food/5
Add vegetables to skillet along with grilled chicken or beef.
%http://loempixum.com/400/200/food/1
Serve warm and enjoy.
%http://loempixum.com/400/200/food/2

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

Instructions

1. Slice mushrooms, carrots, red peppers and zucchini.

2. Add vegetables to skillet along with grilled chicken or beef.

3. Serve warm and enjoy.


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:



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).