

WORKBOOK PORTFOLIO

getting started guide

Seven steps to launching your new Workbook Portfolio.

Step 1: Account Activation & Sign In

Go to workbook.com and Sign In. Select “For Advertisers” from the top navigation, then click “Portfolio Management.”

If you don’t have an account set up or forgot your password, please contact us at portfolios@workbook.com or 800.547.2688 ext. 168.

Step 2: Create Content

Using an image editing program, like Adobe Photoshop, create your screens to our specifications: 710 pixels wide by 473 pixels tall at 72 dpi. Files should be flattened and should not contain extra channels. Files can be saved in tif, png, gif, or jpg. Recommended embedded color profile is sRGB IEC1966-2.1.

A note about image preparation: The default thumbnail crop for your images is a horizontal format. If creating vertical images, it is recommended that vertical formatted images be built within our horizontal screen specification. This will enable the full image to be viewed in the thumbnail. The alternative is to upload a larger than spec vertical image so you can select a smaller portion of the image for the representative thumbnail.

Step 3: Upload Images to Image Library

From the left hand navigation, click “Upload Images.” You can upload up to 30 images at a time. Please note: You must leave the page open until all files have finished uploading.

Your Image Library can contain up to 500 images.

Step 4: Creating Galleries

Your Workbook Portfolio comes with both keyword and custom galleries and each serves a different purpose.

Keyword Galleries: These are searchable galleries. These keywords (specialty for photographers, category/style/medium for illustrators, and lettering/design/medium for letterers/designers) are what creatives use to search the site.

Custom Galleries: These are non-searchable galleries. Your Custom Gallery appears in your Portfolio along with your Keyword Galleries. Custom Galleries allow you to present imagery that does not apply to a single keyword, such as Advertising or Editorial Tears, Personal Work etc.

PUBLISHED GALLERIES

Each Portfolio account contains a set number of published galleries. You must have at least one published Keyword Gallery to appear in a keyword search result, therefore the keywords are extremely important to your presence online. When an end user conducts a search for “Portrait,” for example, if you have a portrait gallery published, you will be part of that search result

photographers

5 keyword galleries
1 custom gallery

illustrators/letterers/designers

5 illustration and/or lettering/design galleries
2 medium galleries
1 custom gallery

You can create an unlimited number of unpublished galleries for future publishing or to email to prospective clients.

CREATING GALLERIES

There are two ways to create a gallery:

1. From the left hand navigation, click “Create New Gallery.”
2. Select an image or cmd-click (mac)/ctrl-click (PC) to select multiple images, then drag and drop selected images to the “Create a Gallery” drop box located in the tool bar above your Image Library.

You will be prompted to select the type of gallery you want to create—a Keyword Gallery or Custom Gallery.

SEQUENCING IMAGES

You can arrange images in the order you would like them to appear and change this at any time.

SEQUENCING GALLERIES

Galleries appear in your Portfolio in the order you determine with Keyword Galleries appearing first, followed by your Custom Gallery and the All Images Gallery.

THE ALL IMAGES GALLERY

The “All Images” Gallery displays all of the images in your published keyword and custom galleries. The image sequence is determined by the order of your published galleries and then the image order within each of those galleries. You can change the order of your galleries at any time, as well as the image order in each of your galleries.

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SETTING MASTER IMAGES

A master image is what appears when you are found in a search result. The first image in your Image Library is the master image for a name, region, or private url search, and does not have to reside in any published gallery. The first image in each gallery will be the master image for that particular keyword search.

To enable a master image, simply put it in the first position of your image library or galleries.

Step 5: Image Management

The thumbnail crop and caption can be edited using the Image Editor. Single click on an image to launch the Image Editor.

THUMBNAIL CROPPING

A default horizontal crop is applied to your images in order to display the representative thumbnail. Use the “Set Crop” tool to create a custom crop of each thumbnail. If you would like an entire vertical image viewable as the thumbnail, we recommend you build your vertical images using our horizontal screen spec or, build a screen with two vertical images.

CAPTIONS

Use the caption field to display desired information about a particular image, such as who the client was, or what the image was shot for. The caption (300 characters max) will appear over the image when a user clicks the “show caption” link.

Step 6: Contact, About and Workbook 32

CONTACT

The contact information is generated from your Database Listing information. From the left hand navigation, select “Contact”. You can send updates or changes by clicking the “Request Update” link and submitting your changes in the form provided.*

ABOUT

The About section allows you to include a brief bio and/or client list. The maximum number of visible characters is determined by character width and will vary depending on what you submit. The “Bio” can include 1500 characters max and the “Client List” can include up to 300 characters, including line breaks and spaces.

WORKBOOK

You can review your Workbook 32 pages and the content associated with each page by clicking the “Workbook 32” link in the left side navigation. You can update the information by clicking the “Request Update” link and submitting your changes in the form provided.*

*Workbook will make the requested updates as soon as possible.

Step 7: Preview and Publish

In order for your Portfolio to be found on workbook.com, you must have at least one published Keyword Gallery.

There are two ways to publish a gallery:

1. Drag and drop a gallery to the “Published Galleries” heading in the left hand navigation.
2. When inside a gallery, click the “Publish” link in the tool bar above the images.

Your Portfolio will immediately be live on workbook.com. You can review your Portfolio by clicking the “Preview Portfolio” link in the left hand navigation. We suggest that you verify changes at workbook.com as a final step.

Additional features and information

Emailing

You can email published or unpublished Keyword or Custom Galleries. You can also send your entire live Portfolio.

To use this feature, select the “Email your Portfolio” link from the left hand navigation.

Check the “notify me when recipient has viewed this portfolio” box to be sent an email when your Portfolio or Gallery has been viewed.

Statistics

You can access your Statistics by clicking the “Statistics” link (next to the “Portfolio Management” link).

The Statistics tool provides valuable feedback about traffic to your Portfolio, such as the number of hits you receive by image, gallery, keyword searches, links to your portfolio, as well as overall site statistics. This can be valuable in helping you edit images and/or galleries to drive more traffic to your account.

Help

Additional instructions are available by visiting the Help section on workbook.com.