

WORKBOOK Portfolio Getting Started Guide

Step 1: Account Activation

If not already registered at Workbook.com, please create a [User ID](#). Upon registering, please notify [Kirsten Larson](#) in order to receive final instructions.

If already registered and you no longer remember your password, [reset here](#), or contact [support](#).

Step 2: Preparing Content

Motion content should ideally be HD, around 150MB and uploaded in the following formats, .mov, .mp4, .avi or .wmv. You can upload videos directly to your portfolio or add links pointing to either Vimeo or YouTube.

EMBEDDED IPTC DATA

Embedded metadata, i.e., copyright, creator, keywords, etc., can be imported upon upload. **The default upload is set to import.*

Embedded metadata can easily be added in applications like Adobe Bridge, Photoshop, Lightroom and others.

Step 3: UPLOADING MOTION TO YOUR PORTFOLIO

From your portfolio management's top menu navigation, click "Upload Motion". Either drag ONE file from your computer into the dialog, or simply click the dialog to choose the file to upload.

File formats: .mov, .mp4, .avi, gif or .wmv.

Files can be uploaded directly to the "Motion" (Directing/ Photo Based) OR "Animation" (illustration bases) sections, OR Copy and paste video source links from Vimeo or YouTube in the "Video ID or Video URL" field, then click "Load Video". Click to "Save" or "Save and Add Another". You can also upload a custom thumbnail.

*Adding a video title is required.

*Choose whether the motion file should be automatically published or unpublished. **The default is set to publish.*

***Please note:** You must leave the upload page open until files have finished uploading.

UPLOAD MOTION

UPLOAD FILE ADD FROM YOUTUBE ADD FROM VIMEO

Use tabs above to select video source. AVI, WMV, MOV, M4V and GIF accepted.

Drag and drop a file here or click

Add to: Motion

- Im Select one...
- Pu Motion
- Video Animation

Video Caption

? CANCEL SAVE SAVE AND ADD ANOTHER

MOTION or ANIMATION GALLERY

Your Motion or Animation sections can contain an unlimited number of files. Remember, once they are added, they are immediately live on the site unless you choose to disable them.

MOTION KEYWORDS

IMPORTANT! From the EDIT MOTION dialog, please choose relevant keywords for each video to be searchable by that specialty, ie "Director", "Brand Narrative", etc. **WITHOUT KEYWORDS ASSIGNED, YOU WILL NOT BE FOUND IN THE CORRESPONDING SEARCHES.**

Step 4: File Management

TITLES AND CAPTIONS

Titles and captions are important to the SEO (search engine optimization) for your portfolio. Titles should be a simple description like "Director Reel", whereas captions can display more descriptive information including client info, if desired. The title (50 characters max) and caption (500 characters max) will appear beneath each image when viewed from the website. This info is NOT searchable.

THE GEAR ICON

Allows you to edit image info from the drop-down menu, i.e., "Set Hero", "Create New Gallery".

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SETTING HERO IMAGES

A hero image is what appears when you are found in a search result and can be changed at any time. From your image library page, please choose a minimum of five images and 1-2 for each gallery, but you can choose as many as you like. To set a hero image, begin by choosing image(s), then click on the gear icon or the "With Selected" button. Choose "Set as hero". These will rotate each day. Hero images do not need to reside in a live gallery but must be enabled images.

***All Hero images must have title and captions included in order to improve the search engine optimization for your portfolio and Workbook.com.**

SETTING YOUR AVATAR

Please choose one image that will appear next to your name when viewing your portfolio online. Click on preferred image to designate as your avatar, then click on gear icon or the "With Selected" button. From the drop-down menu, select "Set as Avatar". This can be an image of yourself or any other image from your portfolio. This image does not need to reside in a live gallery.

MOVING AND DELETING FILES

You can move and delete images one at a time or in batches. To move an image, just drag and drop to the desired position. To select multiple images, simply shift click contiguous images, or shift click one row and command-click, then shift-click additional images from another row. The first image click is your reference point for your image selection. When deleting an image, select the image(s), then either click the gear icon and choose "Delete Image(s)" or click the "With Selected" and choose "Delete Images".

Step 5: Contact, About and Workbook Print

CONTACT

The contact information is generated from your Directory Listing. Please verify this information is accurate. To submit changes, choose "Info", click on "Request Update", then input changes in the form provided and click "Submit."

BIO/CLIENT LIST

The Bio and Client List section allows you to include a brief bio and/or client list. These are also utilized for SEO.

WORKBOOK PRINT PAGE

If you are advertising in our print book, you can review your current Workbook page(s) and the content associated with each page by clicking the "Workbook" button.

Step 6: Preview and Publish

In order for your Portfolio to be found on workbook.com via the search menus, **you must have Keywords selected for each video**. Go to the portfolio section and search your portfolio in the MOTION/ANIMATION section as a creative would, via keyword, tag, etc., and modify anything that isn't to your liking.

Additional features and information

PROMOTE PORTFOLIO

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

To use this feature, select the "Promote" link from the top navigation. With the email tab selected, choose from the "What to share:" menu, ie entire portfolio or a specific gallery. If you wish, check the "notify me when recipient has viewed this portfolio" and/or "Send me a copy". Enter up to five recipient emails, include a subject line and a message. Click "Send Email". To share your content in your portfolio via social media, click on Facebook, Twitter or Tumblr to authorize and connect your account. Once connected, you can promote images in your Workbook Portfolio.

STATISTICS

The Portfolio Statistics show how your portfolio is performing, as well as some general statistics of the site overall.

OVERALL STATISTICS

For the month, the number of visitors, views, links, and impressions attributed to your portfolio.

SEARCH TYPES USED TO FIND YOU

Shows which Workbook products were being used when your portfolio was found.

SEARCH TERMS USED TO FIND YOU

Shows what criteria were searched on when your portfolio was found.

IMAGE STATISTICS

PORTFOLIO IMAGE VIEWS / IMPRESSIONS

For each image, the number of times the image was viewed full size (IMAGE VIEW), and how many times the image was rendered on the screen, including as a thumbnail (IMPRESSION).

GALLERY VIEWS - How many times this gallery was opened for viewing.

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WORKBOOK PAGES - How many times this Workbook page was viewed.

WORKBOOK.COM

OVERALL STATISTICS - For the month, the number of visitors, views, links and impressions attributed to all portfolios on Workbook.com.

KEYWORD ANALYSIS - Shows the amount of traffic generated to each keyword across all portfolios.

HELP

You will find help menus to guide you via the HELP link in your portfolio. For additional questions, please visit the Help section or contact Kirsten Larson.

For more Information, please contact your sales representative.

Workbook

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