

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

Our preferred *minimum* screen size is 2048px wide or 1536px tall *or larger* at 72ppi. Images uploaded at this size will provide high quality image views for retina displays and full screen views at Workbook.com. Images less than 1400 pixels will not be accepted. Files must be flattened, contain no extra channels and in jpg, png, gif or tif format. The recommended web-safe embedded color profile is sRGB IEC1966-2.1.

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 Images to Your Image Library

TO UPLOAD IMAGE FILES

From your portfolio management's top menu navigation, click "Upload Images." (Max upload is 30 images at a time). Drag images onto the dialog box, or simply click to upload images.

Files can either be uploaded to your image library or directly to a keyword gallery. Choose whether images should be enabled.

**The default is set to enabled.*

Accepted file formats include JPG, TIFF, GIF, and PNG. Images must be at least 1400 pixels on one side. After images load, you must click the Save button to add them to your Library.

Drag and drop a file here or click

Import title, caption, and keywords from embedded IPTC data

Add images to Gallery: Select one...

Enable uploaded images immediately

? CANCEL SAVE

IMAGE LIBRARY

Your Image Library has a maximum of 500 images. Only *published* images from your library are visible online.

TO UPLOAD MOTION

From your portfolio management's top menu navigation, click "Upload Motion". Drag ONE motion file into the dialog, or simply click to upload. Files formats: .mov, .mp4, .avi, .wmv or gif.

Alternatively, you can 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".

**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**Choose whether the motion file should be automatically published or unpublished.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, and M4V accepted.

Drag and drop a file here or click

Import title, caption, and keywords from video

Publish uploaded motion immediately

Video Title *

Video Caption

? CANCEL SAVE SAVE AND ADD ANOTHER

Once files/links are uploaded, add titles, captions and image tags. **SELECT KEYWORDS** for each video using the EDIT KEYWORDS dialog. You can also upload a custom thumbnail for your video.

***IMPORTANT!** You must choose all relevant keywords for each video from the EDIT KEYWORDS tab so you can be found by searchable category!

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Step 4: Image Management

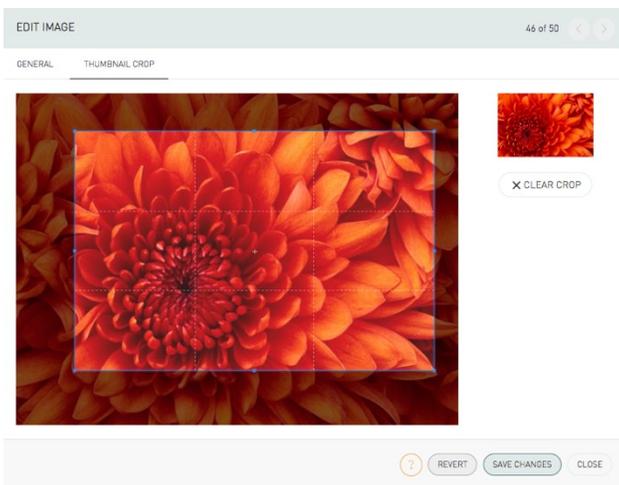
Once images are uploaded, exit the Upload dialog and click the gear icon below an image or selected images to edit.

IMAGE EDITING

Thumbnail Cropping

A default horizontal thumbnail crop is automatically applied to your image. To edit, click on the gear icon below an image. From the drop-down menu, select "Edit". Use the "Thumbnail Crop" tool to choose an alternate thumbnail for each image. *There is no vertical thumbnail option.* If you must show the full image as a thumbnail, build your vertical images using our horizontal screen spec or build a screen with two vertical images, although we don't recommend this.

*You can edit each subsequent image in your gallery or library from this edit dialog by clicking the < > buttons.



TITLES AND CAPTIONS

Titles and captions are important to the SEO (search engine optimization) for your portfolio. Titles should be a simple image description like "Cheeseburger", 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.

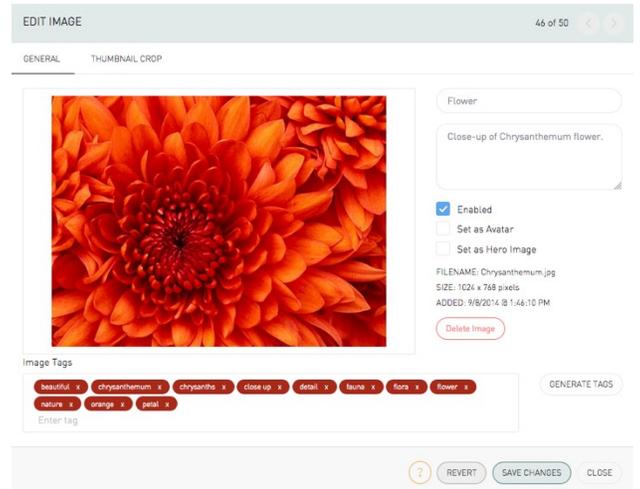
***DO NOT include keyword strings as part of your title and caption.**

***You can set your preferences to hide your title and caption.**

IMAGE TAGS

We highly recommend adding image tags to each image. This will enable you to be found more often. You can add your own in the Edit Image dialog or you can use the "Generate Tags" tool, or a combination of both. Delete all irrelevant tags.

***A note about adding tags:** We ask that you PLEASE be selective when adding tags. Think about what will be useful to the creative. As a rule of thumb, a maximum of 15-20 image tags per image should be sufficient, but please include no more than 40.



THE GEAR ICON

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

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 IMAGES

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

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one row and command-click, and 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: Creating Galleries

Your Workbook Portfolio comes with both keyword (i.e., Portrait, etc.) and custom galleries and each serves a different purpose.

Keyword Galleries:

These are your searchable galleries. ***In order to be found in keyword searches, you MUST publish keyword galleries.***

Custom Galleries:

These are non-searchable galleries. Custom Galleries allow you to showcase special projects, personal work or tearsheets and can be named accordingly.

PUBLISHED GALLERIES

Each Portfolio account includes a set number of published galleries. ***You must have at least one published Keyword or Specialty Gallery to appear in a keyword search result.***

Production Specialists

6 keyword galleries

1 motion gallery – unlimited uploads

3 custom galleries

*You have the option to also create an unlimited number of unpublished galleries for future publishing or to email to prospective clients.

SORT ORDER / GROUP BY TYPE

Shows how galleries are ordered and what types of galleries you have created.

ALL / PUBLISHED / UNPUBLISHED

Filters which galleries are published or unpublished.

WITH SELECTED

After selecting galleries or images in your library or individual galleries, this menu provides option to edit galleries or images as a group.

CREATING GALLERIES

To create a gallery:

From the top navigation, click "Create Gallery." Next, select a keyword category, ie, Retoucher Specialties, then a keyword gallery, ie CGI Cars. You can also choose a Custom Gallery, but you must have one keyword gallery representing your skillset, ie "Retoucher" to be found as a retoucher.

You also have the option to apply a custom name to any gallery. For example, if you are creating a Cars gallery, you can apply "Ford Automotive" as a title, while still being searched by the keyword "CGI Cars".

THE LIBRARY TAB

At the bottom of the management window is the Library tab containing all uploaded imagery, and only visible to you. When an image is added to a published gallery, it is live on the site.

To add images to a gallery, slide the Library tab up when in a gallery, then drag and drop image(s) into the gallery window. Images already in a current gallery will be greyed out.

You can also add images from the library view by selecting images, then from "With Selected", choose add or move images to a new or existing gallery.

SEQUENCING IMAGES

You can arrange and change the order of images within each gallery at any time with a simple drag and drop.

SEQUENCING GALLERIES

You can arrange and change the order of galleries at any time with a simple drag and drop.

SETTINGS

The Settings for your live portfolio can be changed from the top navigation. You can choose from among the following:

1. Show Library in your portfolio (only published imagery).
2. Sort images in Library in:
 - a. Library Order or Gallery Order
3. Portfolio Is Sharable:
 - a. Yes or No (Yes allows your portfolio to be sharable via social media.)
4. Show image Titles and Captions
5. Choose background color for full screen view
 - a. Options are black or white
6. Default Gallery:
 - a. All Images or any alternate Published Gallery

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Step 6: 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 7: Preview and Publish

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

To publish a gallery:

Simply click "Publish Gallery" from the gear icon, "with selected" or the "Publish" link while in a gallery. Your Portfolio will immediately be live on workbook.com. You can preview your Portfolio by exiting manage mode and viewing in the portfolio section. We suggest that you verify the functionality of your portfolio from the Workbook site as a final step. Conduct specialty, name and region searches to ensure you are found and that there is nothing that would turn a buyer away, ie image quality issues, flow of imagery, etc.

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.

Additional features and information

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.

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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