



A Guide to putting your event onto the Moray Walking and Outdoor Festival website

Revised January 2019

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Be prepared!

Before diving into the nitty gritty of putting your information onto the website, let's first check that you have all the information to hand. What you will need is:

1. A short and catchy title. The title (and accompanying photograph) is the headline that draws customers in to find out more.
2. A full and attractive description of the event itself. For every event a key question is 'Why should I pay money and bother to turn up to do this'. Tell people why this is such a good way to spend their time. What will they see, learn, enjoy, experience? Why is it better to go with you rather than under their own steam? Highlight any 'added value', be it information about heritage, nature, myths, etc.
3. Think about good locations for breaks and lunch. If there is a convenient café why not explore a 'discounted' drink.
4. A set of good photographs to illustrate your description. These should be original digital camera photos and definitely not less than 910pixels wide. For a new event this can be a challenge, especially during the winter months when planning often takes place. Nevertheless, these are essential, so dig through your digital photo albums, pester friends, do whatever it takes.
5. How many photographs? One good photo is the absolute minimum, we would suggest aim for five.
6. A description of your organisation and/or some information about yourself. Volunteer organisations can explain what motivates them to provide an event. Professional organisations will want to explain their expertise and experience, etc. Include a link to your website if you have one.
7. Somewhere to meet. Events take place all over Moray and you will need to find a location with plenty room for people to gather, and one that a stranger will be able to find. Remember that the Festival does attract visitors from outwith Moray with no local knowledge.
8. Date and time. We try and draw up a reasonably balanced programme in terms of the range of events offered each day, and also offer choice across the Festival period. There may be an element of negotiation when finalising the date.
9. Cost The Moray Way Association retains 20% of the ticket price to help cover admin and promotion costs. This includes maintaining the booking website, promoting events on social media, printed advertising material, erecting roadside banners throughout the Moray area. We recommend a minimum price of £5. Remember to include transport costs etc. Ticket prices of events do vary significantly reflecting many factors and this does puzzle some customers. Some events are commercial and the leader must and should receive a return, others are volunteers. There are always good reasons why some events are relatively expensive, but in the past providers have often not explained these reasons. Please do highlight the extra skills, equipment, etc that you will bring to your event.

Next

1. If you have not done so already, contact Diane info@moraywalkoutdoorfest.co.uk to outline your proposal and agree a date.
2. Email your photographs to David admin@moraywalkoutdoorfest.co.uk These should be the full size photographs taken by your camera.

Choose an order for your photographs with the main photograph as no. 1. This is the key photo that will catch people's attention.

Assign each photograph a number and provide a description/ caption for each one.

Photo no. 1 will appear throughout the website and **must** be landscape. It's better if the other photos are landscape as well, but sometimes that just does not work and portrait is acceptable.

Provide the name of the event in the subject line of your email.

If you are sending multiple photos you will need to send them 2 or 3 at a time.

You are now ready to go onto the website and set up your event.

Gaining access to the website

New to the Festival?

You need to have an account to log onto the website to add or edit an event. To set up an account:

1. Contact David on admin@moraywalkoutdoorfest.co.uk

2. You will receive an email inviting you to 'activate' your account.

Your account is now active!

3. Click the link on the email. You will be taken to the site and shown your Username and Password. Make a note of these. (You will receive another email with these, so don't panic!)

Username: neueventprovider

Password: Ys5fjygovxkU

4. Click the 'Log in' text at the bottom.

Your account is now activated. **Log in or go back to the homepage.**

Have an account but can't remember how to login?

1. Use the Login link on the website – look under

- Festival Info ⇒ Information for Event Providers
- Or use this link

<https://www.themorayway.org.uk/festival/wp-admin/>

Lost your password?

1. Click on the 'Lost your password?' link.

2. On the next page, enter your Username or email address

Username or email

Reset password

Username or Email Address

Password

Remember Me

Lost your password?

Click Reset password and you will be told a new email has been sent to you.

3. Click the link in that email and you will be taken back to the website and invited to enter a new password.

Enter a new password below.

New password *

Re-enter new password *

Save

5. You will be taken to the normal log in page. Enter your Username or email address, plus your new password to log in as normal.

Username or Email Address

Password

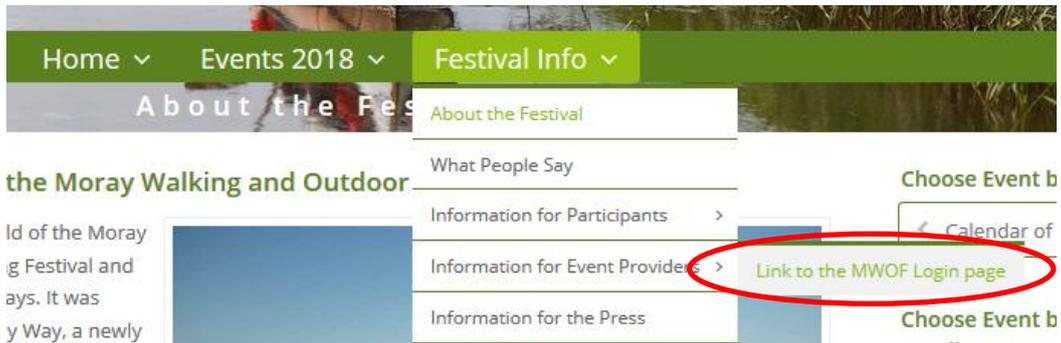
Remember Me

If this does not work contact David using admin@moraywalkoutdoorfest.co.uk

Logging into the Website

1. Use the Login link on the website:

Festival Info -> Information for Event providers-> Link to the MWOFF Login page

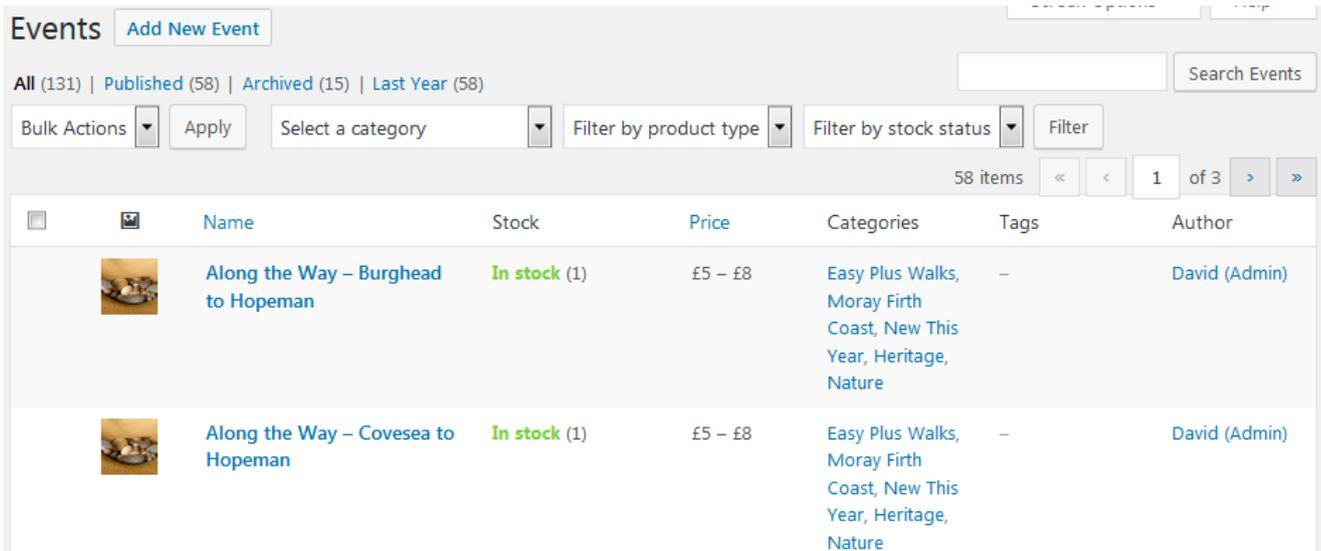


Or use this link <https://www.themorayway.org.uk/festival/wp-admin/>

2. Enter your Username & Password (see previous page if forgotten how)

New Provider – Getting Started

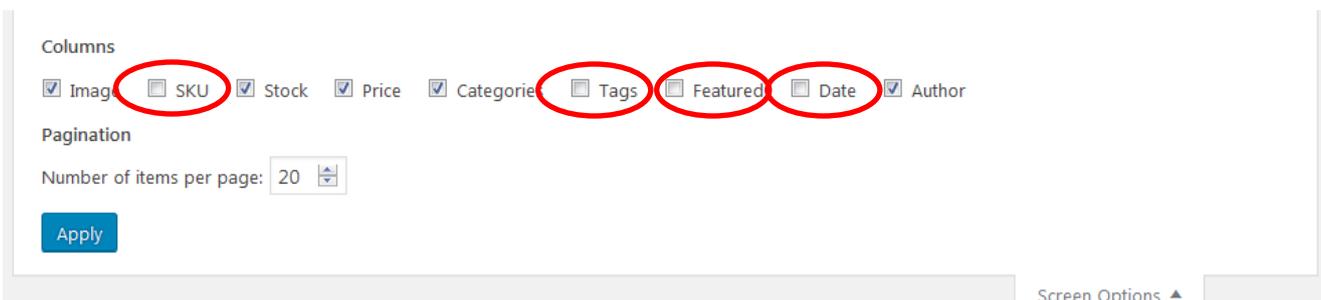
1. When you log on for the first time you should see a list of Events similar to this.



2. If you are a New Provider you will have no Events of your own yet, what you see is a list of everyone else's Events (you cannot edit any of these Events).
3. To get started you need to add Events of your own – jump forward to '[Add a New Event](#)'.

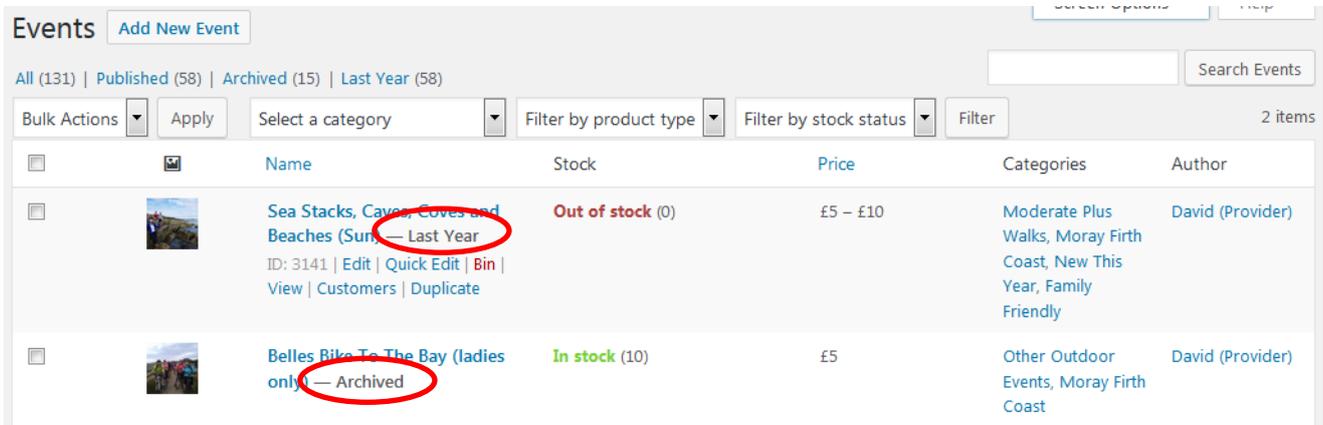
Tidying the list of Events screen (removing unwanted columns)

1. I suggest you remove unwanted columns to simplify the list of Events. Click on 'Screen options' (screen top right) to reveal options like this. Uncheck the boxes shown then click 'Apply'



Existing Provider – Sorting Events from Last Year

1. The first time you log on after the close of a Festival you should see a screen similar to the one here. You past Events should be in one of two groups:
 - ‘Last Year’ – Any Events you offered at the previous Festival should be in this group.
 - ‘Archived’ – This is a grouping for past Events that have been saved for possible future use.

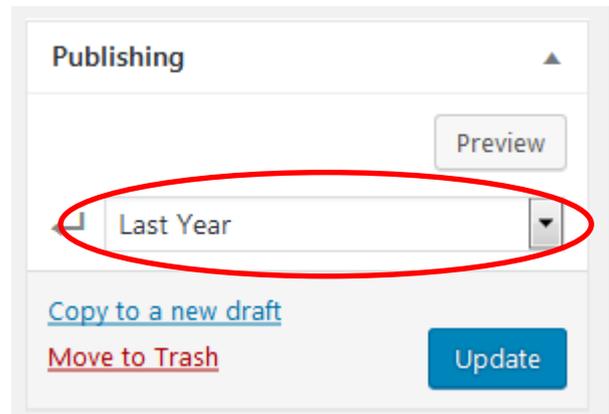


	Name	Stock	Price	Categories	Author
<input type="checkbox"/>	 Sea Stacks, Caves, Coves and Beaches (Sun) — Last Year ID: 3141 Edit Quick Edit Bin View Customers Duplicate	Out of stock (0)	£5 – £10	Moderate Plus Walks, Moray Firth Coast, New This Year, Family Friendly	David (Provider)
<input type="checkbox"/>	 Belles Bike To The Bay (ladies only) — Archived	In stock (10)	£5	Other Outdoor Events, Moray Firth Coast	David (Provider)

2. You should now decide what to do with your Events from ‘Last Year’. Hover your mouse over the Event name to reveal ‘Edit’ and other options. For each Event from ‘Last Year’ you should:
 - Delete it because you will not be repeating this Event ⇒ click on ‘Bin’.
 - Archive it because you may offer it again but not in the next Festival ⇒ click on Edit.
 - Convert it to Draft because you want to edit it for the next Festival ⇒ click on Edit

3. To Archive an Event from Last Year, or to convert it to a Draft, click on the drop down menu in the ‘Publishing’ box (top right) and select your choice.

4. Then click on Update



Before you add an Event

You will need to enter lots of information! This is mostly text but photographs are vital, both to advertise and to illustrate points of interest, challenges, etc. A typical festival offers a very wide range of events each with significantly different challenges and rewards. A guiding principle behind the festival is that all participants must be given sufficient knowledge of an event to make a fully informed choice as to whether it is suitable for them. On occasions it can be a balancing act between alerting prospective participants to the level of challenge and 'scaring them off'. Feedback from previous festivals is very positive, but requests are always for more clarity, not less. Please use words and photographs to alert, inform and reassure. Sell your event honestly.

Please be sure that you are familiar with the final layout presented to customers before adding (or editing) an existing event. Visit the public side of the website and refresh your memory.

<https://www.themorayway.org.uk/festival/events/>

Pick any category, choose an event, and become familiar with the layout of information.

In particular, note:

- ✓ the image on the LHS with extra images underneath.
- ✓ the summary of key information on the RHS of the image (or underneath the image on smaller mobile devices). Look at several events and notice that the nature of the summary information varies with the type of event.
- ✓ Notice that beneath the image there is further key information including a description of the Event, Meet Instructions and Information about you – the Provider.

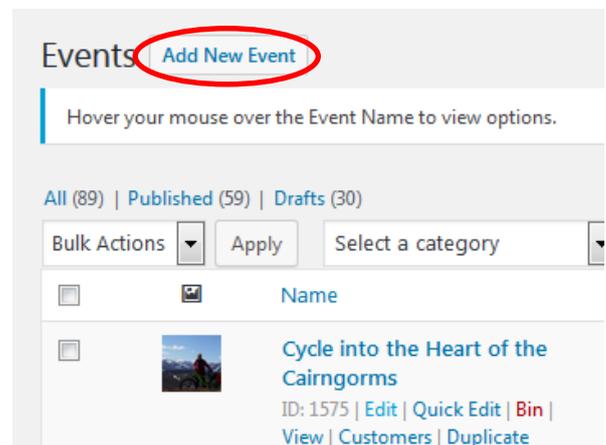
The information you fill in about an event is used on the main page about your Event, but some of the information is also used elsewhere, for example to advertise your Event on the Calendar page or under the various groupings. Some information is also used for emails sent, eg to notify you that you have received a booking, and to inform the customer where to meet for your event.

Please read the notes that appear above each box and if in doubt contact

admin@moraywalkoutdoorfest.co.uk

How to add a new Event

1. To start entering a new Event click on 'Add New Event'.
2. Now is a good time to fill in the Event name.
Remember to try and use a short snappy title that tells the reader what type of Event it is and invites them to 'find out more'. (This can be changed later if you think of a better title!)
3. Then save it as a 'Draft'.

A screenshot of the 'Add New Event' form. The form has a title 'Add New Event' and a 'Screen Options' dropdown. The main input field is labeled 'Enter Event Name' and is circled in red. Below this, there are dropdown menus for 'Provider information' and 'Event information'. On the right side, there's a 'Publishing' section with a 'Save Draft' button circled in red, a 'Preview' button, and a 'Draft' dropdown. At the bottom right, there's a blue 'Submit for Review' button.

Tidying and understanding the Event editing screen

Now the real work is about to start. Below is a blank Event. Your page may look more cluttered. It is a good idea to tidy it up.

The screenshot shows the 'Add New Event' page in WordPress. At the top right, the 'Screen Options' dropdown menu is circled in red. Below it, the 'Publishing' section is visible, containing 'Save Draft', 'Preview', and 'Draft' buttons. A vertical oval on the right side of the main content area highlights the 'Screen Options' menu and the 'Publishing' section. The main content area consists of several boxes: 'Enter Event Name', 'Provider information', 'Event information', 'Event summary', 'Product data' (with a dropdown set to 'Simple product' and checkboxes for 'Virtual' and 'Downloadable'), and 'WP Meta SEO - Page optimization'. On the right side, there are boxes for 'Product categories', 'Featured Image', and 'Product gallery'.

1. Remove boxes you are unlikely to ever use - click on Screen Options at the top of the page and uncheck the boxes shown below. (You can check these boxes to view them at any time if you find you need them.)

Boxes

Publishing Product categories Product tags Featured Image Product gallery Product data Settings Slug
 WP Meta SEO - Page optimization Revolution Slider Options Provider information Event information Event summary

Layout

1 column 2 columns

2. Notice the wee triangle at the RHS of each box on the main screen. Use these to minimise or expand the boxes and control your screen.
3. The boxes in the left column will contain the main information you need to enter:
 - Provider Information – *all about you and your organisation*
 - Event Information – *the description of the event and where to meet up*
 - Event Summary – *date, distance, difficulty, etc*
 - Product data – *ticket price(s) and no of places*
4. The boxes in the right column are more how and where your event will appear on the website:
 - Publishing – *this is how you save your information* ⇒ Save Draft
 - Product categories – **essential**, *controls into which grouping your event goes.*
 - Featured image – *essential, but send your photos to us via email*
 - Product gallery – *highly desirable, extra photos, send to us via email*
5. The bottom box – WP Meta SEO - should be left until the very end. It may help someone who is doing a general 'Google' search for your type of activity to find it.

Provider Information

1. Click the wee triangle to view the Provider Information boxes as shown here.

Provider information 

Event leader *

Where possible we like to show the name of the person leading the Event at the top of the Summary section. The Event Leader will also usually be the contact person with whom we communicate. In some instances, eg for larger organisations, it can be impossible to name an 'Event Leader'. In such circumstance please enter the preferred contact person here. Be sure to 'untick' the checkbox below.

Show Event Leader in event summary

If you do NOT want to show the Event Leader/Contact person name (above) please 'untick' this box. If blank the Organisation Name (below) will be shown instead.

Show name

Organisation Name *

Name of provider organisation. This is displayed instead of the Event Leader name if checkbox above is left blank. Otherwise, this information is used only to help draw up a spreadsheet of who booked which events.

2. You will see a type of 'form' to fill in. Each section has guidance to help you. The red asterisk means that this section must be completed.

Organisation Description *

This description appears under the 'Event Provider' tab, on the main event page. Please use this space to explain the nature of your organisation, what your organisation does, and where appropriate, what any funds raised will be used for.

Visual Text



3. The 'Organisation Description' box has formatting options, and enables you to include links to websites. Most people will ignore the 'Add Media' and 'Insert shortcode' headings, and also the 'Text' tab. Clicking on these will not break anything but they are likely to confuse.
4. Remember to 'Save Draft' (top of page, RHS), before moving on

Event Information and Event Summary

Once you have completed the Provider information (see previous page), the Event content is essentially a case of 'more of the same' in terms of procedure.

The main difference concerns the Event Summary information. The variety of possible Events requires a fairly wide choice of options within the summary section. Very few Events will use all boxes so most are optional. A few points to be aware of are:

Difficulty

1. Choose 'Not Applicable' for an Indoor Event or similar.
2. If you select anything other than 'Not Applicable' then other boxes will appear e.g 'Distance'

Distance

3. Please do read the 'Distance' guidance carefully, It offers great flexibility, but you must follow the format given!! Here are some examples:

⇒

Distance: 12 miles (19km)

⇒

Distance (walk): 6 miles (10km)

Distance (bike): 10 miles (16km)

⇒

Distance (up to): 1.5 miles (2km)

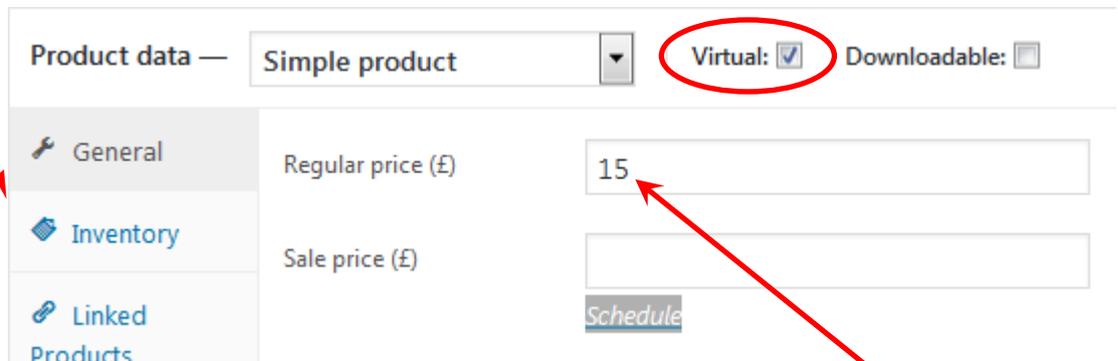
Product Data – Prices and Places

This is where you enter the price(s) for your event and the number of places available.

If your event has only **one price** (including a free event), read on, otherwise jump to [multiple prices](#).

Single price

1. Top line - Leave choice as 'Simple Product' and select 'Virtual'.



Product data — Simple product | Virtual: | Downloadable:

General | Regular price (£) | 15

Inventory | Sale price (£) |

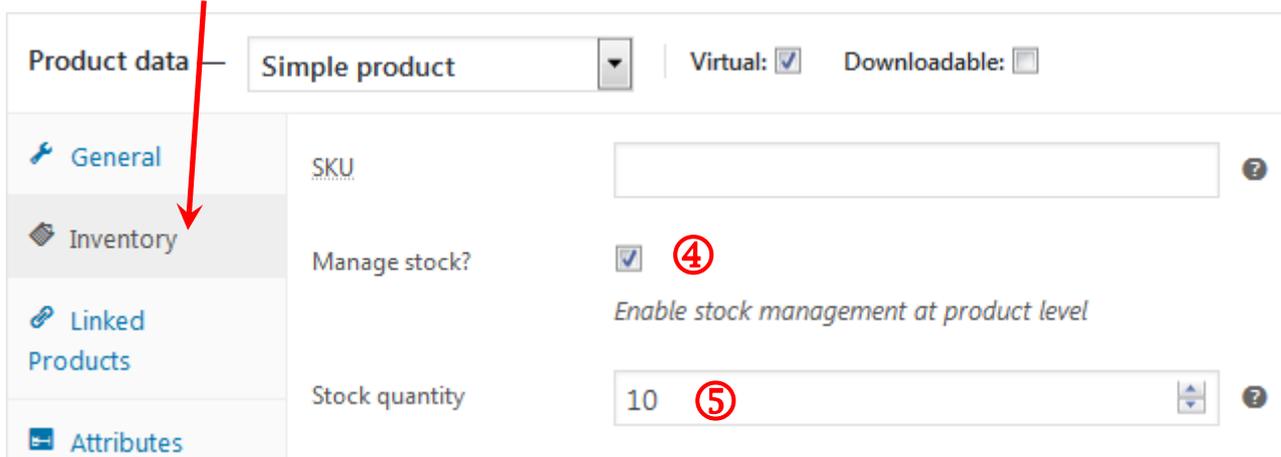
Linked Products | Schedule

2. The General grouping should be preselected - enter your ticket price as 'Regular Price'.

If your event is free, eg an open public event being advertised within the festival then:

- ✓ If places are to be bookable – enter 0 (zero) for the price.
- ✓ If the event is non-bookable, simply being advertised – leave this blank.

3. Click on 'Inventory' to enter number of places.



Product data — Simple product | Virtual: | Downloadable:

General | SKU |

Inventory | Manage stock? ④
Enable stock management at product level

Linked Products | Stock quantity | 10 ⑤

Attributes

4. Select 'Manage Stock'.
 5. Enter 'Stock Quantity' (Maximum number of places available).
- Ignore everything else.

Product Data – Prices and Places --- Multiple Ticket Prices

This is the most complex part of entering your event, take your time and follow the instructions below.

1. Top line - Select 'Variable product' from the drop down list.

2. The Inventory grouping should be preselected - if not click it now

3. Click 'Manage Stock'.

4. Enter 'Stock Quantity' (Maximum number of places available).

Entering Ticket Types

1. Now select 'Attributes'.
2. Click on 'Add'.
3. Fill in the 'Name:', this will normally be 'Ticket type'.
4. Under values enter the ticketing groups, eg 'Adult' and 'U16'. These are entered as text separated by '|'. (The vertical line is normally bottom row LHS on the keyboard, using 'shift' key.) Adult|U16
5. Click the 'Used for variations' box.
6. Then 'Save attributes'.

NB If you cannot see the all boxes shown above click on Expand.

Entering Ticket Prices

1. Now select 'Variations'.
2. From drop down list select your default ticket type, eg Adult
3. Click 'Go' box beside 'Add variation'.
4. Select 1st ticket type eg 'Adult'
5. Select 2nd ticket type eg 'U16'
6. Now 'Save changes'.
7. To add the prices, click on Expand.

8. For each ticket type be sure to click the 'Virtual' box.
9. And enter the price.
10. When finished 'Save changes' and also 'Save Draft' (top right of page)

#2483 Adult

SKU

Enabled: Downloadable: Virtual: Manage stock?

Regular price (£) Sale price (£) [Schedule](#)

Stock status

Product Categories

Head back up RHS to the Product Categories box.

Note: Completing this is essential for your event to appear on the website!!

1. Type of Events. Select **ONE** only from these seven choices
 - Easy Walks
 - Easy Plus Walks
 - Moderate Walks
 - Moderate Plus Walks
 - Challenging Walks
 - Other Outdoor Events
 - Indoor Events

Product categories

All categories Most Used

- Easy Walks
- Easy Plus Walks
- Moderate Walks
- Moderate Plus Walks
- Challenging Walks
- Other Outdoor Events
- Indoor Events

2. The next group of categories are geographic. Select **ONE** only from the three choices
 - Moray Firth Coast (coastal strip/Laich of Moray)
 - Moray Lowlands (glens, forests below 250m)
 - Moray Uplands (moors, hills above 250m)

Product categories

All categories Most Used

- Moray Firth Coast
- Moray Lowlands
- Moray Uplands

3. The next group which appears under 'Added Interest' is fairly broad. Select all those that apply.

Product categories

All categories Most Used

- New This Year
- Evening Events
- Multi Activity
- Family Friendly
- Heritage
- Nature

4. Finally scroll to the bottom of the list and check that the final category 'Uncatergorised' is NOT ticked!

Product categories

- Heritage
- Nature
- Uncatergorised

Photographs

Photographs are an **essential** part of advertising your event.

The featured image is needed for this website to work.



Additional photographs form a slide show (Product gallery). We like to see 5, prefer no more than 10.

Preparing photographs for the website requires software such as Photoshop and in most cases will need to be done by us. You should have emailed your photographs to David already at admin@moraywalkoutdoorfest.co.uk. If you have not, please refer back to [page 2](#), and send photographs asap.

(If you have pre-arranged to prepare your own images then read and follow the instructions on the [final two pages](#). These describe how to prepare and how to upload your photographs. You will need to have access to Photoshop or other similar photo editing software.)

Duplicating an Event

If you are adding more than one event, or you plan to hold the same event on more than one day, you may wish to make a copy of the event details.

There are two ways of doing this

1. When viewing your list of Events, hover the mouse over the name of the event you wish to copy. Click on 'Duplicate'.
2. If you are editing the event you wish to copy, go to the Publishing box (top right of the page) and click on 'Copy to a new draft'.

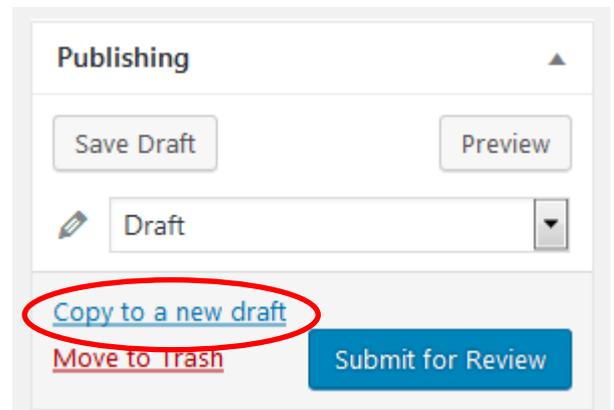
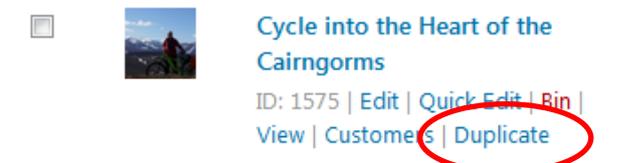
In both cases your new copy will be a Draft.

If you are repeating the same event with the same Title on different days, we need a way of differentiating between events to avoid confusions. I suggest you put the day of the week at the end of the name thus:

- Event name (Mon)
- Event name (Wed)

If it is the same day of week, try adding the date:

- Event name (Fri 14)
- Event name (Fri 21)



Publishing an Event to go 'live' on the website

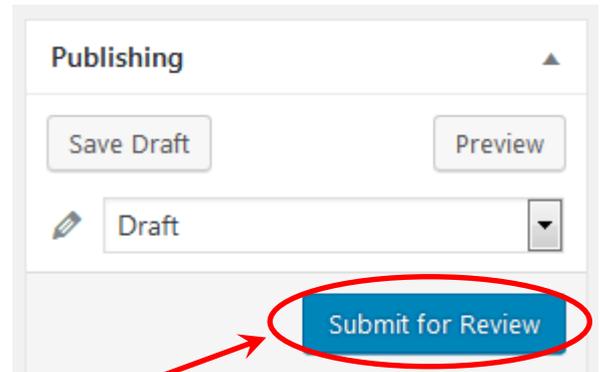
Publishing of Events onto the live website so they are visible to the public is done by the website administrator.

When you have finished entering all the details of your Event you should 'Submit for Review'.

How to do this depends on whether you have a new Event as a Draft or have been editing a previous event categorised as Last Year or Archived.

Draft Event

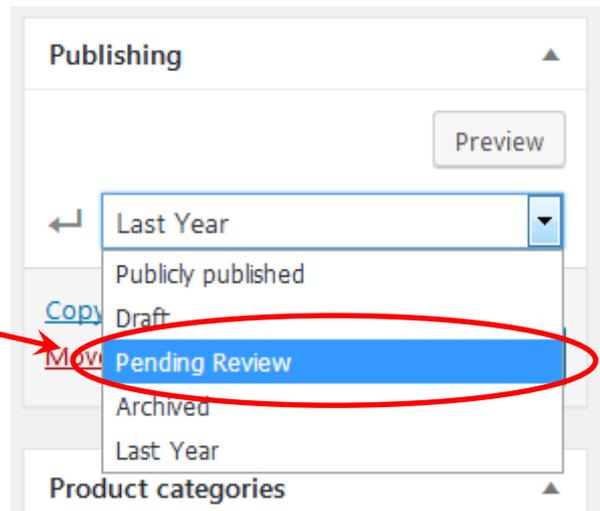
Simply click on 'Submit for Review'!



Edited Event (Last Year or Archived)

Select 'Pending Review' from the drop down list, and then click on 'Update'.

Your Event will then go into a 'Pending' group. Normally, the Event will then be transferred by the administrator into a 'Ready to Publish' group prior to going live for public view.



If you have overlooked something you may be contacted by the administrator to make minor changes. Events will be published in batches, with most being published on the Festival launch date. Examples of these groupings are shown in this screenshot.

The screenshot shows the 'Events' management interface. At the top, there are filters for 'Published (5)', 'Pending (1)', 'Archived (14)', 'Last Year (5)', and 'Ready to Publish (1)'. The 'Pending (1)' and 'Ready to Publish (1)' filters are circled in red. Below the filters is a table of events:

	Name	Stock	Price	Categories	Author
<input type="checkbox"/>	Sea Stacks, Caves, Coves and Beaches (Sun) — Ready to Publish	Out of stock (0)	£5 – £10	Moderate Plus Walks, Moray Firth Coast, New This Year, Family Friendly	David (Provider)
<input type="checkbox"/>	Belles Bikes To The Bay (ladies on) — Pending	In stock (10)	£5	Other Outdoor Events, Moray Firth Coast	David (Provider)

Changing an Event after it has been submitted or published

When you submit your Events they will still be visible to you, and you will still be able to edit and 'Update' them. The details vary slightly according to the group they are in as follows:

Pending

Makes your changes and click on 'Submit for Review'.

Ready to Publish

As above, but note that the event will revert back to the Pending group.

Published

You should NOT normally make any changes after an event has been published and is visible to the public, especially if bookings have been received. However, circumstances may cause you to change the booking deadline or number of places available. These changes can be made at any time. Please note that the MWOFF will have no way of knowing you have done this so if we need to know you need to email us separately. In exceptional changes you may need to make a change that will affect participants who have already booked –in which case you MUST email each participant and inform them.

Receiving Orders

When a customer places an order that includes your event then a copy of the 'New Order' email will automatically be sent to the provider email address you entered for that event. The New Order email includes details of all the events ordered (as well yours), the customer name and email, and any message sent by the customer to the Providers.

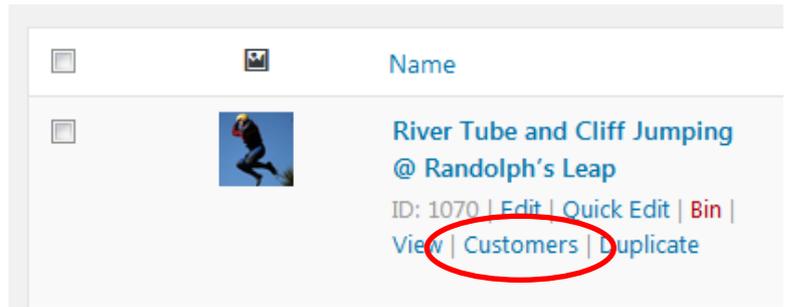
Cancellations and refunds

If a customer cancels an order and/or requests a refund, then this will be done by the website administrator. Please forward any such request to bookings@moraywalkoutdoorfest.co.uk.

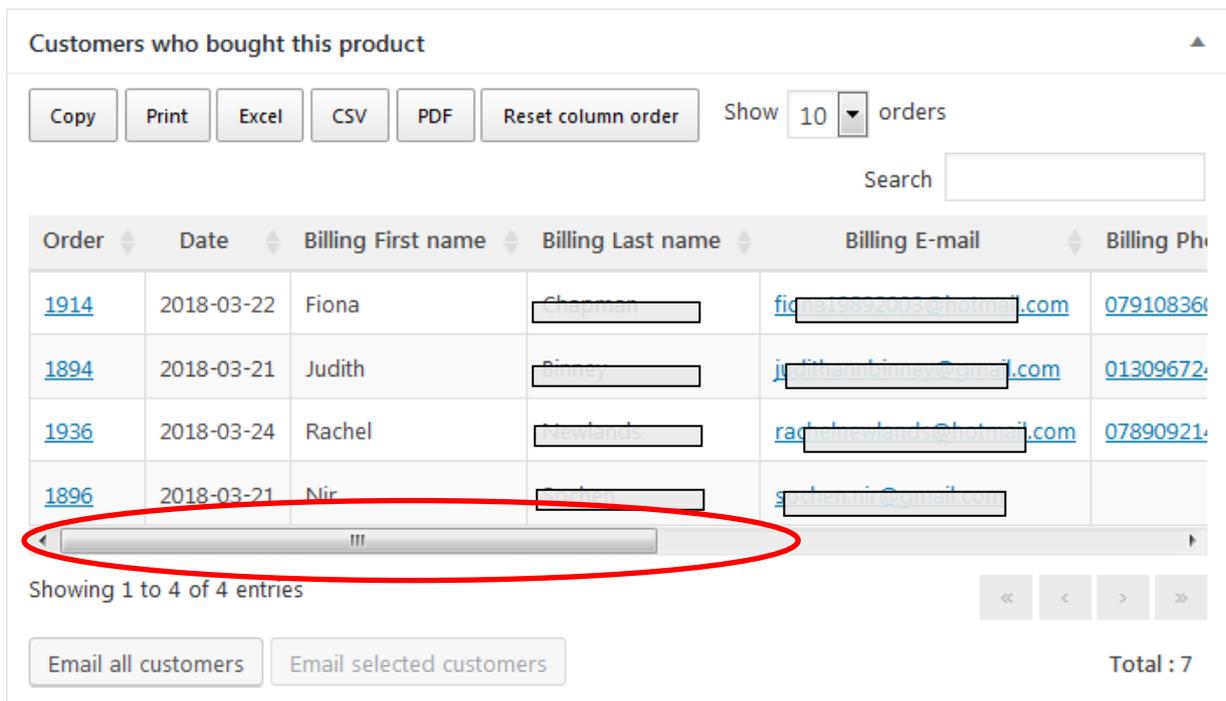
Such requests should come direct to the website, and you will receive notification from the website administrator.

Viewing details of your orders and communication with participants

It is not necessary for you to keep copies of these New Order emails. A definitive list of all 'completed orders' (see note below) is available at the bottom of the Event page on the admin side. You will need to login with your username and password as usual. The list is at the bottom of the event details page.



When viewing your list of Events hover the mouse over the Event name. A shortcut to this list is available by clicking on 'Customers'.

A screenshot of a web interface titled "Customers who bought this product". It includes a search bar, a table of orders, and several buttons. The table has columns for Order, Date, Billing First name, Billing Last name, Billing E-mail, and Billing Phone. The first four rows are visible, with the last row partially obscured by a horizontal scroll bar that is circled in red. Below the table, there are buttons for "Email all customers" and "Email selected customers", and a "Total : 7" indicator.

Note the horizontal scroll bar.

- To see all the order details, including no. of places booked, it will be necessary to use the horizontal scroll bar. If you wish you can 'drag and drop' columns, for example to move the quantity column (out of view to the right) into view further left.
- By default the list is alphabetical by Last name, you can make it alphabetical by any column by clicking on that column.

The 'Customers who bought this product' is the definitive list of 'completed orders'.

It is recommended that you email your participants before the event. Simply click the 'Email all customers' box. Customer emails are sent Bcc to prevent revealing personal information unnecessarily, there will be no main recipient email entered. It is quite common to send such emails 'To' yourself and Bcc to the group members. Many folks order places for friends, be sure to ask them to forward messages to all those in their group.

Be Aware If you have more than one email account, then this will automatically use your **default** email account.

Preparing photographs

It is necessary with websites to keep image file sizes small in order to keep page load times as short as possible. This is especially important on the Calendar page which can load up to 50 photographs. There are two aspects to preparing photographs:

1. change the image size to match the size we need it to be on the page
2. 'optimise' the image file by removing unnecessary information (such as camera make, date, location, etc, etc.) We can also lower the quality of the image without noticeably affecting visual quality on the screen.

We can achieve this fairly easily using Photoshop by selecting the 'Save for web and devices option'.

The MWOFF website is responsive (changes size according to the size of screen being used) and has a built in sophisticated image rendering capability. Images will change size according to the size of the screen you have on your pc, tablet, mobile phone, etc. This means that there is no one optimum image size.

Additionally, mobile phones are viewed much closer to your eyes than are laptops, and for this reason are designed with higher resolution screens (pixels per inch) than a laptop. Sometimes these are known as 'retina' screens. What this means is that when these devices are displaying an image of size 400px by 300px, the software will look for an 800px by 600px image (if it is available) to produce a picture on the screen that appears to be only 400px x 300px in size but appears **much** clearer and sharper to the user. Combine these two things together and in practice you realise that you cannot predict how big an image you need, but we know it needs to be 'big enough'..

Our approach for the Outdoor Festival website is:

- 1) We produce an image size of 910px x 683px (Slightly bigger is fine if it suits, it must NOT be smaller). If you can achieve the correct size by cropping and/or dividing the original by a factor of 2 or 4, then choose that.
- 2) With Photoshop you can adjust the image using a Filter->Sharpen->Smart sharpen. This often can improve the image clarity on the screen. Experiment with 40% sometimes more, sometimes less. Use preview to consider whether there is an improvement.
- 3) Save your image using 'Save for Web & Devices' rather than the normal 'Save As'. Choose a quality setting of Low (10%). (We have found that a large low quality image normally looks better on a smaller screen than a smaller high quality image.) This setting works in most instances but if you do find that the image quality on the Low setting is degraded too much and/or the file size is very small (eg 20kB) then consider moving up to 20% or even 30%. This will normally give you a file size of roughly 100kB. Be aware that file size can vary considerably according to the type of detail in the image.

These instructions MUST be followed – if you know of a better way of achieving image quality combined with small file sizes then let us know. We are happy to learn but currently this is our best practice.

Uploading photographs

1. The Product Image is the main image. Product gallery images are extras which appear under the main product image and form a slide show
The procedure is the same for both. Click on the 'Set product image' link. You will be taken to the Media Library section.

2. Assuming you are uploading new images, choose the 'Upload Files' tab – top left.
Then 'Select Files' – centre screen.

Find the images on your PC. Make sure they have meaningful names. Everybody's photos are stored in the same library so you may need to use 'Search' to find your own in the future. If not go back and rename your images.

3. Now 'Upload' your images. When uploaded they will appear top left in the Media Library. You then select which one you want to use for 'Product image'.

4. The selected image appears in the RHS column as shown. Please complete the 'Title', 'Caption', 'Alt Text' and 'Description' boxes. Even if the text is not visible to the reader they perform a useful purpose behind the scenes. These entries are often the same, but their purposes are slightly different, as described here.

- ✓ Title - often this is the file name, and should be a brief title of the image. This text is what is searched if you need to find your image using 'Search media items . . .'
- ✓ The caption is the text traditionally displayed underneath the image, eg in a slide show.
- ✓ Alt text is used, for example by accessibility software for the blind, to describe the message the image is communicating.
- ✓ Description – literally that. Used by search engines to understand better what the page is about.

Don't forget to 'Save Draft' or 'Update' your work

THANK YOU

Product image ▲

[Set product image](#)

Product gallery ▲

[Add product gallery images](#)



River-Findhorn-Looking-along-the-Sluie-Gorge.jpg
30th September 2017
155 KB
768 × 576

URL	<input type="text" value="https://www.themorayway."/>
Title	<input type="text" value="Looking along the Sluie Gorge"/>
Caption	<input type="text" value="Walkers enjoy the view along the Sluie Gorge"/>
Alt Text	<input type="text" value="Walkers enjoy the view along"/>
Description	<input type="text" value="Judith and Barbara enjoy the view along"/>