<berkeleyhort.com/wp-admin>

Login: events

Password: (ask Jamie for the password)

For website help, contact Ben Katz:

[bk@bkcreative.co](mailto:bk@bkcreative.co)

510-463-4785

# Regular Updates:

### Weekend Specials

* Get list from Jamie every ~2 months
* Edit existing weekend special
* Fill out:
  + Start Date Span & End Date Span
  + Package Description
  + Sale Price (either % OFF or new discounted price)
  + Regular Price (blank if % OFF)
* **Update**

### Pages:

### Roses at Berkeley Hort

### Deciduous Fruit Trees

### Small Fruits List

### Bulbs at Berkeley Hort (Twice a year; Spring, Fall)

* Get list from Che (except bulbs, which you’ll get from the bulb buyer)
  + Small Fruits arrive after Thanksgiving
  + Roses arrive beginning of December
  + Deciduous Fruit Trees arrive in January
  + Bulbs arrive in the spring and fall
* To avoid the headache of deleting each line individually to edit the existing table, use this trick from Ben Katz:
  + Have a complete table created with google sheets – NOT excel, it turns out you can’t paste directly from an excel sheet. Copy the table without the headers and paste it into a new block on WordPress. The table should be created exactly as you have it in google docs.
  + <https://www.loom.com/share/aea09a66258e4130aec657a9cd74ac90?sid=7e429173-57b1-4a3f-9981-18c6637e06b7>
* If there are vendor links to a catalog or plant information, feel free to link the plants for customers to learn more (this step is optional and should only be considered if there are no more pressing projects to do)
  + E.g. Star Roses has excellent info and photos that we can link to for each item: <https://www.starrosesandplants.com/pc/roses/>
* **Update**

### Store Hours

* Make sure the store hours on the footer of the site reflects Summer or Winter hours accordingly

# Ad-hoc Updates:

### Events

* Clone an older event
* Fill out:
  + Description, including sign-up form
  + Image
  + Event Date
  + Event Time
  + Event Price
* **Publish** & double check the site with edits

### New Arrivals

* Ask Che or another buyer to write up a paragraph or two
* Rewrite & republish or clone an existing new arrival
* Fill out
  + Description
    - Include a link to e.g. “Roses at Berkeley Hort” if the new arrival has a corresponding list
  + Image
  + Start Date Span & End Date Span
  + Package Description & Price IF there’s a consistent size & price (e.g. roses). Otherwise you can remove the row
* **Publish** & double check the site with edits

### Gardening Suggestions

* This is an archive of what was once a newsletter sent out every couple of months, highlighting gardening advice as well as nursery updates, personal anecdotes, classes, etc.
* Pretty much anyone interested in writing up an article can have it published here. Or you can repurpose old articles to keep the website up-to-date with the seasonal changes.
* Rewrite & republish or clone an existing new arrival
* Fill out
  + Description, including any relevant links
  + Image
  + Start Date Span & End Date Span
    - \*You can schedule these ahead of time! It’s not a bad idea to queue up some generic ones (e.g. Summer Pruning of Trees) for the next few months in case you aren’t able to keep up with the updates
  + Author (if applicable)
* **Schedule** –or– **Publish**