

HOW TO USE



TO SPICE UP YOUR LIFE

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INTRODUCTION

Who We Are:

About Us



Six Girls . . . no boys. Seriously, what are the odds of that happening?

In February 2011, we started our blog SixSistersStuff.com. After years of living close to one another, we were being pulled in many different directions- one sister moved to the West coast, another sister followed her husband to medical school, one moved away to college, and another sister had just lost a baby. We needed each other now more than ever and we used our blog as a way to stay in touch.



Before we started blogging, we were constantly calling each other for recipe ideas, craft projects, and ways to keep our children entertained during those long winter days. The blog was the perfect way for us to share those ideas with each other and we were having so much fun doing it. We are all busy, whether it's with our kids, jobs, school, husbands, community involvement, or

something else eating up our time, so all the recipes and projects you will find on this blog are quick and easy! Our recipes are family favorites that use ingredients that can commonly be found in your pantry and our crafts and home decor projects can be made with little or no money. We don't claim to be amazing chefs- we just know the importance of feeding your family a home-cooked meal and sitting down to eat it together. Our mom and dad taught us so many great values and we are thankful that they instilled the importance of family time in our lives. Even the busiest of people can make the food and project ideas we share, which will give you even more time to spend with your family and loved ones.

We told our friends and family about our little blog and slowly found more and more people were visiting it each day. We started doing research and discovered that we could turn this blog into something more . . . something bigger than we ever could have dreamed. Within one year of starting our blog, we went from hundreds of hits per day to HUNDREDS of THOUSANDS of hits per day.



This blog has now turned into a family business, providing part-time work for each of the sisters.

Want to learn more about how we grew our blog? Check out our eBook:

[Six Sisters' Success: 10 Ways to Grow Your Blog](#)

or come to the conference we will be hosting in February 2013:

[Build Your Blog Conference.](#)

Stay up to date with all that is going on with Six Sisters' Stuff!

Follow us on [Facebook](#), [Twitter](#), [Pinterest](#), and [Google +](#).



If you have any questions for us, feel free to email us anytime:
SixSistersStuff@gmail.com

Why You Should Do This:

If you are like us you probably have recipe cards, cookbooks, loose papers, and boxes full of different recipes. When it is time to cook a meal or plan a menu we spend hours sorting through the clutter or surfing the web trying to find a certain item. We asked ourselves, “Why couldn’t there be one place where we could store all of our recipes, find new recipes, change ingredients, create cookbooks, and make menus?” Since we were dreaming we might as well have it give all of the nutritional value, sort by all kinds of things, keep track of our personal likes and dislikes, customize recipes, print out the cookbooks that we create, and even generate shopping lists. A place like that really would be magic!

Of course nothing like that exists, so we got our tech savvy Dad to do a little research. The next thing you know MyRecipeMagic.com[®] was born. A website made by food bloggers and food lovers for food bloggers and food lovers. **We want you to tell us everything that you want this site to do and we will do our best to make it happen.** We decided that we needed a spokesperson. After some serious brain-storming Geoff the Chef appeared. He is a precocious little Italian cook with a magic whisk. We hope this will make it a little more fun as you explore all of the great features and benefits of MyRecipeMagic.com[®].

This website is designed to make your life easier and provide a vehicle for you to make a little extra money, if that is what you want to do. For the serious blogger this website is a way to really grow your blog and leverage the traffic that you already have. So we will now let Geoff show you how!

USING THE WEBSITE FOR YOURSELF

How to get started:



Piacere! That's hello in my country. I'm-a gonna show you some magic! These fancy computers make-a me talk just like you. So put on your chef's hat and let's andare.

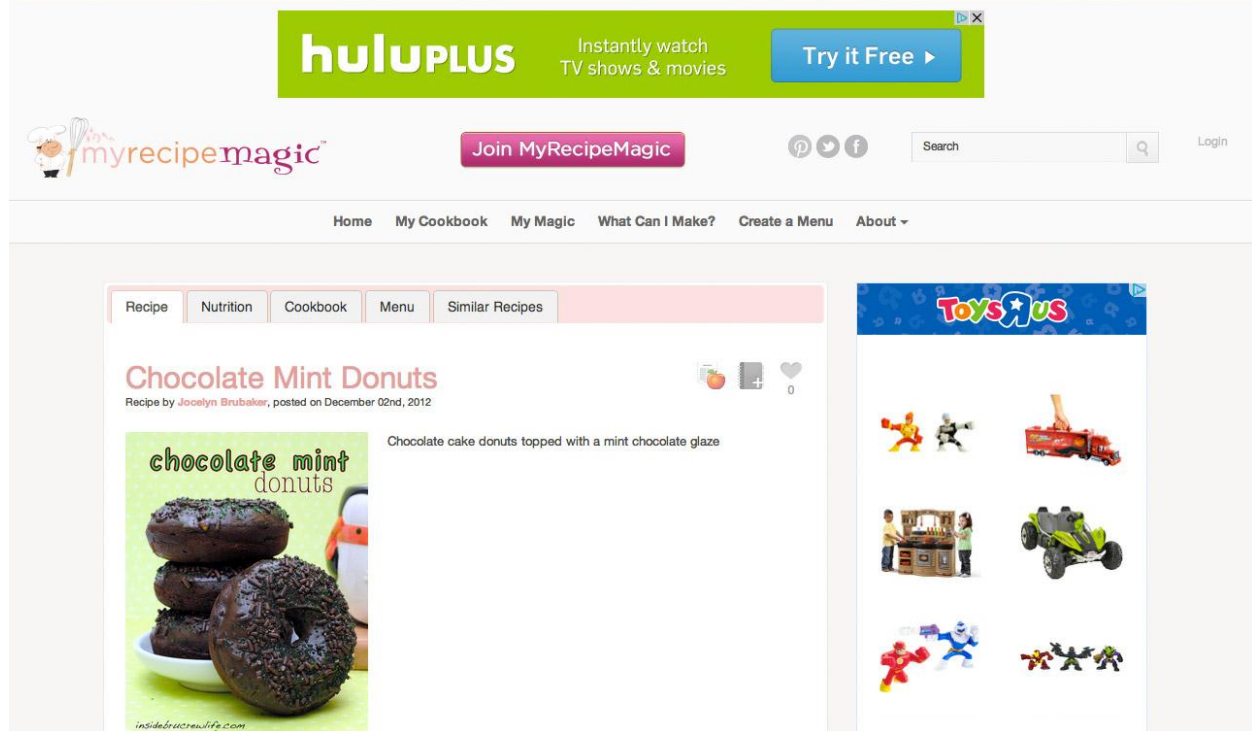
If you have already registered you will have a user name and password. If you haven't.... DO IT RIGHT NOW!

Once you are logged in (your computer should do it automatically after the first time. If it doesn't, click on the "login" button found in the upper right hand corner of the website.) try out some of the 'magic' on any of the recipes. We are going to add new fun features as we continue, but for now we have the following 'magic' functions either ready to go or in development:

- Nutritional value (click on the small apple at the top of the recipe to see this per serving value. Still coming: weight watcher points).
- Serving size (still coming: change the recipe ingredients to increase or decrease the number of servings)
- Your Cookbook (put any recipe in your cookbook. Soon you will be able to have as many cookbooks as you want. Then you can print a family cookbook – with nutrition values - or create a dessert only cookbook and share it. All kinds of fun things)
- Find similar recipes – (still coming: click a button to find recipes that contain the same ingredients or close to it).
- What can I make? – (still coming: give our chef 2 or 3 ingredients and he will find a number of recipes you can make. Eventually, the artificial intelligence feature will match these with the types of food you like!)

- Advanced search – (still coming: find chicken recipes that are oven baked that take less than 30 minutes. Or find recipes with strawberries that are gluten free, etc).
- Create a menu from a list of recipes. (still coming: you can also see the nutritional values for the entire menu!).
- Create a shopping list from your menu. (still coming: you can use this shopping list on your iphone and mark off the items as you go!)

Click on a recipe and it will open a new page that looks like this:



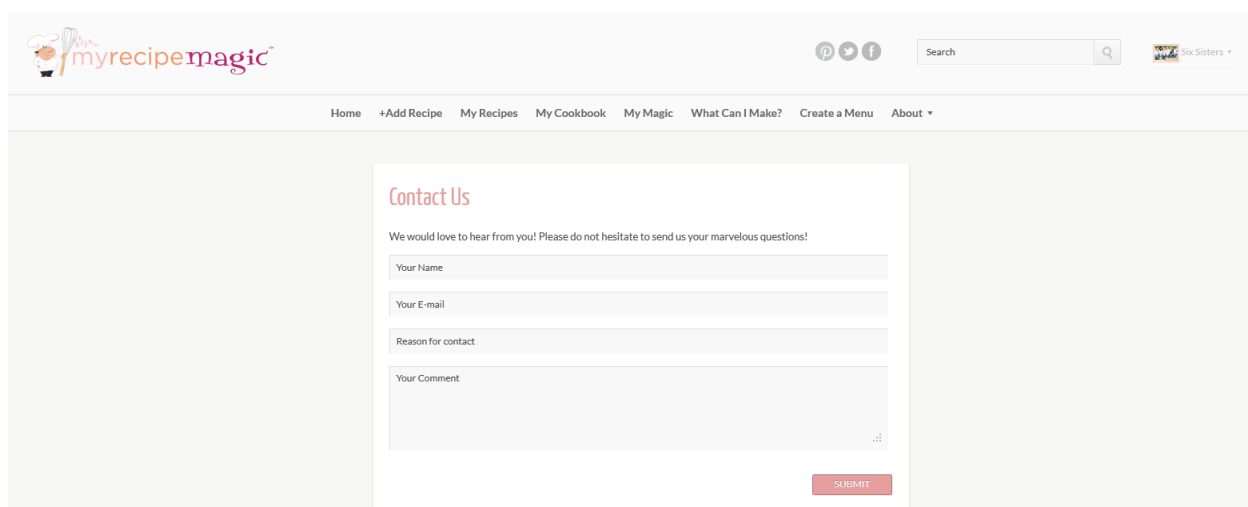
Click on the different tabs and experiment with the features. We will be making “How To” videos in the future. For now just use trial and error to discover all the neat options.

There are several buttons at the bottom of the page also that give you even more features. This website will always be improving so we really appreciate your input on features that you would like to see. Just email your suggestions and comments to info@myrecipemagic.com.

MAKING EXTRA “DOUGH”

How to become a “Chef”:

One of the coolest things about this website is that you can make some cash by uploading your recipes! In order to do this you must become what we call a “Chef”. This process is simple. Just scroll over the “About” tab on the MyRecipeMagic.com home page and click on “Contact” at the bottom of the drop down menu:

A screenshot of the MyRecipeMagic.com website's 'Contact Us' form. The page header includes the MyRecipeMagic logo, social media icons for Facebook, Twitter, and LinkedIn, a search bar, and a 'Six Sisters' logo. The navigation menu contains links for Home, Add Recipe, My Recipes, My Cookbook, My Magic, What Can I Make?, Create a Menu, and About. The 'Contact Us' form is centered on the page and contains the following fields: 'Your Name', 'Your E-mail', 'Reason for contact', and 'Your Comment'. A 'SUBMIT' button is located at the bottom right of the form. The text above the form reads: 'We would love to hear from you! Please do not hesitate to send us your marvelous questions!'.

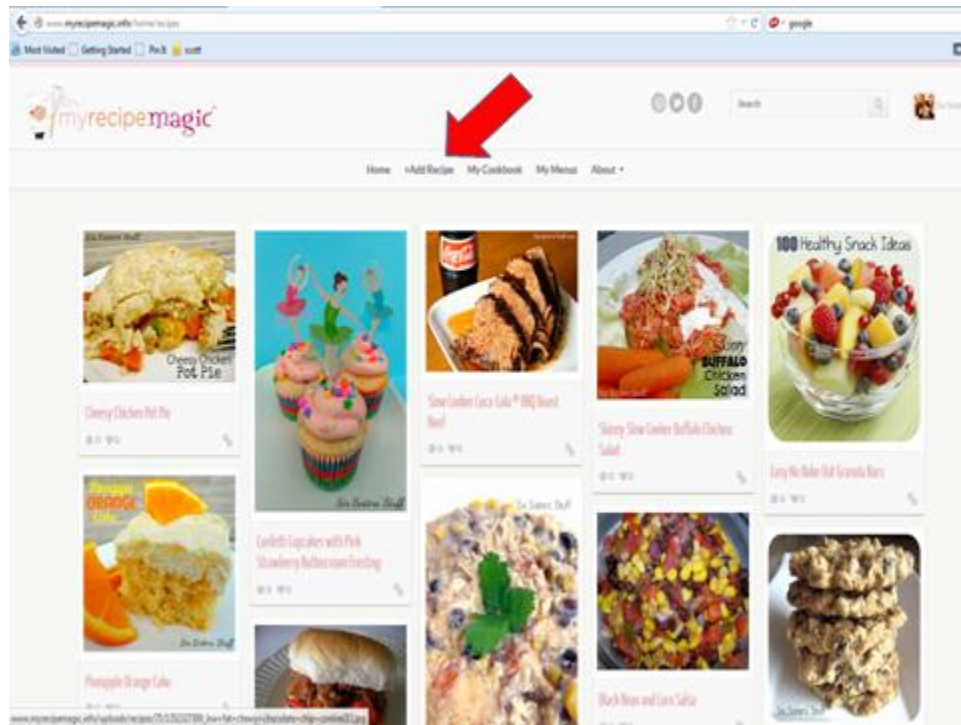
In the “reason for contact” field put “become a chef”. In the comment field tell us briefly why you want to be a chef. We want everybody (except for spammers) to be a chef so you will hear back from us very quickly (usually within 24 hours). We will confirm that you have been upgraded to Chef. Now you are ready to roll.

As other users look at the recipes that you upload there will be some small ads on those pages. Of course the advertisers pay us for that right and we are going to share that revenue with you! Right now our Chefs are averaging about \$3 per recipe per month. That means if you upload 100 recipes you could earn \$300 a month. Of course the earnings are based on how many people look at your recipes so it is important that you upload them correctly. The next chapter also shows you some things you can do to increase the amount of views that you get. Uploading recipes is a snap and before long you can have a nice little monthly check for your effort.

Entering recipes:

Ready to get started? Go to the home page on MyRecipeMagic.com. Make sure you are logged in and follow these simple steps:

Click on the “add recipe” link

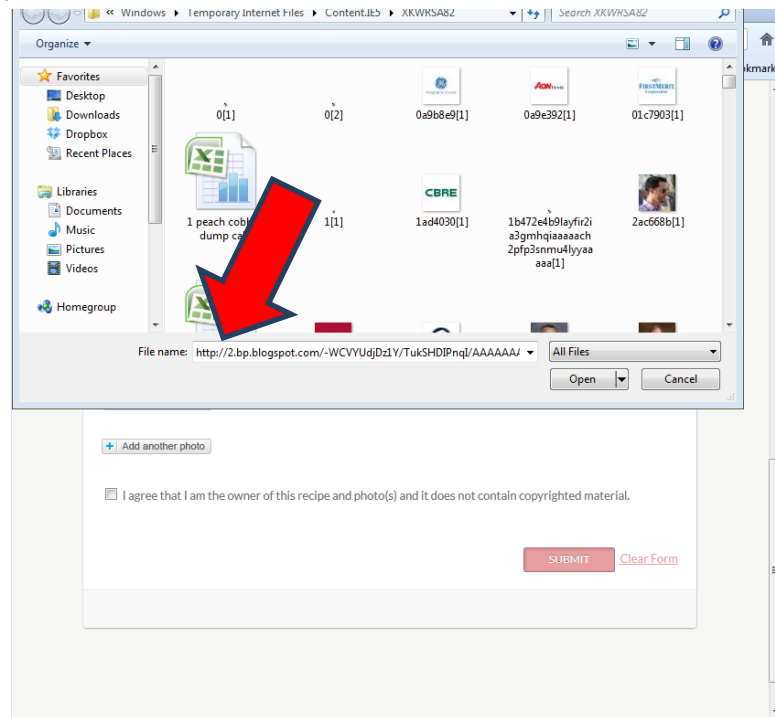


Use this area to enter your recipes

A screenshot of the 'Add a Recipe!' form on the MyRecipeMagic.com website. The form is titled 'Add a Recipe!' and includes the following text: 'Adding recipes is easy! Use the simple form below or send us a photo of your recipe card. Experienced recipe magicians can use the advanced form to expedite our editorial process.' The form contains four input fields: 'Recipe Name', 'Adapted From', 'Description', and 'Ingredients'. The 'Description' field is a larger text area with a '11' character count indicator.

Just cut and paste from your recipe blog post to fill in the different fields.

Next add a picture. Click on Upload Photo. This will allow you to upload from your computer or copy an image URL and paste it in the file name field (if you are using Google Chrome you just have to right click on the photo and it will give you the option of copying image URL).



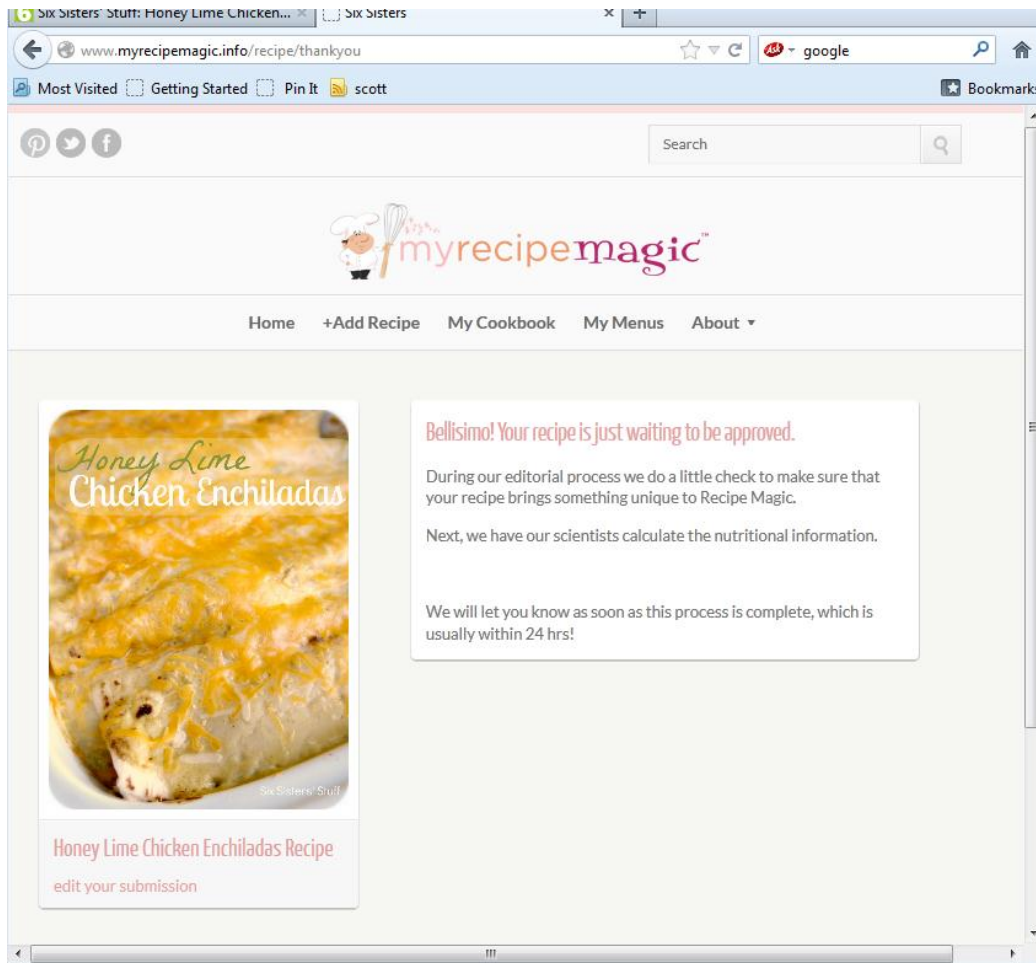
Once you have entered an image in the file name field, click on open. The photo should appear on your computer screen under the Add Some Photos area. To add a second photo, click on the “add another photo” button and repeat the process.

More than one photo creates a gallery of photos that will display with your recipe. That’s kind of fun.

Make sure you add the complementary recipe links. These are links back to your website that will give you more views. Add up to five links per recipe.


Click on “I agree” box and then click on submit button.

You should get the following message:



You are done! Move on to the next recipe.

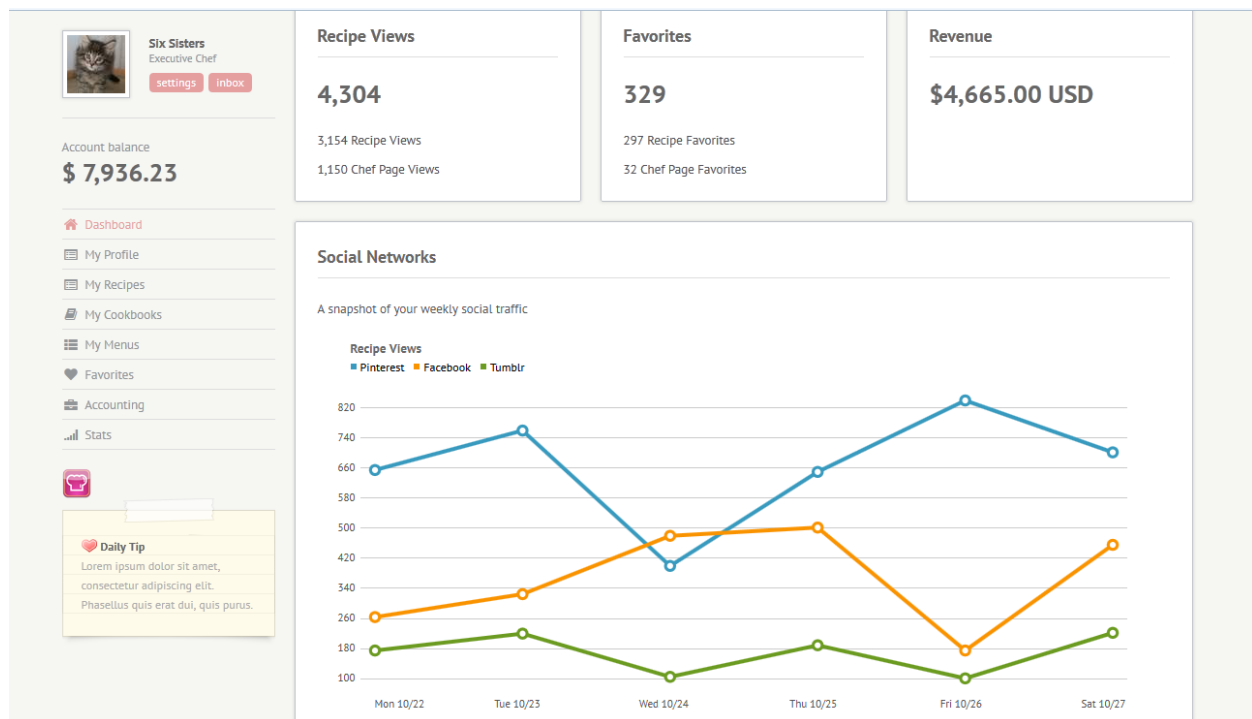
When a recipe is entered, it is sent to our quality assurance department to make sure everything is OK. We are trying keep a high quality of recipes on the site, so we will check for proper pictures, vulgarity, a quick reality check (300 cups of flour will probably be rejected) and duplicates. Once the recipe passes quality assurance it will be 'published' and it shows up on the home page. This should take less than 24 hours.

Once your recipe appears (click on the 'my recipes' link) you can check it for accuracy. We have to decipher the ingredients to get the nutritional information, so this will see how smart our computer is! You can also create a magic button for that recipe.  Add this to your blog and when someone clicks on it, they will go right to your recipe in My Recipe Magic.

If you see any errors in your recipe click on the "Edit Recipe". Make the changes and then click on submit. The changes will be reviewed and your recipe will be updated (usually within 24 hours).

Learning the dashboard:

Once you have recipes entered you can start tracking your viewers with the Chef's Dashboard feature. Scroll over your profile picture up in the top right hand corner of the website. A drop down menu will show with "dashboard" as one of the options. Click on it and your dashboard will open. It will look like this:



Here you can see how many page views each recipe has received, how much income you have earned, check your messages, and follow traffic on all the major social media venues.

This tool is vital for those who want to make this a revenue producing venture. The next chapter will discuss how that can be done.

MAXIMIZE YOUR ASSETS

Get noticed:

The secret to generating revenue on the Internet is getting your message out to as many as possible. My Recipe Magic[®] can assist you greatly in this area. As more and more Bloggers post their recipes on the website they will be sharing this resource with all of their followers. You will be able to reach this huge audience by making your recipes attractive and interesting. The more recipes you can upload on to the site the better chance you have of attracting these new followers.

There will also be celebrity chefs, large food manufactures, and food suppliers that frequent My Recipe Magic[®]. These groups have the potential to give you great recognition and exposure to unlimited audiences. That is why it is extremely important that your recipes and photos are the highest quality possible. Many times an interested viewer will decide to place your recipe on Pinterest or their Facebook page or some other social media venue. We encourage this so it is very likely to happen. Make sure that your content represents you well. You never know, one of your recipes could be highlighted on the next Rachel Ray or Paula Deen show!

The benefit of getting noticed is that you will have more traffic on your own website and you will earn more revenue on My Recipe Magic[®]. Of course how you monetize that traffic is up to you, but in today's digital world, traffic and followers are the new currency.

Increase traffic:

So how do you increase traffic besides just posting recipes on My Recipe Magic[®]?

#1. Pinterest

Before we started blogging, we honestly had no idea what Pinterest even was. We did know that it provided us with a lot of traffic each day (more than 75% of our traffic currently comes from Pinterest) and so we started looking into it a little more. Pinterest is taking the blogging and social media world by storm! There are

currently 11.7 million registered Pinterest users, and that number is growing by an average of 200,000 daily! (via [AppData](#)). The bottom line is this: If you want your blog to grow, you have got to be on Pinterest.

#2. Facebook

Facebook is the second most popular website in the world (second only to Google) and you need to have it included with your blog if you want to grow. Shortly after we started our blog, we made a Facebook page so that our fans could follow us there instead of checking our website everyday (but we were hoping that by seeing us on Facebook, they would want to click through to our website to see what we were up to). We share each post on Facebook and have found that once something is posted on Facebook, many people will share the post on their own personal timelines, exposing us to their friends and followers (and helping us reach a broader audience and gain more followers).

#3 Twitter

We consider ourselves to still be Twitter newbies . . . we have yet to figure everything out. It took us a long time to finally set up a Twitter account, but we did notice a spike in our traffic when we started connecting with others on Twitter. Twitter also gave us another platform to connect with our readers, other bloggers, and MANY businesses, which turned into huge sponsors for us. Here are some of the things that we have learned about Twitter that helped us grow: -There are studies (like [this one from SEOMoz](#)) that show there is a strong correlation between people who use both Twitter and Facebook will have an increase in their Google search rankings. Twitter is definitely something you want to look into if you have not already!

#4. Link Parties and Blog Hops

With all the hard work that you are putting into your blog, you want people to be able to see what you have done. However, people are not going to magically appear on your blog once you have posted something (a couple of people might, but not many). You really have to work to put yourself out there. When we first started our blog, I bet that we would spend about 3-4 hours A DAY linking up to different link parties and blog hops. Even as we have grown to the size that we have, we are still linking to parties everyday just for the added exposure. Every page view counts!

#5. Make Your Site “Sticky”

I like to think of your site being sticky like a sheet of flypaper: once a fly is on there, he’s not coming off. Have you ever visited a site and found that you just have to keep reading and see what else they have to offer? There have been a few sites where I have easily spent an hour just going through their old posts and reading their story. You want your site to suck people in and make them stay for a while.



For more detailed information check out our e-book

Gain followers:

The bottom line is My Recipe Magic[®] will help you build your followers and at the end of the day followers are gold. Think of this as a way to combine the resources of hundreds of small bloggers. Suddenly you are part of a large and powerful group. It's like being a major shareholder of Google or Facebook. You have access to all of the resources, input as to how the website is designed and run and exposure to millions of people that you didn't have before. That is pretty cool.

One other benefit is My Recipe Magic[®] will improve your search engine recognition because the website is designed to push viewers back and forth from MyRedipeMagic.com to your website and back again. The search engine bots watch this traffic and rank you higher based on visits. The higher ranked you are on the search results page the more your site appears in search results lists, and the more visitors you will receive.

Here are 5 ways to improve your Search Engine Optimization:

1. Use catchy titles. Using a catchy title post will drive people to your site. It is more interesting to people when they see the title "Goody Caramel Chocolate

Cake" rather than "Chocolate Cake". When you are writing a title for a post, try to think of what readers would type into search engines when they are searching for something.

2. Use images. Using images in every post and naming them properly can help in SEO. Some people use search engines to look solely for images. By having an image on every post, you will improve your SEO. When you save images, save them as the title of your post. The more frequently you get that title out there, the higher your ranking will be with search engines.

3. Use social media sites. Social media sites are free and are a great way to improve your SEO. Share every post on Facebook, Twitter, Google+ and any other sites you use. At the top of our blog, we show our readers all the different social media sites we use and give them a link to connect with us. We share every post we publish on each social media outlet we use.

4. Share high quality content. Search engines also rank your site based on the quality of its contents. Use content that is unique and informative.

5. Link back to yourself. One of the easiest ways to improve SEO is to add internal links to your site. Make a point to link back to your archives to show new readers content they may not see by simply looking at your blog. Avoid excessive linking so your readers don't get annoyed. At the bottom of each post, we share links to our older posts that would relate to that particular post. This is a great way to draw people in and read more of your posts.

Conclusion:

Wow. That's a lot to remember. Just start with a few recipes and try out all of the cool features. If it works for you then keep building your recipe portfolio and who knows, maybe you will become an Executive Chef with enough income to live all of your dreams. Ciao!



Liorani 