# Make Shoppable Recipes

You can create shoppable content by integrating the Shoppable Recipe button on your site through our Tastemakers program. This button directs users to an Instacart webpage where they can easily add ingredients directly to their cart. The Tastemakers program also enables you to monetize your content.

## Making Your Site Shoppable

**01** Sign up or login to Tastemakers, create a TUNE account, and select "make your site shoppable."

**02** Next, a preview of the shoppable recipe button will appear along with a few lines of Javascript.

**03** Follow the technical documents to copy and paste the Javascript in the appropriate places of your website.

After you install the button on your page, all recipes on your site will be made shoppable via Instacart. Now you're ready to share!

*Note: There are two qualifications that your site must meet in order for the links to work properly: 1. It follows the schema.org template, 2. It has no login or paywall.*

---

**✦ instacart**

**Tools to start earning**

🔗 **Create shoppable links**
You can use your recipe links or lists you create on Instacart. ›

💲 **Make your site shoppable**
Get a Shoppable Recipe button on all your recipes. ›

**How to earn**
We're pleased to offer members of our pilot program a 5% commission on qualifying purchases made on Instacart via your stoppable links or Stoppable Recipe buttons. Terms apply.

**Shoppable Recipes**
Turn your recipe link into a list of ingredients anyone can order on Instacart.
Learn more

**Resources**

---

1/2 tsp. coriander

4 garlic cloves, chopped

1/2 tsp. cumin

1 tsp. salt

1/2 tsp. pepper

**Shop with ✦ instacart**

**Order Diced Canned Tomatoes and 7 more items for this recipe now. Your first delivery is free.**

**Directions**

**1** Preheat oven to 400°F and line a large baking sheet with parchment paper or aluminum foil.

**2** Clean sweet potatoes and dry with a paper towel. With a fork, carefully poke holes in the sweet potatoes.

**3** In a small bowl, mix together spices.

---

Our Tastemakers members are entitled to receive commissions on sales from the Shoppable Recipe Button and List products. There are multiple ways you can monetize your content.

**01** If you don't want to add the button to your recipe page, you can also create Instacart recipe links that are instantly shoppable from social media.

**02** If you don't own a recipe page you can also make your Instacart Lists shoppable and eligible for commission. Anyone can create a list!

# Creating Shoppable Links

**01** Navigate to the Tastemakers homepage and select **Create shoppable links.**
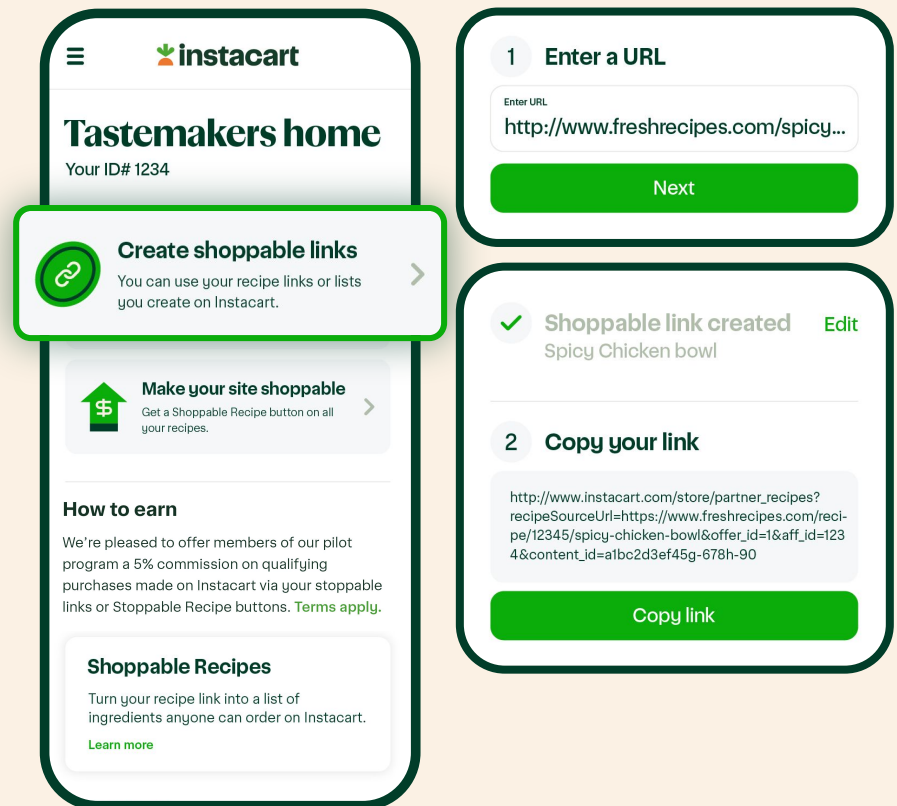
**02** Enter your recipe URL or Instacart List URL. If you are uploading from your own website, make sure that your webpage has a recipe schema that includes the recipe name and ingredients.

**03** If the URL is valid, a shoppable link will be generated. If there is an error, follow the instructions in the error message to fix the issue.

**04** From there, you can copy and share to your audience!

### ✦ instacart

## Tastemakers home
Your ID# 1234

🔗 **Create shoppable links**
You can use your recipe links or lists you create on Instacart. ›

🏠 **Make your site shoppable**
Get a Shoppable Recipe button on all your recipes. ›

**How to earn**

We're pleased to offer members of our pilot program a 5% commission on qualifying purchases made on Instacart via your stoppable links or Stoppable Recipe buttons. **Terms apply.**

**Shoppable Recipes**

Turn your recipe link into a list of ingredients anyone can order on Instacart.
**Learn more**

**1 Enter a URL**

Enter URL
http://www.freshrecipes.com/spicy...

**Next**

✓ **Shoppable link created**   Edit
Spicy Chicken bowl

**2 Copy your link**

http://www.instacart.com/store/partner_recipes?recipeSourceUrl=https://www.freshrecipes.com/recipe/12345/spicy-chicken-bowl&offer_id=1&aff_id=1234&content_id=a1bc2d3ef45g-678h-90

**Copy link**

# Do you use a Wordpress plugin for your recipe content?

Instacart is pre-integrated with Wordpress Recipe Maker to get you started with Shoppable Recipes in no time.

## Scan the QR code to get started
Need help? Review the FAQs on the Tastemakers homepage
or email tastemakers@instacart.com