Your First Roundup

Creator Suite · https://sitenitro.com/docs/your-first-roundup/

Roundups are curated product collections — "Best iPad Accessories," "My Camera Gear," or "Everything in My Home Studio." Each roundup features products with affiliate links, descriptions, and buy buttons designed to get readers to retailers quickly. This guide walks you through creating your first roundup.

Create a New Roundup

1. Go to **Roundups → Add New**

> **[SCREENSHOT: Roundups submenu with Add New highlighted]**

You'll see the content editor and the **Product Manager** meta box — this is where you build your product collection.

> **[SCREENSHOT: Full view of a new roundup editor showing the Product Manager panel]**

Add Your First Product

1. Click **Add Product** at the top of the Product Manager

> **[SCREENSHOT: Add Product button in the Product Manager toolbar]**

2. Fill in the product form:

- **Product Name** (required) — The full product name
- **Affiliate Link** (required) — Your affiliate URL. All links automatically get `rel="nofollow sponsored"` applied.

- **Product Image** — Click "Choose Image" to pick from the media library, or enter an external image URL
- **Short Description** — 1–2 sentences explaining why you recommend this product. Be specific about what makes it stand out.
- **Button Label** — Customize the buy button text (default: "Buy Now"). Use retailer-specific labels like "Buy on Amazon →" or "Shop at B&H →"
- **Best For** — A free-text badge that appears on the product card. Examples: "Best Overall," "Best Budget," "Most Versatile," "Best for Travel"
- **Editor's Pick** — Check this to feature the product as an Editor's Pick with a highlighted card at the top of the roundup. Use sparingly — 1–2 picks per roundup.

3. Click **Save Product**

> **[SCREENSHOT: The product form filled in with all fields, including Best For tag and Editor's Pick checkbox]**

The product appears as a card in the Product Manager list. Repeat for each product in your roundup.

> **[SCREENSHOT: Product Manager with 3-4 product cards listed, showing drag handles, badges, and edit buttons]**

Organize Your Products

Reorder Products

Drag and drop products using the handle on the left of each card. The order here is the display order on your published roundup.

> **[SCREENSHOT: A product being dragged to a new position with the drag handle highlighted]**

Group Products into Categories (Pro)

If your roundup has natural groupings (e.g., "Audio," "Video," "Lighting" for a studio gear roundup), Pro users can create categories:

1. Open the product edit form
2. In the Category dropdown, select **Add New Category**
3. Type the category name and confirm

Products grouped by category display under section headers on the published roundup.

> **[SCREENSHOT: Product form showing the Category dropdown with a category selected]**

Editor's Pick

Products marked as Editor's Pick get a featured highlight section above the main product grid:

- **1 Editor's Pick** — Full-width horizontal card with image and details side by side
- **2 Editor's Picks** — Two half-width horizontal cards
- **3+ Editor's Picks** — Standard grid layout

> **[SCREENSHOT: Published roundup showing the Editor's Pick highlight section with 2 picks in horizontal layout]**

Write Your Roundup Content

Use the main content editor to write the editorial context for your roundup. This content appears below the product grid on the published page. Good things to cover:

- Why you created this roundup
- How you chose these products
- Who this roundup is for
- Additional context that doesn't fit in individual product descriptions

Add an **Excerpt** in the right sidebar — this becomes the intro paragraph displayed in the hero section above the product grid.

> **[SCREENSHOT: Editor sidebar showing the Excerpt field with intro text]**

Add FAQs

Scroll down to the **FAQ** meta box and add question-answer pairs relevant to the roundup topic. For a "Best iPad Accessories" roundup, good FAQs include:

- "What accessories do you need for an iPad Pro?"
- "What's the best USB-C hub for iPad?"
- "Do you need a keyboard case for iPad Pro?"

Write each answer as a complete, standalone response. These generate FAQPage schema and are what AI tools cite most often.

> **[SCREENSHOT: FAQ meta box with 2-3 roundup-specific Q&A pairs]**

Choose a Layout

Select your grid layout in the **Layout** meta box:

- **Grid** (free) — 3 columns on desktop, responsive
- **List** (Pro) — Horizontal cards, one per row
- **Compact** (Pro) — 4 columns, smaller cards with minimal text

> **[SCREENSHOT: Layout selector showing the three options]**

Set the Featured Image

Add a featured image that represents the roundup theme. This appears in the hero section alongside your excerpt.

Preview and Publish

Preview to see the full roundup layout:

- Hero with title, last updated date, intro text, and featured image
- Editor's Pick highlight section (if any)
- Product grid with cards showing images, badges, descriptions, and buy buttons
- Category section headers (if categories are used)
- Your editorial content
- FAQ section
- Author bio with "Curated by" attribution

> **[SCREENSHOT: Published roundup showing the complete page layout — hero, Editor's Pick, product grid with categories, content, FAQ]**

Every buy button opens the affiliate link in a new tab with `rel="nofollow sponsored"` automatically applied.

Managing Products After Publishing

You can edit your roundup at any time to:

- **Add or remove products** — the grid updates on the next page load
- **Reorder products** — drag and drop in the Product Manager
- **Hide products** — click Hide to remove a product from display without deleting it. Hidden products appear in a collapsed section at the bottom where you can restore or permanently delete them.
- **Update the "Last Updated" date** — this timestamp updates automatically whenever you modify products

Next Steps

- **Create a guide** — See Your First Guide to publish structured educational content
- **Link reviews to roundup products** — Pro users can link a product to its full review, displaying a star rating badge on the card

- **Embed roundups with shortcodes** — Use `[sn_roundup id="123"]` to embed a product grid on any post or page