



# Step-by-step guide to setting up your directory listing on Small Good Stuff

## 1. Create your log in

Before you can create a listing for your business on the [Small Good Stuff website](#), you need to set up a log in.

Click on the blue [register](#) button in the top right-hand corner of the website.



REGISTER

This will take you to a new webpage which includes a form for you to complete with some details such as your name and email address.

At the end of the form, you will be asked to tick whether you meet the Small Good Stuff criteria and whether you would like to join the peer network.

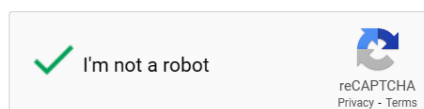
**Tip:** If you are unsure about what the tick boxes mean, there are hyperlinks with further information.

Once you have completed the form and tick boxes, click the blue register button at the bottom of the page.



REGISTER

You may need to tick a box to prove you are not a robot.

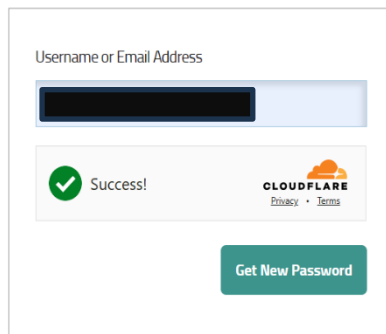


You then need to log into your own email account to pick up the email from the Small Good Stuff website with further instructions. It will contain a link for you to reset your password, and also an optional link to sign up to the Small Good Stuff newsletter.

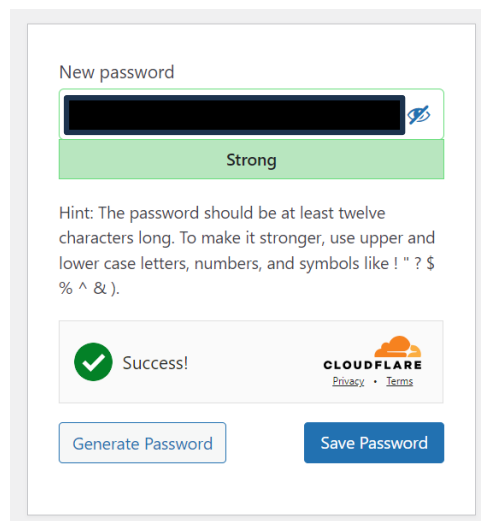
Click on the hyperlinked text reading 'this link' which will open a page in your browser.



Type in the email address you registered with, then press 'Get new password'.

A screenshot of a web form for resetting a password. At the top, there is a label 'Username or Email Address' above a text input field containing a redacted email address. Below the input field is a success message: a green checkmark icon followed by the text 'Success!'. To the right of the success message is the Cloudflare logo and the text 'CLOUDFLARE Privacy · Terms'. At the bottom center of the form is a green button with the text 'Get New Password'.

You then need to check your email account again as you will have received another email with a link to reset your password. Click on the link at the bottom of the email to open a page in your browser. Wordpress will generate a safe password for you, or you can click on this, highlight the text to delete, and type in a password of your choosing. Click on 'Save password' when you are happy with the password in the box.

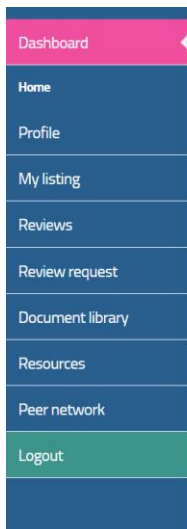
A screenshot of a web form for setting a new password. At the top, there is a label 'New password' above a text input field containing a redacted password. Below the input field is a green bar with the text 'Strong'. Below this is a hint: 'Hint: The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ & ).' Below the hint is a success message: a green checkmark icon followed by the text 'Success!'. To the right of the success message is the Cloudflare logo and the text 'CLOUDFLARE Privacy · Terms'. At the bottom left is a blue button with the text 'Generate Password'. At the bottom right is a blue button with the text 'Save Password'.

You will then be informed that your password has been changed successfully, and you can log in with your email address and password.

## 2. Your dashboard

Once you have logged in, you will be taken straight to your dashboard.





## Dashboard

**Your listing on Small Good Stuff** ^ v ▲

[Create your listing on Small Good Stuff!](#)

**Your profile** ^ v ▲

To update your Name or Password, please go to [Your Profile](#).

**Join our Facebook group** ^ v ▲

You can also [join our Small Good Stuff Facebook group](#) to share ideas, problems and solutions with other small organisations and groups that offer care and support. We use the group to post useful information on opportunities, funding, marketing and other stuff to help you make your enterprise a success.

On the left-hand side of the dashboard, you can access:

- **Your profile** – here you can change your name, email address, password, and more. You can also join the peer network if you haven't already, and turn on 'two-factor' authorisation. To do this, press 'Configure 2FA' at the bottom.

## 2FA configuration:

2FA Setup:

[Configure 2FA](#)

You can choose to receive a one-time code to your email address, then press 'Next Step'.

**Choose the 2FA method** ×

There are 2 methods available to choose from for 2FA:

One-time code via 2FA app ⓘ  One-time code via email

[NEXT STEP](#) [CANCEL](#)

Press 'I'm ready'.



### Setting up HOTP

Please select the email address where the one-time code should be sent:

Use my user email [REDACTED]

To complete the 2FA configuration you will be sent a one-time code over email, therefore you should have access to the mailbox of this email address. If you do not receive the email with the one-time code please check your spam folder and contact your administrator.

**IMPORTANT:** To ensure you always receive the one-time code whitelist the email address from which the codes are sent. This is dev@castlegateit.co.uk

**I'M READY** **CANCEL**

Check your email inbox, and enter the code you have received into the box on your browser. Then press 'Validate & Save'.

### Almost there...

Please type in the one-time code sent to your email address to finalize the setup

Authentication Code

[REDACTED]

**VALIDATE & SAVE** **SEND ME ANOTHER CODE** **CANCEL**

You will then be offered the choice to generate a list of backup codes. If you press 'generate list of backup codes', you will be given ten codes which you can write down, print, or email to yourself, in case you need them in the future, for instance if your phone dies or if you experience problems with receiving emails.

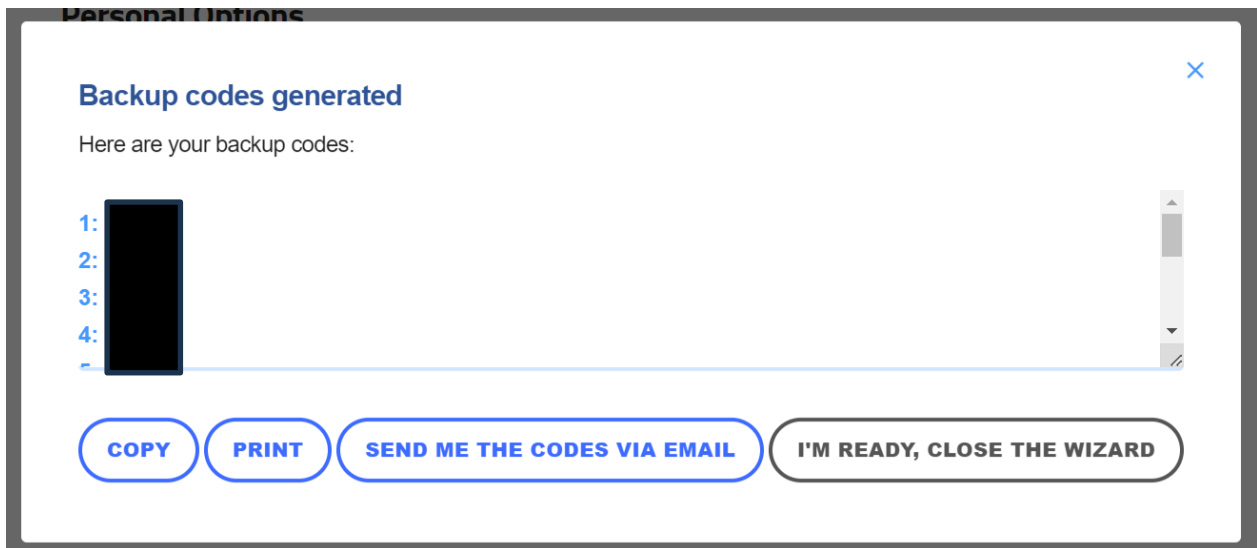
### Your login just got more secure

Congratulations! You have enabled two-factor authentication for your user. You've just helped towards making this website more secure!

You should now generate the list of backup method. Although this is optional, it is highly recommended to have a secondary 2FA method. This can be used as a backup should the primary 2FA method fail. This can happen if, for example, you forget your smartphone, the smartphone runs out of battery, or there are email deliverability problems.

**GENERATE LIST OF BACKUP CODES** **I'LL GENERATE THEM LATER**





Also on the left-hand side of your dashboard, you have:

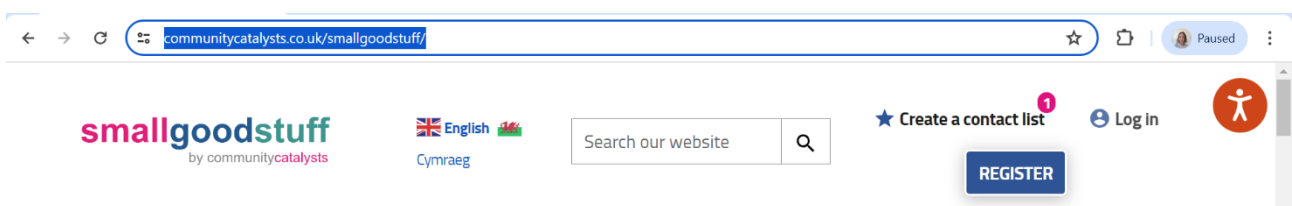
- **My listing** – click on this to see your listing.
- **Reviews** – press this to see your reviews.
- **Review request** – press this to generate a link, from which people can leave you a review (press ‘Add review request’, select your listing from the dropdown list beneath ‘Listing’, press ‘Save’ – ‘View request’. This will generate a QR code and link to a review form which you can share with your clients).
- **Resources** - there are various useful resources and documents in this section.
- **Peer network** – if you signed up to join the Peer Network when you first joined Small Good Stuff, you will see this option. It links to a list of other people who have also joined the Peer Network who you may want to contact. You can opt in or out of the Peer Network on ‘Profile’.
- **Help guide** – there are some brief notes to help you complete your directory listing.
- **Log out**

Also on your dashboard, in the three central boxes on the screen, you are given the options to:

- **Create your listing on Small Good Stuff!**
- Go to **‘Your Profile’** to update your details
- **Join our Small Good Stuff Facebook group**, which is a great place to connect with other enterprises, and learn more about training and funding opportunities etc.

### 3. Logging in again, with two-factor authentication (2FA)

After you have logged out and want to log back in again, just go to <https://www.communitycatalysts.co.uk/smallgoodstuff/> and press ‘Log in’ in the top right corner.



Fill in your email address and password, and press 'Log in'.

If you have set up two-factor authentication (2FA), you will then be sent a login confirmation code to your email account. Check your emails and type the code you have received into the verification code on Small Good Stuff.



Please enter the two-factor authentication (2FA) verification code below to login. Depending on your 2FA setup, you can get the code from the 2FA app or it was sent to you by email.

**Note: if you are supposed to receive an email but did not receive any, please click the Resend Code button to request another code.**

Verification Code:

[Resend Code](#) [Log In](#)

## 4. Create your listing

In the next two sections, we have put together some ideas to help you create your listing. Section 4 looks at how to set up your listing, and Section 5 provides some writing tips to help you get the best from your listing and attract more customers by standing out from the crowd.

Click on 'My listing' on the left-hand side of your dashboard, or 'Create your listing on Small Good Stuff' from one of the central squares. You will then be taken to a new page to create your listing. Complete the sections as follows:

- **Create listing (Your enterprise name)** – This is the name of your organisation which will show as the title of your directory listing.
- **Please describe your enterprise** – This should be a detailed description of your organisation. Write your description as if you were talking to a potential customer. Avoid social care jargon. We do not accept the term 'PA', and phrases like 'accessing the community' and 'promoting independence' don't tend to mean much to the general public. Keep it clear, simple, positive, and engaging.  
**Tip:** See section 5 which includes tips about what to write.
- **Provider categories** – Tick as many different areas of focus for your organisation as apply. This section helps your listing show up correctly in searches.
- **Provider regions** – Select as many regions as your organisation is active in. If possible, please select a specific region (i.e. 'Cardiff') and a wider region (i.e. 'Wales').
- **Travel centre postcode** – Add in the postcode of where you will be travelling from. The



information in this section will not be made public but helps your listing show up correctly in searches.

- **How far do you offer your services?** Select the option which best fits how far you're willing to travel from the travel centre postcode.
- **Short description** – Include a very short description about your organisation. This text is important as it will be the only information people will see about your organisation in the directory search results before clicking through to your full listing. This section is limited to 123 characters.
- **Address** – Enter your address, split across as many lines as you need – use the tick box below **'Display address'** if you don't want to make your address public.
- **Areas covered** (optional) – Add the names of specific villages, towns, regions etc that you cover. Separate each with a comma (e.g. Moseley, Kings Heath, Wake Green). This information will appear in the directory search results and on your full listing.
- **Languages offered** (optional) - Include the languages you offer your service in. This information will appear in the directory search results and on your full listing.
- **Phone number** (optional) – Include a phone number that customers can contact you on.
- **Mobile number** (optional) – Include a mobile number that customers can contact you on.
- **Contact email** (optional) – Include an email address that customers can contact you on.
- **Contact name** (optional) – Include your name. This information will not be publicly displayed.
- **X (Twitter) username** (optional) – If you have an X (Twitter) page for your business, enter the name of it. You do not need to include the '@'.
- **Facebook link** (optional) – If you have a Facebook page for your organisation, copy the full address into this box.
- **Website** (optional) – If you have a website for your organisation, copy the full address into this box.
- **Keywords** – Include a list of keywords or short phrases which describe your organisation. The words/phrases should be separated by a comma e.g. art, activity, shopping.
- **Logo** (optional) – You can upload a picture of your logo. Click 'add image', 'upload files', 'select files', and navigate to the file you want to add as your logo. Add some 'alt text' to describe exactly what the logo shows (i.e. 'photo of two hands shaking', 'picture of a house with the name "Lily's Homecare Services" written above') in the 'alt text' and 'Logo alt text' boxes. The logo will appear next to the name of your organisation in the search results, as well as on your page.
- **Gallery** (optional) – You can upload a maximum of five photos or pictures. Click 'add image', 'add image' again, 'upload files', 'select files', then navigate to the files you want to add. Remember to add some 'alt text' to describe exactly what the logo shows in the 'alt text' and 'Logo alt text' boxes. You can also add an optional image title. If you include a picture with people on, make sure you have the right GDPR permissions to share it online.
- **Video** (optional) – You can add a YouTube video to your listing. To do this, go to the video in YouTube and click 'Share', then 'Copy', and paste this into the box on Small Good Stuff. If you include a video with people on, make sure you have the right GDPR permissions to share it online.
- **Welsh translations of provider details** (optional) – Your listing will automatically be translated into Welsh. If you speak Welsh, and would like to manually edit the Welsh translation of your listing used in contact lists, tick this box.
- **Provider map - location** (optional) – Either click on a place on the map to drop a marker in the area you will be delivering your service, or type your address in the 'search for address' box above the map. This address should be where you are delivering your service and does



not need to be where your organisation is registered. Completing this option will add a map to your listing. The map pin position will appear on your listing, but the exact address will not.

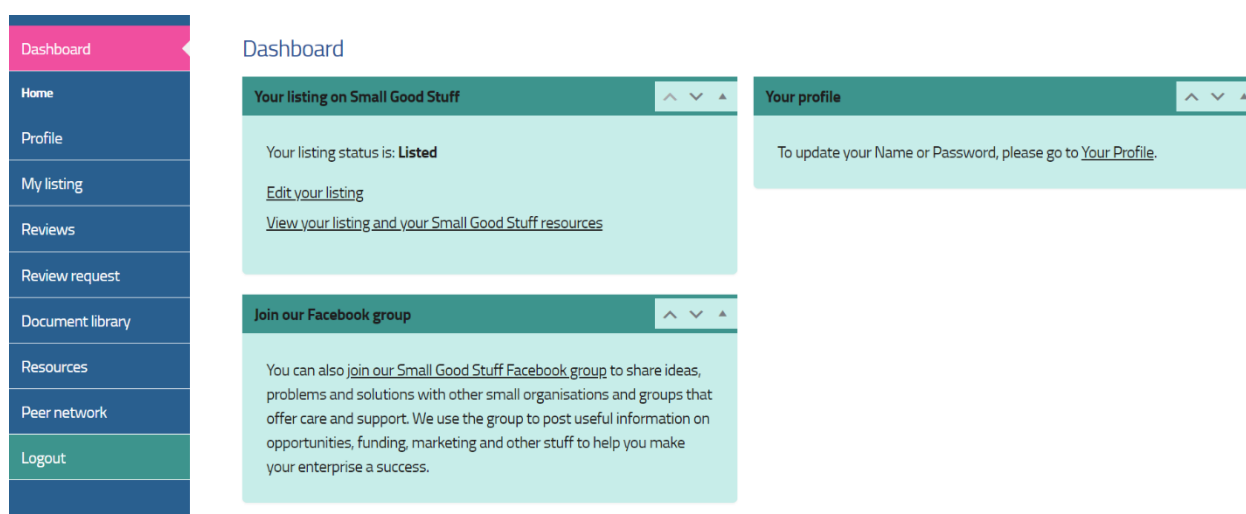
- **Quality recognition and indicator awards** - add any registrations you may have. The **Care regulator** box is compulsory, then the sections beneath are all optional. Scroll down and fill out details of any qualifications you may have (e.g. care regulator certificates, contracts with local councils etc)

Scroll back up and read through your listing. Any spelling mistakes will be highlighted on your page by a wiggly red line beneath the incorrect word. Either alter the word manually, or right click on it and view suggested corrections for the word.

Once you've read through your listing and are happy with what you've entered, click on 'Save draft' if you would like to save your progress and continue working on it another time, or 'Submit for review' if it is ready to go live. These options are both at the top right of the page, and at the bottom.

Please note, your listing will need to be reviewed by a member of staff at Community Catalysts before it goes live for the first time. This process can take a few days.

Once your page is live, you can make changes via '**Edit your listing**' on one of the central green squares on your dashboard. Any changes will need to be reviewed by a member of staff at Community Catalysts, which can take a few days. The previous version of your page will remain published until your new version has been reviewed.



## 5. Writing about your service

### Consider your audience

Think about who your written piece is aimed at – put yourself in their shoes and write in a way that might appeal to them.







What this might look like in practice	
	
We Can Care knows that being on your own is no fun. We can help you meet up with friends, stay in contact with family and be a good neighbour.	We Can Care is able to address the issues of loneliness and social isolation. We offer both companionship and befriending services



## Find your own voice

You want your listing to reflect you and what you offer. What you offer is really special, so you don't want to sound like everyone else.

What this might look like in practice	
	
My name is Angela - after 15 years working as a care worker I decided to set up my own micro-enterprise called We Can Care.  We Can Care is different to other care providers – we offer you help in whatever way works for you. That includes help to get out of bed on a morning, up and dressed and ready for the day.	We Can Care offer a high quality care service to you or your loved one. We are able to offer help with personal care including bathing, washing and dressing.

## Let your values shine



You know that strong values are important and you always respect people, keep their personal information confidential, challenge prejudice or discrimination, and generally put people first. Let people know you have strong values that won't be compromised, and that they are evidenced in everything you do.

What this might look like in practice	
	
We know it might be hard to let a carer into your life, to share personal details and give access to all your private concerns. We promise to always respect your privacy and keep information about you confidential.	We Can Care work with family members to ensure the care we offer elderly people is of a high quality. We keep detailed records of all interactions and keep family members informed at every stage of the care pathway

## Be positive



The thing that makes your community enterprise different to others in the sector is your 'can do' attitude, and willingness to get to know people, forge relationships, and go that extra mile. Whatever you write has to be positive and show your good points.



What this might look like in practice	
	
<p>Here at We Can Care we aren't too worried about writing checklists and rulebooks. We believe passionately that the only people who should be making the rules are our clients.</p> <p>We guarantee that you will always get support from someone you know and that they will take time to understand your rules and how you want things done.</p> <p>We promise that we will go the extra mile to follow those rules and to support you 'your way'.</p>	<p>We Can Care has developed a comprehensive suite of policies and procedures that govern our practice.</p>

## Avoid jargon and keep it simple

Generally, the jargon used in the care world is not the kind of language most of us would use in the real world. Try and write in clear and simple language that ordinary people will quickly and easily understand.

What this might look like in practice	
	
<p>We:</p> <ul style="list-style-type: none"> <li>• Can help you to go out</li> <li>• Can stay with you for a few hours if your family member needs to go out</li> <li>• Help you in ways that work for you</li> <li>• Can help you to stay in your own home for as long as possible</li> </ul>	<p>We:</p> <ul style="list-style-type: none"> <li>• Can help you to access the community</li> <li>• Offer a sitting and befriending service</li> <li>• Offer person centred care to enable people to maintain their independence</li> </ul>

## 6. Common problems

### I have not received my email to set up my registration

If the email is not in your inbox, it is likely it is in your spam folder. The email will have come from 'Small Good Stuff'. Also make sure you are checking the email account you signed up with.

### I have forgotten my password

If you are logging in but can't remember your password, you can click on 'Lost your password?' below the log-in box. You will need to type in the email address you signed up with, then press 'Get new password'.



Username or Email Address

Password

Success!

Remember Me

Log In

CLOUDFLARE  
Privacy • Terms

Lost your password?

Username or Email Address

Success!

Get New Password

CLOUDFLARE  
Privacy • Terms

You will then need to log into your email account, and click the link in the email you have received. Wordpress will suggest a new password, but you can highlight and delete this, then type in a new password of your choosing. Press 'Save Password' when you are happy with your choice.

## I have not received an email to reset my password

If the email is not in your inbox, it is likely it is in your spam folder. The email will have come from 'Wordpress'. Also make sure you are checking the email account you signed up with.

## I am being asked for an 'Authentication Code' when I log in. What do I do?

This means you have signed up for an extra layer of authorisation on your account. A code will have been emailed to the email account you signed up with. The email may take a couple of minutes to arrive in your inbox and will be from 'Small Good Stuff'. If you can't see the email in your inbox, check your spam folder. You can turn off this 'two-factor' authorisation from your dashboard profile when you are logged in. Go to 'Profile', scroll down, select 'Remove 2FA', then



press 'Update Profile'.

**Two-factor authentication settings**

Add two-factor authentication to strengthen the security of your user account.

**Currently configured:**

**Primary method:** HOTP (Email)

**Secondary method(s):** Backup codes

**2FA configuration:**

**2FA Setup:** [Change 2FA settings](#) [Remove 2FA](#)

**Backup 2FA methods:** [Generate list of backup codes](#) 10 unused backup codes remaining.

[Update Profile](#)

## I cannot find where to log in, or how to get to my dashboard

If you are not logged in, go to <https://www.communitycatalysts.co.uk/smallgoodstuff/wp-login.php>.

If you are logged in, go to <https://www.communitycatalysts.co.uk/smallgoodstuff/> and select 'Dashboard' at the top right.

smallgoodstuff by communitycatalysts

English Cymraeg

Search our website

Create a contact list 1

Dashboard

HOME ABOUT DIRECTORY RESOURCES NEWS CONTACT

## Any other issues

If you experience any other issues, please discuss with your local Community Catalyst, or you can email [enquiries@smallgoodstuff.co.uk](mailto:enquiries@smallgoodstuff.co.uk). Please describe the issue you are having, and include a screenshot if applicable.

