



The Manual

Everything you need to create and manage digital business cards
on your own website.

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ALPACA DIGITAL LTD



WELCOME

Before you begin

This manual is written for the person setting Alpaca Profiles up, not for a developer. You do not need to write code, edit theme files or understand anything technical.

Instructions that apply to everyone are unlabelled. Features marked **Paid feature** require a commercial plan. The WordPress.org Free edition publishes one complete card without an account, payment details or licence key.

Worth knowing

Free is not a trial. It has no time limit. You can create unlimited drafts and publish one card.

Two words used throughout

A **card** is one person's page. A **profile** means the same thing. The **Studio** is the private paid-plan editor that lets staff manage their own card without WordPress access.

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PART ONE

Getting set up

From an empty WordPress site to a real card you can show someone.

1. What Alpaca Profiles does
2. What you need before you start
3. Installing and activating
4. Building your first card

PART ONE / GETTING SET UP

1. What Alpaca Profiles does

Alpaca Profiles turns your WordPress website into the home for digital business cards that remain under your control.

Each card lives on your domain at an address such as **yoursite.com/team/ava-sinclair**. Update the live card once and the same address continues to work from printed QR codes, NFC tags and paid Wallet passes.

Included in Free	Added by paid plans
One published card	Higher card limits
QR code, NFC compatibility and vCard	Apple and Google Wallet
Social links, custom links and branding	Email signatures
Block and shortcode	Leads and Insights
Unlimited drafts	Private staff Studio and team tools

What it is not

It is not a mobile app or CRM, and it does not scan paper cards. Core profile data remains in your WordPress database. Free does not send profile information to Alpaca Digital. Paid licence checks and requested Wallet generation send the information required to provide those services.

Important

An email signature already sent is static content. Changing a card does not rewrite previously sent messages.

PART ONE / GETTING SET UP

2. What you need before you start

You need	Notes
A WordPress website	WordPress 6.4 or later and PHP 8.1 or later. Any normal theme is suitable.
Administrator access	Required to install the plugin. Paid Studio users do not need WordPress accounts.
A licence key	Paid only. WordPress.org Free needs no account or key.
A photo	A consistent head-and-shoulders photograph works best.
Contact details	Name, role, work email and phone are enough to begin.

A word about photos

A plain wall, soft light from the front and one consistent setup across the team matter more than expensive equipment.

PART ONE / GETTING SET UP

3. Installing and activating

Install WordPress.org Free

- 1 Open Add Plugin**
In WordPress go to Plugins, then Add Plugin.
- 2 Search**
Search for Alpaca Profiles.
- 3 Install and activate**
Choose Install Now, then Activate. No account or licence key is required.

Install a paid edition

- 1 Download the ZIP**
Sign in to your customer account and download the commercial plugin ZIP. Do not unzip it.
- 2 Upload**
Go to Plugins, Add Plugin, Upload Plugin and choose the ZIP.
- 3 Activate the licence**
Open Alpaca Profiles, Licence and enter the key supplied with the purchase.

Upgrading from Free

Upload the commercial ZIP and choose Replace current with uploaded. Your existing profile, URL, content and branding carry across. Activate the licence to unlock paid features.

PRODUCT SCREEN

The paid Licence screen

Alpaca Profiles: Licence

Licence key

Enter the licence key you received when you purchased Alpaca Profiles.

Re-activate

Refresh status

Check for updates now

Deactivate

Status

State:

Active

Your licence is active. Updates and support are included.

Includes: Digital business cards, QR & vCard endpoints, the staff Studio, email signature composer, brand banners, auto-updates.

Last checked 16 hours ago.

Paid customers see the active plan and the most recent successful licence check.

PART ONE / GETTING SET UP

4. Building your first card

The guided setup turns an empty installation into a real card in a few minutes.

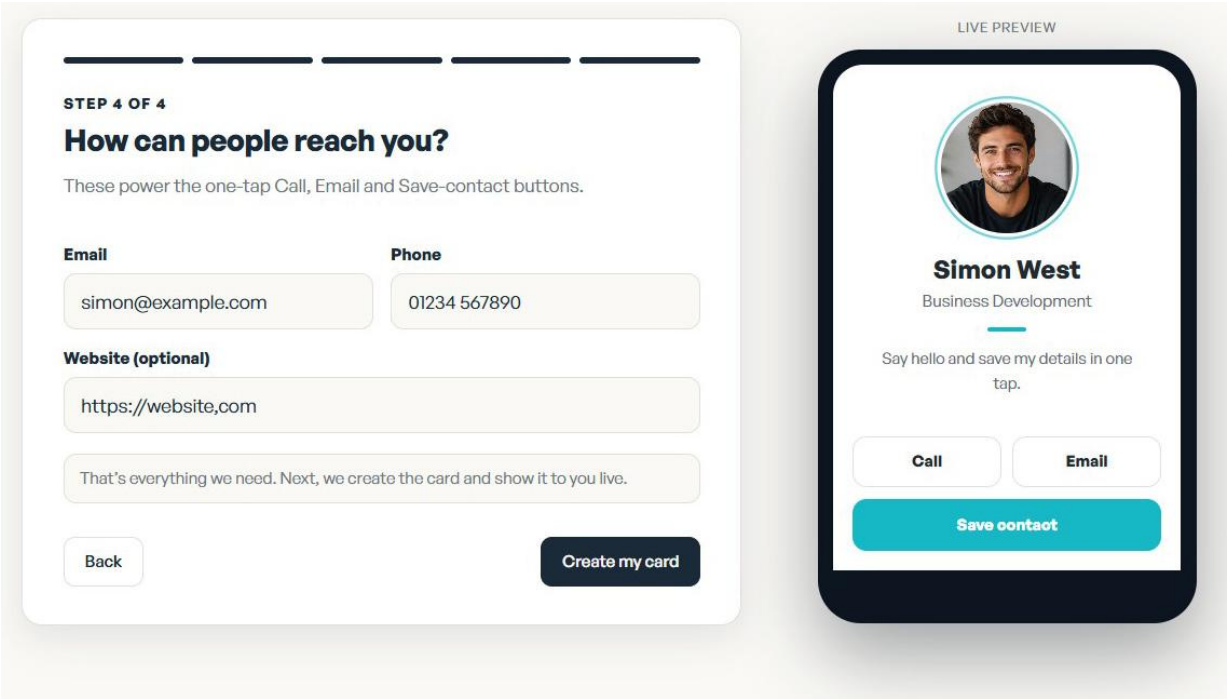
- 1 Start the walkthrough**
Open Alpaca Profiles. The setup appears when no card exists.
- 2 Enter the basics**
Add the name, role and company.
- 3 Add contact details**
Work email and telephone are the most useful fields.
- 4 Add a photo**
Upload, zoom and position the face in the live preview.
- 5 Choose the look**
Select the header style, theme and accent colour.
- 6 Publish and test**
Open the card on a phone, scan the QR code and save the vCard.

Worth knowing

Free publishes one card forever. Additional profiles can remain as drafts while you decide whether to upgrade.

PRODUCT SCREEN

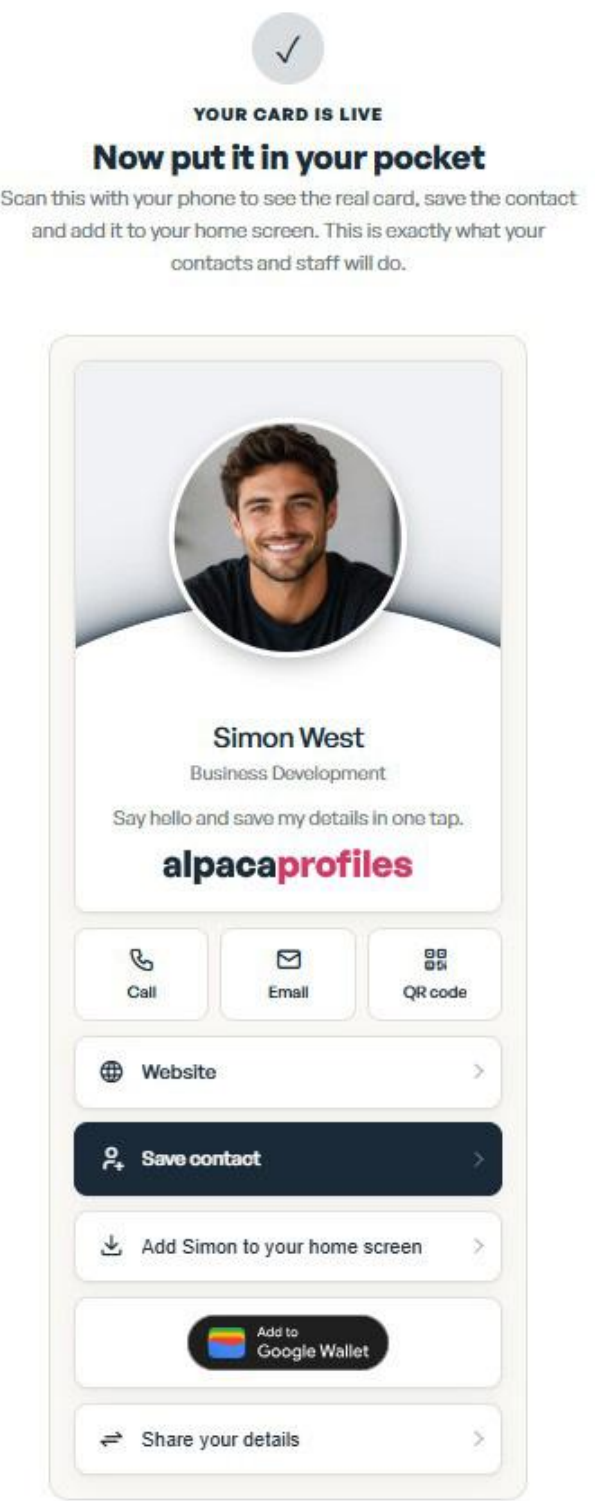
The guided setup



The preview updates as the profile is completed.

PRODUCT SCREEN

Your finished card



PART TWO

Cards

What is on a card, what every field does, and how publishing works.

1. 5. The parts of a card
2. 6. Every field, explained
3. 7. Photos and framing
4. 8. Drafts, publishing and your card limit

5. The parts of a card

Every card follows a familiar shape so a visitor immediately knows what to do.

- A shared header style and brand treatment
- The person's photograph, name, role and company
- Call, email, QR and optional WhatsApp actions
- Social and custom links
- A Save to contacts button
- Optional paid tools such as lead capture and Wallet buttons

Action buttons are shortcuts. Save to contacts creates a standard vCard containing the details supplied on the profile.

Test the result

Save your own card on iPhone and Android when possible. Contact apps can display and merge vCards differently.

PART TWO / CARDS

6. Every field, explained

Field	Where it appears	What to enter
Name	Name block and URL	The name the person introduces themselves with.
Job title	Below the name	Keep it recognisable and concise.
Company	Card and vCard	Usually shared across the website.
Short biography	Card body	One or two useful sentences.
Email and phone	Actions and vCard	Monitored work details.
WhatsApp	Optional action	Use the correct international number.
Website and social links	Link tiles	Complete HTTPS addresses.
Location	Optional detail	A city is usually enough.
Department	Paid team tools	Used to organise team directories.

Careful here

Confirm the permanent card address before printing it. A later name or slug change can affect material already in circulation.

7. Photos and framing

A consistent photograph makes more difference to the finished card than almost any other decision.

- Use a head-and-shoulders photograph with the eyes roughly one third from the top.
- Choose a plain or gently blurred background.
- Place the light in front of the subject, not behind.
- Use the same setup for everyone in a team.
- Aim for at least 800 pixels square.
- Drag and zoom in the editor rather than repeatedly cropping the source file.

Worth knowing

If somebody genuinely cannot provide a photograph, leaving the image empty is usually better than introducing an unrelated logo or cartoon avatar.

PART TWO / CARDS

8. Drafts, publishing and your card limit

A draft is not public. Drafts are unlimited in both Free and paid editions. Your edition or plan controls only how many profiles can be published.

Edition or plan	Published cards	Drafts
Free	1	Unlimited
Solo	1	Unlimited
Starter	5	Unlimited
Team	15	Unlimited
Unlimited	No cap	Unlimited

If you reach the limit

Nothing is automatically deleted. The additional profile remains a draft until space is available or the plan changes.

PART THREE

Making it yours

Set the look once and keep every card consistent.

1. 9. Brand settings
2. 10. The twelve header styles
3. 11. Themes, colours and your logo

9. Brand settings

Brand settings control the shared appearance across the website.

Each person has their own photograph, details, biography and links. The organisation controls the shared logo, theme, colours and header style. This keeps a whole team recognisably part of the same company.

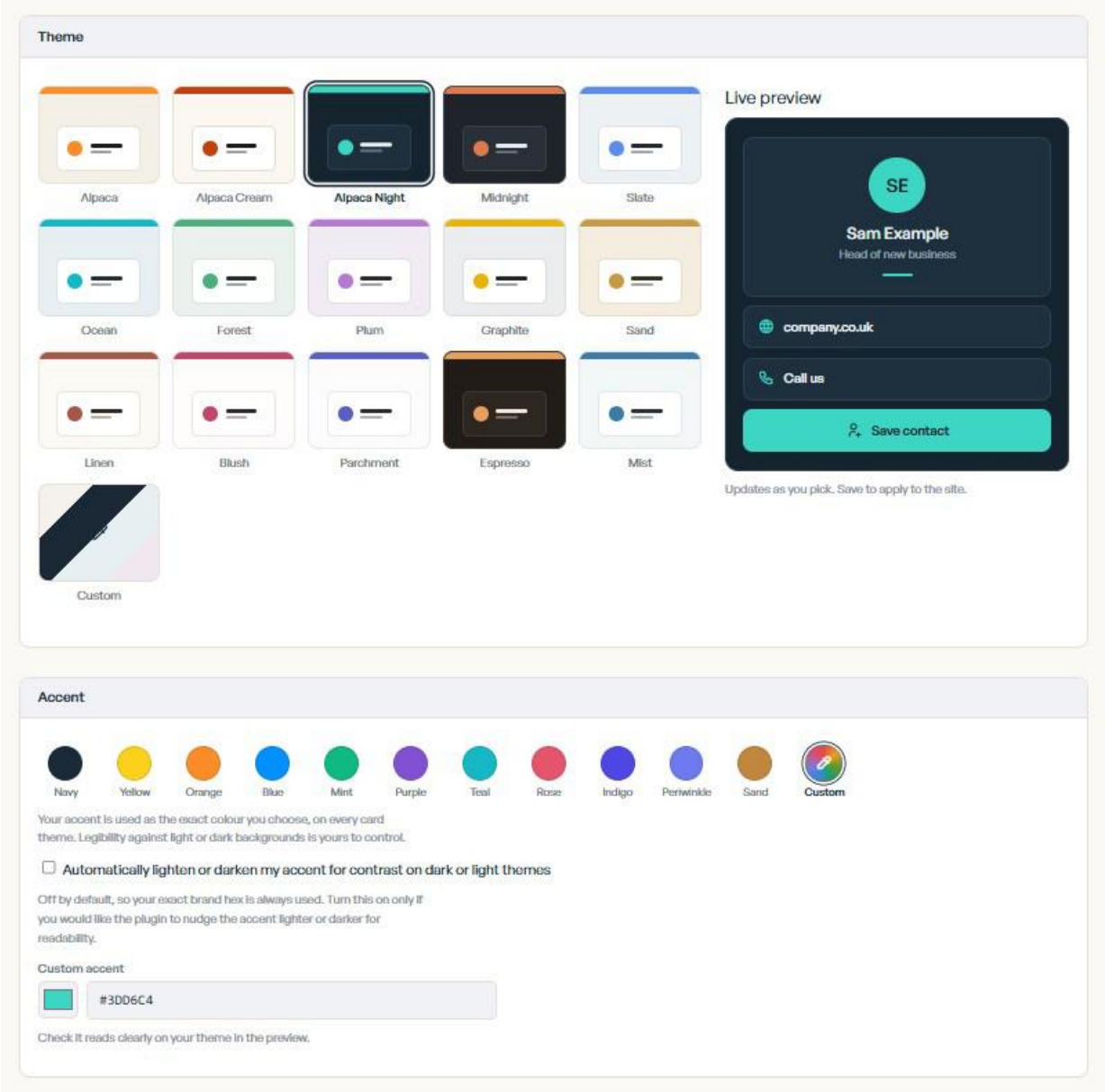
Setting	What it changes
Header style	The arrangement at the top of every card.
Theme	The overall light or dark treatment.
Accent colour	Buttons, links and highlights.
Logo	Shared company branding.
Company name	A consistent company label.
Wallet buttons	Paid only: whether Apple and Google Wallet actions appear.

One brand per website

Agencies managing unrelated brands should use separate WordPress sites for each client.

PRODUCT SCREEN

Brand settings



Themes, accent colour, logo and the live preview are managed in one place.

10. The twelve header styles

The header is the part that makes a card feel like your brand instead of a generic template.

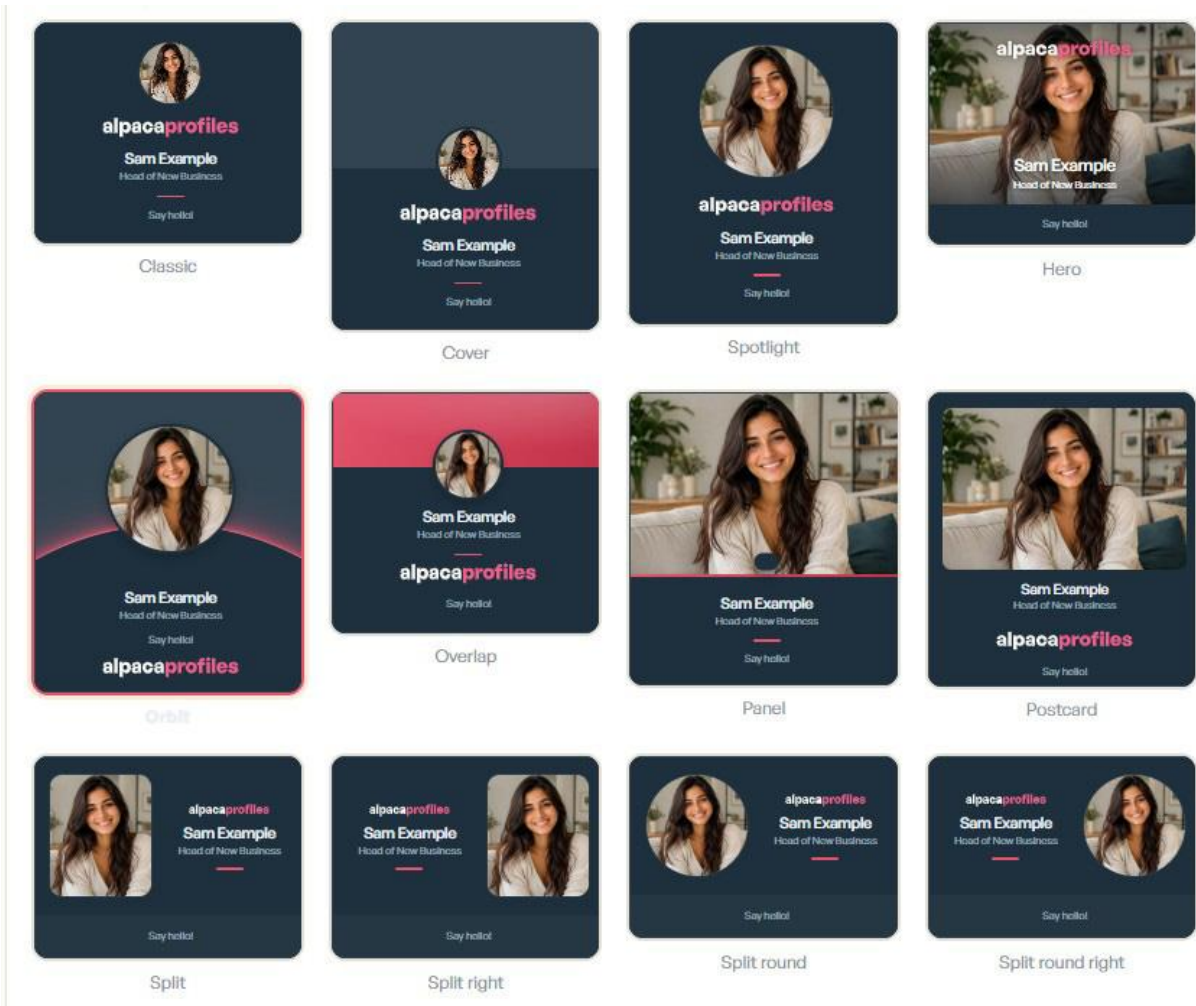
Style	Character	Good for
Classic	Solid colour band and centred photo	A safe choice for almost anyone
Cover	Large image band	Hospitality and visual businesses
Spotlight	Open layout and large portrait	Consultants and coaches
Hero	Full-bleed photograph	Personality-led brands
Orbit	Curved horizon treatment	Technology and modern services
Overlap	Offset portrait and editorial balance	Contemporary teams
Panel	Raised content panel	Structured corporate brands
Postcard	Wide image and details below	Tourism, venues and events
Split variants	Two colour or tone areas	Bold identities

Worth knowing

Use the longest real name and job title when testing a style. Legibility matters more than novelty.

PRODUCT SCREEN

All twelve header styles



The person, photograph and brand colour remain the same while the layout changes.

11. Themes, colours and your logo

Themes

A theme sets the background and text tones. The accent colour sits on top of the selected theme, so you are choosing the mood rather than changing the brand.

Your accent colour

Enter the approved brand colour and check that actions remain readable. Very pale colours can disappear on light themes, while very dark colours can disappear on dark themes.

Your logo

Use a transparent PNG or SVG. A wide logo usually fits the available space better than a tall one. Paid Wallet passes also use the configured branding.

Accessibility

Brand accuracy should never make buttons or text difficult to read.

PART FOUR

Sharing

Five ways to put a card in front of somebody and what happens when they save it.

1. 12. QR codes
2. 13. NFC tap cards
3. 14. Apple and Google Wallet
4. 15. Saving to contacts
5. 16. Email signatures

12. QR codes

Every published card has a QR code that opens its live URL. No app is required.

- Print it at least 2 cm square.
- Leave clear space around it.
- Use a dark code on a light background.
- Prefer SVG for professional printing.
- Test the finished printed piece before ordering in quantity.

Why it stays useful

The QR code points to the live profile URL. Update the profile and every printed code continues opening the same page.

PART FOUR / SHARING

13. NFC tap cards

NFC works with Free and paid cards because the tag simply stores the public profile URL. Any suitable blank card, sticker or keyring can be used.

Chip	Guidance
NTAG213	Enough capacity for a profile URL.
NTAG215	A sensible default if you are unsure.
NTAG216	More storage than the profile link needs.
Metal card	Choose a product with appropriate ferrite backing.

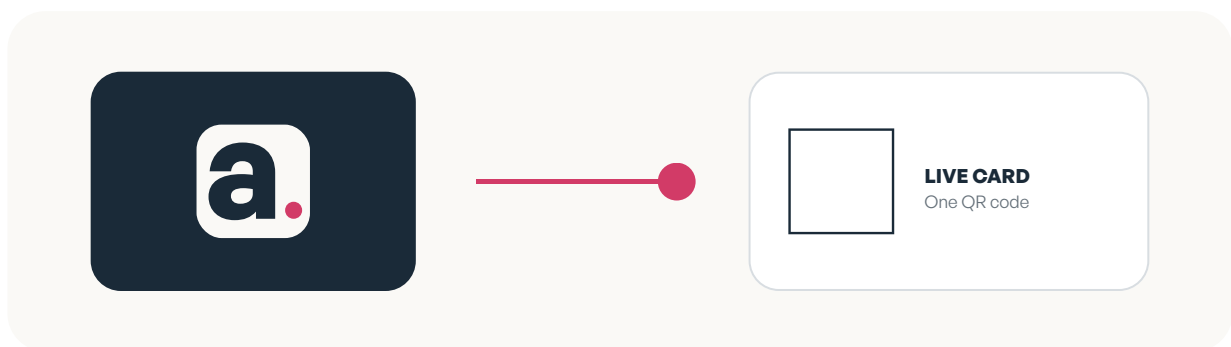
- 1 Copy the public URL**
Open the published profile and copy its permanent address.
- 2 Install an NFC writing app**
For example, NFC Tools on iPhone or Android.
- 3 Write a URL record**
Paste the address and write it to the tag.
- 4 Test it**
Try the finished tag on more than one phone.

14. Apple and Google Wallet

PAID FEATURE

Wallet passes are included with paid plans and are not part of the WordPress.org Free edition.

There is no Apple developer account or Google issuer account for you to open when you use the Alpaca Profiles service. Passes are signed using the active paid licence. Advanced users may also configure their own credentials.



Worth knowing

The pass displays without a connection, but opening the live web card still requires internet access.

15. Saving to contacts

Save to contacts downloads a standard vCard containing the details supplied on the profile.

The vCard can include the name, role, company, telephone numbers, email address, website and photograph. Contact apps can behave differently when the same person is saved again. Some may merge or update the entry, while others may offer to create another contact.

If the contact appears in Files

On iPhone, open the downloaded vCard, use Share and choose Add to Contacts. This is more common outside Safari.

Do not overpromise

Always test on the devices most commonly used by your customers. Duplicate handling belongs to the phone's contact app.

16. Email signatures

PAID FEATURE

Paid plans can turn the same profile details into a coordinated email signature.

- 1 Open the signature builder**
Choose the signature option for the profile.
- 2 Select a layout**
Pick the style and finish that suit the brand.
- 3 Use the supplied copy button**
This preserves the intended formatting.
- 4 Paste it into the email application**
Add it to Gmail, Outlook or the organisation's chosen client.
- 5 Send test messages**
Check both desktop and mobile recipients.

Remember

Existing emails are not rewritten when the profile changes. Update an installed signature when its static text changes.

PART FIVE

Your team

Paid tools for adding, organising and safely delegating profiles.

1. 17. Adding people
2. 18. Importing a team from a spreadsheet
3. 19. Departments and the team directory
4. 20. The staff Studio
5. 21. Permissions, and when someone leaves

17. Adding people

PAID FEATURE

Paid plans provide higher published-card limits for teams.

Open Alpaca Profiles, choose Add card and enter the person's details. Leave the profile as a draft until it has been checked, then publish it. Free can hold additional drafts, but only one profile can be public at a time.

A useful sequence

Build and approve one profile before adding the whole team. It is much easier to settle the shared brand design using a real example.

18. Importing a team from a spreadsheet

PAID FEATURE

A paid plan can create profiles from a CSV file. Use one row per person and a header row naming the columns. Imported profiles arrive as drafts.

Column	Required	Example
name	Yes	Ava Sinclair
role	No	Head of Marketing
email	No	ava@example.co.uk
phone	No	+44 7700 900118
department	No	Marketing
website	No	https://example.co.uk
linkedin	No	https://linkedin.com/in/...

Photos

CSV files do not contain image files. Add and frame photographs after import.

19. Departments and the team directory

PAID FEATURE

Departments group people into a useful public order rather than one long alphabetical list.

Create and arrange departments, assign each profile, then add the directory to a normal page using the supplied block or shortcode where available in your edition.

Ordering

Put the department a visitor is most likely to need first. Organisational hierarchy is not always the most useful public order.

20. The staff Studio

PAID FEATURE

Staff can update their own card without a WordPress login.

Each person receives a private editing link showing only their own profile. If the link is lost, they can visit **[yoursite.com/team/access](#)**, enter the email already stored on the card and receive a fresh link.

Send this to your staff

Use the private link to keep your contact details and photograph current. You do not need a WordPress account. Keep the link private because anybody holding it may be able to edit your profile.

Email delivery

If Studio links do not arrive, check spam and configure authenticated WordPress mail through SMTP.

21. Permissions, and when someone leaves

PAID FEATURE

Deciding what staff can change

Control per person whether they may change details, links, photograph and email signature. Shared brand settings remain with the administrator.

When somebody leaves

Unpublish the profile or redirect its URL appropriately. Because the address belongs to your website, you retain control over what existing QR codes, NFC tags and email signatures lead to.

A sensible default

Let staff maintain contact details and photographs, while retaining administrator control over titles and shared branding.

PARTS SIX AND SEVEN

Results and licensing

Understand paid data tools, activations and upgrades.

1. 22. Leads
2. 23. Insights and privacy
3. 24. Plans, activations and staging

22. Leads

PAID FEATURE

Lead capture lets a visitor leave their own details after receiving yours.

Submissions are stored in an inbox in your WordPress database. Export them as CSV or configure a webhook to send each new lead to a service such as Zapier, Make or a CRM.

Data responsibility

Include the form and any connected services in your privacy information. Collect only the details you genuinely need.

23. Insights and privacy

PAID FEATURE

Paid Insights records daily aggregate counts of profile views, contact saves, leads and Wallet taps. It does not store visitor IP addresses, user agents or fingerprints, and Alpaca Profiles does not add tracking cookies.

The wider website still matters

Video embeds, analytics, external fonts, consent tools and other plugins can create separate privacy or cookie obligations. Using Alpaca Profiles does not remove the need to assess the complete website.

General guidance

Privacy requirements depend on the organisation and the complete website configuration. Obtain suitable legal advice where required.

24. Plans, activations and staging

Free

WordPress.org Free needs no account, licence or activation.

Paid licences

One paid licence covers one live website. Recognised staging, development and local copies do not consume the live activation.

Changing plan

Follow the Upgrade link and manage the existing subscription through the customer account or contact support. Do not purchase a second licence for the same website unless another subscription is intentional.

If a paid licence lapses

Published profiles, QR codes and NFC links continue working. Editing and paid-only tools pause, and a small credit may appear. Stored data remains available after renewal.

Downgrading to Free

Replace the commercial plugin with WordPress.org Free. One profile can remain published. Paid tools become unavailable, but their stored data is retained for a future upgrade.

PART EIGHT

When things go wrong

The checks that solve most support questions.

1. 25. Troubleshooting
2. 26. Glossary

25. Troubleshooting

Problem	Try this
The profile shows a 404	Confirm it is published, then save WordPress Settings, Permalinks without changing them.
An old version still appears	Clear the WordPress page cache and CDN cache, then reload.
QR works but NFC does not	Remove the phone case, hold the tag still, check NFC settings and rewrite the tag.
A Studio email does not arrive	Paid only: check spam and configure authenticated WordPress email through SMTP.
Cannot publish another profile	The plan limit has been reached. Leave it as a draft or upgrade.
Paid tools are disabled	Commercial only: check licence status and renewal.
Free asks for a licence key	Confirm the official WordPress.org Free edition is installed.

If the problem remains, email hi@alpacadigital.co.uk with the website address, a clear description and screenshots. Include the licence key only when using a paid plan.

26. Glossary

Term	Meaning
Activation	A paid licence being used on one live website.
Card / profile	One person's public digital business card.
CSV	A spreadsheet format used for paid bulk import.
Draft	A profile that is not public. Drafts are unlimited.
NFC	Technology that opens a stored URL when a compatible phone taps a tag.
Published	A live profile. The number allowed depends on the edition or plan.
QR code	A square code that opens the public profile URL.
Studio	The paid private editing area for staff.
vCard	A standard contact file used by phones and address books.
Wallet pass	A paid feature for Apple Wallet or Google Wallet.
Webhook	An automatic message sent to another configured service.

About this manual

Updated September 2026. Current answers are available at alpacaprofiles.com/faq. For anything else, email hi@alpacadigital.co.uk.