CEDAR & CLERK · GUIDES / RETAIL

How to set up a weekend farmers market stall without overbuying

By Maya Ellison (placeholder byline) · November 12, 2026 · 6 minute read



A stall does not have to be crowded to look ready from the sidewalk.

ALT TEXT: WOODEN CRATES OF CITRUS AND LEAFY GREENS, BROWN PAPER BAGS, AND A BASKET OF EGGS ARRANGED ON A LINEN-COVERED FOLDING TABLE IN MORNING LIGHT

WORDPRESS POST SETTINGS

Ready to publish · currently a demo draft

PERMALINK / SLUG
cedarandclerk.example/weekend-farmers-market-stall

SEO TITLE 54 / 60
Weekend Stall Setup Without Overbuying | Cedar & Clerk

META DESCRIPTION 146 / 155
A practical Saturday stall plan: what to bring, how much to pack, how to price everything at home, and how to pack the table out in under an hour.

CATEGORIES
Guides (primary), Retail

TAGS
farmers market, stall setup, inventory planning, weekend retail, pricing

FEATURED IMAGE
1400 × 788, JPEG, 187 KB, compressed. Alt text describes the scene.

INTERNAL LINKS
3 related demo posts, with descriptive anchor text in the body.

You do not need a van full of product to look ready on Saturday morning. You need a tight list, a table people can read from the sidewalk, and enough stock to last the rush without hauling half of it back home.

Most overbuying happens on Thursday night, when it still feels safer to pack “just a little extra.” The fix is a short plan you finish at home, before anything goes in a crate.

Start with a short Saturday list

Write the list on Thursday, not in the parking lot. Three columns are enough: what you will sell, how many units you can reasonably move, and what has to come home if it does not sell. A one-page packing list for market mornings is enough.

Count last week’s leftovers first

If eight jars of jam came home last Sunday, do not pack twelve more just in case. Bring the leftovers to the front of the table and add two new flavors, not six.

Price before you pack

Put the price on a small card while you are still at home. If you are unsure about a dozen muffins or a bag of citrus, use the same method from how we price a dozen muffins for a Saturday stall and write the number down once.

Build a table people can read from the sidewalk

The first three feet of the stall do most of the work. A clean header sign, one featured item at eye level, and prices that do not hide under the produce will stop more people than a table packed edge to edge. If you want a photo for the week’s post, shoot that front crate at home, using the same setup as photographing products on a kitchen table.

KEEP THIS NEXT TO THE EDITOR

Formatting checklist for every post

The same pass, even when the sites are set up differently. Use it on unpublished drafts already in WordPress, on posts that still need to be uploaded, and on new pieces as they come out of production.

TITLE, SLUG, AND EXCERPT

- [ ] The post title is the H1. Do not add a second H1 in the body.
- [ ] Slug is short, lowercase, and hyphenated. Cut dates, stop words, and leftover draft names.
- [ ] If the theme shows an excerpt, write a real one- or two-sentence summary. Do not leave a pasted first draft line.

SEO TITLE AND META DESCRIPTION

- [ ] SEO title is 50 to 60 characters, reads naturally, and includes the main phrase.
- [ ] Do not dump the post title plus a string of keywords into the SEO title.
- [ ] Meta description is 140 to 155 characters and makes one clear promise. No leftover quotation marks from the lede.

HEADINGS AND BODY

- [ ] H2s mark the main sections. H3s sit under the right H2. Do not skip a level.
- [ ] The first paragraph states the point of the piece.
- [ ] Remove empty headings, editor notes, and any leftover placeholder text.
- [ ] Lists and quotes use the theme's real styles, not formatting pasted from a document.

IMAGES

- [ ] Featured image is cropped to the site's ratio, about 1400px wide, and compressed (under 200 KB when the photo allows).
- [ ] Alt text is a short sentence that describes the picture, not a list of keywords.
- [ ] In-body images are resized and compressed, have alt text, and stay inside the column.

CATEGORIES, TAGS, AND LINKS

- [ ] One primary category. Add a second only if it is a true fit.
- [ ] Three to six specific tags. Do not dump every related word.
- [ ] Two or three internal links, with descriptive anchor text, not "click here."
- [ ] Check external links if there are any. Add nofollow only when it is actually needed.

BEFORE IT GOES LIVE

- [ ] Preview on desktop and on a phone.
- [ ] Click the permalink, the images, and the internal links.
- [ ] Confirm the author, date, and featured image are the intended ones.
- [ ] Run the site's SEO plugin checks if one is installed.
- [ ] Move the post from unpublished or draft to publish or schedule, then confirm it appears on the front end.

ON A MIXED BATCH

- [ ] Start with drafts already sitting unpublished in WordPress, so they can go live first.
- [ ] Upload and format the next group from the same checklist, including image compression, slugs, and internal links.
- [ ] Format each new piece as it leaves production, then use the same pass on other WordPress sites even when the themes and plugins are different.

> If a site uses a different theme, builder, or SEO plugin, the fields may live in a different panel. The checks stay the same. I run this list on every post so a batch of drafts, and later sites, come out consistent.