WEB EDITOR TRAINING

JACKSON STATE UNIVERSITY

WELCOME

Welcome Web Content Editors! We are thrilled and excited that you have decided to join us to learn how to edit and maintain content on our website! We want to thank you for your contributions and efforts to the current website and want to educate you on maintaining the website moving forward. If you have any questions or concerns, please email webmaster@jsums.edu or call 601-979-4299.

BEST PRACTICES FOR WEB WRITING

BEST PRACTICES FOR WEB WRITING

Quick Tips

- Write clear, simple, and effective content
  - Content should be written in an easy-to-read, conversational style
  - Always keep your audience, messages, personality and goals in mind
- Put the most important content in the first paragraph
  - Readers scan pages, you don't want them to miss your main idea
- Section Your Content
  - Relay one important topic per paragraph
- Be Concise
  - Write short paragraphs and remove or modify unnecessary words
  - Sentence structure should be simple and varied

BEST PRACTICES FOR WEB WRITING CONT'D

Quick Tips

- Use active voice instead of passive voice
  - Ex. (Recommended) Dr. Dent leads the Department of Information Technology
  - (Not Recommended) The Department of Information Technology is lead by Dr. Dent
- Choose lists over long paragraphs

BEST PRACTICES FOR WEB WRITING CONT'D

Write Meaningful Headers

Headers allow readers to navigate content. Use the header to clearly describe the content in each paragraph.

Headers should:
- Be short and direct
- Be able to stand on their own and understood out of context
- Avoid jargon, abbreviations, cleverness, and technical terms
- Be search engine friendly

BEST PRACTICES FOR WEB WRITING CONT'D

Use Common Language

For SEO (Search Engine Optimization) use the same words and phrases your readers do. When creating page titles, headers, list items, and links, choose keywords carefully and use them consistently. This practice reinforces keywords relevancy for search engines.

Tone

Readers expect a personal, upbeat tone in web writing. Avoid bureaucratic language, turn the tone down a notch. Search out and destroy jargon. Use active voice. Always try to write in first or second person.

BEST PRACTICES FOR WEB WRITING CONT'D

Keep It Short

Web writing needs to be much shorter than other kinds of writing. Research shows that people scan web text, rather than read every word. Make it easy for your users to scan for information quickly. A paragraph should consist of 70 words or less

Sub-headlines, Lists, and Scanning

Along with short, easy-to-read blocks of text, you also should make good use of font size, lists, and sub-headlines. These elements help guide readers' eyes toward the most important content and make it easier to absorb large content.

BEST PRACTICES FOR WEB WRITING CONT'D

Use Links Effectively

Link, link, and link to relevant information. The average time new visitors spend on any page is around 30 seconds. Take advantage of that short attention span by providing relevant links to explore. Web usability experts discourage the phrase "Click Here" for links. Make your links contextual. Use part of your sentence or phrase as the link.

Ex. Visit Google. (YES)
Ex. To find out more information about Google, click here. (NO)

BEST PRACTICES FOR WEB WRITING CONT'D

Formatting

Keep it simple. Don't underline or use bold, italics, headings, and indentations unnecessarily. They may be difficult to read from the user's view.

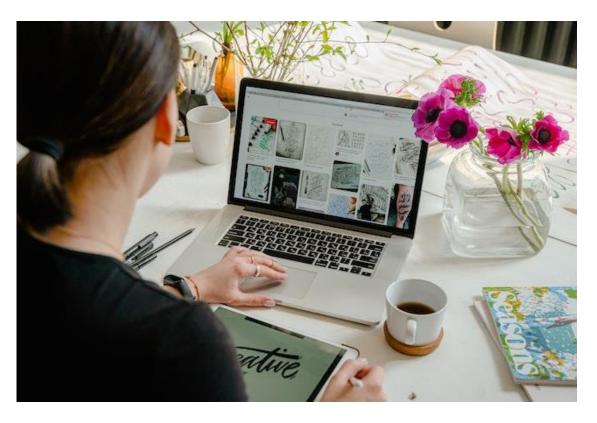**Structure Your Content Like An Inverted Pyramid On Top-Level Pages**

The "Inverted Pyramid" is a writing style where you put your most important information first. Load the most important information at the top of the page and top level of your site. The goal is to capture the interest of site visitors. Save the more specialized and length pages for deeper levels of the site.

BEST PRACTICES FOR WEB WRITING CONT'D

Search Engine Optimized (SEO) Writing

Most users visit a web page for 10-15 seconds. In that brief time, 80 percent will skim the page for keywords they already have in mind. It's important to understand your audience and anticipate what content and keywords they're trying to find.

When a user conducts a search on a search engine, the database is queried to identify all the pages that include those words on the page and/or links pointing to that page. If your page does not include the words the user was searching for, it is unlikely that your page will rank well.

BEST PRACTICES FOR WEB WRITING CONT'D

Keep Your Content Fresh

Outdated web content will confuse your users and degrade user trust in your information. Add fresh content (text, images, video) as often as possible. Make sure your staff and contact information is up-to-date and remove past events from your site.

Look Good

Arrange your content to appeal to your audience and use relevant media to attract the attention of the user.

ACCESSIBILITY

IMAGE, VIDEO, AND BEST PRACTICES

ACCESSIBILITY

Website accessibility means that users with disabilities have equal access and opportunity to browse all of the Jsums.edu websites. The Jackson State University Web Policy urges web content editors to adhere to accessibility standards and best practices.

When managing web content, keep the following in mind:

Provide a text equivalent for non-text elements (such as images)

Alternative text should concisely describe the content conveyed by the image. Avoid making alt. text too verbose. Whenever possible, the alt text should communicate the same information as the image.

ACCESSIBILITY CONT'D

Provide a text equivalent for non-text elements (such as images) cont'd

Complex graphics (graphs, charts, etc.) should be accompanied by equivalent text either through alt text or a description elsewhere on the page. Never use the image's filename or any other generic non-descriptive text as alt text.

Provide equivalent alternatives for any multimedia presentation

- Provide full-text captions for publicly available video, if possible
- Captions should include speaker identifications and "sound effects"/audio cues where appropriate

ACCESSIBILITY CONT'D

Provide equivalent alternatives for any multimedia presentation cont'd

- Provide full-text transcripts for publicly available audio-only presentations. Transcripts should include speaker identifications and "sound effects"/audio cues, where appropriate
- Video or audio should not begin playing on page load. Video should be accompanied by audio description summarizing contents of video, where possible
- For nonpublic video or audio with a known and controlled audience, captions (or transcripts) are not required but must be provided within a reasonable time if a need for accommodation arises.

ACCESSIBILITY CONT'D

Choose colors that color-blind viewers can distinguish.

Be mindful of image content for color-blind users. Essential functionality should not depend on color distinctions. Ensure that you have sufficient contrast between the color of the text and the color of the background.

Make your navigation clear and consistent

Choose clear and consistent names for your pages. The navigation widget will use these page names

ACCESSIBILITY CONT'D

Allow moving elements to be paused or stopped.

This gives users with vision impairment and cognitive disabilities a change to see this moving content. Be mindful, especially, if important text is changing or moving in some way (marquee)

Avoid blinking or flashing effects

Certain effects can trigger a seizure. Make these effects optional or avoid them altogether

ACCESSIBILITY CONT'D

Use tables appropriately

Tables on websites should be used to present tabular data only, and not to control the layout of your page.

If you need to present tabular data, it's important for tables to be appropriately formatted in the HTML so that users can successfully navigate and derive meaning from the tables on your website.

ACCESSIBILITY CONT'D

Post accessible files

When you are posting a link to a document on your jsums.edu site, make sure the files are accessible **before** you upload them to the Media Library.

Accessible Microsoft Office Documents
- Microsoft's Rules for the Accessibility Checker
- Microsoft's Make your Word documents accessible to people with disabilities
- Microsoft's Make your PowerPoint presentations accessible to people with disabilities
- Microsoft's Make our Excel documents accessible to people with disabilities

Accessible Adobe PDFs
- Adobe's instructions on creating and verifying PDF accessibility

COPYRIGHT BASICS

IMAGE, VIDEO, AND BEST PRACTICES

COPYRIGHT

Assume It's Protected

As a general rule, it is wise to operate under the assumption that all works are protected by either copyright or trademark law UNLESS stated otherwise. A work is not in the public domain simply because it is posted on the Internet.

Read Click-Wrap Agreements

Do not assume that clip art, shareware, freeware, or materials labeled "royalty-free" or copyright-free" can be distributed or copied without authorization. Read the terms and conditions in any "Click to Accept" agreements (click-wrap agreements) or "Read Me" files accompanying such materials to be certain that your intended use is permitted.

COPYRIGHT

Remove Unauthorized Material

If someone complains or reaches out to you about unauthorized use on your website, remove the material **immediately**. You should remove the material for the period during which you investigate the claim and notify your superior and webmaster.

Investigate Claims Promptly

Investigate the claim quickly and seek evidence of copyright ownership and validity from the reporting party. The webmaster can verify the facts through copyright research.
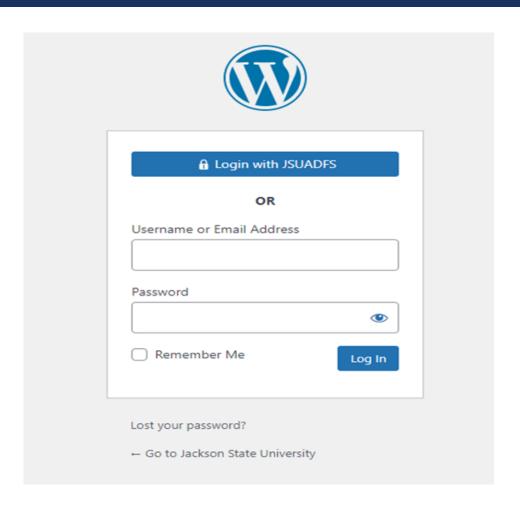
COPYRIGHT

When In Doubt, Seek Permission

Copyright protection extends to any original work regardless of who created it, and permission is required for reproduction, display, or distribution of the work. One of the main reasons for acquiring permission is to avoid a lawsuit. If you are ever in doubt, seek written permission:

I am the owner or right to _____[title of work]_____ and authorize its display and reproduction on _____[name of website]_____ located at _____[website URL]_____ for a period of _____[period of time]_____.

WORDPRESS 101

CREATING, EDITING, AND MAINTAINING CONTENT

WORDPRESS 101

Login

Before you can make any changes to your site, you will need to log in. The login for your site is typically found at the following URL - http://your-wordpress- site.com/wp-admin. Replace *your-wordpress-site.com* with your actual domain name (https://www.jsums.edu/wp-admin).

You can login to your Dashboard by clicking on the "Login with JSUADFS" button.
You will be redirected to our organizational login page. Enter your NETID credentials and you will gain access to your Dashboard.
If you've lost your password, or just can't remember it, reset your NETID password in your JSU PAWS account.

WORDPRESS 101

Dashboard

Once you've logged in, the WordPress Dashboard appears. This is your main administration homepage.

At the very top of your Dashboard (and across every page) you will see the name of your site in the header area. In the example screenshot below (and throughout this documentation) the site name is *Your WordPress Site*.

This is also hyperlinked to your site's homepage.

You will also see the name of the person who is currently logged in (e.g. Joe Blogg).

Move your cursor over your name to reveal the *Log Out* link as well as a link to edit your Profile.

WORDPRESS 101

Dashboard

WORDPRESS 101

Dashboard Menu Options

Down the left-hand side of the Dashboard and on every page you will see your main navigation menu.

This is where you'll find all the options to update and configure your site.

Hovering your cursor over each of the main menu options will display a 'fly-out' menu with the various choices for that particular menu option.

Once you click each of the main menu options, that particular menu will expand to show all the available options within that section (if there are any).

WORDPRESS 101

Dashboard Menu Options

WORDPRESS 101

Dashboard Menu Options

Dashboard

This will display your main Dashboard 'homepage'. In the top left of your Dashboard you'll see some brief stats on the number of Posts, Pages and Comments.

Posts

This is where you can create a new Blog Post. You can also update your Categories and Post Tags

Media

This is where all your uploaded images, documents or files are stored. You can browse through your Media library, as well as edit and update the files.

Pages

This is where you create and maintain all your Pages.

Comments

You can manage all your Comments within this section, including replying to comments or marking them as spam.

WORDPRESS 101

Dashboard Menu Options

Appearance

This menu is where you control how your site looks. You can choose a new Theme, manage your site Widgets or Menus and even edit your site theme files.

Plugins

Plugins extend and expand the functionality of WordPress. You can add or delete plugins within here as well as activate or deactivate them.

Users

This screen lists all the existing users for your site. Depending on your Role, you can also add new users as well as manage their Roles.

Tools

This section gives you access to various convenient tools such as options to import and export data to/from your WordPress site. You can also run a Site Health check, which shows critical information about your WordPress configuration and any items that may require your attention.

Settings

This is where most of your site is configured. Among other things, it allows you to configure your site name and URL , where your Posts appear, whether people can leave Post Comments or not and numerous other settings. Most times, once your site is setup, there's no need to change any of the settings within this section. (Plugins can be listed under Settings depending on configuration.)
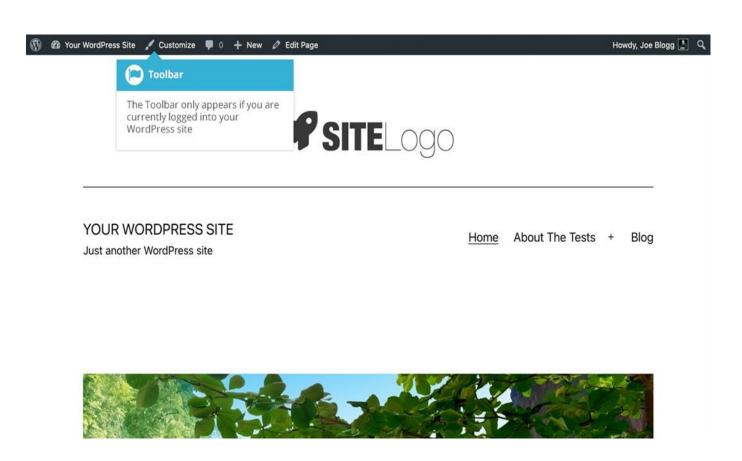
WORDPRESS 101

Toolbar

The WordPress Toolbar is a way of easily accessing some of the most common WordPress features. When you are logged into your WordPress dashboard and you visit your website, you will see the Toolbar running across the top of your site. This bar only appears if you are currently logged into your WordPress site, which means that it won't be visible to your everyday site visitors. If you are not logged in, the Toolbar won't be displayed.

WORDPRESS 101

Toolbar

The Toolbar allows you to quickly access the following commonly used features.

- Visit the WordPress.org website, Codex or Support forums
- Display your site Dashboard and other commonly used menu options that allow you to update your site Themes, Widgets and Menus
- Visit the Customizer to update various site settings and depending on your theme, update your Background and Header images
- View or Edit your blog comments

WORDPRESS 101

Toolbar

The Toolbar allows you to quickly access the following commonly used features.

- Add a new Post, Media, Page or User
- Edit the current page
- Perform a site Search
- View or Edit your Profile and logout from the WordPress Dashboard

WORDPRESS 101

POSTS VERSUS PAGES

WORDPRESS 101

Posts versus Pages

WordPress is built around two basic concepts. Posts and Pages. Posts are typically blog entries. A series of articles, listed (usually) reverse-chronologically. Pages are used for more dynamic content. An 'About us' page is an example of a Page on a typical website.

WORDPRESS 101

Posts

After clicking on the *Posts* menu option you'll be shown a list of Posts that your site contains. Among the information displayed is the Post title, the Author, Categories, Tags, No. of Comments and either the Date Published, Date Scheduled or the Date the Post was Last Modified. The Posts screen will look similar to the screen below.

WORDPRESS 101

Posts

At the top of the page you can view how many Posts in total you have in your site, how many have been published by yourself or Published, Scheduled, Sticky, Pending, in Draft or in the Trash.

When hovering your cursor over each row, a few links will appear beneath the Post title.

Edit – Will allow you to edit your Post. This is the same as clicking on the Post title

Quick Edit – Allows you to edit basic Post information such as Title, Slug, Date plus a few other options

Trash – Will send the Post to the Trash. Once the Trash is emptied, the page is deleted

View – Displays the Post. If the Post hasn't been published yet, this will say
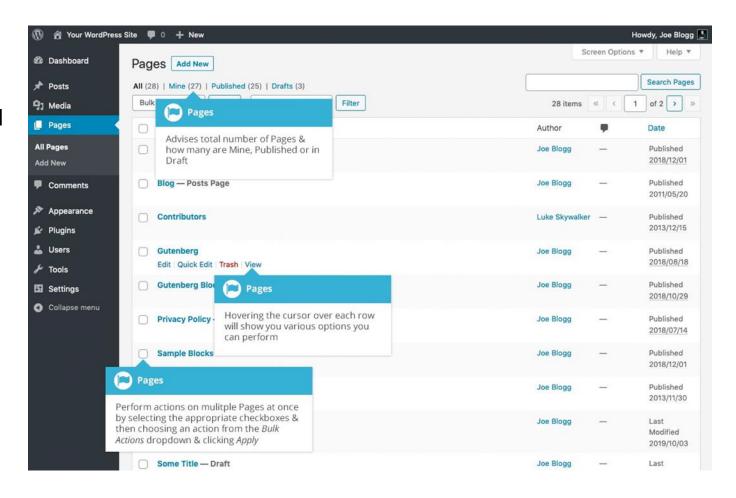
Preview

WORDPRESS 101

Posts

Next to each Post title is a checkbox. This allows you to perform an action on multiple items at once. You simply check the Posts that you would like to affect and then from the Bulk Actions dropdown select either the *Edit* option or the *Move to Trash* option and then click the *Apply* button. The *Edit* option will allow you to edit the Categories, Tags, Author, whether to allow Comments and Pings or not, the Status and whether or not the Posts are 'Sticky'. The *Move to Trash* option will move the selected items to the Trash.

You can also filter the pages that are displayed using the dropdown lists and the

Filter button.

WORDPRESS 101

Pages

After clicking on the *Pages* menu option you'll be shown a list of Pages that your site contains. Among the information displayed is the Page title, the Author, No. of Comments and either the Date Published or the Date the Page was Last Modified. The Pages screen will look similar to screen below.

WORDPRESS 101

Pages

At the top of the page you can view how many Pages in total you have in your site, how many have been published by yourself or how many are Published or in Draft.
When hovering your cursor over each row, a few links will appear beneath the Page title.

Edit – Will allow you to edit your Page. This is the same as clicking on the Page title
Quick Edit – Allows you to edit basic Page information such as Title, Slug, Date plus a few other options
Trash – Will send the Page to the Trash. Once the Trash is emptied, the page is deleted
View – Displays the Page. If the Page hasn't been published yet, this will say
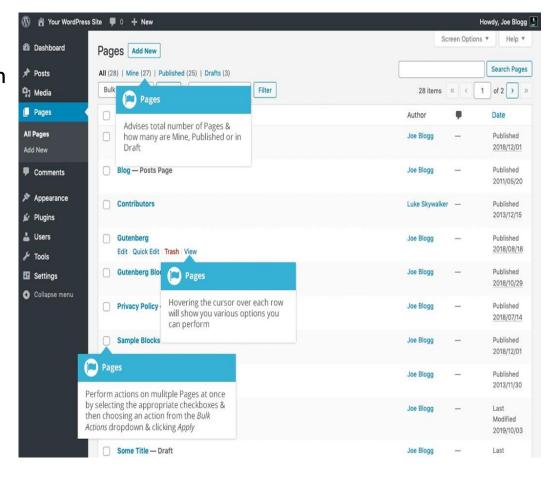*Preview*

WORDPRESS 101

Pages

Next to each Page title is a checkbox. This allows you to perform an action on multiple items at once. You simply check the Pages that you would like to affect and then from the Bulk Actions dropdown select either the *Edit* option or the *Move to Trash* option and then click the *Apply* button. The *Edit* option will allow you to edit the Author, Parent, Template, whether to allow Comments or not and the Status of each of the checked items. The *Move to Trash* option will move the selected items to the Trash.

You can also filter the pages that are displayed using the dropdown list and the
Filter button.

WORDPRESS 101

ADDING YOUR SITE CONTENT

WORDPRESS 101

Adding Your Site Content

Adding content to your site is an easy process no matter whether you're creating a Post or a Page. The procedure for both is almost identical. Apart from how they display on your site, which was described earlier, the other main difference is that Posts allow you to associate <u>Categories</u> and <u>Tags</u> whereas Pages don't. What's the difference between categories and tags? Normally, Tags are ad-hoc keywords that identify important information in your Post (names, subjects, etc.) that may or may not recur in other Posts, while Categories are pre-determined sections. If you think of your site like a book, the Categories are like the Table of Contents and the Tags are like the terms in the index.

WORDPRESS 101

Classic Editor

The Classic Editor, also known as the Visual Editor or TinyMCE Editor, is the default editing experience that came with WordPress prior to version 5.0. Although it's simple in its nature, it has powerful word processing capabilities. Much like a regular word processor, it has toolbar buttons that allow you to Bold (**B**) or Italicize (*I*) text, add Headings (Paragraph ▼) or bullet points ( ) or even change the colour of your text. You can even use most of the basic keyboard shortcuts used in other text editors.

On top of word processing functionality it's easy to embed content such as Twitter Tweets, YouTube and Vimeo videos, and dozens of other types of content. It's also extremely easy to add images and other media into your content, it allows you to easily strip formatting when pasting text into your content with the *Paste as text* button ( ), and you can also insert special characters like ¼, ½, ¾, ©, €, ™ etc., with the *Special character* button (Ω).

The Classic Editor it is perfect for when you have text heavy content and just need a simple editing interface.

WORDPRESS 101

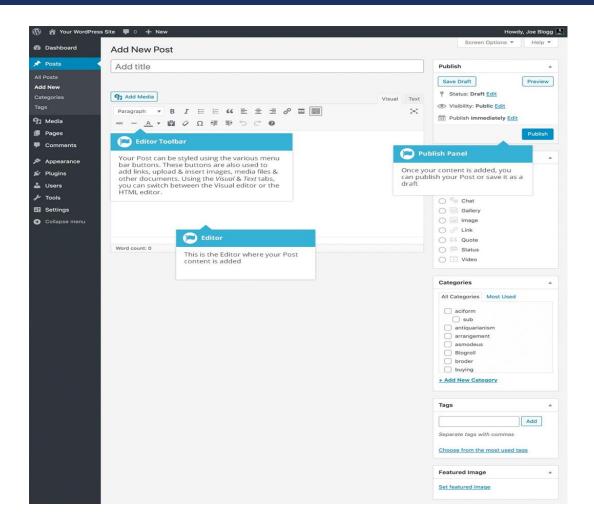**Classic Editor – Adding A New Page**

To add a new Page, hover your cursor over the *Pages* menu option in the left-hand navigation menu and in the fly-out menu, click the *Add New* link. Alternatively, click the *Pages* menu option and then click the *Add New* link underneath, or the *Add New* button at the top of the page. You will be presented with a page similar to the image below.
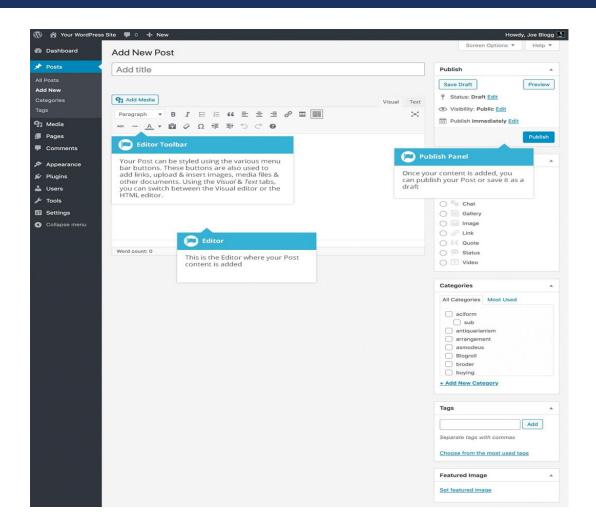
WORDPRESS 101

Classic Editor – Adding A New Post

To add a new Post, hover over the *Posts* menu option in the left-hand navigation menu and in the fly-out menu, click the *Add New* link. Alternatively, click the *Posts* menu option and then click the *Add New* link underneath, or the *Add New* button at the top of the page. You will be presented with a page similar to the image below.

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

At the top of the editor where your content is written, there are numerous formatting buttons. Clicking the *Toolbar Toggle* button (⊞) will show or hide a second line of formatting buttons which gives you extra functionality. The editor buttons perform the following functions:

Add Media – Used to upload and insert media such as images, audio, video or documents

Style – Used to format the Page text based on the styles used by the current Theme
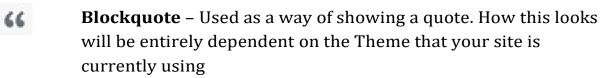
Bold – Bold text

Italic – Italicise text

Bulleted List – Create an unordered (bullet point) list

Numbered List – Create an Ordered (numbered) list

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

Blockquote – Used as a way of showing a quote. How this looks will be entirely dependent on the Theme that your site is currently using

Align Left – Align text to the left

Align Center – Align text in the center of the page

Align Right – Align text to the right

Insert/edit link – Used to create an html link to another page or website. If no text is selected first, the URL that you enter will also be used for the link text

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

Insert Read More tag – Inserts the More tag into your Page. Most blogs only display a small excerpt of a Post and you're required to click the Post title or a 'Read more...' link to continue reading the rest of the article. When you insert a 'More' tag into your Post, everything prior to the tag is considered as this excerpt. Most times you'd only use this button when you're creating a blog Post, rather than a Page

Toolbar Toggle – Used to show or hide the second row of formatting buttons on the editor toolbar

Distraction Free Writing – Clicking this button will enlarge the editor so that it fills the browser window. Clicking the *Exit fullscreen* link at the top of the screen will reduce it back to its original size

Strikethrough – Add a strikethrough to your text

Horizontal Line – Inserts a horizontal line into your page

Text color – Use to change the color of text

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

Paste as text – Copying and pasting text from other sites or word processors sometimes leaves the text formatted differently to what you were expecting. The reason for this is that quite often the html tags or codes that formatted the original text are pasted along with the text itself. To avoid this, Paste as Text will strip all these formatting and html tags. The Paste as Text option acts like a toggle, staying on until you turn it off by clicking the button again or until you save your page content

Clear formatting – Use this to remove all the formatting (e.g. Bold, Underline, text color etc..) from the highlighted text

Special character – Used to insert special characters not easily accessible via the keyboard (e.g. ¼, ½, ¾, ©, €, ö etc..)

Decrease indent – Removes one level of indenting

Increase indent – Indents text by one level

WORDPRESS 101

Classic Editor – Adding Content With The Visual Editor

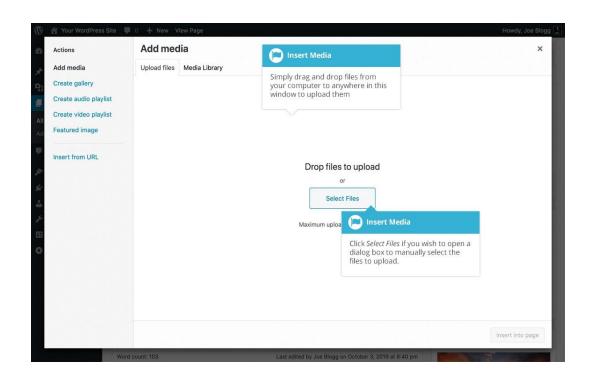**Undo** – Undo your last action

Redo – Redo your last action

Keyboard shortcuts – Displays information about the WordPress Visual Editor along with keyboard shortcuts

Visual/Text – Switches the editor view between the Visual Editor and the Text editor. The Text view will enable you to view the HTML code that makes up your content. For the more experienced users this can be helpful at times but for those not familiar with HTML tags, it's not recommended

WORDPRESS 101

Classic Editor – Adding Images and Other Media

Adding images and other media files such as videos, documents or PDFs is extremely easy within WordPress. All your images and files are stored in the Media Library. Once they're uploaded into the Media Library, it's a very simple matter to insert them into your Page or Post content. In the case of files such as Word Documents or PDFs, if necessary, it's a simple process to create links to those files so that people can then download them.
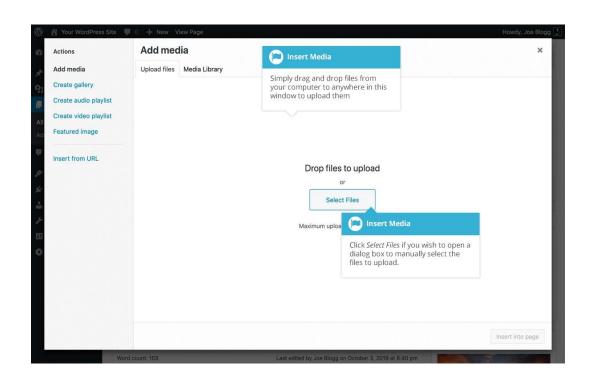
WORDPRESS 101

Classic Editor – Inserting An Image

Using the WordPress media manager, it's extremely simple to insert, align and link your individual images and image galleries.

To insert an image into your Page/Post, click the *Add Media* button () and then simply drag your image(s) from wherever they are on your computer, into the browser window. Your file(s) will be automatically uploaded.

WORDPRESS 101

Classic Editor – Inserting An Image

Alternatively, click the *Select Files* button and then select the file(s) that you'd like to upload, using the dialog window that is displayed. It's also possible to simply drag your image straight into the Visual Editor, rather than clicking the *Add Media* button.

No matter whether you've clicked the *Add Media* button or simply dragged and dropped your image into the Visual Editor, once your image is uploaded, your Media Library is displayed, which contains all your previously uploaded images. The image(s) that you've just uploaded will be automatically 'selected' for easy insertion into your Page or Post. Selected images are shown with a 'tick' icon in the top right corner of the image.

After uploading your image(s), you can then select other previously uploaded images by holding down the Ctrl key (Cmd key on Macs) and simply clicking on them. To deselect an image, click the 'tick' in the top right corner of the image.

WORDPRESS 101

Classic Editor – Inserting An Image

The properties of the currently highlighted image (i.e. The image with the blue border) will be shown on the right-hand side of the *Insert Media* window. These properties include the filename, the date the file was uploaded and the image size. It's at this point you can also change the image Title, Caption, Alt Text and Description for each image, as well as the Alignment, Link and the Size at which the image is inserted.
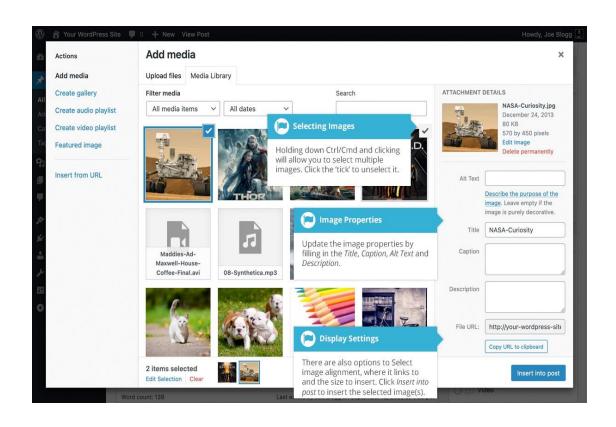
Title – is displayed as a tooltip when the mouse cursor hovers over the image in the browser

Caption – is displayed underneath the image as a short description. How this displays will be dependent on the WordPress theme in use at the time. You can also include basic HTML in your captions

Alt Text – is displayed when the browser can't render the image. It's also used by screen readers for visually impaired users so it's important to fill out this field with a description of the image. To a small degree, it also plays a part in your website Search Engine Optimisation (SEO). Since search engines can't 'read' images they rely on the Alt Text

Description – is usually displayed on the attachment page for the media, however this is entirely up to the theme that is currently in use

WORDPRESS 101

Classic Editor – Inserting An Image

For each image, you can select how you would like the image aligned, either *Left*, *Center* or *Right* aligned, using the *Alignment* dropdown list. You can also select *None* for no alignment which will mean the image will display using the default alignment setting for your Theme.

When your image(s) are uploaded, WordPress will also create several copies of your file at various sizes. You can choose which one you'd like to insert into your Page or Post using the *Size* dropdown list. To insert the image at the exact size you uploaded, simply select *Full Size*. Next to each size listed in this dropdown will be the actual dimensions of the image, in pixels (e.g. 300 x 225).

Classic Editor – Edit Or Delete An Image

There are various options available for adjusting the layout of inserted images.

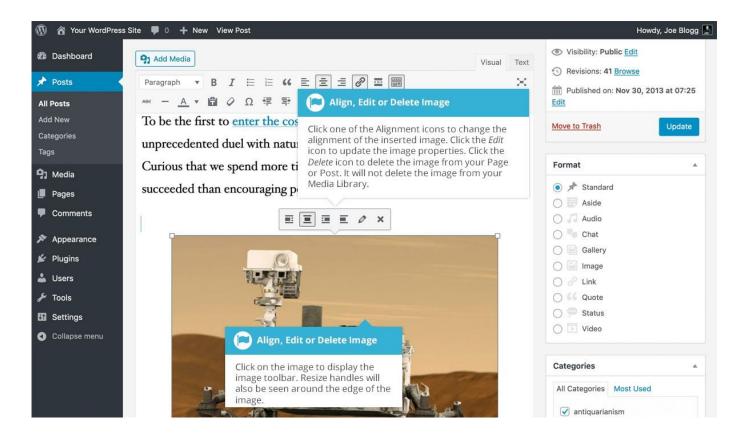After clicking on an image that has already been inserted into your Page or Post, a small toolbar will appear over the image. By selecting one of the alignment buttons ( ) you can change the alignment of the inserted image.

Clicking the *Edit* button ( ) allows you to edit the image properties. Clicking the *Remove* button ( ) will remove the image from your content. It will only remove the image from your Page or Post, it will not delete the image from your Media Library.

When you click on an image in your Page or Post, as well as the alignment, edit and delete icons mentioned above, the image also displays 'resizing handles'. These are the small squares you see around the edge of the image. To resize your image, simply click and drag one of the corner resize handles.

As with any image editing software though, if you try to enlarge a small image, it will tend to get quite pixelated. It's always best to insert a large image and then resize down.

WORDPRESS 101

Classic Editor – Edit Or Delete An Image

WORDPRESS 101

Classic Editor – Edit Or Delete An Image

WORDPRESS 101

Classic Editor – Edit Or Delete An Image

The Image Details pop-up window allows you to edit the various image and link properties:

Caption – Displayed underneath the image as a short description. How this displays will be dependent on the WordPress theme in use at the time. You can also include basic HTML in your captions

Alternative Text – Displayed when the browser can't render the image. It's also used by screen readers for visually impaired users so it's important to fill out this field with a description of the image. To a small degree, it also plays a part in your website Search Engine Optimisation (SEO). Since search engines can't 'read' images they rely on the Alt Text

Align – Allows you to select how you would like the image aligned. They can be either Left, Centered or Right aligned. Setting alignment to None will remove the other alignment settings. How this affects your image within your content will depend on the current theme in use

WORDPRESS 101

**Classic Editor – Edit Or Delete
An Image**

Size – Select a specific size from the dropdown list or select 'Custom Size' and then enter the Width and Height (in pixels) in the input fields that appear

Link To – Select where you would like to link your image to from the dropdown list. You have the choice of linking to the image attachment page by selecting *Attachment Page*, or you can link to the full size image by selecting *Media File*. You can also link to any URL by selecting *Custom URL*. When you do this, a new field will appear that allows you to enter in the custom URL. You can also choose not to link to anything by selecting *None*

Image Title Attribute – Displayed as a tooltip when the mouse cursor hovers over the image in the browser

Image CSS Class – By default, WordPress will assign several CSS Classes to your image. If, for some reason, there's other CSS Classes that you'd like to assign to your image then you can add them into this input field

Link Rel – Describes the relationship from the current document to the specified link. More information on the rel HTML attribute can be found on Wikipedia

Link CSS Class – If there is a specific CSS Class that needs to be set on the HTML link then you can add it into this input field

WORDPRESS 101

**Classic Editor – Edit Or Delete
An Image**

Clicking the *Edit Original* button allows you to perform some simple manipulation with your uploaded image. You're able to rotate and flip your image as well as scale and crop it to different sizes.

If you'd like to replace the image entirely, click the *Replace* button and you'll be shown your Media Library where you can select a new image.
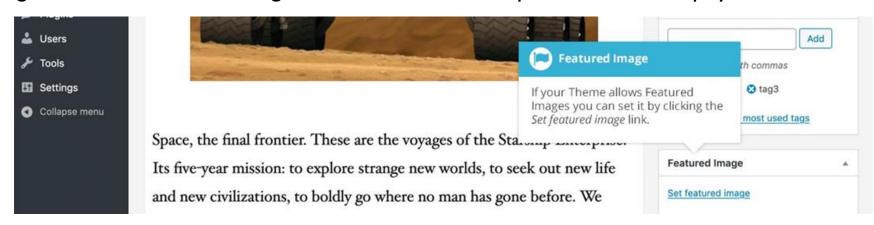
Once you have updated the image properties, click the *Update* button to save your changes. Alternatively, click the small 'x' in the top-right of the pop-up window to close the pop-up without saving any changes.

WORDPRESS 101

Classic Editor – Setting A Featured Image

Some themes allow you to specify a Featured Image for your Page and Post. A Featured Image, often called a Post/Page Thumbnail, is usually some sort of image

that is representative for that particular Page or Post. How these images are displayed is dependent entirely on the Theme that is currently in use.

If your Theme allows you to set a Featured Image, the following *Featured Image* panel will be displayed when you're editing your Page or Post. If Featured Images can't be set then this panel won't be displayed.

WORDPRESS 101

Classic Editor – Setting A Featured Image

Setting your featured image is very similar to adding an image into your Page or Post. After clicking the *Set featured image* link a pop-up window will display that looks similar to the one that displays when you add an image to your Page/Post. You can upload a new image to use as your Featured Image or you can simply choose from one of your previously uploaded images.

WORDPRESS 101

Classic Editor - Inserting Video, Audio or Other File Type

The procedure for inserting any other type of file into your Page/Post is exactly the same as Inserting an Image. Simply click the *Add Media* button ( ). Once the relevant pop-up window displays, perform the same steps to upload your file to your site and to insert it into your Page or Post.

When inserting video or audio files, you can select *Embed Media Player* from the *Embed or Link* dropdown list in the Insert Media pop-up window to use the audio and video players that are now built into WordPress. Supported audio/video formats include M4a, MP4, OGG, WebM, FLV, MP3, and WAV files.

WORDPRESS 101

Classic Editor - Inserting Video, Audio or Other File Type

It's recommended that you make your filename 'server friendly'. Make sure the filename has no spaces, apostrophes, slashes or other non- alphanumeric characters (such as $, % and &). Rename the file before uploading if it does. To preserve readability, some people replace spaces with the underline character or hyphen. For instance, My File Name.txt becomes My_File_Name.txt or My-File-Name.txt
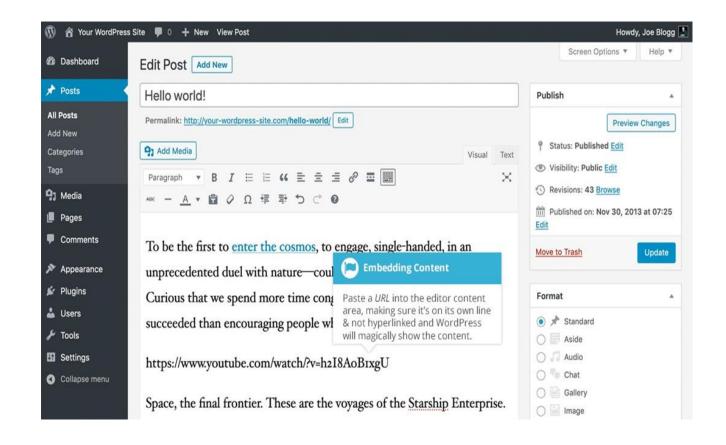
WORDPRESS 101

Classic Editor - Inserting Video, Audio or Other File Type

Another way to add video or other content into your pages is through embedding. A popular example of this is embedding a YouTube video into your page.

When you're embedding a file, there's no need to upload the file to your site. You're basically just creating a link to the file, from within your own page.

WordPress is able to automatically embed files from a number of different services.

To embed something into your Post or Page, simply paste the URL into your content area. The URL needs to be on its own line and not hyperlinked.

WORDPRESS 101

Classic Editor –Adding HTML Links

HTML links allow your site visitors to easily navigate around your site. They're also used when you want to allow people to download files from your site, such as

PDFs or other documents, for viewing images or even just linking to other websites. HTML links will frequently be shown with an underline to differentiate it from other text, but this may vary depending on the theme you're currently using.

WORDPRESS 101

Classic Editor – Inserting HTML Links

Inserting an html link in your Page/Post to one of your own pages or another site is extremely easy. Simply click and drag the cursor and highlight the text that you

want turned into a link and then click the *Insert/edit link* button ( ). A small inline link toolbar will display where you can enter your link URL. If you enter a URL without including 'http://' in front of it, WordPress will automatically correct it for you. As an example, if you type 'google.com' it will automatically correct this to 'http://google.com'. After you've entered your link url, hit your *Enter* key or click

the *Apply* button ( ) to save your changes.

If you don't select any text prior to clicking the *Insert/edit link* button, it will use the URL that you enter as the link text.

You can also insert a link to one of your existing Posts or Pages by simply typing the Post or Page name and then selecting it from the list that displays. As you type the Post/Page name the list will re-populate based on matching results.
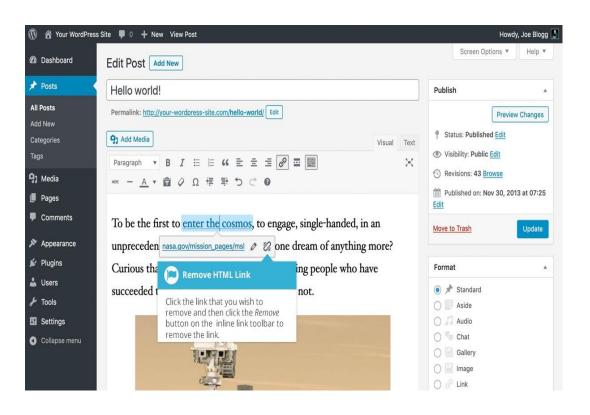
WORDPRESS 101

Classic Editor – Inserting HTML Links

If you're displaying the pop-up window, simply fill in URL and the Title and then click the *Add Link* button.

URL – URL of the page or website that you would like to create a link to

Link Text – The text that you highlighted prior to clicking the *Insert/edit link*

button will be automatically displayed

Open link in a new tab – When someone clicks the link you can have it open in the same window (default setting) or have it open in a new browser window/tab

WORDPRESS 101

Classic Editor – Removing An HTML Link

To remove an html link, click the link within your Page/Post that you'd like to remove to display the inline link toolbar. Once the toolbar appears, click the *Remove* button ( ) to remove the link. If you want to remove a link from an image, simply click the image once to select it, click the *Insert/edit link* button ( ) to show the inline link toolbar, then remove the URL and click the *Apply* button ( ) to accept your change. If the html link is linking to an uploaded file or image, clicking the *Remove* button won't remove or delete that file, it will simply remove the hyperlink.

WORDPRESS 101

Classic Editor – Editing Existing Content

To edit an existing page, simply click on the relevant Page/Post title, when viewing your list of Pages or Posts. Alternatively, click on the *Edit* link that appears beneath the title when hovering your cursor over each row.

The screen that appears will be exactly the same as the *Add New Page/Add New Post* screen, only with the existing content displayed. When you've finished editing your Page/Post, click the *Update* button.

WORDPRESS 101

Classic Editor – Deleting Existing Content

If you wish to delete one of your Pages or Posts, click on the *Trash* link that appears beneath the title when hovering your cursor over each row. This will move the Page/Post to the Trash.

To delete the Page/Post permanently or to restore the Page/Post, click the *Trash* link at the top of the screen. When the cursor is hovering over each item in the Trash, the *Restore* and *Delete Permanently* links appear. Click *Delete Permanently* to permanently remove a single Page or Post. Clicking *Restore* will restore the Page or Post.

WORDPRESS 101

Classic Editor – Saving And Publishing Content

Once you've added all your content to your Page or Post you have the option of Saving the Page as a Draft or Publishing the page. Clicking the *Save Draft* button will simply save your Page/Post. This is handy if you would like to come back at a later date to add more content or if you're simply not ready to publish yet.

WORDPRESS 101

Classic Editor – Saving And Publishing Content

Clicking the *Publish* button will save your Page/Post and publish it on your website.

Clicking the *Preview* button will show you a preview of the current Page/Post.

There are also several options available when saving. By default the *Status* is set to Draft but this can be changed by clicking the *Edit* link just to the right of *Status:* within the *Publish* panel.

Pending Review means the draft is waiting for review by an editor prior to publication.

Draft means the post has not been published and remains a draft for you.

You can also change the visibility of the Page by clicking the *Edit* link just to the right of *Visibility:* within the *Publish* panel.

Public is the default and means the page is viewable to all. There is also an option to make the Post 'sticky'.

Sticky posts are placed at the top of all blog posts and stay there even after new posts are published.

WORDPRESS 101

Classic Editor – Saving And Publishing Content

Password Protected allows you to assign a password to your page. Only people who have the password will be able to access the page.

Private hides the content from the public completely. Normal users and visitors will not be aware of private content. You will only see the private content when you are logged into your WordPress blog.

Just below the Title for your content is the full URL for your Page or Post. Clicking this will take you to the published page, or if the page hasn't been published yet, a preview of the page. Clicking the *Edit* button next to the URL allows you to change the Permalink (i.e. the URL) of the Page or Post. You might decide to do this for improving SEO (Search Engine Optimisation). Most times though, you'll simply leave the default URL which WordPress automatically generates based on your Page/Post Title.

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WORDPRESS 101

CATEGORIES & TAGS

WORDPRESS 101

Categories

You can use categories to define sections of your site and group related posts. The default category is *Uncategorized* but this can be easily changed in your Settings. Pages cannot be associated with Categories. You can only associate Categories to Posts.

There are two ways to add Categories. They can be added whilst adding or editing your Post or they can be added via the *Categories* menu option. Adding Categories whilst editing your Post, will automatically assign those Categories to your Post.

Adding Categories using the *Categories* menu option will simply add them to the list of available Categories. When you click on the *Categories* menu option you'll be shown a list of Categories that have already been added along with some blank fields that allow you to add a new Category.

WORDPRESS 101

Categories

To add a new Category, fill in the blank fields and then click the *Add New Category* button:

Name – The name is how it appears on your site

Slug – The Slug is the URL-friendly version of the name. It's usually all lowercase and contains only letters, numbers, and hyphens

Parent Category – Categories, unlike tags, can have a hierarchy. You might have a Car category, and under that have children categories for Ford, General Motors and Toyota. Totally optional. To create a subcategory, just choose another category from the *Parent* dropdown

Description – The description is not prominent by default; however, some themes may display it

WORDPRESS 101

Categories

Once you add a new Category it will appear in the list of Categories on the right side of the screen.

When hovering your cursor over each row in the list of Categories, a few links will appear beneath the Category name.

Edit – Allows you to edit the Category properties such as Name, Slug, Parent and Description

Quick Edit – Allows you to quickly edit the Category Name and Slug

Delete – Deletes the Category permanently from the list of Categories. After clicking Delete you will be prompted to confirm your choice. Click *OK* to delete the Category or *Cancel* if you don't want to delete it

View – This will list all the Posts that are currently using this Category

WORDPRESS 101

Categories

If you would like to permanently delete numerous Categories at once, click the checkboxes next to the Categories you would like to delete and then choose *Delete* from the *Bulk Actions* dropdown list at the top of the page. After selecting Delete, click the *Apply* button to immediately delete the selected Categories (you will not be prompted to confirm your choice). Deleting a Category does not delete the posts in that Category. Instead, posts that were only assigned to the deleted Category are set to the default Category, which is set to *Uncategorized* by default. The Default Post Category can be configured within the *Settings > Writing* section.

WORDPRESS 101

Adding Categories Within Your Post

Adding Categories whilst editing your Post will automatically assign those Categories to your Post. When using the Editor, click on the Post tab in the Settings Sidebar. The *Categories* panel can be found just below the *Permalink* panel. To add an existing Category, simply tick the checkbox(es) next to the Categories you'd like to assign to the Post.

If you would like to create a new Category and assign it to the Post at the same time, click the *Add New Category* link. Two fields will then appear. Type the name of the Category that you'd like to add into the empty input field.

WORDPRESS 101

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If you would like to create a new Category and assign it to the Post at the same time, click the *Add New Category* link. Two fields will then appear. Type the name of the Category that you'd like to add into the empty input field.

WORDPRESS 101

Tags

Tags are ad-hoc keywords that identify important information in your post (names, subjects, etc) that may or may not recur in other posts. Unlike Categories, Tags have no hierarchy, meaning there's no relationship from one Tag to another. Pages cannot be assigned Tags and cannot be associated with Categories. You can only associate Tags and Categories to Posts.

Like Categories, there are two ways to add Post Tags. They can be added whilst adding or editing your Post or they can be added via the *Tags* menu option.

Adding Tags whilst editing your Post, will automatically assign those Tags to your Post. Adding Tags using the *Tags* menu option will simply add them to the list of available Tags.

When you click on the *Tags* menu option you'll be shown a list of Tags that have already been added, along with some blank fields that allow you to add a new Tag.
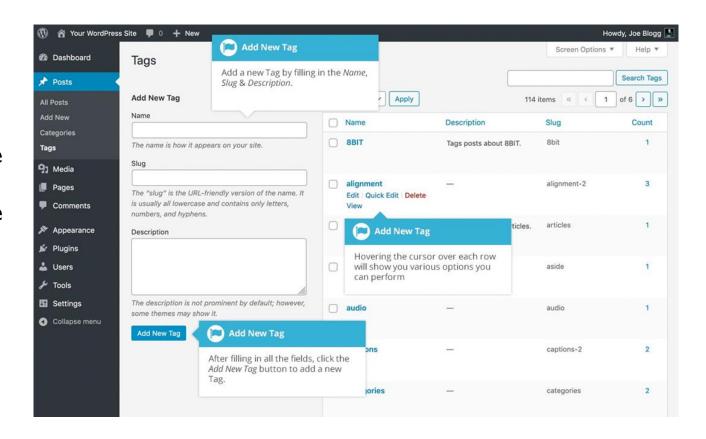
WORDPRESS 101

Tags

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Like Categories, there are two ways to add Post Tags. They can be added whilst adding or editing your Post or they can be added via the *Tags* menu option.

Adding Tags whilst editing your Post, will automatically assign those Tags to your Post. Adding Tags using the *Tags* menu option will simply add them to the list of available Tags.

When you click on the *Tags* menu option you'll be shown a list of Tags that have already been added, along with some blank fields that allow you to add a new Tag.

WORDPRESS 101

Tags

To add a new Tag, fill in the blank fields and then click the *Add New Tag* button:

Name – The name is how it appears on your site

Slug – The Slug is the URL-friendly version of the name. It's usually all lowercase and contains only letters, numbers, and hyphens

Description – The description is not prominent by default; however, some themes may display it

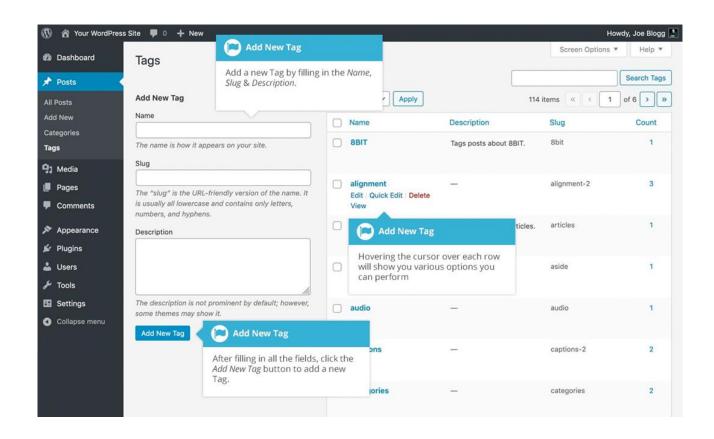Once you add a new Tag it will appear in the list of Tags on the right side of the screen.

WORDPRESS 101

Tags

When hovering your cursor over each row in the list of Tags, a few links will appear beneath the Tag name.

Edit –Allows you to edit the Tag properties such as Name, Slug and Description

Quick Edit – Allows you to quickly edit the Tag Name and Slug

Delete – Deletes the Tag permanently from the list of Tags. After clicking Delete you will be prompted to confirm your choice. Click *OK* to delete the Tag or *Cancel* if you don't want to delete it

View – This will list all the Posts that are currently using this Tag

WORDPRESS 101

Adding Tags Within Your Post

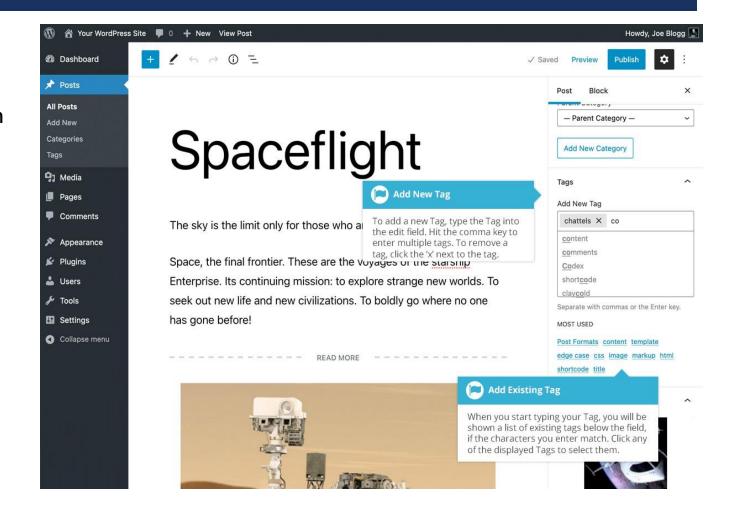Adding Tags whilst editing your Post, will automatically assign those Tags to your Post.

When using the Block Editor, click on the Post tab in the Settings Sidebar. The *Tags* panel can be found just below the *Categories* panel. To add a new Tag, simply write the Tag or Tags (separated with commas) into the edit field. If you make a mistake and need to remove a Tag, simply click the small '*x*' next to the individual tag to remove it.

When you start typing your tags, a list of previously used tags will display below the edit field if any of the characters that you type, match a previously entered

Tag. If a list of previous Tags appears, you can click on any of the Tags to select them. You can also click on any of the Tags listed in the *MOST USED* section, to add them to your Post as well.

WORDPRESS 101

Adding Tags Within Your Post

Adding Tags whilst editing your Post, will automatically assign those Tags to your Post.

When using the Block Editor, click on the Post tab in the Settings Sidebar. The *Tags* panel can be found just below the *Categories* panel. To add a new Tag, simply write the Tag or Tags (separated with commas) into the edit field. If you make a mistake and need to remove a Tag, simply click the small '*x*' next to the individual tag to remove it.

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Tag. If a list of previous Tags appears, you can click on any of the Tags to select them. You can also click on any of the Tags listed in the *MOST USED* section, to add them to your Post as well.

WORDPRESS 101

Adding Tags Within Your Post

When using the Classic Editor, the *Tags* panel can be found just below the *Categories* panel. To add an existing Tag, click the *Choose from the most used tags* link. This will display a list of previously used Tags (if available). They are arranged alphabetically and in 'cloud' format. That is, the more often a Tag has been used, the larger the font it's displayed in. To add a previously used Tag, simply click on the Tag name and it will be assigned to your Post. To add a new Tag, simply write the Tag or Tags (separated with commas) into the edit field and click the *Add* button. Tags that are assigned to the Post will be displayed below the edit field. To remove a Tag from your Post, click the small '*x*' icon next to the Tag name.

WORDPRESS 101

APPEARANCE

WORDPRESS 101

Appearance

The various Appearance menus allow you to change how your site looks and behaves. If your site has been setup for you by a third party then it's more than likely that you won't need to change any of the settings in here.

WORDPRESS 101

Theme: Kingster/Kingster(Child)

Jackson State University uses the Kingster Theme authored by GoodLayers. This theme is jam-packed with incredible features and customization options to achieve the many looks that are found on the website today. Once moved to the development site, the theme will be Kingster (Child). This theme is a variation of our current theme with even more features and capabilities than before.

Kingster

WORDPRESS 101

Previewing And Customizing Your Theme

As well as the ability to preview a theme, you can also update various theme settings all while previewing the changes live. The options that you can change will be dependent on the individual theme. For the currently active theme, clicking the *Customize* button allows you to update various settings whilst also previewing those changes. Until you click the *Publish* button, only the theme preview window is updated, not the theme on your live site.

WORDPRESS 101

Customizing Your Site

Using the Customizer, you can modify certain parts of your website. When you click on the *Customize* menu option you'll be shown the various theme options that you can change. Depending on the theme that is currently in use, you may see more or less options than those displayed in the following image.

Clicking the small arrows will open and close each of the panels, giving you access to each of the various options. You'll find that some of the options in the Customize screen are also available via other menu options. As an example, you can change the *Site Title* and *Tagline* within the *Site Identity* panel in the Customizer, as well as by using the *General* option under the *Settings* menu.
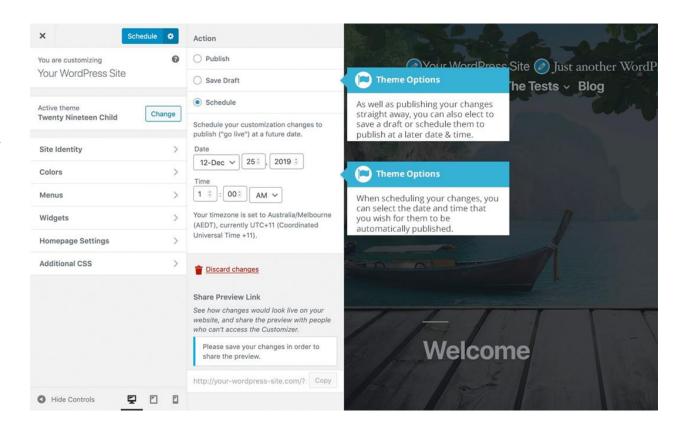
WORDPRESS 101

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Clicking the small arrows will open and close each of the panels, giving you access to each of the various options. You'll find that some of the options in the Customize screen are also available via other menu options. As an example, you can change the *Site Title* and *Tagline* within the *Site Identity* panel in the Customizer, as well as by using the *General* option under the *Settings* menu.

WORDPRESS 101

Customizing Your Site

Until you click the *Publish* button, only the theme preview is updated, not the theme on your live site.

By default, your changes are published immediately when you click the *Publish* button. By clicking on the small cog icon (⚙) next to the *Publish* button, you can also elect to save a draft of your changes, or have them automatically published at a later scheduled date and time of your choosing.
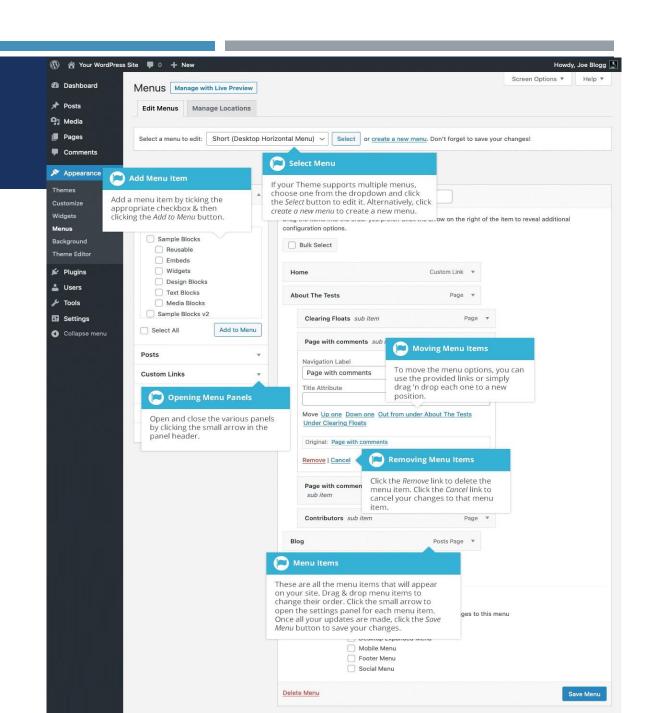
WORDPRESS 101

Customizing Your Site

To help with testing your site across various devices, the Customizer also allows you to preview your site in mobile, tablet and desktop views. At the bottom of the

Customizer panel, click one of the view icons (   ) to change your site preview so that you can get an idea of how it will display on a regular desktop, a tablet or smartphone device.

WORDPRESS 101

Updating The Menu

If your theme supports custom menus, you can make modifications to them from the *Menus* option. Menus can contain links to Pages, Posts, Categories, Custom Links or other content types.

WORDPRESS 101

Adding A New Menu

Depending on the current Theme being used, your site may make use of more than one navigation menu. Sometimes you might have multiple menus in your site header, other times you may even have menus located in the sidebar or footer of your site. To add a new menu, hover your cursor over the *Appearance* menu option in the left-hand navigation menu and in the fly-out menu, click the *Menus* link. Alternatively, click the *Appearance* menu option and then click the *Menus* link underneath.

On the screen that's displayed, click the *create a new menu* link. You'll be presented with a screen similar to below. Enter a name for your new menu in the *Menu Name* input field. Click the *Create Menu* button to create your new menu.

WORDPRESS 101

Editing An Existing Menu Item

Your current list of menu items resides in the right-hand column on the menu screen. If there are multiple menus on your site, there will be a dropdown list displayed at the top of the page that enables you to select the menu that you would like to edit. Simply select the menu you would like to edit from the *Select a menu to edit* dropdown list and then click the *Select* button. The menu items for your selected menu will then be displayed.

WORDPRESS 101

Editing An Existing Menu Item

The items in this right-hand column on the *Menus* page will match the menu items that appear on your website. Clicking on the down arrow next to each menu item name will show an options panel for that particular menu item. In this options panel, there are several items that can be updated. You can show or hide extra fields such as *Link Target, CSS Classes, Link Relationship (XFN)* or *Description* using the *Screen Options* tab at the very top-right of the screen

WORDPRESS 101

Editing An Existing Menu Item

URL – Only displayed for Custom Links and will contain the URL to navigate to when that menu item is clicked

Navigation Label – This is the label that will display within the actual menu on your website

Title Attribute – This is the tooltip that appears when the mouse cursor hovers over the menu item

Open link in a new window/tab – (Hidden by default) You can set the menu item to open in the same window or tab (which is the default) or in a new window or tab. This option is made visible by ticking the *Link Target* option on the *Screen Options* panel

Editing An Existing Menu Item

CSS Classes – (Hidden by default) Optional CSS Classes to add to this menu item. This option is made visible by ticking the *CSS Classes* option on the *Screen Options* panel
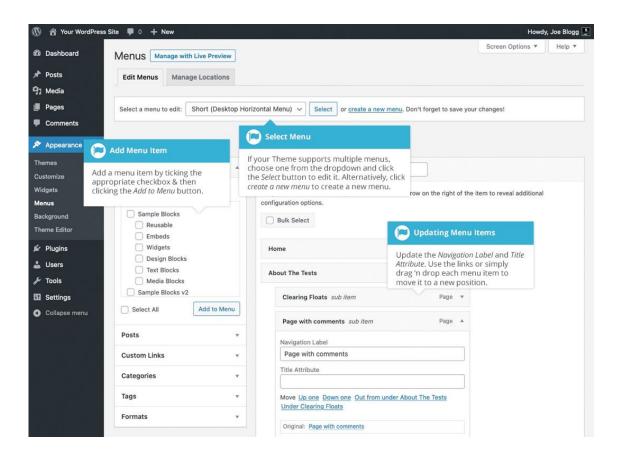
Link Relationship (XFN) – (Hidden by default) Allows for the generation of XFN attributes so you can show how you are related to the authors/owners of site to which you are linking. This option is made visible by ticking the *Link Relationship (XFN)* option on the *Screen Options* panel

Description – (Hidden by default) The description for the link. This may or may not appear, depending on the theme. This option is made visible by ticking the *Description* option on the *Screen Options* panel

WORDPRESS 101

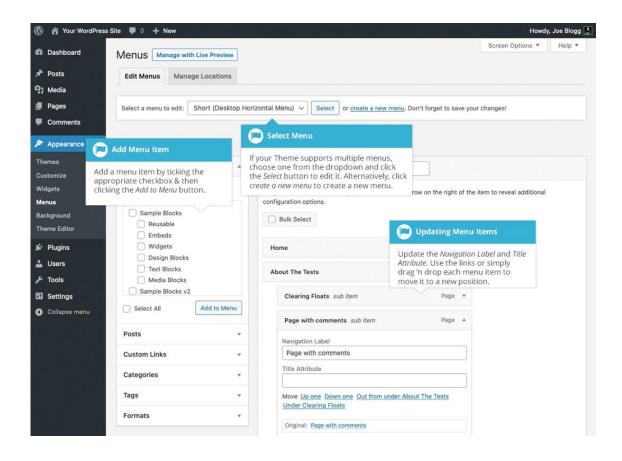## Editing An Existing Menu Item

Each menu item can be moved to a new location in the menu hierarchy by using either the links underneath the *Title Attribute* input field or by clicking on the title area of the menu item and dragging 'n dropping the menu to new location. If you choose to drag 'n drop your menu items, the cursor will turn into a four-pointed arrow when you're hovering over the correct area.

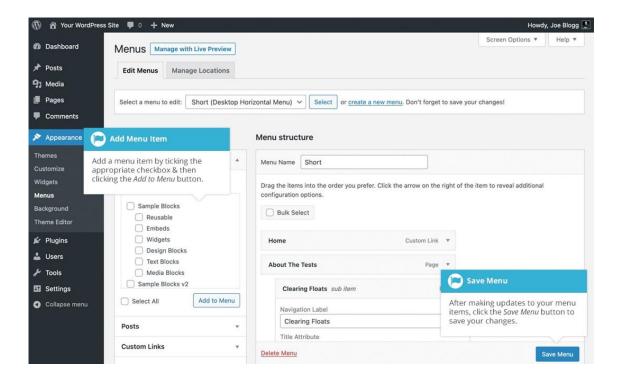After making updates to your menu items, click the *Save Menu* button.

WORDPRESS 101

Adding A New Menu Item

Each menu item can be moved to a new location in the menu hierarchy by using either the links underneath the *Title Attribute* input field or by clicking on the title area of the menu item and dragging 'n dropping the menu to new location. If you choose to drag 'n drop your menu items, the cursor will turn into a four-pointed arrow when you're hovering over the correct area.

After making updates to your menu items, click the *Save Menu* button.

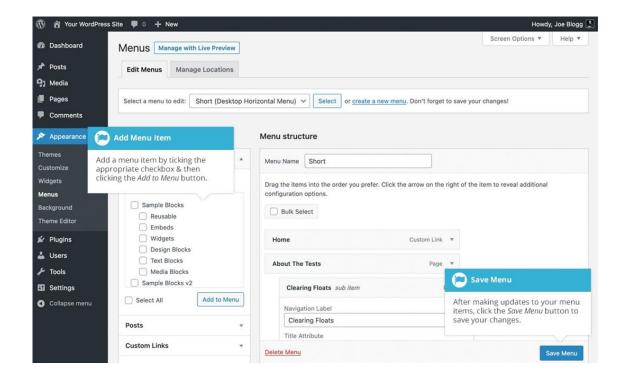# WORDPRESS 101

Adding A New Menu Item

To add a new Page as a menu item, tick the checkboxes in the *Pages* panel, next to each of the Pages that you'd like to add. You can select one Page at a time or multiple. After selecting your Pages, click the *Add to Menu* button. The new menu items will append to the bottom of the current list of menu items. The menu item name will default to the Page name. To change this, simply click on the down arrow next to the menu item name to view the options panel and then update the *Navigation Label* to your preferred name. After making your updates, click the *Save Menu* button at the top or bottom of the screen. The steps to add a Post, Post Format, Category or Tag as a menu item are exactly the same as adding a Page.

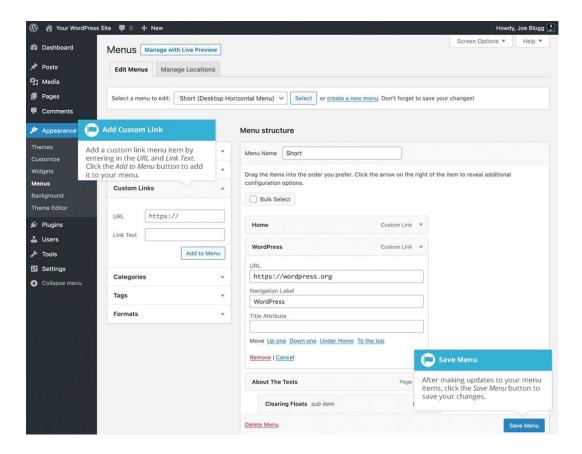# WORDPRESS 101

Adding A New Menu Item

To change the order that the menu options appear in, simply place your cursor over the title area of the menu item you'd like to move. When the cursor changes to a four-pointed arrow, click and drag the menu item to its new location.

Depending on how your menu is configured within your theme, it's even possible to create the multi-level hierarchy required for dropdown menus. After moving your menu items around, don't forget to click the *Save Menu* button to save your changes.
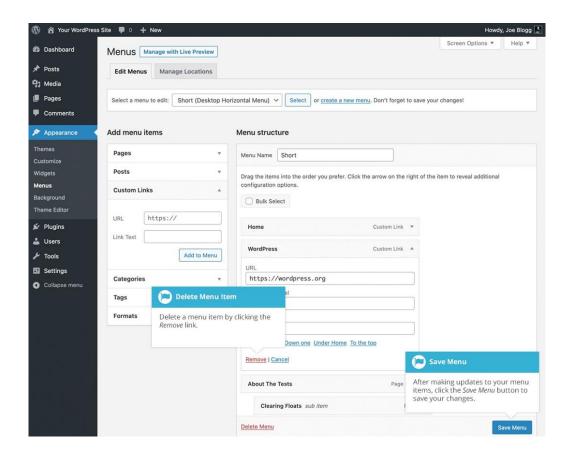
WORDPRESS 101

Adding A Custom Link Menu Item

Use the *Custom Links* panel to add a custom link to your menu, such as a link to an external website. Simply type in the website URL in the *URL* field and the menu name in the *Link Text* field. Click the *Add to Menu* button when done. Use the same steps outlined previously to adjust the order of the menu item and click the *Save Menu* button at the top or bottom of the screen to save your changes.
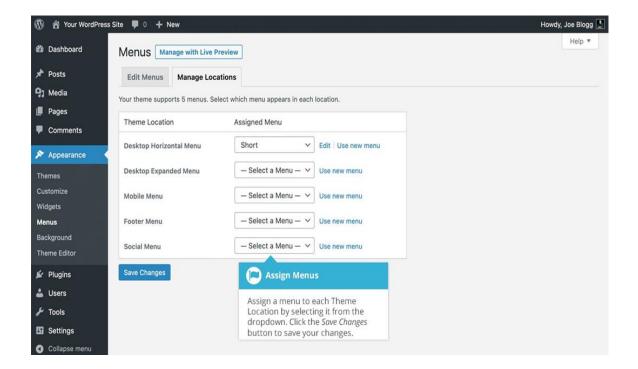
WORDPRESS 101

Deleting A Menu Item

To delete a menu item click on the down arrow next to the menu item name to view the options panel for that item and then click the *Remove* link. After making your updates, click the *Save Menu* button.

WORDPRESS 101
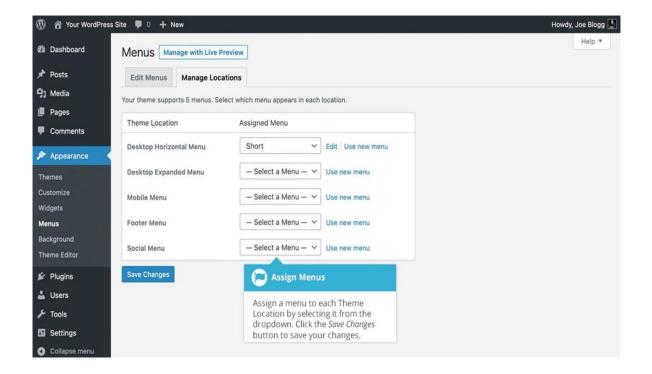
Managing Menu Locations

After you create a menu, you also need to tell WordPress where to use it. This is where the *Manage Locations* tab on the *Menus* page comes in. After clicking the *Manage Locations* tab on the *Menus* page, you will be shown a page similar to below, with a list of the various menu locations used in your Theme. You may have one menu location or you may have multiple, depending on the Theme currently in use. Your menu location won't necessarily be called 'Desktop Horizontal Menu' either, as shown below. Again, that will depend entirely on your Theme.

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Managing Menu Locations

Assign an existing menu that you've created to the appropriate Theme Location by selecting it from the dropdown list. Click the *Save Changes* button to save your changes.
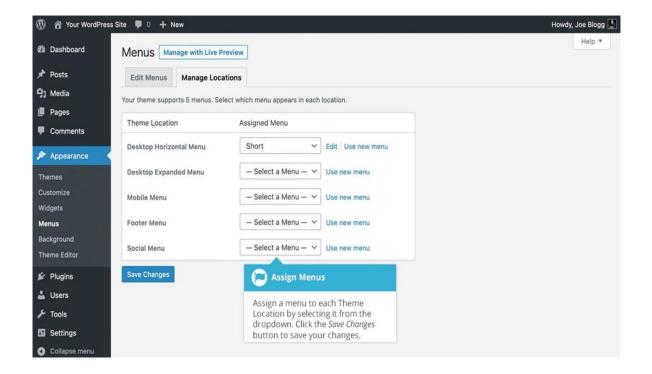
Alternatively, you can choose to create a new menu and automatically assign it to the location by clicking the *Use new menu* link.

WORDPRESS 101

Managing Menu Locations

Assign an existing menu that you've created to the appropriate Theme Location by selecting it from the dropdown list. Click the *Save Changes* button to save your changes.

Alternatively, you can choose to create a new menu and automatically assign it to the location by clicking the *Use new menu* link.

THANK YOU FOR JOINING US!

YOU HAVE COMPLETED WEB EDITOR TRAINING!!!

- Full WordPress Manual

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