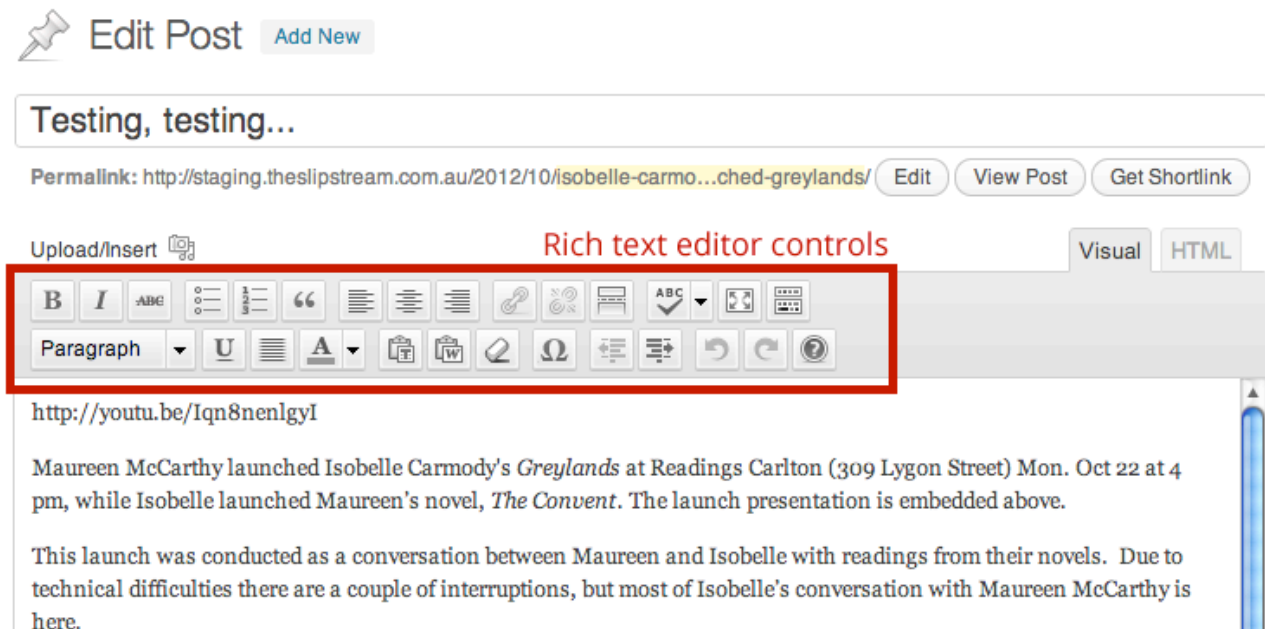


Appendix A: using Wordpress' rich text editor

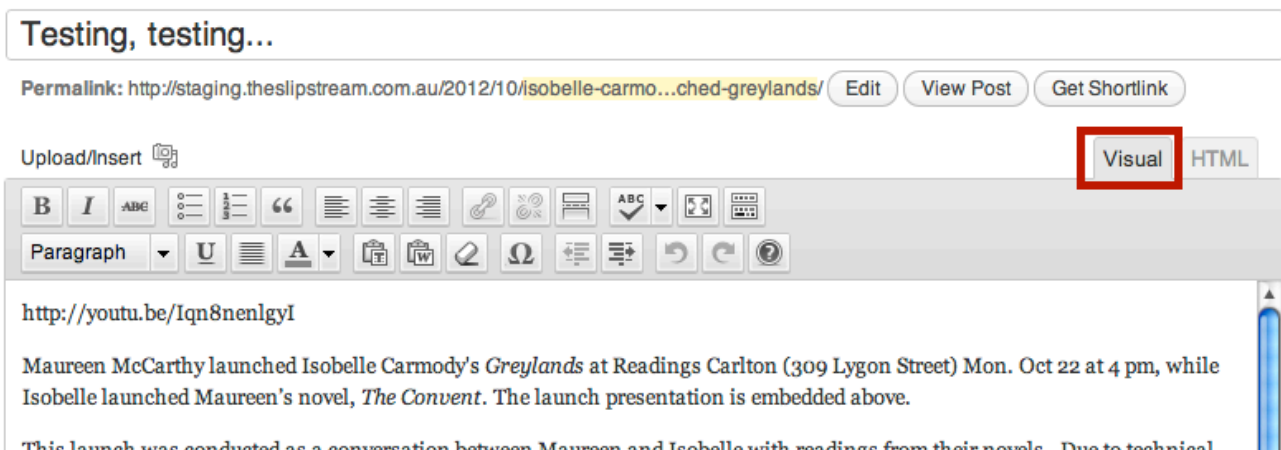
When creating (or editing) an article, page or product, you will more often than not be presented with the wordpress rich text editor. These are Word-like controls that enable you to format text.

Note: the below images are all from a different website; these instructions are generic and apply to all Wordpress websites.



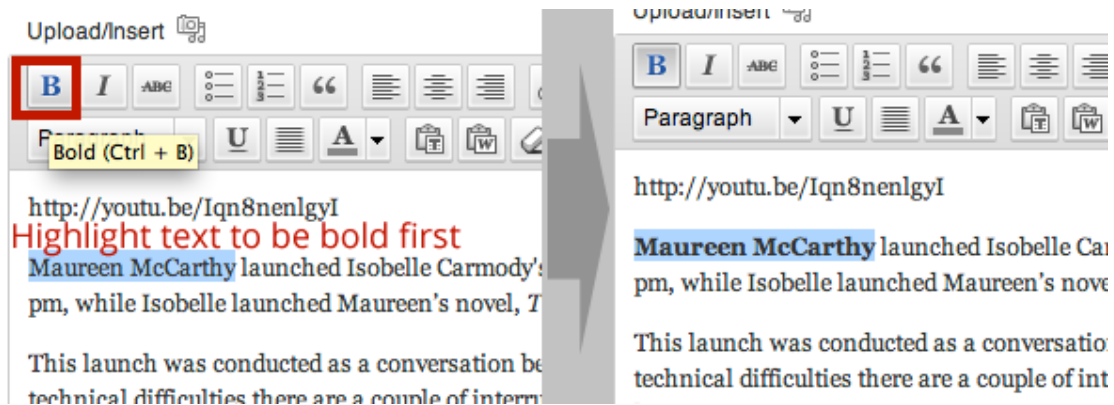
An example of the rich text editor controls, as seen from the Edit Post screen

Note: If you can't see the rich text-editor controls, ensure that the "Visual" tab is selected:



To format text, it is much like formatting text in a word processing application.

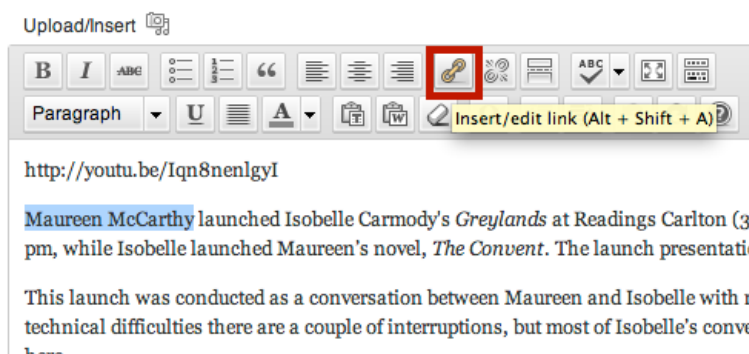
For example, to make text appear **bolded**, select it, then select the [B] button in the rich text editor controls:



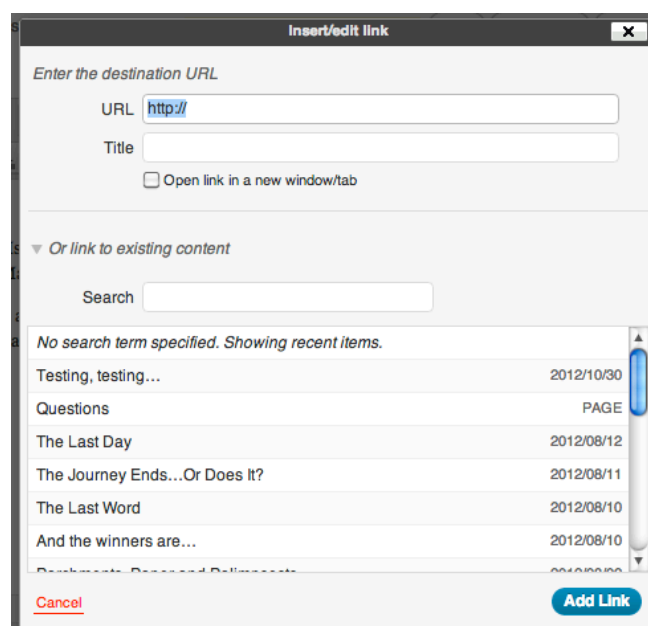
Note: You can use keyboard shortcuts to apply some of the simpler formatting options such as bold (*Command + B* on a Mac, *Ctrl + B* on Windows), italics (*Command + I* on a Mac, *Ctrl + I* on Windows), etc, if you are more familiar using them. To this end, you can also use undo (*Command + Z* on a Mac, *Ctrl + Z* on Windows) / redo (*Command + Y* on a Mac, *Ctrl + Y* on Windows) anywhere within the rich text editor controlled areas.

Adding Links

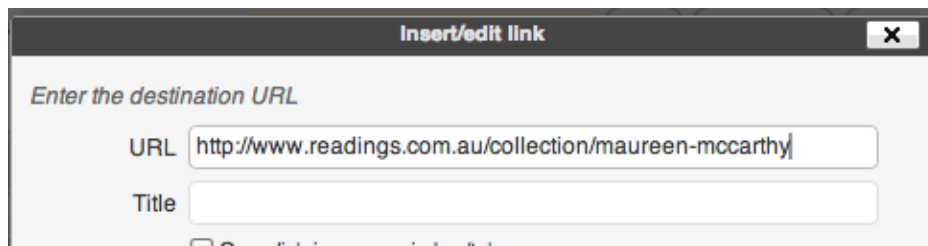
To add a link underneath a particular section of text, highlight the text, then select the **link** icon:



The *Insert/Edit Link* dialog appears over the top of the screen:

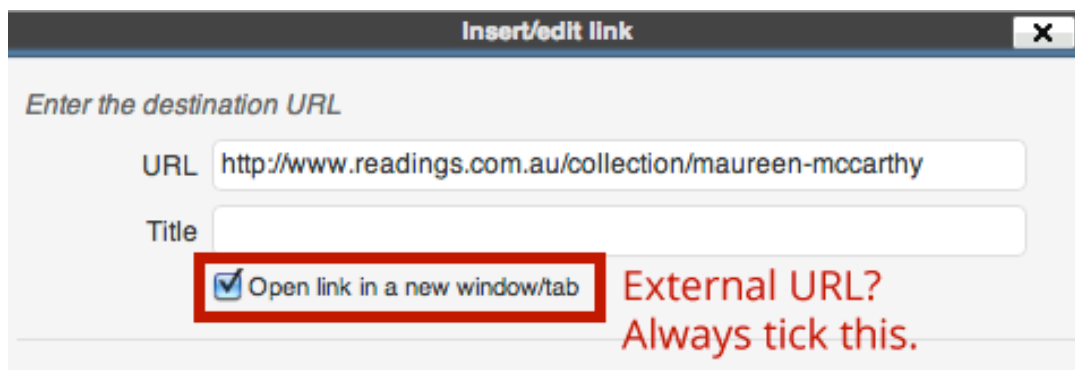


If the link is **external** (i.e., from another website), copy and paste the entire URL (including the http://) to the link in the URL field.



The screenshot shows a dialog box titled "Insert/edit link" with a close button (X) in the top right corner. Below the title, it says "Enter the destination URL". There are two input fields: "URL" and "Title". The "URL" field contains the text "http://www.readings.com.au/collection/maureen-mccarthy". The "Title" field is empty.

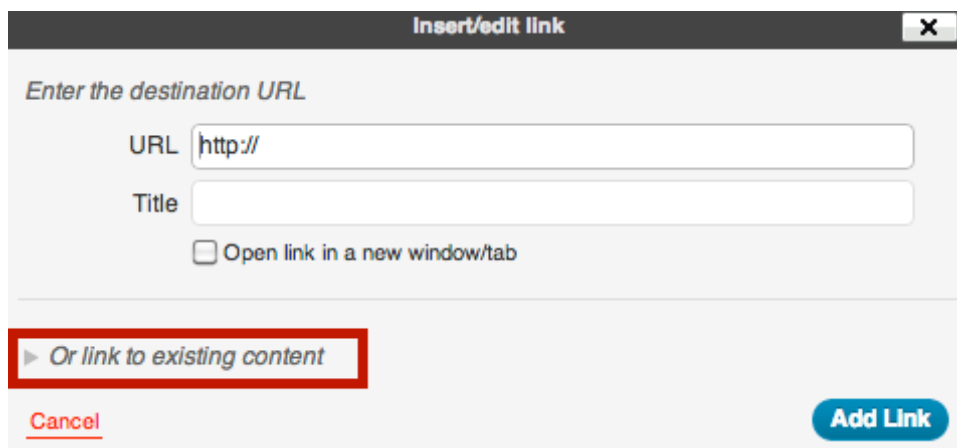
For external links, it is ALWAYS recommended to tick the “Open link in a new window/tab” checkbox (simply because you do not want people leaving your site and losing their place by clicking a link):



This screenshot shows the same "Insert/edit link" dialog box. The "URL" field still contains "http://www.readings.com.au/collection/maureen-mccarthy". The "Title" field is empty. The checkbox labeled "Open link in a new window/tab" is now checked. A red rectangular box highlights this checkbox. To the right of the checkbox, red text reads "External URL? Always tick this."

If the link is **internal** (i.e., linking to another article or page on lilianastafford.com itself), you can either copy and paste the url just as you would an external one, or use the “Or link to existing content” controls.

Note: If you can’t see the search or listing for “Or link to existing content”, click on the words to expand the section:



This screenshot shows the "Insert/edit link" dialog box. The "URL" field contains "http://". The "Title" field is empty. The checkbox "Open link in a new window/tab" is unchecked. At the bottom of the dialog, there is a button labeled "Or link to existing content" with a right-pointing arrow, which is highlighted by a red rectangular box. Below this button are two more buttons: "Cancel" and "Add Link".

Within the “Or link to existing content” section, you can search for the specific content you’re wanting to link to just by starting to type it in the search box (the search results will start loading automatically). Select the desired post once it’s returned:

Insert/edit link [X]

Enter the destination URL

URL

Title

☐ Open link in a new window/tab

▼ *Or link to existing content*

Search

| | |
|-----------------------------------|------------|
| Parchments, Paper and Palimpsests | 2012/08/02 |
| Drawing Dragons | 2012/08/01 |
| Paper Traces | 2012/07/31 |
| The Lost Art | 2012/07/30 |
| Lost Treasures | 2012/07/28 |
| A pernicky book worm | 2012/07/26 |
| The Selfish Book | 2012/07/20 |
| ... and the ... | 2012/07/18 |

[Cancel](#) [Add Link](#)

Or, simply leave the Search box blank and scroll through the list of most recent posts, and select the right one when you find it.

Selecting a post title will automatically fill out the URL and Title fields of the link destination:

Insert/edit link [X]

Enter the destination URL

URL

Title

☐ Open link in a new window/tab

▼ *Or link to existing content*

Search

| | |
|-----------------------------------|------------|
| Parchments, Paper and Palimpsests | 2012/08/02 |
| Drawing Dragons | 2012/08/01 |
| Paper Traces | 2012/07/31 |
| The Lost Art | 2012/07/30 |
| Lost Treasures | 2012/07/28 |
| A pernicky book worm | 2012/07/26 |
| The Selfish Book | 2012/07/20 |
| ... and the ... | 2012/07/18 |

[Cancel](#) [Add Link](#)

For internal links, you can tick “Open link in a new window/tab” if you wish.

Once the URL field is populated select “Add Link”. The *Insert/Edit link* dialog box closes, and the text previously highlighted changes colour/has an underline, denoting that it is a linked object.



To remove a link:

Re-highlight the linked text, and select the “Unlink” button indicated below. The text that was linked will be restored to plain text.

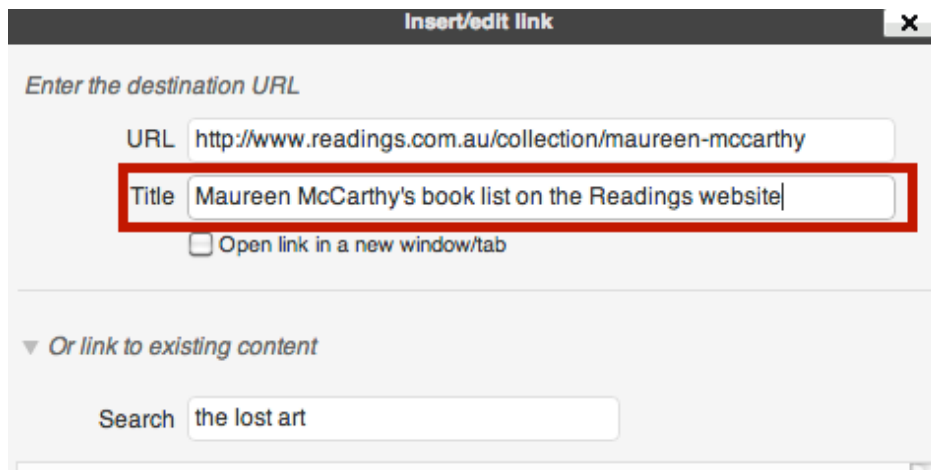


Regarding the **Title** field in the *Insert/Edit link* dialog:

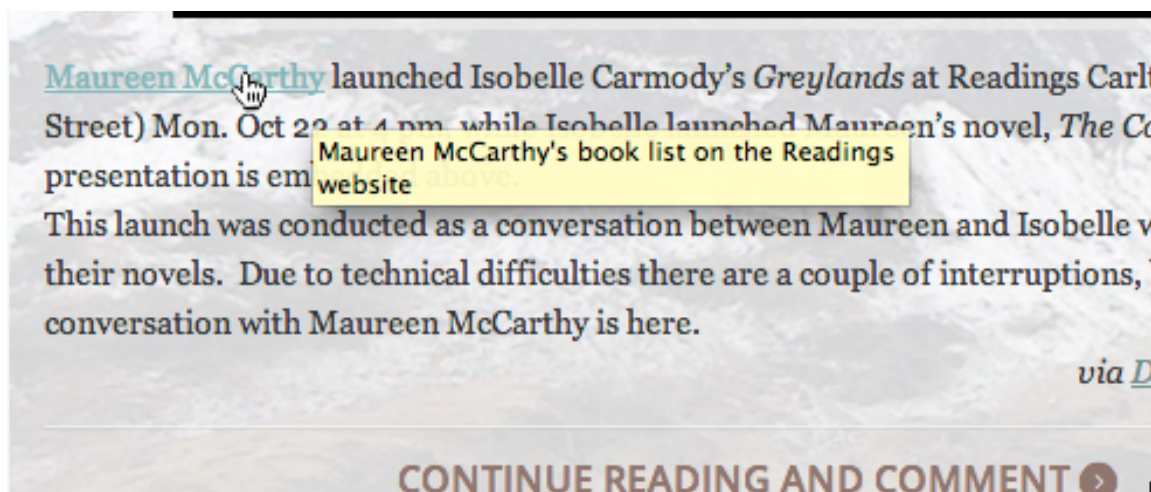


The Title attribute, in the context of a link.

The **Title** attribute is an optional property that can be added to a link. It will not change anything visibly about the link, from a user perspective. What it will do is weigh (slightly) on search-engine optimisation (a whole topic in itself), and allow some text to appear when the user hovers over the link. For example, adding:



...as the **Title** attribute, does this (once saved and published) in the front end, when you hover over the link:



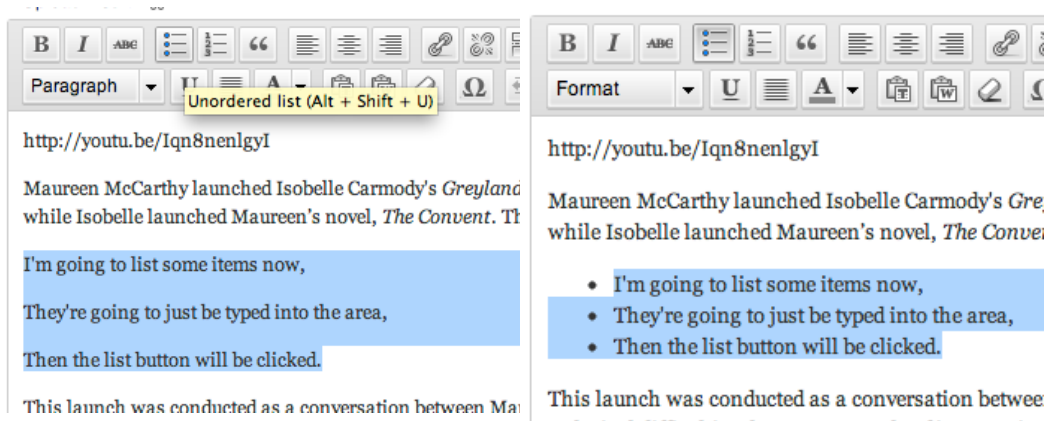
Title attributes on links are considered best practice, though they are not essential and can be left blank if desired.

Other rich text editor controls worth mentioning:

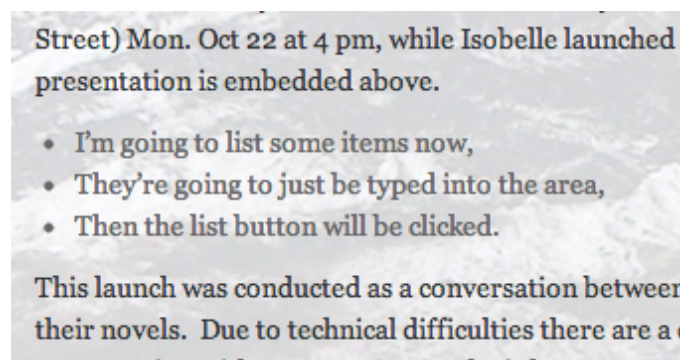


Unordered list & Ordered list

For both list type objects just type out the text for the list, highlight it, and select either list button. It will format it differently in the front end depending on which you select.



Back end list view

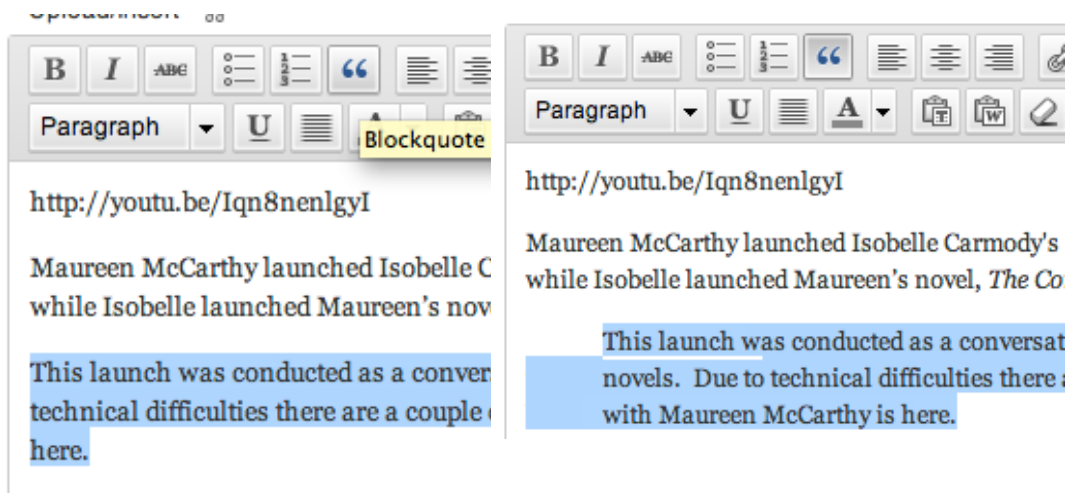


Front end list view

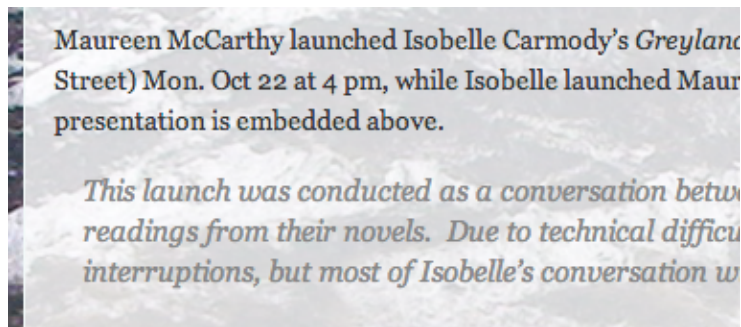


Blockquote

Just highlight the quote and select the blockquote button. Indents the text, makes it slightly lighter, helps to indicate quoted text:



Back end blockquote view

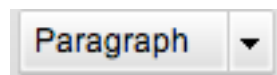


Front end blockquote view



Left, centre and right align text

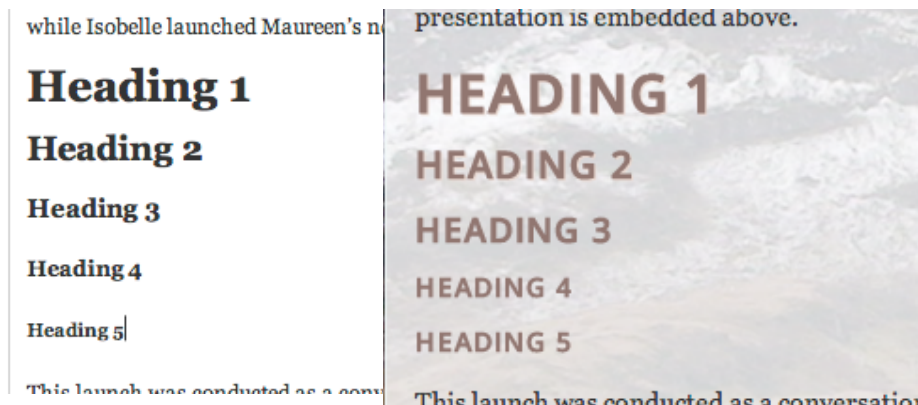
Works exactly the same way as Word would; select the text to align and select relevant button.



Paragraph styles

Again, works like Word.

There are a default list of heading styles, which will be the most useful to you. Just highlight the text to be a heading, and select the heading size from the Drop down.



Back and front end heading style views