

**Business Web Design: functional, findable, accessible™**

12 February 2007

<b>amas.org.uk</b>
<b><i>Training session 1 notes</i></b> <b>Objective:</b> Review end-user and author roles. Prepare categorisation of website and forum for launch.

## Training website

<http://002.e-connected.com>

## WordPress Logon

<http://002.e-connected.com/wp-admin>

### Training Logon's

author1  
author2  
author3  
author4  
author5  
author6

### Password

ZXCZXC  
ZXCZXC  
ZXCZXC  
ZXCZXC  
ZXCZXC  
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## Objective

To be able to complete all WordPress author tasks. To be able to use visual editor, adding images and documents. This is the role that other allotment society members may be given.

### ***Use of visual editor***

To use this you must visit your profile page and tick the box "enable visual editor". This will almost certainly cause some of your authors to think it doesn't work.

## Overview

Wordpress is a software system built into your website. People may access it from any computer on the Internet. It allows you to add new content to the website in a diary form and modify what is already there.

You may give permission to others to make comments on articles, make posts themselves and help you maintain the website via their own Internet connection.

Wordpress features a "visual editor". This offers a way of laying out content including pictures and linked documents. It converts this into HTML code that web pages are written in.

You may access the WordPress administration system at

[www.amas.org.uk/wp-admin](http://www.amas.org.uk/wp-admin)

## Purpose

Authors should be clear about the following questions:

1. Who is it for?
2. Why are they interested?
3. How often will we be posting?

## Good writing suggestions

Successful websites are dependant on good writing habits. These may include:

- Keeping to a maximum of 15 words per sentence.
- Maximum 4-5 sentences per paragraph.
- Spending some time to come up with a concise and interesting title.
- Use of spell checker.
- Not writing if there isn't anything interesting to say.

## Roles

These are the significant roles within WordPress. A website visitor may sign-up to make comments. Currently it is set so that their first comment must be approved; after this no approval is required.

The administrator may appoint authors.

	Subscriber	Author	Admin
Configure system			X
Manage users			X
Edit all posts			X
Manage categories			X
Manage pages			X
Upload pictures & documents		X	X
Post		X	X
Moderate comments		X	X
Comment	X	X	X

## Preparation of images and photographs

You can add photographs to your posts in several ways. To be aware of is that the width of the page is 560 pixels; if a picture is bigger it will overlap the website navigation. You will require some form of image editing software to resize the photographs. [www.picresize.com](http://www.picresize.com) does this online free.

<i>Type &amp; quantity of photo</i>	<i>Format</i>
1 Landscape	560 pixels width
1 Portrait	250 wide with 15 pixels horizontal spacing and 5 pixels vertical. To left or right of content.
Multiple images	Within 750 wide and 550 vertical. These may be viewed from "thumbnail" uploads.

## Web accessibility

When uploading images the image title although not normally visible serves these important functions.

- It should describe the image (in relation to the content) so that a person who cannot view the image will be aware of it's meaning. E.g. Child throwing pieces of bread to ducks on a lake.
- It allows the search function to locate pictures related to words.

Sub-headings are not offered by the WordPress visual editor. If required they may be added in the "code" by putting the following tags around the heading:

```
<h2>Sub-heading</h2>
```

```
<h3>Sub-sub heading</h3>
```

## WordPress visual editor notes

1. The aperture for the visual editor may be increased in height by "dragging" the bottom right hand corner downwards.
2. There is a panel at the bottom of the page where you may see how the article will appear when published.

## Jargon

Content	Text, pictures, PDF documents etc.
Manage	Make changes to or delete content.
Page	A web page.
Post	A web page may be composed of a number of "posts" in order of time. This is how a "weblog" works as a diary.
Upload	Any type of file that has been added to the website. Could be a picture or document.
Comment	Readers may add their thoughts to a post if allowed.
Moderation	New posts or comments may be viewed before being added to the website.
Profile	Information about yourself.
HTML	Hyper Text Markup Language code for web pages.
Visual editor	Allows layout of HTML web pages without code knowledge.
Blog	"Weblog" an online diary. May have multiple authors.
Category	Subjects under which "posts" may be listed.
RSS	Really Simple Syndication – electronic means to subscribe to 'blog so that alerts to new content subjects may be viewed in an RSS reader.
Accessibility	Making the website so that it may be used by people with visual and dexterity disabilities. E.g. may be read with a JAWS screenreader.
Alt Text	Alternative text. Important accessibility requirement

## **Categorisation**

We usually suggest 6 or less main categories. A hazard to avoid is to keep adding categories, less is more from the point of the user.

## ***Forum***

[www.allotments-uk.com/forum](http://www.allotments-uk.com/forum) is a well-used forum. May be useful to identify those categories that see a lot of use. On the forum each category has "forums" that are sub-categories.

## ***Website***

This could be people, main allotment sites or subjects.