5 Tips for Creating WordPress Posts

Posts on the MLML website are meant to be a brief, but intriguing introduction to an event or article affiliated with the labs. It is important that they look nice and give enough information that someone reading can understand the article or event without clicking on further links.

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1. Include Pictures and Make Them Interactive

Always include at least one picture when creating a post (the more the better). Make your photos interactive when possible. At the very least, enable Lightbox for the photos you include in your post. Give photos descriptive captions. Templates on different ways to display captions are available under the Media Information section of the WordPress Resources website. You can also have your photo link to another website by assigning it a **Destination URL**.

When posting a photo always ensure you have permission to use the photo and give credit as best you can. Click here to learn more about MLML's image use guidelines.

2. Format Text for a Clean Appearance

Something as simple as setting a paragraph of text to align center (ctrl+alt+c) or justify (ctrl+alt+j) can greatly improve the aesthetics of your post.

Example:

Default alignment (align left):

> Moss Landing Marine Laboratories is a complex institution that provides curriculum and an M.S. degree in Marine Science as a consortium of 7 different California State Universities (CSU). There are tenure-track faculty, independent researchers, and technicians conducting research projects across the globe. Funding comes from CSU, San José State University (SJSU), the other consortium campuses, the SJSU Research Foundation, and donors via the SJSU Tower Foundation. These annual reports provide an overview of the goals and accomplishments of Moss Landing Marine Laboratories during the academic year and summarize the breadth of activities.

Text Justified:

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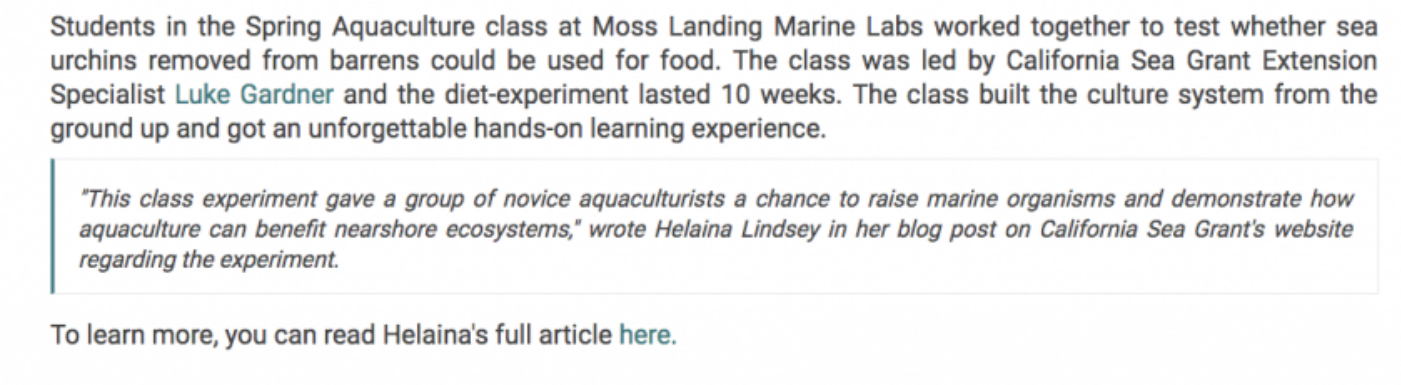
3. Incorporate Quotes

When creating a post about an article, include relevant quotes directly from the article using blockquote in WordPress.

Blockquote is dictated by an open quotation mark in the WordPress Toolbar.



Blockquote makes quotes stand out from the body of the text. For example:



Students in the Spring Aquaculture class at Moss Landing Marine Labs worked together to test whether sea urchins removed from barrens could be used for food. The class was led by California Sea Grant Extension Specialist Luke Gardner and the diet-experiment lasted 10 weeks. The class built the culture system from the ground up and got an unforgettable hands-on learning experience.

> *"This class experiment gave a group of novice aquaculturists a chance to raise marine organisms and demonstrate how aquaculture can benefit nearshore ecosystems," wrote Helaina Lindsey in her blog post on California Sea Grant's website regarding the experiment.*

To learn more, you can read Helaina's full article here.

4. Set Hyperlinks to Open in a New Tab

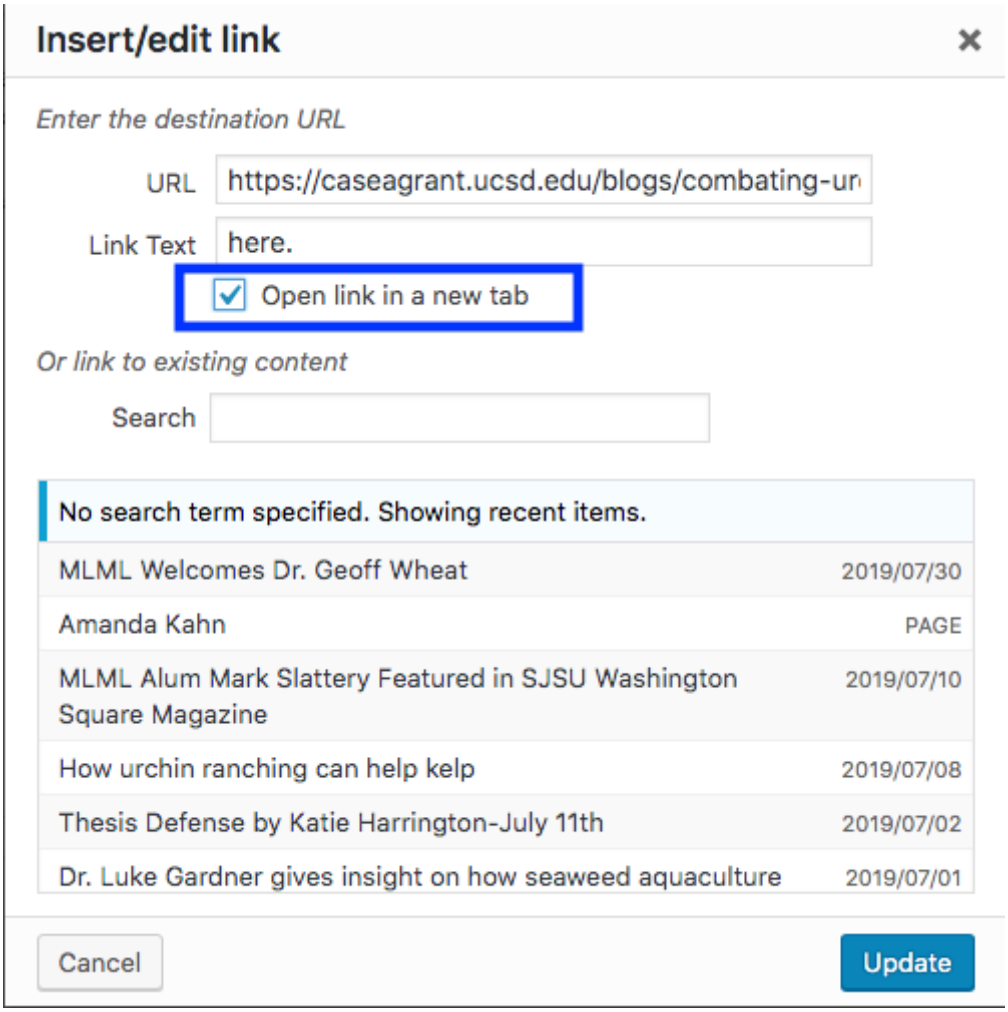
This is especially important if a link directs you to an outside website. It allows the viewer to easily navigate back to MLML's website.

To set a hyperlink to open in a new tab:

1. Click **Link Options**



2. Check **Open Link in a New Tab**



5. Use a Previous Post as a Template

When in doubt, finding a post that you think looks nice and copying it as a template is a simple way to create a great post. There are also a host of templates on the WordPress Website.

If you want further help creating a post, feel free to drop by the **IT Help Desk** in the main office or submit an IT Helpdesk Ticket.

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