



WordCamp

# How To Format Your Text to Help Your Readers

Francesca Marano - @FrancescaMarano



# CIAO! SONO FRANCESCA

- ★ WordPress Community Team
- ★ Ex freelancer that built websites for freelancers
- ★ WordPress Community Manager





**CONTENT IS KING**

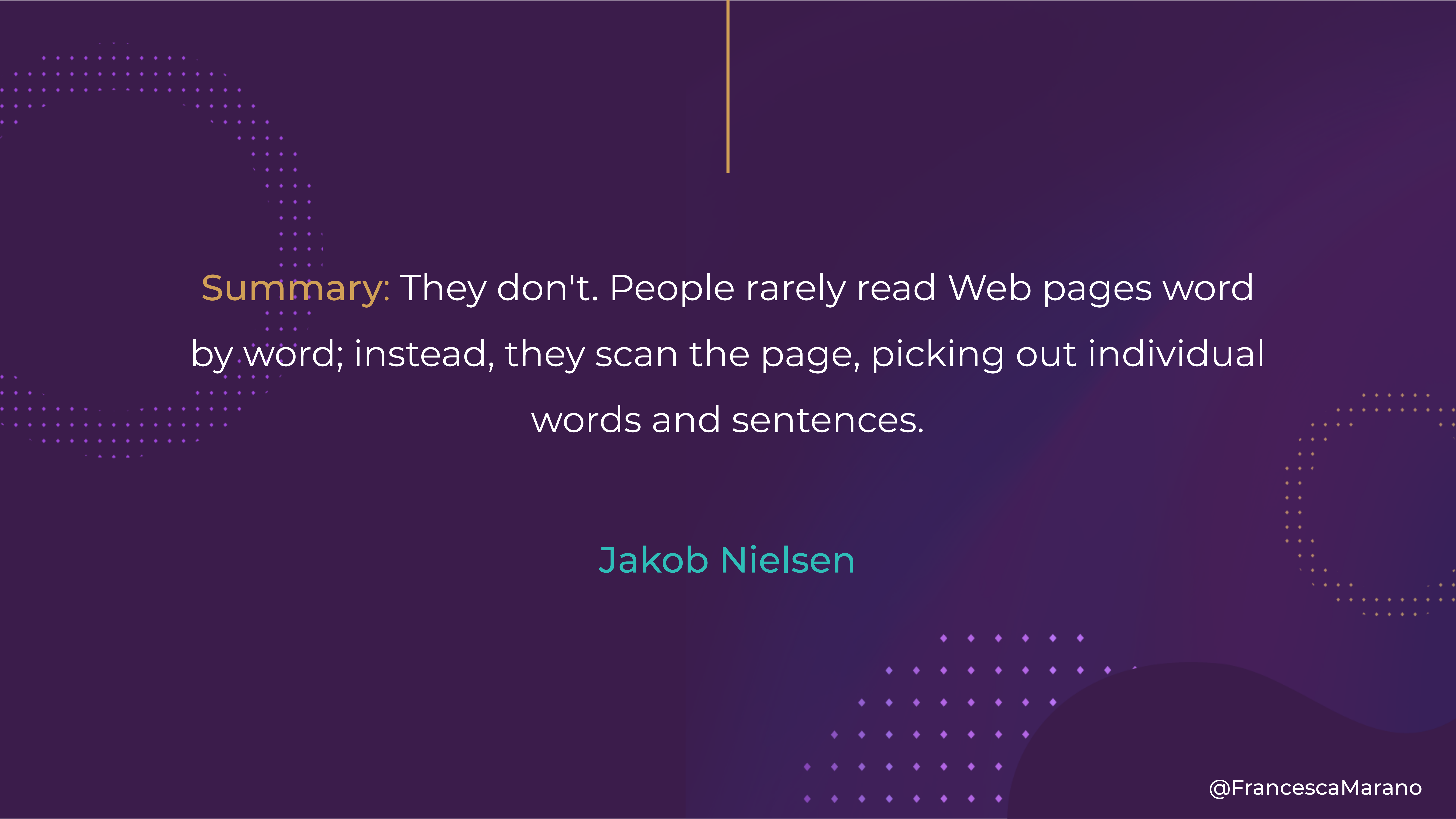
# A BIT OF HISTORY

- ★ **March 12, 1989** - Sir Tim Berners-Lee writes a proposal for a distributed information system
- ★ In **1993** he publishes the first specs for HTML tags
- ★ **November 24, 1995** - HTML 2.0 specs are published as a standard for all future implementations



# A BIT OF HISTORY

- ★ October 1, 1997 - Jakob Nielsen publishes the article “How Users Read on the Web”



**Summary:** They don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences.

Jakob Nielsen



# HTML 101

# WHAT IS HTML

- ★ HyperText Markup Language
- ★ Defines the **elements** in a page **semantically**
- ★ Elements are defined by English words or their abbreviations
- ★ `<Opening tag> Content </Closing tag>`



# USEFUL HTML TAGS FOR WRITERS

- ★ Paragraphs `<p> Content </p>`
- ★ Blockquotes `<blockquote> Content </blockquote>`
- ★ Ordered lists `<ol> List Items <li> Content </li> </ol>`
- ★ Unordered lists `<ul> List Items <li> Content </li> </ul>`
- ★ List items `<li> Content </li>`

# I ❤️ WORDPRESS

## Hello World!

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

*“ This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.*

Cicero Or Something

- Unordered list item #1
- Unordered list item #2
- Unordered list item #3

1. Ordered list item #1
2. Ordered list item #2
3. Ordered list item #3



# THE HEADING ELEMENT

- ★ `<h1>Headline 1</h1>` (Nope)
- ★ `<h2>Headline 2</h2>`
- ★ `<h3>Headline 3</h3>`
- ★ `<h4>Headline 4</h4>`
- ★ `<h5>Headline 5</h5>`
- ★ `<h6>Headline 6</h6>`

**Headline 1**

**Headline 2**

**Headline 3**

**Headline 4**

**Headline 5**

**Headline 6**

# **ACCESSIBILITY 101**

## **HELP ALL THE READERS**





# Theme Directory

Commercial Themes Upload Your Theme


15

Featured

Popular

Latest

Favorites

 Feature Filter

Search themes...

Apply Filters 1

Clear

## Layout

- Grid Layout
- One Column
- Two Columns
- Three Columns
- Four Columns
- Left Sidebar

## Features

- Accessibility Ready
- BuddyPress
- Custom Background
- Custom Colors
- Custom Header
- Custom Logo

## Subject

- Blog
- E-Commerce
- Education
- Entertainment
- Food & Drink
- Holidays

# FORMATTING IN WORDPRESS



# DIFFERENT WAYS TO FORMAT

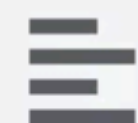
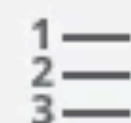
- ★ Editor (UI)
- ★ Gutenberg (UI)
- ★ HTML

# Hello World

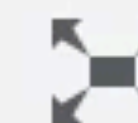
Permalink: <http://francescamarano.com/hello-world/>

[Edit](#)[Get Shortlink](#)[Add Media](#)[Add Contact Form](#)[Visual](#)[Text](#)

Paragraph

**B***I*

ABC



This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

*Cicero Or Something*

- Unordered list item #1
- Unordered list item #2
- Unordered list item #3

1. Ordered list item #1
2. Ordered list item #2
3. Ordered list item #3



# Hello World!



This is an **example** of a WordPress *post*, you could edit this to put information about yourself or your site so readers know where you are coming from.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas viverra ante a mollis rhoncus.

Cicero

- Unordered list item #1
- Unordered list item #2
- Unordered list item #3

1. Ordered list item #1
2. Ordered list item #2
3. Ordered list item #3

Document

Block



Paragraph

This is a simple text only block for adding a single paragraph of content.

### Text Settings

Drop Cap  Off

Font Size

A  Reset

Background Color

Text Color

Block Alignment



Additional CSS Class



# PARAGRAPH SELECTOR

Post draft updated. [Preview post](#)

# Hello World

Permalink: <http://francescamarano.com/hello-world/>

Edit

Get Shortlink

Add Media

Add Contact Form

Visual

Text

Paragraph

**B**

*I*

☰

☰  
☰  
☰

“

☰

☰

☰

🔗

☰

ABC ✓

☰

☰

⌘

Paragraph

(^␣7)

**Heading 1**

(^␣1)

**Heading 2**

(^␣2)

**Heading 3**

(^␣3)

**Heading 4**

(^␣4)

**Heading 5**

(^␣5)

**Heading 6**

(^␣6)

Preformatted

post, you could edit this to put information about yourself or your site  
ning from.

press post, you could edit this to put information about yourself  
where you are coming from.

2. Ordered list item #2



# Hello World

This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with your

on your mind.

¶
≡
≡
≡



Headline to be formatted

Document

Block



¶ Paragraph  
Add some basic text.

Text Settings ▲

S
M
L
XL
Reset

Custom Size

A
●
A

Drop Cap   
*Toggle to show a large initial letter.*

Color Settings ▼

Advanced ▼



<h1>Headline 1</h1> (Nope)

<h2>Headline 2</h2>

<h3>Headline 3</h3>

<h4>Headline 4</h4>

<h5>Headline 5</h5>

<h6>Headline 6</h6>

`<pre>`This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.`</pre>`

`<p>`This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.`</p>`

# Hello World

## Headline 1

## Headline 2

## Headline 3

## Headline 4

## Headline 5

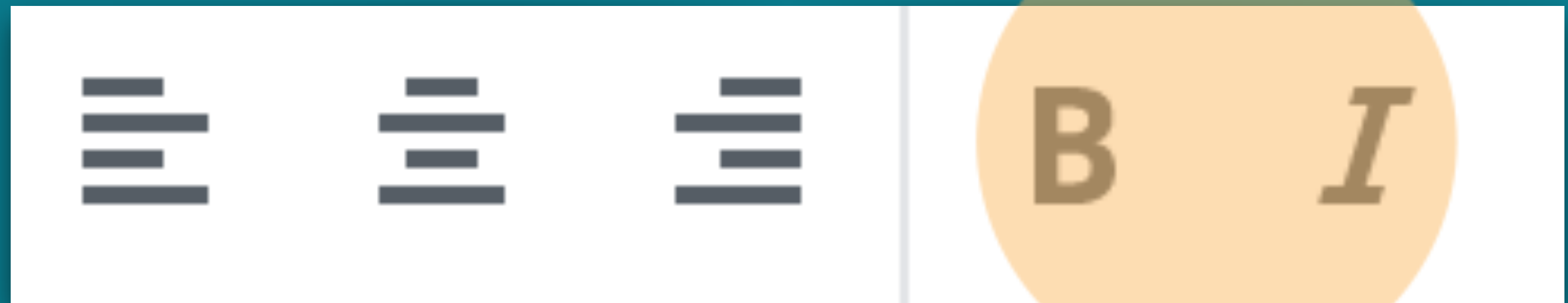
## Headline 6

This is an example of a WordPress post, you could edit this to put information ab

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.



# **BOLD AND ITALIC**



`<strong>Bold</strong>`

`<em>Italic</em>`



# Hello World


This is an **example** of a WordPress post, you could *edit* this to put information about ***yourself*** or your site so readers know where you are coming from.

This is an **example** of a WordPress post, you could **edit** this to put information about ***yourself*** or your site so readers know where you are coming from.

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

# LISTS

 Add Media

 Add Contact Form

Visual

Paragraph ▼



- Unordered list item #1
- Unordered list item #2
- Unordered list item #3





# Hello World

This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with your readers what is on your mind.

^  
v

Item #1

Paragraph

Item #2

Item #3

Document

Block



## Status & Visibility

Visibility

[Public](#)

Publish

[August 11, 2018 5:24 pm](#)

Post Format

Standard



Stick to the Front Page



Pending Review

[Move to trash](#)



Categories

Tags

Featured Image

Excerpt

Discussion

```
<ol>
```

```
<li>Ordered List Item #1</li>
```

```
<li>Ordered List Item #2</li>
```

```
<li>Ordered List Item #3</li>
```

```
</ol>
```

```
<ul>
```

```
<li>Unordered List Item #1</li>
```

```
<li>Unordered List Item #2</li>
```

```
<li>Unordered List Item #3</li>
```

```
</ul>
```



# BLOCKQUOTE

Paragraph ▼

**B**

*I*

☰

1  
2  
3

“

☰

☰

☰



☰









ABC  
✓



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas  
viverra ante a mollis rhoncus.



# Hello World




This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with your readers what is on your mind.

Document

Block



 Paragraph  
 Add some basic text.

### Text Settings

Custom Size

A  A

Drop Cap   
 Toggle to show a large initial letter.

Color Settings

Advanced

`<blockquote>`

This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.

`<cite>Author</cite>`

`</blockquote>`

I ❤️ WORDPRESS

## Hello World

*“ This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.*

Who is it?



# ALIGNMENT

Paragraph ▼

**B**

*I*

☰

☰  
☰  
☰

“ ”

☰

☰



☰

ABC ✓



This is an example of a WordPress post

This is an example of a WordPress post

This is an example of a WordPress post



**B**

*I*

ABC



This is an example of a WordPress post.



This is an example of a WordPress post

This is an example of a WordPress post

I ❤️ WORDPRESS

## Hello World

This is an example of a WordPress post

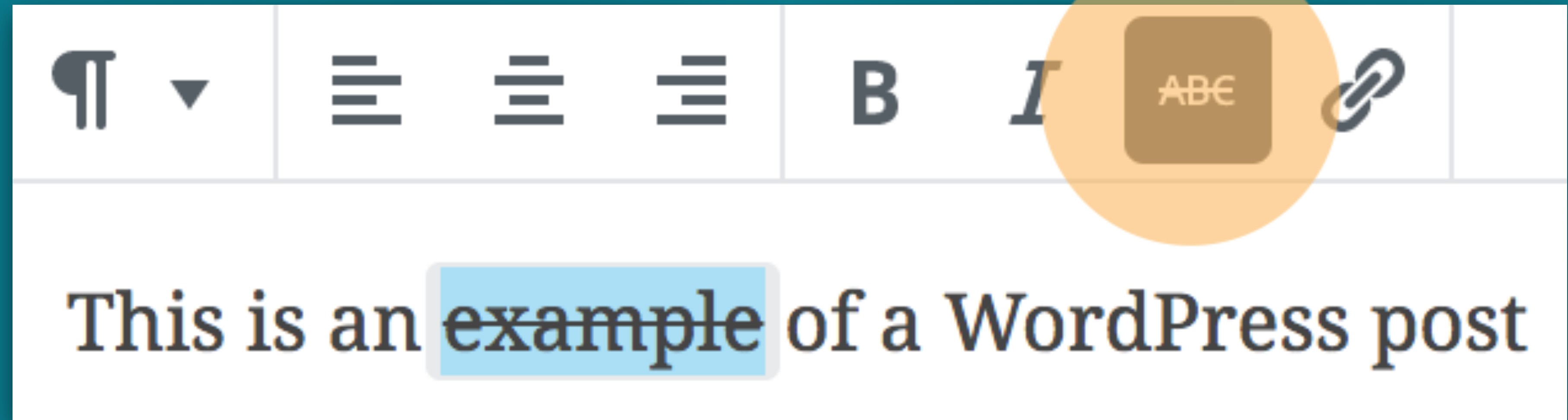
This is an example of a WordPress post

This is an example of a WordPress post

---

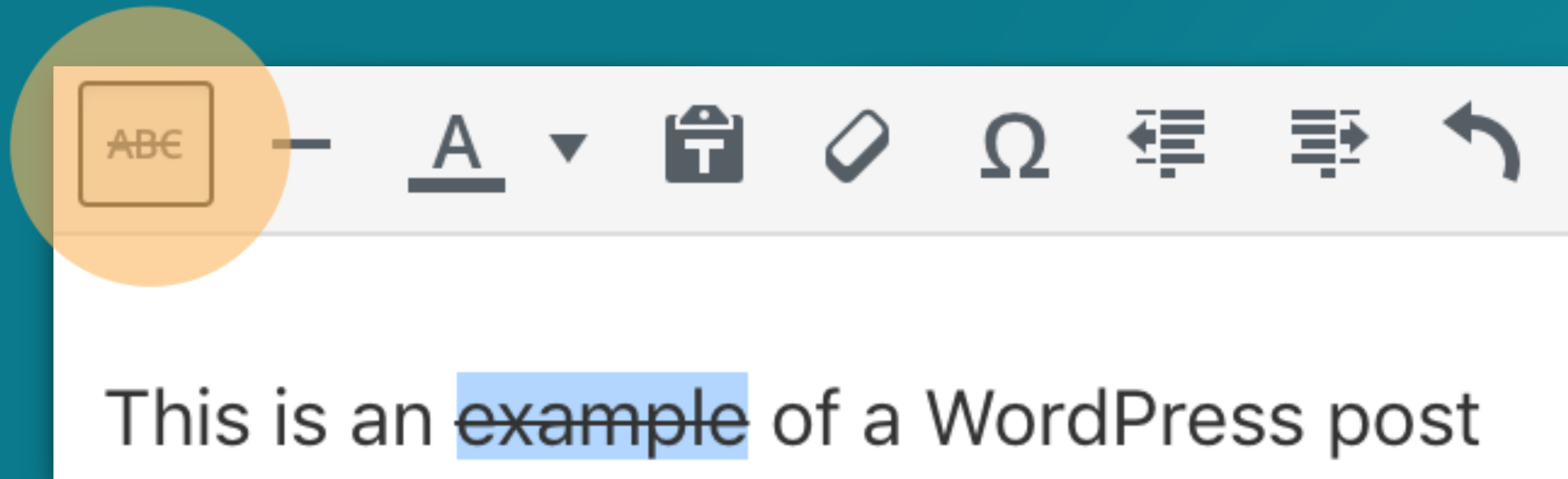


# STRIKETHROUGH




This is an **example** of a WordPress post


The image shows a portion of the WordPress rich text editor toolbar. From left to right, the visible icons are: a paragraph icon with a dropdown arrow, three horizontal lines (bulleted list), three horizontal lines (numbered list), a bold 'B' icon, an italic 'I' icon, a square button with 'ABC' (highlighted with an orange circle), and a link icon. Below the toolbar, the text 'This is an **example** of a WordPress post' is displayed, with the word 'example' highlighted in blue.



This is an **example** of a WordPress post

The image shows another portion of the WordPress rich text editor toolbar. From left to right, the visible icons are: a square button with 'ABC' (highlighted with an orange circle), a horizontal line, an underlined 'A' with a dropdown arrow, a clipboard icon, an eraser icon, an Omega symbol, a left-align icon, a right-align icon, and a undo icon. Below the toolbar, the text 'This is an **example** of a WordPress post' is displayed, with the word 'example' highlighted in blue.

 Add Media

 Add Contact Form

Visual

Text

**b**

*i*

link

b-quote

~~del~~

ins

img

ul

ol

li

code

more

close tags

contact form

proofread



This is an `<del datetime="2018-03-17T02:43:48+00:00">example</del>` of a WordPress post



# TEXT COLOR

# Hello World

Permalink: <http://francescamarano.com/hello-world/> Edit Get Shortlink

Add Media
Add Contact Form
Visual
Text

Paragraph
B
I
☰
☰  
1  
2  
3
“
☰
☰
☰
🔗
☰
ABC ✓
☰
☰
🔗

ABC
—
A ▲
📄
✂
Ω
☰
☰
↶
↷
?

■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	✕

Custom...

□	□	□	□	□	□	□	□
---	---	---	---	---	---	---	---

WordPress **post**, you could edit this to put information about yourself or your site where you are coming from.

At the top of a WordPress post, you could edit this to put information about yourself where readers know where you are coming from.

*Cicero Or Something*

- Unordered list item #1
- Unordered list item #2
- Unordered list item #3

1. Ordered list item #1
2. Ordered list item #2
3. Ordered list item #3



# Hello World!

This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.

This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as

ur readers what is on your mind.

This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.

This is an example of a WordPress post, you could edit this to put information about your site so readers know where you are coming from. You can create as many posts in order to share with your readers what is on your mind.

Document

Block



Paragraph

This is a simple text only block for adding a single paragraph of content.

Text Settings

Drop Cap



Off

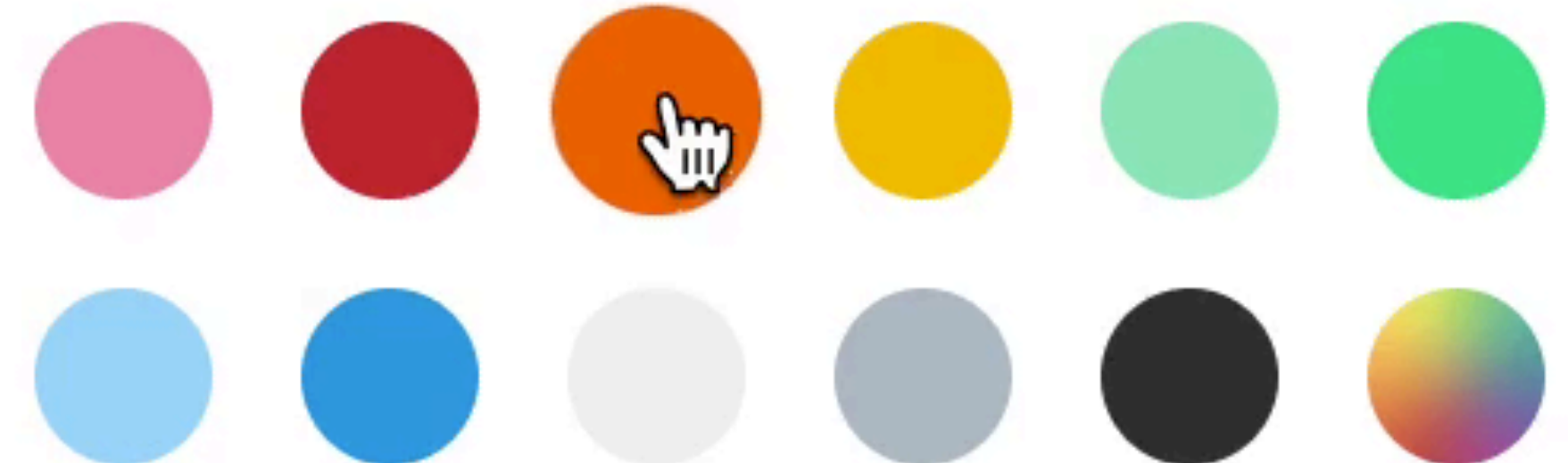
Font Size

A



Reset

Background Color



Clear

Text Color

Block Alignment





# COMMON ANNOYANCES

# NESTED ELEMENTS

# Hello World

Permalink: <http://francescamarano.com/hello-world/> Edit Get Shortlink

 Add Media

 Add Contact Form

Visual Text

Paragraph B I ☰ ☰  
☰  
☰ “ ☰ ☰ ☰ 🔗 ☰ ABC ✓ ☰ ☰ 🔗

ABC — A ☰ 📄 ✂ Ω ☰ ☰ ↶ ↷ ?

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

*Cicero Or Something*

|



# Hello World



*This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.*

Who wrote this? ¶



Theme SEO Settings ▼

Layout Settings ▲

# PARAGRAPH VS NEW LINE



# Hello World

Permalink: <http://francescamarano.com/hello-world/> Edit Get Shortlink

Add Media Add Contact Form Visual Text

Paragraph
**B**
*I*
☰
☰<sub>2</sub>
“
☰
☰
☰
🔗
☰
ABC ✓
☰
☰
🔗

ABC
—
A
📄
📎
Ω
☰
☰
↶
↷
?

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from. ⌘



# Hello World

This is an example of a WordPress post, you could edit this to put information

about yourself or your site so readers know where you are coming from.



ABC



This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from. 



Theme SEO Settings



Layout Settings



Select Layout

**GET ME OUT OF THIS LIST**



# Hello World

Permalink: <http://francescamarano.com/hello-world/>

Edit

Get Shortlink

Add Media

Add Contact Form

Visual

Text

Paragraph **B** *I*

ABC

This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

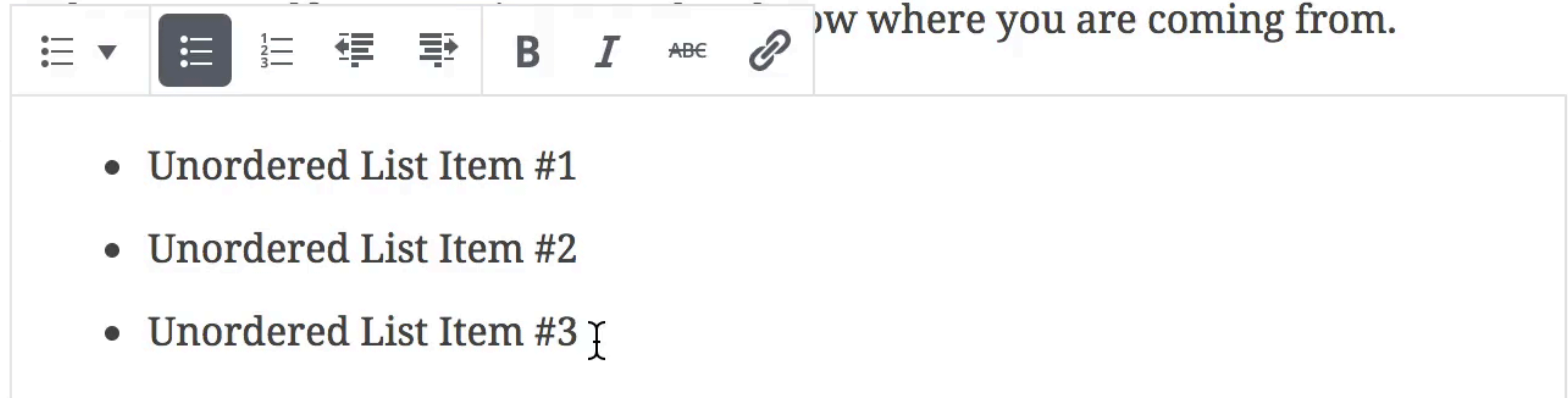
- Unordered List Item #1
- Unordered List Item #2
- Unordered List Item #3



# Hello World

This is an example of a WordPress post, you could edit this to put information

ow where you are coming from.



The image shows a portion of the WordPress rich text editor. At the top is a toolbar with icons for bulleted list, numbered list, indent, outdent, bold, italic, link, and unlink. Below the toolbar is a text area containing an unordered list with three items: "Unordered List Item #1", "Unordered List Item #2", and "Unordered List Item #3". The text area has a vertical scrollbar on the right and a vertical ellipsis menu icon on the far right. To the left of the text area are up and down arrow icons.

- Unordered List Item #1
- Unordered List Item #2
- Unordered List Item #3

“ H ☰

Theme SEO Settings ▼

Layout Settings ▲



# LINKAPALOOZA

- ★ Tim Berners-Lee proposal: <https://www.w3.org/History/1989/proposal.html>
- ★ Tim Berners-Lee HTML specs: <https://www.w3.org/History/19921103-hypertext/hypertext/WWW/MarkUp/Tags.html>
- ★ Jakob Nielsen “How Users Read On The Web”: <https://www.nngroup.com/articles/how-users-read-on-the-web/>
- ★ Jakob Nielsen “F-Shaped Pattern For Reading Web Content”: <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>



- ★ Accessibility Resources: <http://a11yproject.com/resources.html>
- ★ Rian Rietveld “HTML5 Headings in WordPress: A11y versus SEO?”: <https://blog.rrwd.nl/2014/11/21/html5-headings-in-wordpress-lets-fight/>
- ★ Adrian Roselli “Typefaces for dislexia”: <http://adrianroselli.com/2015/03/typefaces-for-dyslexia.html>
- ★ Sami Keijonen “Writing Accessible Content”: <https://foxland.fi/writing-accessible-content/>

- ★ Trac Ticket #27159 “Removing TinyMCE buttons to improve user experience”: <https://core.trac.wordpress.org/ticket/27159>
- ★ Microsoft Inclusive Design Toolkit: <https://www.microsoft.com/en-us/design/inclusive>
- ★ Bulleted and numbered lists  
<https://www.prismnet.com/~hcexres/textbook/lists.html>
- ★ Mark Root-Wiley “No Justification: Don’t Use Right, Center, and Full Justification on the Web”: <https://mrwweb.com/no-justification-dont-use-right-center-and-full-justification-on-the-web/>



The background is a dark purple color. On the left, there is a large, faint dotted pattern in a lighter purple shade. On the right, there are several overlapping, rounded shapes in shades of purple and orange. At the bottom, there are more dotted patterns in purple and orange. The text is centered in the middle of the image.

**QUESTIONS?**

@FrancescaMarano