



Formattare testi per il web

Francesca Marano - @FrancescaMarano

CIAO! SONO FRANCESCA

- ★ WordPress Community Team
- ★ Ex web designer freelance
- ★ WordPress Community
Manager

 SiteGround



CONTENT IS KING

UN PO' DI STORIA

- ★ 12 marzo 1989 - Sir Tim Berners-Lee scrive una proposta per un sistema informatico distribuito
- ★ Nel 1993 pubblica le prime specifiche dell'HTML
- ★ 24 novembre 1995 - Vengono pubblicare le specifiche di HTML 2.0 come standard per tutte le implementazioni future

UN PO' DI STORIA

- ★ 1 ottobre 1997 - Jakob Nielsen pubblica l'articolo "How Users Read on the Web" (Come gli utenti leggono sul web)

Sommario: Non leggono. Le persone raramente leggono parola per parola nelle pagine web: si limitano a scorrere la pagina, scegliendo singole parole e frasi.

Jakob Nielsen

HTML 101

COS'È L'HTML

- ★ HyperText Markup Language
- ★ Definisce gli **elementi** nella pagina in modo **semantico**
- ★ Gli elementi sono definiti da parole in inglese o dalle loro abbreviazioni
- ★ `<Tag di apertura> Contenuto </Tag di chiusura>`

TAG HTML UTILI PER CHI SCRIVE

- ★ Paragrafi `<p>` Contenuto `</p>`
- ★ Citazioni `<blockquote>` Contenuto `</blockquote>`
- ★ Elenchi numerati `` List Items `` Contenuto `` ``
- ★ Elenchi puntati `` List Items `` Contenuto `` ``
- ★ Elementi di elenco `` Contenuto ``

Hola!

Questo è un articolo di WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di te e su come è iniziato questo blog.

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Installazione di WordPress

Elenco numerato

1. Elemento 1 di lista
2. Elemento 2 di lista
3. Elemento 3 di lista

Elenco puntato

- Elemento di lista
- Elemento di lista
- Elemento di lista

TITOLI (HEADING)

- ★ `<h1>Titolo 1</h1>` (No!)
- ★ `<h2>Titolo 2</h2>`
- ★ `<h3>Titolo 3</h3>`
- ★ `<h4>Titolo 4</h4>`
- ★ `<h5>Titolo 5</h5>`
- ★ `<h6>Titolo 6</h6>`

Titolo 1

Titolo 2

Titolo 3

Titolo 4

TITOLO 5

TITOLO 6

(BREVE) INTRODUZIONE ALL'ACCESSIBILITÀ AIUTARE TUTTI I LETTORI



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

FORMATTARE IN WORDPRESS

DIFFERENTI MODI PER FORMATTARE

- ★ 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*

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.

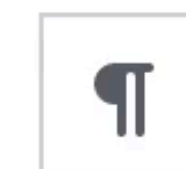
Cicero

- 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

Classico Hola

Permalink: <https://freevolezze.it/classico-hola/> Modifica

Aggiungi media

Aggiungi Modulo di Contatto

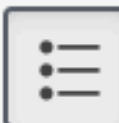
Visuale

Testo

Paragrafo

B

I



1
2
3



ABC



Paragrafo

(^\\7)

Titolo 1

(^\\1)

Titolo 2

(^\\2)

Titolo 3

(^\\3)

Titolo 4

(^\\4)

Titolo 5

(^\\5)

Titolo 6

(^\\6)

Preformattato

3. Elemento 3 di lista

Elenco puntato

- Elemento di lista
- Elemento di lista
- Elemento di lista

Press. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di o blog.

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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.

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≡
≡



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>Titolo 1</h1>` (No!)

`<h2>Titolo 2</h2>`

`<h3>Titolo 3</h3>`

`<h4>Titolo 4</h4>`

`<h5>Titolo 5</h5>`

`<h6>Titolo 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>`

Titolo 1

Titolo 2

Titolo 3

Titolo 4

TITOLO 5

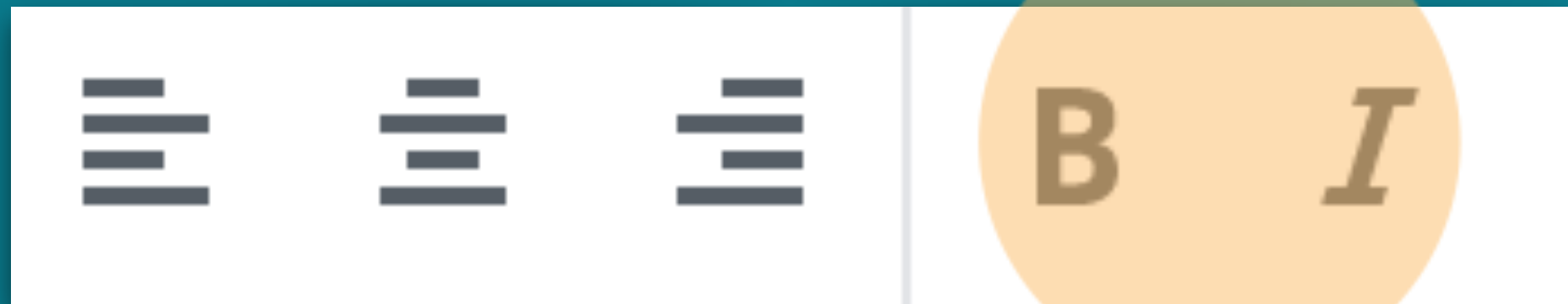
TITOLO 6

Questo è un articolo di WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di te e su come è iniziato questo blog.

Questo è un articolo di WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa

Questo è un articolo di WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di te e su come è iniziato questo blog.

Bold and Italic Grassetto e Corsivo



`Grassetto`

`Corsivo`


Hola!

Questo è un **articolo** di WordPress. Puoi *modificare* le informazioni contenute in esso per **raccontare** qualcosa di più su di te e su come è iniziato questo blog.

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LISTS

Elenchi

 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.

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v

Item #1

Paragraph

Item #2

Item #3

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>
```

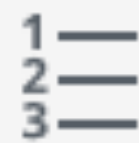
BLOCKQUOTE

Citazione

Paragraph ▼









B

I



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>`

Questo è un articolo di WordPress.

Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di te e su come è iniziato questo blog.

`<cite>Autore</cite>`

`</blockquote>`

VARIE · SETTEMBRE 15, 2018

Hola!

Questo è un articolo di WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di te e su come è iniziato questo blog.

Just Another WordPress Site

ALIGNMENT

Alineamento

Paragraph ▼

B

I

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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



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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

VARIE · SETTEMBRE 15, 2018

Hola!

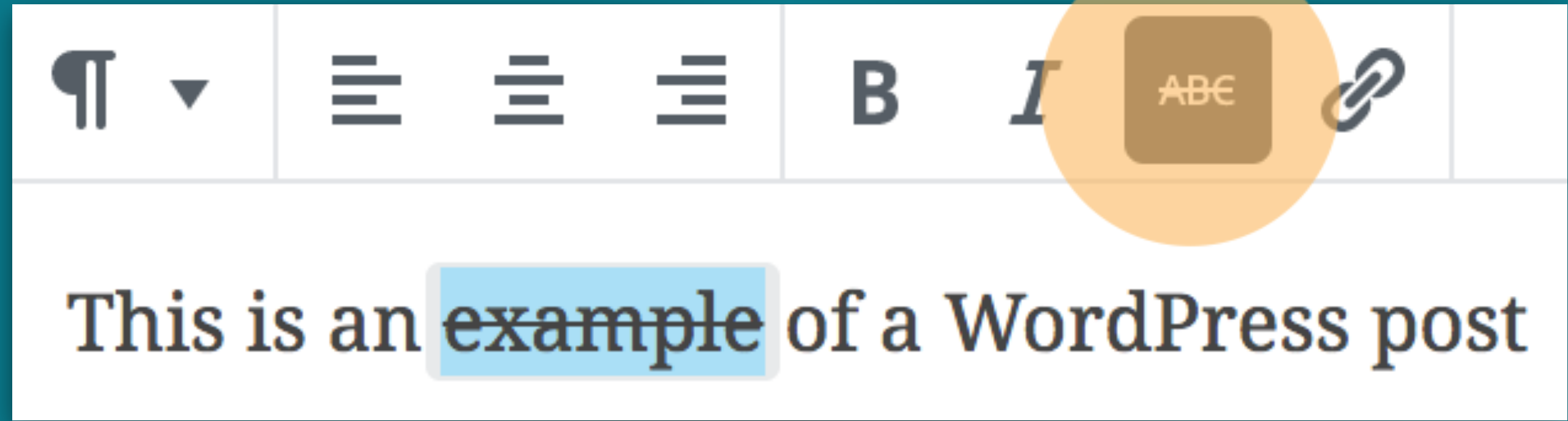
This is an example of WordPress post

This is an example of WordPress post

This is an example of WordPress post

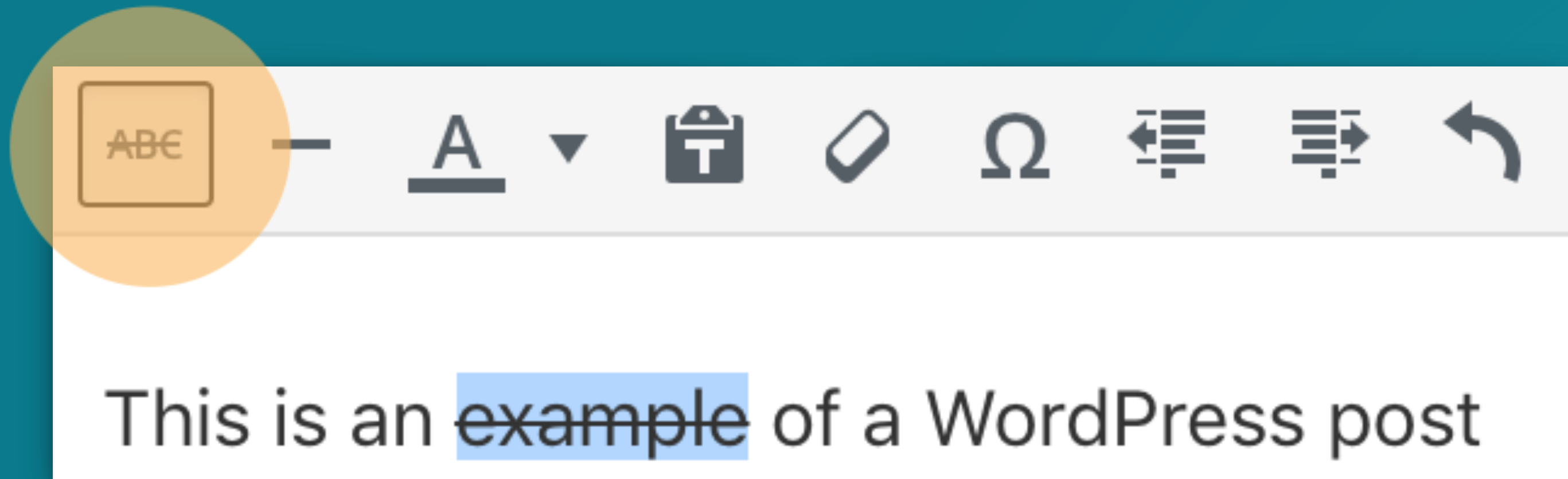
STRIKETHROUGH

Barrato




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 representing bulleted list, three horizontal lines representing numbered list, a bold 'B' icon, an italic 'I' icon, a text color selection box containing 'ABC', and a link icon. The text 'This is an **example** of a WordPress post' is displayed below the toolbar, 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 text color selection box containing 'ABC', a text background color selection box, a font size dropdown with 'A', a clipboard icon, an eraser icon, an Omega symbol icon, a decrease indent icon, an increase indent icon, and a redo icon. The text 'This is an **example** of a WordPress post' is displayed below the toolbar, 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` of a WordPress post

TEXT COLOR

Colore del testo

- Bacheca
- Jetpack
- Articoli**
- Tutti gli articoli
- Aggiungi articolo**
- Categorie
- Tag
- Media
- Pagine
- Commenti
- Riscontro
- Genesis
- Aspetto
- Plugin
- Utenti
- Strumenti
- Impostazioni

Classico Hola

Permalink: <https://freevolezze.it/classico-hola/> Modifica

Aggiungi media
 Aggiungi Modulo di Contatto

Visuale
Testo

Paragrafo ▼
B
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☰
☰
☰
🔗
☰
ABC ✓
☰
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✖

ABC
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■	■	■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■	■	■
■	■	■	■	■	■	■	■	■	■
Personalizza...									
□	□	□	□	□	□	□	□	□	□

i WordPress. Puoi modificare le informazioni contenute in esso per raccontare qualcosa di più su di questo blog.

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Installazione di WordPress

Elenco numerato

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3. Elemento 3 di lista

Elenco puntato

- Elemento di lista
- Elemento di lista
- Elemento di lista

Hello World!

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Document

Block



Paragraph

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

Text Settings

Drop Cap



Off

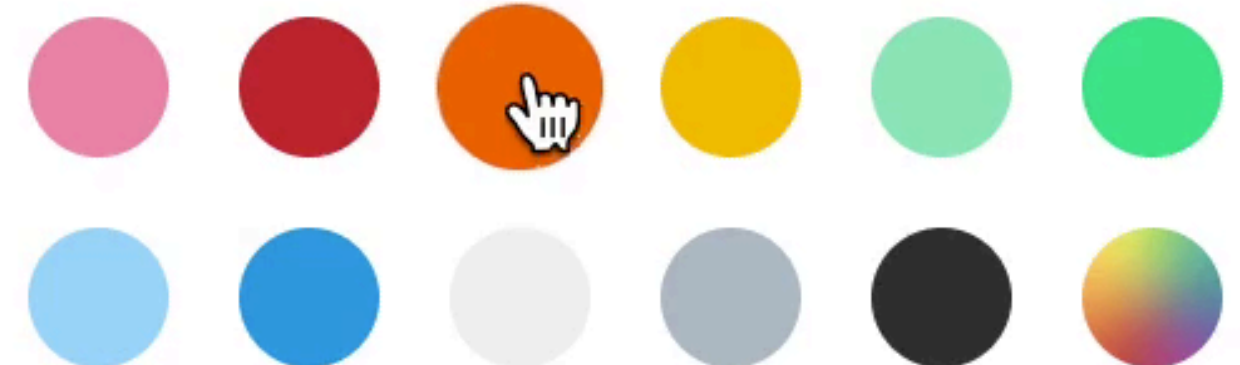
Font Size

A



Reset

Background Color



Clear

Text Color

Block Alignment

PROBLEMI COMUNI

ELEMENTI NIDIFICATI

Hello World

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

Add Media Add Contact Form Visual Text

Paragraph B I List Bulleted List Numbered List Quote Left Quote Right Link Table ABC Table of Contents

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 ▲

PARAGRAFO O A CAPO

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. 

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. 



Theme SEO Settings 

Layout Settings 

Select Layout

**FATEMI USCIRE DA
QUESTA LISTA!**

Hello World

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

Edit

Get Shortlink

Add Media

Add Contact Form

Visual

Text

Paragraph **B** *I*

ABC

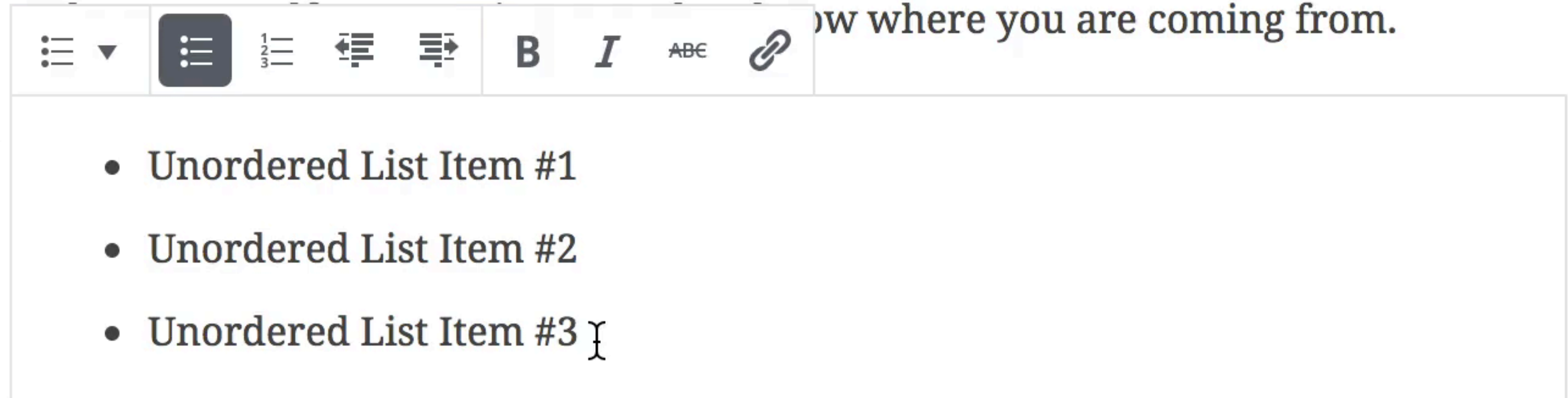
This is an example of a WordPress post, you could edit this to put information about yourself or your site so readers know where you are coming from.

- 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 lists, numbered lists, indenting, outdenting, bold, italic, text color (ABC), and link. 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 small up and down arrow icons.

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

“ H ☰

Theme SEO Settings ▼

Layout Settings ▲

LINK PER TUTTI

- ★ 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/>



DOMANDE?

@FrancescaMarano