WordPress Lingo

Pages
This is the heart of your content. Pages usually contain informational content (like an "about us" page), and are organized by parent-child relationship. Pages usually make up your site's menu.

Posts
Posts look similar to pages, but they contain content based on time (like an upcoming event) or topic (like a blog) and often have a featured image. Posts are organized by categories and can be pulled as a list into different areas of your site.

Media
When you upload a file (photo, PDF, etc), it is stored in the media library. Give your files a descriptive filename before you upload them so you can easily find them later.

Widgets
Pieces of content that usually go in a sidebar of your site. This could be an image, a list of links, a form, or really whatever you want.

Shortcodes
A shortcut that pulls on a bunch of code to make graphically interesting items. On the backend, the shortcode will in brackets. On the public end, it will turn into the graphic.

Theme
The skin that dictates the design, layout, and functionality of your site. The theme is separate from your content. You can change themes at any time to give your site an entirely different look, although you will have to do some customizations to make it look exactly right. All sites on wagner.edu must use our standardized theme, but faculty & student sites should choose others.

Templates
This will depend on your theme, but each page can have a different layout depending on what template you choose.

Plugins
You can add extra features to your site with plugins. For example, you can add Google analytics, photo slideshows, forms, social media, etc. You'll have to activate the plugin, then check the settings to customize it. Some users on wagner.edu might not have access to this area.

Users
The administrator for the site can add unlimited Wagner users. There are different levels of permission (editor, author, contributor, subscriber), so you can limit what a user can access.

Writing for the Web

Keep your audience in mind.

Consider who will be reading and using your web content. Prospective students, current students, alumni, faculty, staff? What are they looking for, and what do they need? Be sure the tone, language and organization of content is appropriate for your audience.

Be concise.

Web writing should be clear and direct. Keep sentences short. Remove words or descriptions that don't add value to the content. Try to limit paragraphs to 70 words.

Make content scannable.

Readers scan web pages before they read. If they don't recognize useful, relevant content, they often move on. Elements that enhance scanning include headers, links, highlighted text, bulleted or numbered lists, graphics, captions and pull-quotes.

Write meaningful headers.

Readers rely on headers to navigate on-page content. Choose words for headers and subheaders that clearly describe the content they introduce. Boring, useful words are better than clever, obtuse words.

Use active voice.

Writing in the active voice is more clear, conversational and engaging than the passive voice.

Use common language.

It's essential for findability and SEO (search engine optimization) to use the same words and phrases your readers do. When creating page titles, headers, list items and links, choose keywords carefully.

Be professional and human.

Use a conversational tone. Avoid jargon and buzzwords. Users are turned off by content that talks at them instead of with them. Consider how you would communicate with someone standing in front of you instead of via a traditional TV or radio advertisement. Using "we" and "you" is ok!

Include valuable links.

If additional useful, relevant and appropriate content exists elsewhere—particularly other Wagner web pages—link to it. Consider what content elsewhere might add value to yours and improve usability.