WordPress
Cropping images

When you upload images into your library, you can crop the image to be used in a banner, portrait, landscape, and square format. You can control what part of the image is centered for each format.

Click Crop Featured Image while viewing an image in the media library. Select a format from the list of options. If you have the "Crop all images with same ratio at once" checkbox selected, then multiple images will appear selected when you click one image. When you set the crop for one image, all images with the same dimensions will also use that same crop. To adjust the crop, click and drag the box on the right until the right part of the image is centered. When you're satisfied, click Save Crop. Then repeat as necessary for the other image formats. When you're done, just close the box with the X in the upper-right corner.

In this video, we will cover multiple types of links and how they can be used within your site. A link allows users to jump to a new location when clicked or tapped and they provide a simple means of navigating between pages. Links can be attached to text, images, or other HTML elements and can be used to link to email addresses and phone numbers.

To link to a page within your site, select the phrase that will have the link applied and click the hyperlink button in the WordPress content editor. Begin typing the name of the page in the field that applies. When you see it, select it from the list and click the arrow button to apply the link to the text.

To link to web page outside your site, copy the URL and insert it into the text editor. Click the hyperlink button in the WordPress content editor. If WordPress recognizes the URL as a full web address, the hyperlink will automatically be applied.

The link text should always describe what the user will see when clicked. The description is helpful for all users, but especially important for people who use assistive technology, like screen readers. Simply putting "Click here" does not give the user enough information. Examples can be found on the Links page at nau.edu/web.

When inserting email addresses or phone numbers into your content, you can apply a hyperlink to allow mobile users to quickly call or email with a single tap. The process of applying a hyperlink to an email address or phone number is similar. Phone numbers require using the hyperlink button. Highlight the phone number in the content editor, then select the hyperlink button and type "tel:" followed by the phone number and apply the hyperlink. Do not use parentheses, hyphens, or periods when typing the phone number. WordPress automatically recognizes email addresses and will populate the "mailto" link, as long as they are entered correctly.

Links are also a vital part of some shortcodes such as image captions, image callouts, buttons, and dropdown links. Please view the videos and documentation for these shortcodes for more information.

Anchor Links are an optional feature for your WordPress site that creates a link to a specific spot on the page, usually a major section. Information and how-to documentation can be found at nau.edu/web in the A-Z Style Guide.

Headings allow readers to scan a page's content to see what it contains and if it's useful or interesting to us. Utilize headings in your WordPress site to organize content in a way that's easy to navigate and understand.

The WordPress team, with input from Marketing and Disability Resources, has established guidelines to help you use headings appropriately. Following these guidelines doesn't just make your site look good. These guidelines have real implications to web users with disabilities. Assistive technology, such as screen readers, rely on appropriate use of headings. If you do not adhere to these guidelines, anyone using assistive technology while visiting your site could miss out on vital content. In addition, headings that are not used in sequential order could negatively impact how search engines find content on our pages.

Headings should be used in a certain order. Heading 1 is the title of the page, there can only be one per page. Section headings are Heading 2, with Heading 3 as subheadings if necessary. Heading 4 is used for subheadings under Heading 3. Several shortcodes utilize Heading 4 to distinguish between normal text and the shortcode's label.

To add headings to your page, open the dropdown menu in the top left-hand corner of the content editor and select a heading. Then type the text for the heading. Or you can select the text first, then choose a heading from the dropdown list. Be succinct and descriptive with your headings.

Headings should be sentence case, which means you only capitalize the first letter of the first word, unless of course your heading includes proper nouns.

For more information, review the guidelines at nau.edu/web/headings.

The Media Library holds all media elements for your WordPress site. This includes images and PDFs. You can access the Media Library from the side menu, or from any Page or Post within your site using the Add Media button.

To add new elements to your Media Library, select Add New. Then navigate to the files you want to upload. You can add more than one file at a time with this method. You can also drag files from your computer directly to the Media Library.

Once you've added files to your site, you can view your elements in a list displaying details or in a grid with large icons. The list view displays image details such as who uploaded the file and what page the file is attached to.

You can search for items in your media library using the tools at the top of the Media content area. The two dropdown menus on the left allow you to search for media type and month uploaded. If you know the file name or image title, you can use the search box on the right.

You can make changes to multiple images at once with the Bulk Action dropdown menu in the list view.

Images must have a clean file name, a title, and alternative text. Before uploading images into your site, you may need to edit the file name. The ideal format for the file name is lowercase words separated by hyphens. The title of the image can just be plain text, often the file name without the hyphens.

Alternative text, or Alt Text, is what screen readers describe for web users who may be visually impaired. Use complete sentences and be as descriptive as possible when filling in this field. Alt text is limited to about 50 characters, so you do need to be brief.

Leave the caption and description fields blank. Depending on how you insert your image into your site, having content in these fields could break the image.

More guidelines for images, including NAU Marketing standards, can be found at nau.edu/web.

Information entered into this panel creates this blue contact information block. In this panel you can add email and phone numbers, social media links, and links to other helpful information.

The header is the title of the contact information block. The format for the header should start with the word Contact and then your department's name. The chat URL is not applicable to most departments, so just skip this field.

The next batch of fields creates this section of the contact information block.
For each item you'll need to enter the URL and the label.
You do not need to complete all the fields if you don't need them, but email address and phone number should be included if possible.

The Contact URL can be a mail-to link or a link to a contact form. Enter the information into the Contact URL field. The Contact Text field should be the email address and not just "contact us."

The Person icon is used for people-based information such as a team page or directory. Enter the link to the appropriate page in the Person URL field and the associated label in the Person text field. If your site has a Directory, enter Directory as the label.

Enter the URL for an information page in the Info URL field and desired text such as "More Information" into the Info Text field.

Information in the Social Media fields populate icons in the contact information block. Fields are available for Twitter, Facebook, Instagram, LinkedIn, and Pinterest. If you don't have a social media account, simply leave that field blank. The icons will center themselves accordingly. If you don't include any social media accounts, this dark blue line simply drops off of the contact information block.

In addition to the contact block, the home page template features panels at the bottom of the page that automatically populate various page layouts.

The **Academic Program Levels** panel displays the programs your college offers. Select the radio button for the options you want to display. Additional fields appear, depending on what radio button you select. Then, upload an image and enter a complete URL to the specific program's page for each program.

Once you've added the information, you must tell the WordPress page to display that content by copying this small bit of code and pasting it into the content editor. Copy everything between the brackets, including the brackets.

The **Departments** panel is generic enough that non-academic departments can use the feature. The functionality is similar to the Academic Program Levels, but for this panel you manually add the label. Use the dropdown menu to choose how many departments you want to display. Then upload images for each department, enter the department name in the Heading field and a URL for the department's page in the URL field.

Just like with the Academic Program Levels, you must copy this bit of code and paste it into the content editor. Remember to grab the brackets and everything inside them.

Statistics showcase important facts and figures for your department. Choose how many statistics you want to display, then enter a description in the Text field and the number in the Number field.

Copy the code and paste it into the content editor.

In the Statistics panel, you'll notice there's a second option for the code you can copy. This option populates all three panels at once and in a specific order. This option will only be used by colleges, because it requires using the Academic Program Levels. You would simply use this one code instead of all three.

Accordions are one of several ways to format content on your site. This shortcode is a great way to group related content into a condensed format. Frequently asked questions, or FAQs, are a common application of accordions. The question appears as the label, and the answer is displayed when the user opens the accordion.

To add an accordion to your site, select the accordion shortcode button from the toolbar. Insert your cursor between the shortcode bookends and enter the content.

The label of the accordion must be entered as Heading 4. After that, you can add any type of content to the accordion, except for another accordion or tabs.

Accordions should only be used for medium-sized amount of content for closely related topics. If the content inside the accordion is really long, with lots of additional formatting, perhaps that content should become its own page. If the content inside the accordion is really short, perhaps the content should be added directly to the page, instead of making site visitors open the accordion.

Block quotes add extra emphasis to a quote or phrase. Any time your content includes an interview or testimonial, the block quote is a great way to draw attention to a key quote.

Select block quote, then select an alignment option. Insert your cursor between the shortcode bookends and enter the text.

The block quote shortcode includes quotation marks as a part of the design, so you do not need to include them when you add text to the block quote shortcode.

The Button and dropdown shortcodes create styled links to pages, forms, documents or other features accessed from a hyperlink. While they are helpful shortcodes for linking users to important content, they do have limitations to be aware of.

Buttons must take users to something that the user must do, like a form or process. Each home page automatically comes with two buttons. If you are working on a non-academic site, you may be able to request an exception be made to these buttons.

Overlay: Button exception request

On other pages within your site, you are only allowed one button per page. If you add a second button, the second button will appear but the first button will disappear.

Dropdown links do not have the same limitations as buttons. The links in your dropdown list can go to pages or media such as PDFs.

Creating the links for buttons and dropdowns is very similar. After you insert the shortcode and select the alignment option, type the label for the button or the link. Select that label and click the WordPress hyperlink button. Either type the name of the page in your site you're linking to, or paste in the URL.

For the dropdown shortcode, you'll need to include the title of the dropdown list as a heading 4. Either type the name of the page in your site you're linking to, or paste in the URL.

If you'd like to link to a PDF in your media library, simply open the media library and insert the file. The PDF will appear in the list just like a link.

Columns are a powerful tool because you can format text and images into two or three columns. You can insert text, images, and other shortcodes inside columns.

Columns add multiple sets of shortcode bookends, so pay close attention to the start and end of each column. Remember, the forward slash is the indicator of the end of a shortcode.

Inserting the extra space between each set of bookends is a helpful way to keep everything organized. In this example, we have the end of the first column right next to the start of the second column.

If you're using columns to create a tiled layout like you see here, you'll want to use more than one set of columns. Insert one image in each column, then add a new set. It makes it much easier to keep things aligned.

Preview changes can be used with the columns shortcode, so you can experiment with layouts and preview things before saving your changes. Columns really can provide a lot of flexibility for your site's content.

The contact shortcode displays your site's contact information on pages that aren't using the homepage template. By placing the contact shortcode at the top of the right column for your lower-tiered pages, you are creating a consistent experience for site visitors.

This shortcode utilizes 3 different heading styles to distinguish between each type of contact information. WordPress looks for the heading style and applies the appropriate formatting and icon. The tooltip for the contact shortcode is helpful for applying the right heading to the right information.

Select the contact shortcode and insert your cursor between the shortcode bookends. Hit enter a couple times if it helps to have extra space.

Insert heading 4 text for the department title, heading 5 text for the email address, and heading 6 text for the phone number.

This shortcode can easily be copied from one page to another to ensure consistency across your pages.

The image callout and image caption shortcodes are similar shortcodes, so we'll cover them together in one video. These shortcodes are used to insert clickable images with descriptive labels into your pages and posts.

Let's start with the image caption. The image caption requires only an image and a label. Both the image and the label are added between the shortcode bookends and can be added in any order.

Select the image caption shortcode from the toolbar and insert your cursor between the shortcode bookends. If you need, press the Enter key twice to give yourself a little space to work.

Images are added from the Media Library. Select Add Media, choose an image, and click "Insert into page." Then insert the text that accompanies the image.

To make the image caption a clickable image, select the image in the content editor, then select the hyperlink button from the toolbar. Add the appropriate web address for the image and click the arrow button to apply the hyperlink.

The Preview Changes button works with shortcodes, so you can quickly preview the image. The label for the image caption appears across the top of the image.

Now let's look at the image callout shortcode.

The Image callout shortcode displays a label and an additional description. The label is added as a heading 4 and the description is added as plain text. Again, you can add the elements between the shortcode bookends in any order.

To add an image callout, select the shortcode button from the toolbar and insert your cursor between the bookends. Let's add the image first. Select Add Media, choose an image, and click "Insert into page."

If you can't remember which elements are included in the image caption and image callout shortcodes, you can always refer to the tooltip. Hover your mouse over each shortcode button to display the tooltip.

The label for the image must be added as a Heading 4. The description is added as plain text. To make the image callout clickable, select the image and add a hyperlink, just like we did with the image caption.

Let's preview the image to see how it looks.

The label appears across the bottom of the image and the description appears below the image. It's important to point out that the label and description for the image callout are not all required to make the shortcode work. You can include only the heading 4 label or only the description. So with this one shortcode, you can have three different image tiles.

These image shortcodes can be used to create a tiled navigation look on your sites by adding them in columns. Depending on the size of the images, you can use image callouts and image captions in two or three column layouts. You may want to tinker a little bit with the sizes of the images to see how they fit into the columns. Small square and small landscape images are ideal for this layout.

The labels for the image callout and image captions appear at the top of one and the bottom of the other. If you are using several image tiles in one area, be consistent with the type of image shortcode you use.

The number shortcode is used to highlight facts and figures for your department. For the number shortcode you must include a number, and a description of that number.

Select the number shortcode and enter Heading 4 text for the number. Enter plain text for the description.

If you're struggling to get the number to appear like you want, try using one of the abbreviations or options below:

43,000 = 43K

$235,000,000 = $235M

15: 1 is the standard way to represent the student to teacher ratio

The post shortcode allows you to display specific posts on a page.

Select post. Several options appear within the shortcode to narrow down which posts to display.

Enter the information between the quotation marks. For example, awards as the category. Any combination of these fields can be used.

If you have a lot of posts in your site that match the information you entered, you can trim down the list to 2 or 3 by entering the number here.

A truncated preview of the post appears on your page.

The right column allows you to have a sidebar feature on your page. Any content, except columns, can go in a right column.

Select the right column shortcode and insert the appropriate content between the shortcode bookends.

Where the right column instance appears in the text editor impacts where that content appears on a mobile device. If the right column sits at the bottom of your content editor, the right column will appear at the bottom for mobile content. On a desktop, however, the right column content will always appear on the right, regardless of where it sits in your content editor.

In addition, you can insert multiple instances of the right column in your content editor. On a desktop, those multiple instances of the right column will always appear as one seamless right column. But on a mobile device, the right column content will appear as it does in your content editor. The sections are broken apart according to how you inserted each right column in the content editor. You can strategically place the content with mobile users in mind.

The tab shortcode allows you to group related content into blocks organized in up to 5 tabs. The shortcode requires a Heading 4 title and any type of content.

Select the tab shortcode and then select the number of tabs from the dropdown list. Enter Heading 4 text for the tab label or title. Insert text and any other elements including shortcodes and images for tab content.

Repeat as necessary for each tab.

If you want to change the number of tabs after you've already added content, you can change the number between the quotes in the shortcode bookend. Make sure you change the number on every instance and add or remove the tabs accordingly.