



Expert Authors: Guidelines For Articles

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1 Writing and Submitting an Article

First, log into the WordPress Publishing page at: www.Claverton-Energy.com/wp-admin/

- doing this requires your User Name and Password



You are now logged out.

Username

BrianH

Password



Remember Me

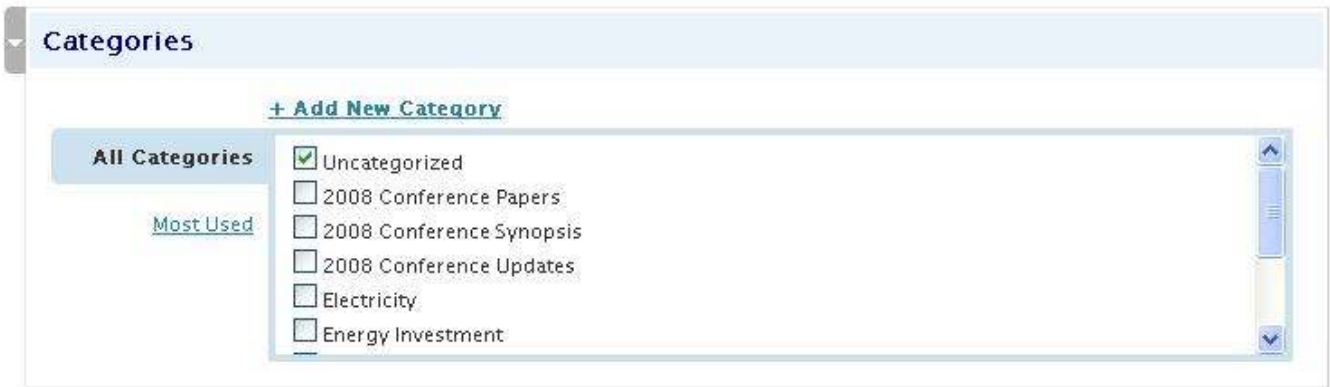
Log In!

[Register](#) | [Lost your password?](#)

Then choose "Write a New Post"

1.2 Select the Appropriate Category

If the Article does not fit an existing Category – add a new one!



1.3 Choose some Descriptive Tags



This helps viewers find all articles with related content

If necessary, select additional Tags from Yahoo

▼ Suggested tags from : [Local tags](#) - [Yahoo](#) - [Tag The Net](#)

Choose a provider to get suggested tags (local, yahoo or tag the net).

1.4 Search Engine Optimisation

In order to help Google et al decide how to assess this article relevancy to specific searches, we should;

- add an accurate Subject Title of up to 70 characters
- add a brief but accurate Description of up to 200 characters
- copy the Tags into the Keywords field

▼ All in One SEO Pack

[Click here for Support](#)

Title:

Description:

0 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

1.5 Submit Article For Editorial Review

It's crucial that what we publish is well-presented, without basic errors such as typo's, spelling mistakes, inaccurate punctuation, and grammatical mistakes.

- You check it... and Submit for Review
- We check it again... proof-read, assess best Category, and decide on release timing...

Its all part of the quest for perfection...

Preview this Post

Publish Status

Unpublished ▼

Save Submit for Review

Delete post
Last edited by BrianH on November 2, 2008 at 6:53 am
Word count: 60

1.6 Manage Posts

Should you wish to tinker with wording, you can edit your own posts, but not those belonging to other authors – theirs are not accessible.

Manage Posts

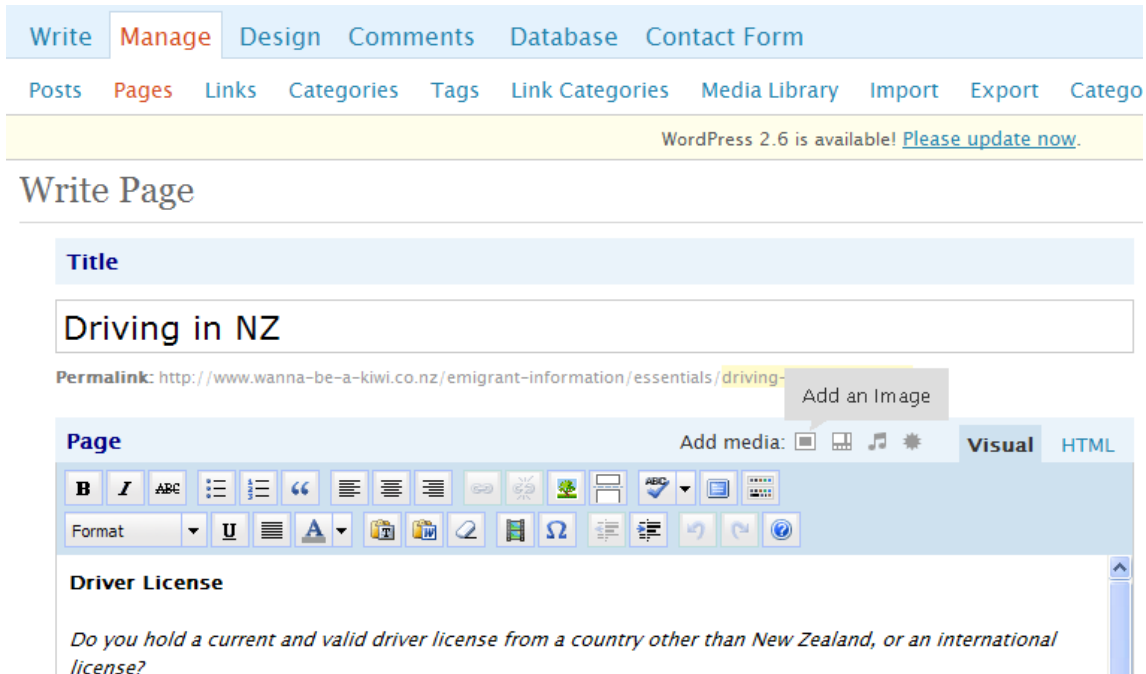
All Posts | Published (24) | Draft (1)

<input type="button" value="Delete"/>	Show all dates <input type="button" value="v"/>	View all categories <input type="button" value="v"/>	<input type="button" value="Filter"/>	1	2	<input type="button" value="Next >"/>		
<input type="checkbox"/>	Date	Title	Author	Categories	Tags		Status	Edit
<input type="checkbox"/>	51 mins ago	Where Does The Wind Come From – And How Much Is There?	BrianH	wind energy	energy expert, global air circulation, renewable energies, temperature gradient, upper atmosphere, wind, wind power, wind resources	0	Published	Edit
	16 hours ago	Turn Your Standby Generation Into Profit-Making Assets!	admin	Electricity	alternative energy sources, Electricity, energy markets, energy shortages, Generation of Electricity, generators, national grid, power generation, standby generator	0	Published	
	2008/11/01	European Super Grid	admin	Electricity	Electricity, energy conference, energy expert, energy experts, Generation of Electricity, renewable electricity, wind energy, world electricity consumption	5	Published	

1.7 Adding Images To Illustrate a Post

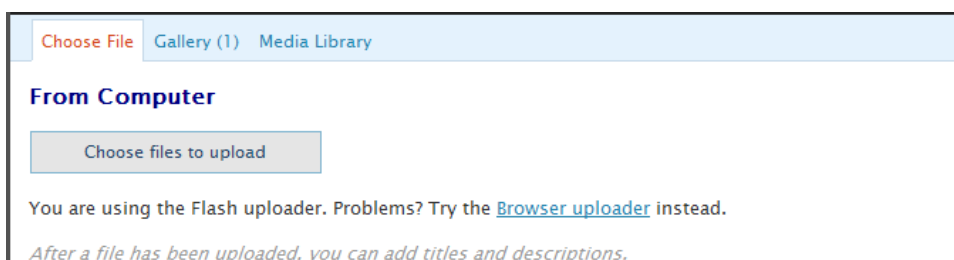
It is possible to add images to illustrate a page and / or a post - and highly desirable to do so, especially for “human interest” stories.

- Use the Add Media / Add an Image tool

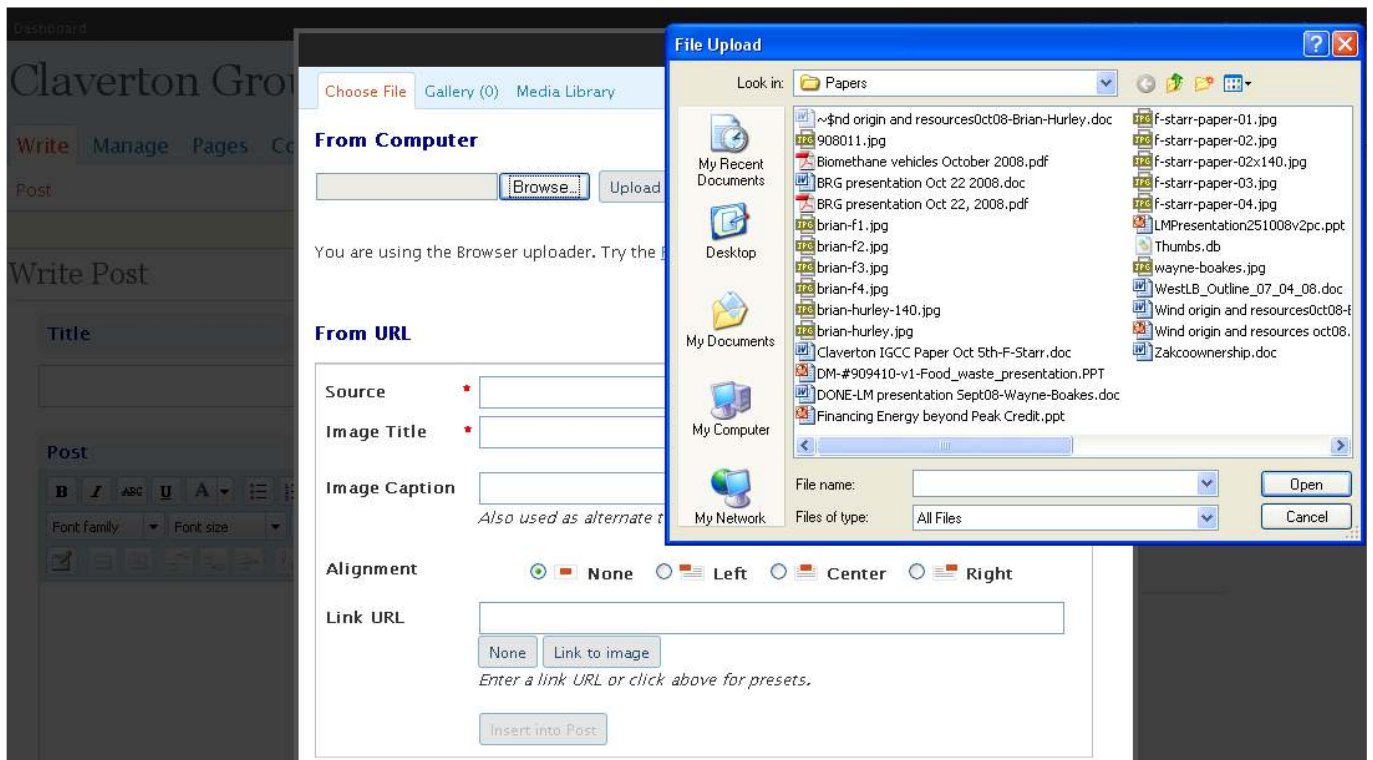


Click on “Choose Files To Upload” and select the image you want from your computer. **Before uploading, crop and resize to the make sure it’s the correct SIZE to fit the page!**

- Author’s Images – max 140x200 pixels to maintain consistency
- Illustrations – max 600 pixels wide to fit in the main column.



Click the "Choose file to upload" button and select the image you want.



Add a descriptive Title and Caption – always use accurate descriptions with keywords to help search engine rankings....

From Computer

[Cancel](#)

You are using the Browser uploader. Try the [Flash uploader](#) instead.



brian-hurley-1401.jpg

image/jpeg

2008-11-02 10:58:20

Title

Caption

Also used as alternate text for the image

Description

Link URL

Enter a link URL or click above for presets.

Alignment None Left Center Right

Size Thumbnail Medium Full size

[Delete](#)

1.7.1 Options 1 - For Illustrative Images

Usually, choose “Centre” and “Full Size” – assuming you’ve edited the image to the correct size already!

Click “Insert into Post”

Once you’ve save the post, you should review the post on the site to ensure it looks like you expected

NB: For main column on main pages, images should be no wider than 600 pixels!

1.7.2 Options 1 - For Author's Image

Click "Left" + Full Size

Click "Insert into Post"

Click on the image in the Post,

Edit Image **Advanced Settings**

Size

130%
120%
110%
100%
90%
80%
70%
60%

Advanced Image Settings

Source

Edit Alternate Text

Size **Width** **Height**

CSS Class

Styles

Image properties **Border** **Vertical space** **Horizontal space**

Advanced Link Settings

Title

Link Rel

CSS Class

Styles

Target **Open link in a new window**

NB: For Author Images, these should be no wider than 140 pixels!

If you have images loaded, and wish to use them in another page or post, use the “Add an Image” button.... E.g.; Author’s with a previous article could use their existing photo.


And then click on the Media Library Tab...

The screenshot shows a web interface for a Media Library. At the top, there are three tabs: "Choose File", "Gallery (1)", and "Media Library" (which is active). Below the tabs is a search bar with a "Search Media" button. Underneath, it says "All Types | Images (27)". There is a filter section with "Show all dates" (a dropdown menu), a "Filter »" button, and pagination controls showing "1", "2", "3", and "Next»". The main area contains a list of nine items, each with a small image thumbnail, a text label, and a "Show" link. The items are: "brian-hurley-1401", "brian-hurley-140", "brian-f4", "brian-f3", "brian-f2", "brian-f1", "wayne-boakes", "george-soros", "dr-gregor-czisch-s", and "menu-bar". At the bottom left of the interface is a "Save all changes" button.

Thumbnail	Label	Action
	brian-hurley-1401	Show
	brian-hurley-140	Show
	brian-f4	Show
	brian-f3	Show
	brian-f2	Show
	brian-f1	Show
	wayne-boakes	Show
	george-soros	Show
	dr-gregor-czisch-s	Show
	menu-bar	Show

Select the image you require by clicking the “Show” button...

pic1
[Hide](#)



pic1.jpg

image/jpeg

2008-08-14 10:04:59

Title *

Caption

Description





Link URL

None
File URL
Post URL

Alignment None Left Center Right

Size Thumbnail Medium Full size

[Delete](#)

	header-21.png	Show
	header-2.png	Show
	cropped-header-2.jpg	Show
	header.png	Show

1.7.3 Images – Important Elements

Don't miss the opportunity to improve search engine traffic by using images properly!!!

File Name – make it explicit and squeeze in a relevant Tag or Keyword Phrase!

- e.g.; renewable-energy-wind-farm.jpg - NO Capitals, no Spaces!!!!

Title – Be accurate: Wind Farm – Western Europe

Caption – this displays under the image...