

Quick Start Guide for Content Editors

This guide covers the most common tasks you'll use when editing content and highlights several accessibility requirements that apply to all WSU websites.

Getting Started

After logging in, navigate to the page you want to edit and select **Edit Page**.

The new website uses **WordPress Blocks**. Think of blocks as individual content pieces that can be added, moved, and edited independently.

Examples include: Paragraphs, Headings, Images, Buttons, Lists, Tables

CONTENT

Paragraph

Heading

List

Quote

Classic

Shortcode

Table

People List

Button

Menu

Slate Form

Stat

WSU Dropdown Menu

CAHNRS Auto-TOC

MEDIA

Image

Gallery

Video

WIDGETS

RSS

Breadcrumb Trail

Program Coordinator

EMBEDS

Embed

Twitter

YouTube

WordPress

Vimeo

TED

Gravity Forms

FEEDS

News (Deprecated)

News Card

News Cards

News List

Event List

Event Cards

DESIGN

Separator

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Generic Container

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Sticky Navigation

Translation

Translation Group

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News (Deprecated)

News Card

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News List

Event List

Event Cards

ADVANCED

Code

Custom HTML

HTML Snippet

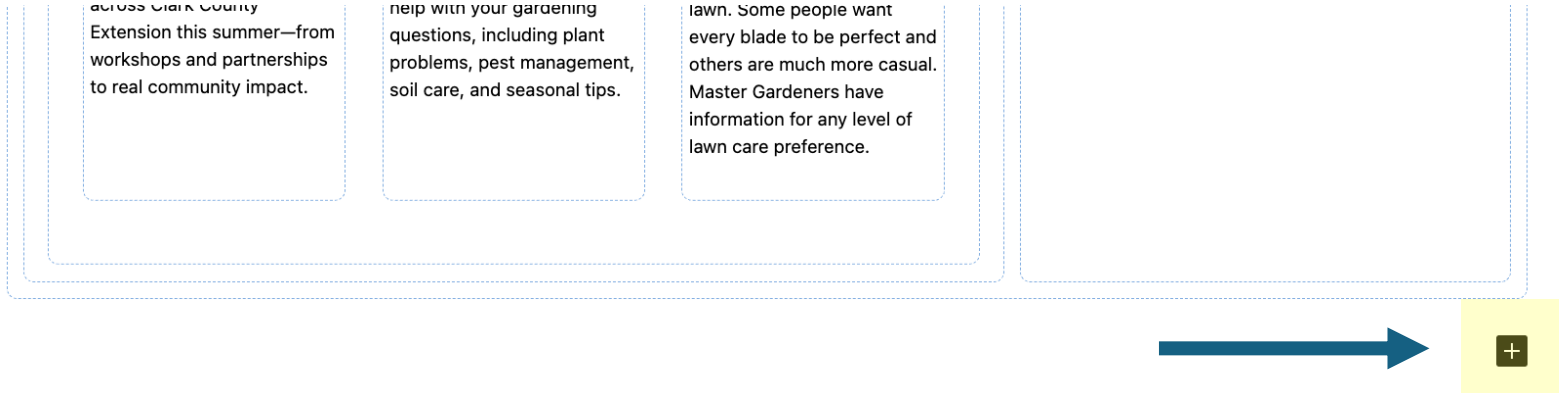
WordPress Block Reference: Descriptions and Uses

Adding Blocks

There are several ways to add a new block.

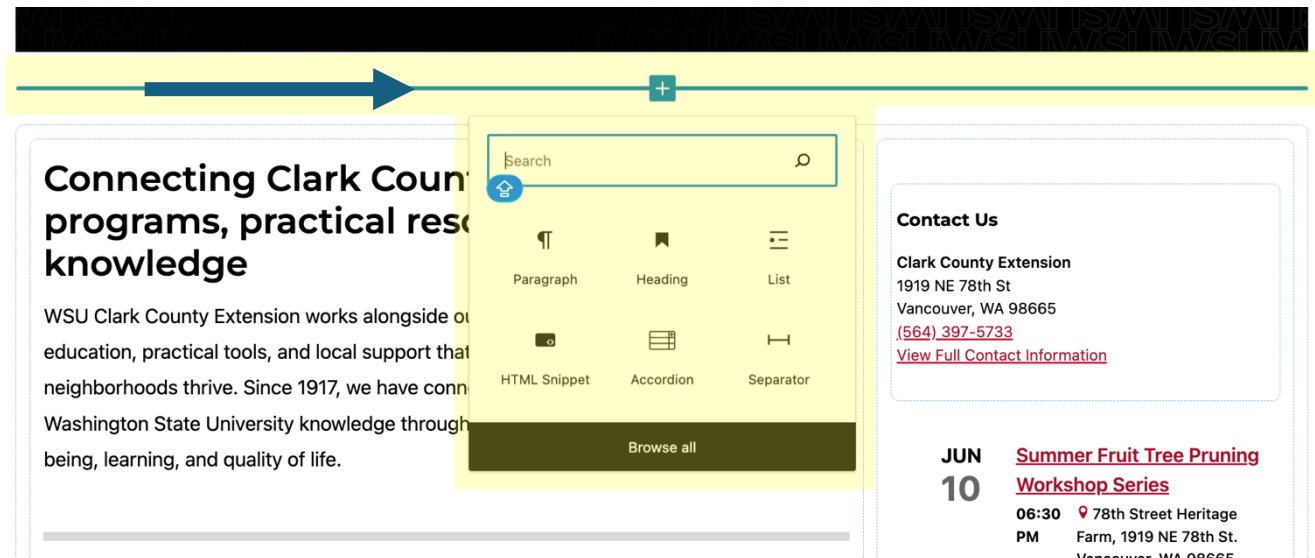
Method 1: Use the + Button

Select the + icon and search for the block you would like to add.



Method 2: Click Between Existing Blocks

Move your cursor between blocks and select the + icon that appears.



Method 3: Use the Slash Shortcut

The quickest way to add a block is by typing a slash (/) on a blank line.

Place your cursor where you want the new content.

Press **Enter** to create a blank line.

Type / followed by the block name.

Examples:

/heading

/image

/list

/button

A menu will appear with matching blocks.

Select the block you want and continue editing.

Tip: If you know the block you need, the slash shortcut is often faster than searching with the + button.

Working with Headings

Headings organize page content and are essential for accessibility. Visitors using screen readers often navigate pages by heading structure. Headings should be used to create an outline of your content.

Heading Levels

H1 = Page title (automatically created)

H2 = Main sections

H3 = Subsections within H2 sections

H4 = Subsections within H3 sections

Example

H1: Master Gardener Program

H2: About the Program

H2: Volunteer Opportunities

H3: Community Gardens

H3: Demonstration Gardens

H2: Contact Information

Important Guidelines

- Use headings to organize content.
- Do not choose a heading level based on appearance. (Instead, choose the heading level based on the content's place in the page hierarchy.)
- Headings should follow a logical order.

For example:

H1 → H2 → H3 → H4

Avoid skipping levels, such as:

✗ H2 → H4

✗ H2 → H5

- Do not use **bold text** as a substitute for headings.

Images and Alt Text

All newly uploaded images must include Alternative Text (Alt Text).

Alt Text helps visitors using screen readers understand the purpose and content of an image.

Good Alt Text

Master Gardener volunteer planting tomatoes in a community garden.

Good Alt Text

Image of volunteer.

Photo of tomatoes.

IMG_1234.jpg

Using Copilot to Create WordPress Image Text

Open <https://copilot.microsoft.com/>.

Upload or paste the image you plan to add to your website.

Copy and paste the prompt below into Copilot, then press **Enter**.

Copilot will generate the **Alt Text**, **Title**, **Caption**, and **Description** for your image.

Review the content for accuracy and make any necessary edits before publishing.

Prompt (Copy and Paste Below):

Review this image and create the following for a WordPress

Create short, concise content for a WordPress website.

1. Alt Text: A concise accessibility description of the image (125 characters or less). Do not start with 'image of' or 'photo of.'

2. Title: A short descriptive title for the image.

3. Caption: One sentence that provides context for website visitors viewing the image.

4. Description: A slightly longer description (1–3 sentences) that explains the image, event, activity, people, location, or purpose. Use complete sentences and include relevant context.

Format the response using these headings:

Alt Text:

Title:

Caption:

Description:

Best Practice: Add Alt Text when uploading images rather than returning later to update them. This helps avoid accessibility errors and saves time during content review.

ATTACHMENT DETAILS



4Hpic.png
April 20, 2026
694 KB
911 by 432 pixels
[Edit image](#)
[Delete permanently](#)

Alt Text

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:

[Copy URL to clipboard](#)

Links

When adding links:

Use meaningful link text.

Avoid using "Click Here" or "Read More" without context.

Verify all links work before publishing.

Example

- Good:
Download the Master Gardener Volunteer Handbook
- Avoid:
Click here

HTML Snippets

HTML Snippets allow content to be reused across multiple pages.

This is how many of our right-hand navigation menus are managed.

Benefits

- Create content once.
- Reuse it on multiple pages.
- Maintain consistency.
- Update multiple pages from a single location.

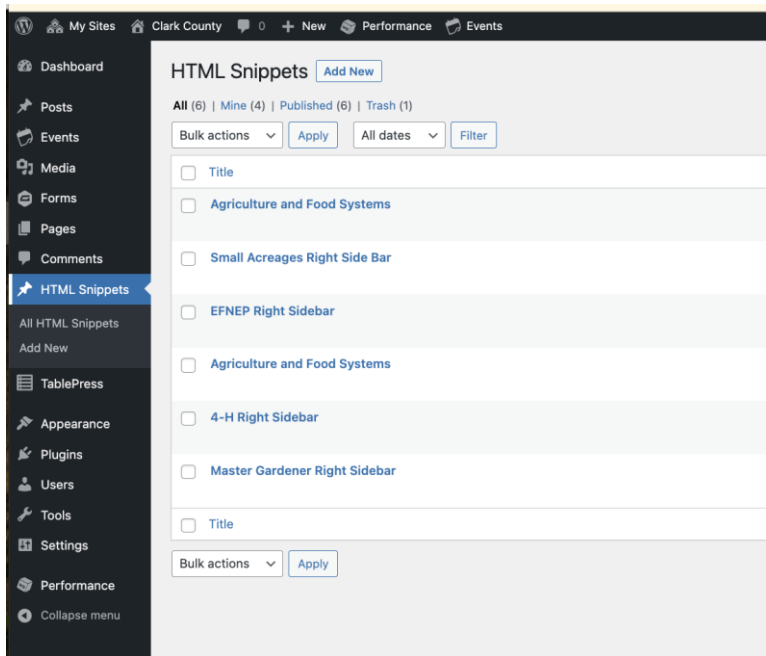
Editing a Snippet

- Open the HTML Snippet.
- Make changes.
- Save the snippet.

Changes will automatically appear on every page where that snippet is used.

Common Uses

- Right-hand navigation menus
- Contact information
- Resource lists
- Shared program content



Use Tables Sparingly

Tables should only be used to present data that needs to be compared across rows and columns. Tables can be difficult to navigate on mobile devices and with screen readers, especially if they contain merged cells or complex formatting.

Use a Table When:

- Comparing information across categories
- Displaying schedules, statistics, or data sets
- Information naturally fits into rows and columns

Avoid Tables When:

- Creating page layouts
- Aligning images or text
- Making content "look organized" when a list or headings would work better

Tip: If a table is needed, keep it simple with clear header rows and avoid merged cells whenever possible.

Use Lists to Organize Information

Lists make content easier to read, scan, and navigate for all users, including those using screen readers.

Use a bulleted list when:

- Items do not need to be in a specific order
- Listing features, resources, or related information

Use a numbered list when:

- Steps must be completed in a specific order
- Providing instructions or a sequence of actions

Avoid:

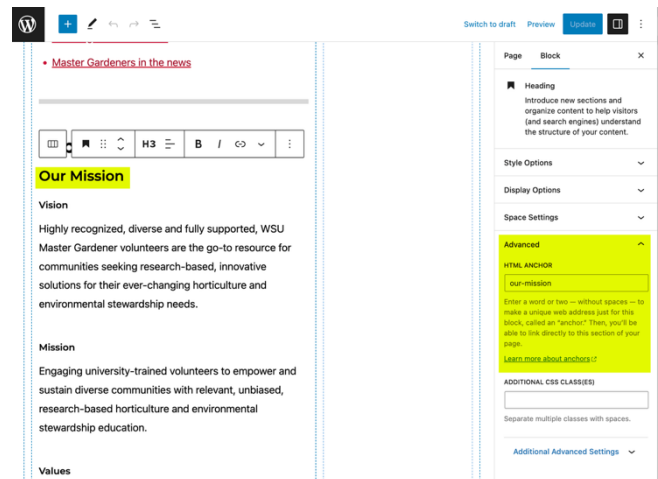
Manually typing bullets, dashes, or numbers. Always use the application's built-in list formatting tools so assistive technologies can recognize the list structure.

Add an Anchor to a Heading or Block

1. Click on the heading or block you want visitors to jump to.
2. In the right sidebar, open the **Advanced** section.
3. Enter a name in the **HTML Anchor** field.

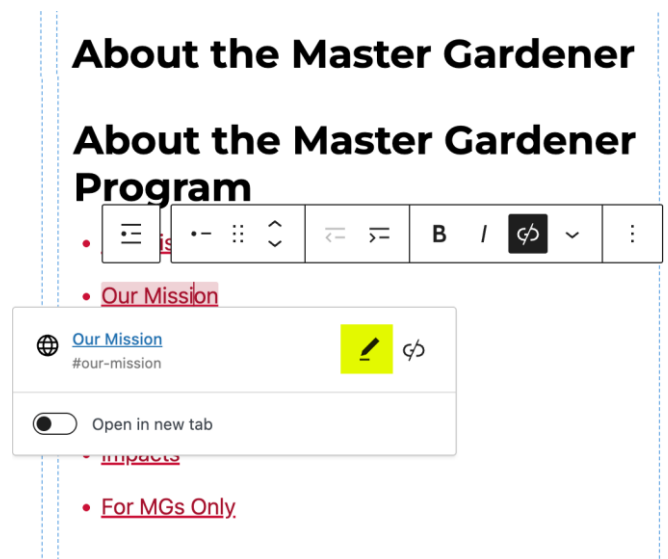
Use only letters, numbers, and hyphens.
Do not use spaces.

Example: registration, contact-us,
upcoming-events



Create a Link to the Anchor

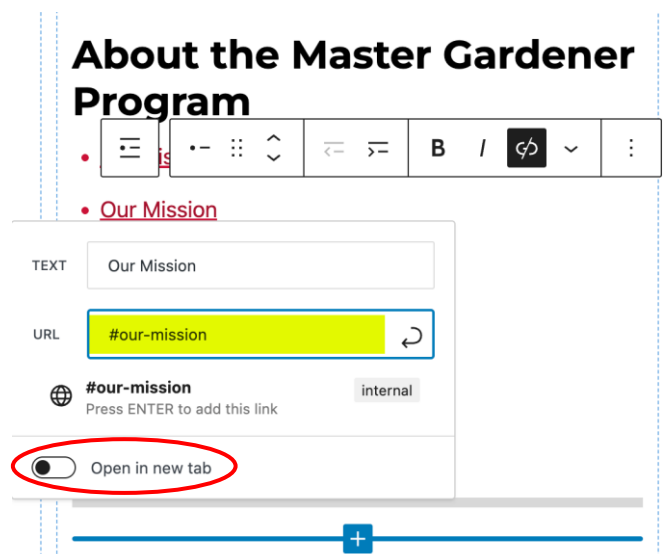
4. Highlight the text you want to turn into a link.
5. Click the **link icon** in the block toolbar.



6. In the link box, type the anchor with a # in front of it.

*To link from another page:
<https://yoursite.wsu.edu/page-name/#registration>

*Make sure links **do not open in a new window**.



Accessibility Checker

When you create or edit a page in WordPress, the Accessibility Checker will automatically review the content and identify potential accessibility issues.

The checker provides alerts and warnings to help you improve the accessibility of your webpages before publishing. These indicators can help identify issues such as missing alt text, heading structure problems, non-descriptive links, inaccessible PDFs, and other common accessibility concerns.

Accessibility Checker Status

C = Compliant

The page passed the automated accessibility check and no issues were identified by the tool.

A = Alert

The checker found something that may be an accessibility issue. Human review is needed to determine whether changes are required.

W = Warning

A potential accessibility issue was detected and should be reviewed and corrected if necessary.

Common Issues That Generate Alerts or Warnings

- Missing or unclear image alt text
- Skipped heading levels or heading structure issues
- Non-descriptive link text (such as "Read More" or "Click Here")
- Color contrast concerns
- Table formatting issues
- PDFs that may not be fully accessible
- Videos missing captions or transcripts

Additional Training and Support

Additional WordPress and website accessibility training sessions will be offered by the WSU Web Team.

- [WSU Digital Accessibility Website](#) – WSU's official resource for accessibility training, policies, testing tools, and best practices for websites, documents, email, multimedia, and other digital content.
- [WSU Digital Accessibility Assessment](#) assessment is required for WSU employees who create and publish digital content.
- [WSU Digital Accessibility Webinar Library](#)
- [Digital Accessibility Core Concepts & Training Resources](#)
- [Subscribe to the Digital Accessibility News Letter](#)

WordPress Accessibility & Usability panel displayed while editing a webpage.

Accessibility & Usability ^

Learn about the items checked by the [Accessibility & Usability Panel](#)

ERRORS

These items **MUST** be fixed.

 0 errors to display.

ALERTS

These items **SHOULD** be fixed.

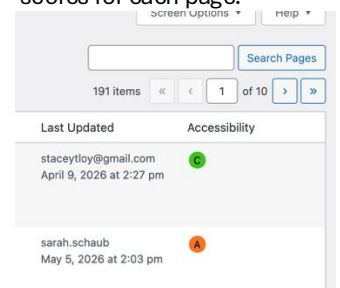
 0 alerts to display.

WARNINGS

These items **MAY** need fixing. A manual check is needed.

 0 warnings to display.

Pages screen in WordPress showing the Accessibility status column with accessibility scores for each page."



Block Reference Guide

CONTENT

Paragraph

Standard text block for most page content.

Heading

Creates page headings and subheadings. Use proper heading order for accessibility.

List

Creates bulleted or numbered lists.

Quote

Highlights a quotation or important statement.

Classic

Legacy editor block used for content created in the older WordPress editor.

Shortcode

Displays content generated by a shortcode.

Table

Creates a simple table. Use only when tabular data is necessary.

People List

Displays contact information for people or team members.

Button

Creates a clickable call-to-action button.

Menu

Displays a list of links for navigation.

Slate Form

Embeds a Slate form on a page.

Stat

Highlights a statistic or key number.

WSU Dropdown Menu

Creates expandable navigation links.

CAHNRS Auto-TOC

Automatically generates a table of contents from page headings.

MEDIA

Image

Adds a single image. Include meaningful alt text.

Gallery

Displays multiple images in a gallery layout.

Video

Embeds a video file or video content.

WIDGETS

RSS

Displays content from an RSS feed.

Breadcrumb Trail

Shows the user's location within the website structure.

Program Coordinator

Displays coordinator information for a program.

EMBEDS

Embed

Embeds content from a supported website.

Twitter

Embeds a Twitter/X post.

YouTube

Embeds a YouTube video.

WordPress

Embeds content from another WordPress site.

Vimeo

Embeds a Vimeo video.

TED

Embeds a TED Talk.

Gravity Forms

Embeds a Gravity Forms form.

FEEDS

News (Deprecated)

Older news display block. Use newer News blocks when possible.

News Card

Displays a single news item in a card format.

News Cards

Displays multiple news items as cards.

News List

Displays news items in a list format.

Event List

Displays upcoming events in a list.

Event Cards

Displays upcoming events as cards.

DESIGN

Separator

Adds a visual divider between sections.

Spacer

Adds empty space between blocks.

Accordion

Creates expandable content sections.

Aside / Callout

Highlights important information.

Note

Displays a note, tip, or reminder.

Card

Displays content in a styled card layout.

Card Group

Groups multiple cards together.

DESIGN continued

Carousel

Displays rotating content or images.

Generic Container

Groups content blocks within a container.

Page Banner (Beta)

Creates a banner at the top of a page.

Decorator

Adds decorative visual elements.

Hero Banner

Creates a large feature banner.

Hero Slider

Displays multiple rotating hero banners.

Columns

Organizes content into columns.

Section

Groups content into a structured page section.

Page Title

Displays the page title.

Outline Header (Experimental)

Creates a decorative section heading.

Overlap Advanced (Beta)

Creates overlapping design elements.

Overlap Spotlight

Highlights content with an overlapping layout.

Preferred Lang Selector

Allows users to choose a preferred language.

Sticky Navigation

Creates navigation that remains visible while scrolling.

Translation

Provides access to translated content.

Translation Group

Connects related translated pages.

ADVANCED

Code

Displays code snippets with formatting.

Custom HTML

Allows custom HTML code.

HTML Snippet

Displays reusable HTML snippets managed elsewhere on the site.

For your county editors, I'd add a note at the top:

Most users will primarily use Paragraph, Heading, List, Image, Button, Event List, Accordion, Columns, Section, and HTML Snippet. The remaining blocks are used for specialized layouts or advanced content.