

Creating a Blog Post—Things to remember updated 11/5/19

- Blog posts should be EXCITING and have some visual elements that are aesthetically pleasing. A good blurb/pull-quote and/or an excerpt from a poem, or photo/art from the book, are good too.
- All cover images and the first mention of the title should link to HFS book page URL
- You can also provide a live link below cover image, and to IndieBound as well. Like so:
buy from HFS
buy from IndieBound
- Include a Featured Image, which can be uploaded at lower right of the page. This is NOT the same thing as “Slider Image.” Leave that field empty. And make sure all images are centered properly.
- Include Key Words. See the widget “Tagaroo Tags” and the field “Add your own tags.” Pick words that make sense. The authors name, if applicable: African American Poetry, black poetry, Spanish Language, Impressionist Painting, US Panthers, American modern dance, etc etc.
- Italicize all titles of books, magazines, journals, etc. It is grammatically incorrect not to.
- Titles of poems, songs, and short stories are put in quotation marks, not Italicized.
- Do not italicize in the header field! Do NOT use `This Command`; the italics don’t carry over to social media posts. Only the code does. It looks bad.
- When combining images in Photoshop please put a space between the images, so they will not bleed together. I usually use a white space, so it blends in with the background in WordPress.
- Use color (if available) jpgs, 72DPI. Images are normally 3 inches high. FYI... book jackets we’ve resized for web use are approximately 2 x 3 inches.