

# Listverse Editing Manual

This document explains the process of editing lists for Listverse. It will be updated in the future with instructions on using the Listverse Editing Workshop (a repository to enable us to see who is editing what list).

## Starting Out

Go to the Listverse posts admin and click the title of the list you want to edit. Author fields and promotional information should already be added. You can begin editing the text right away.

<http://listverse.com/wp-admin/edit.php>

## Text Editing

This document deals primarily with formatting and images - not editing the text. However, here are a few tips.

1. We use metric primarily with imperial in brackets after. You will usually need to do these conversions yourself. Google does them well.
2. Numbers lower than (and including) ten are spelled in full not with numerals - the exception to this is when editing scientific or mathematical lists.
3. Any number starting a sentence is written in full - not in numerals.
4. Try to use m-dashes and n-dashes. We automatically convert wrongly used hyphens for you before sending the list for editing but some may slip through.
5. Use American spelling
6. Remove capital letters for emphasis LIKE THIS.
7. No profanity at all.

## Title Format

Each item on the list should be surrounded with the following code:

```
<h2><span>10</span> List Item Title</h2>
```

Obviously the number 10 is replaced in each case with the correct number for the list entry. Even if lists are sent in from 1 to 10, they should be edited to count down from 10 to 1.

If the title is especially long, try to abbreviate it as much as possible.

If the title has a subtitle or information that would obviously make a good subtitle, do so like this:

```
<h2><span>9</span> List Item Title<br />
Subtitle</h2>
```

For example:

```
<h2><span>8</span> Winston Churchill<br />
Born: 2 November, 1896</h2>
```

## Sources and Links

Sources are usually included directly below a list item or sometimes at the very bottom of the list with appropriate numbering. At least one or two of these should be linked in the text.

If a fact is stated which you know to be certainly true, you don't need to verify the source, but if you are unsure, double check.

Links are inserted like this:

```
<a href="http://this.is.my.link.com/apage.html">This is the
link title</a>
```

Email links are inserted like this:

```
<a href="mailto:myemail@gmail.com">My email address</a>
```


The editor toolbar actually lets you select some text and automatically add links. Simply select the text to link, click the link button, paste in the URL (you don't need to add a title), and click "Add Link". It is via this button on the toolbar:

## Author Promotion

In some cases the author will have a promotional statement at the end of the list. This needs to be checked for links to Facebook, Twitter, etc. and linked in the their blurb.

NOTE: Some authors include notes for the editors in the opening paragraph or their author's promotional statement - please be sure to remove this before publishing.

## Youtube

Some authors include youtube links instead of or as well as image links. Prefer the use of youtube clips over images. The youtube code should be placed where the image would normally be. You only need to add the URL - you don't need to use the embed code from  Youtube.com as Wordpress will automatically link it for you.

Normal youtube code looks like this:  
<http://www.youtube.com/watch?v=9Q7Y2gyS8OM>

If a video doesn't appear to be working, make sure you are using http:// not https:// and visit the URL to double check it can be embedded - some videos can't. If a video can be enabled you should see the following in Youtube:



```
<iframe width="560" height="315"
src="http://www.youtube.com/embed/9Q7Y2gyS8OM"
frameborder="0" allowfullscreen></iframe>
```

## Images

Images are inserted through the built-in image editor. Go to Google images to find the image you want (some authors include images but most don't and when images are included they are often low resolution or low quality). Use the checklist below to decide the most appropriate image.


In the wordpress editor place your cursor where you want the image (directly below the title with one or more carriage returns between them.

Click the "Add Media" button.

Click "Upload Files"

Add the file (drag'n'drop or select files)

on **ATTACHMENT DETAILS**



**bk.jpg**  
June 19, 2013  
2576 x 1920  
[Edit Image](#)  
[Delete Permanently](#)

When the image is uploaded you should see the following the right:

Click "Edit Image". This will open a new window with the following on the right: Click Scale Image (to show the scale options) and enter 632 in the first box. Click "Scale". "Update". When the image is updated close the window and return to the original wordpress insert images window.

Click

[Scale Image](#)  
[Restore Original Image](#)

**Image Crop (help)**

Aspect ratio:  :

Selection:  :

Make sure the following settings are chosen (it is on the right):

**ATTACHMENT DISPLAY SETTINGS**

Alignment

Link To

Size

NOTE: the image size in the "size" option will show as the wrong size - this doesn't matter as the Full Size is actually the resize you just did.

Click "Insert Into Post".

Done.

### Image Checklist

Images should be higher than 650px wide when starting

Images should be crisp and clear - high resolution

Images should be bright and attractive and interesting

Images should contain no borders

Images should not have white backgrounds

Images should preferably be landscape - only use portrait if you have no other choice.

## Featured Image

For the featured image you will need to use a third party image editor (photoshop, gimp, etc.) to resize the image before you upload it to wordpress.

Choose the best picture to illustrate the list - controversial or macabre images are best if appropriate for the list. For example, don't put a smiling girl on a list of haunted houses - put a creepy image.

Ensure the main focal point of the image is in the center (so it downgrades nicely for thumbnails). The above checklist also applies here. Usually I use an image from the list but sometimes that isn't possible.

You need to resize the image to 632 pixels wide and 332 high. In photoshop I do it this way:

Add image to photoshop

Double click image in layers tab to make it editable (rename it from background)

Do an image size and set the width to 632

Do a canvas size and set the height to 332

Adjust (using Command-up or down arrows on a mac)

Save.

Upload to Wordpress.

To add the featured image to the list simply click "Set Featured Image" on the right of the post.

## Image Quality and Style

Images should be very high quality, have no white backgrounds or borders and have no text. They should be as colorful and enticing as possible. You should make sure that the main focal point of the *featured image* is in the center horizontally so it appears correctly in the image thumbnails.

Important: The image should reflect the title of the list—not an entry from it. It is confusing when a list about ancient Rome (which tells us they invented peanut butter—they didn't) has a picture of a modern jar of peanut butter for example.

## Adverts

We need to manually insert one ad into each post. To do this add the following HTML comment between items 5 and 6:

```
<!-- adman -->
```

This will automatically be replaced by an ad when the list is published.

## Final Preview

Do a final preview of the list and make sure everything looks right. If it does, you can then click “schedule post” and it should be ready to go. Once the editors workshop is finished you will then check your edits as done there.

### **Final Checklist**

Did you preview the final list to make sure all images are in place?

Did you insert <!-- adman --> between items 5 and 6?

Did you select a category for the list?

Did you add a featured image?

Did you read the entire list in preview to make sure you left no spelling or other errors?