La documentación de WordPress es solo para los WordPressers y no para los clientes, ¿o sí?

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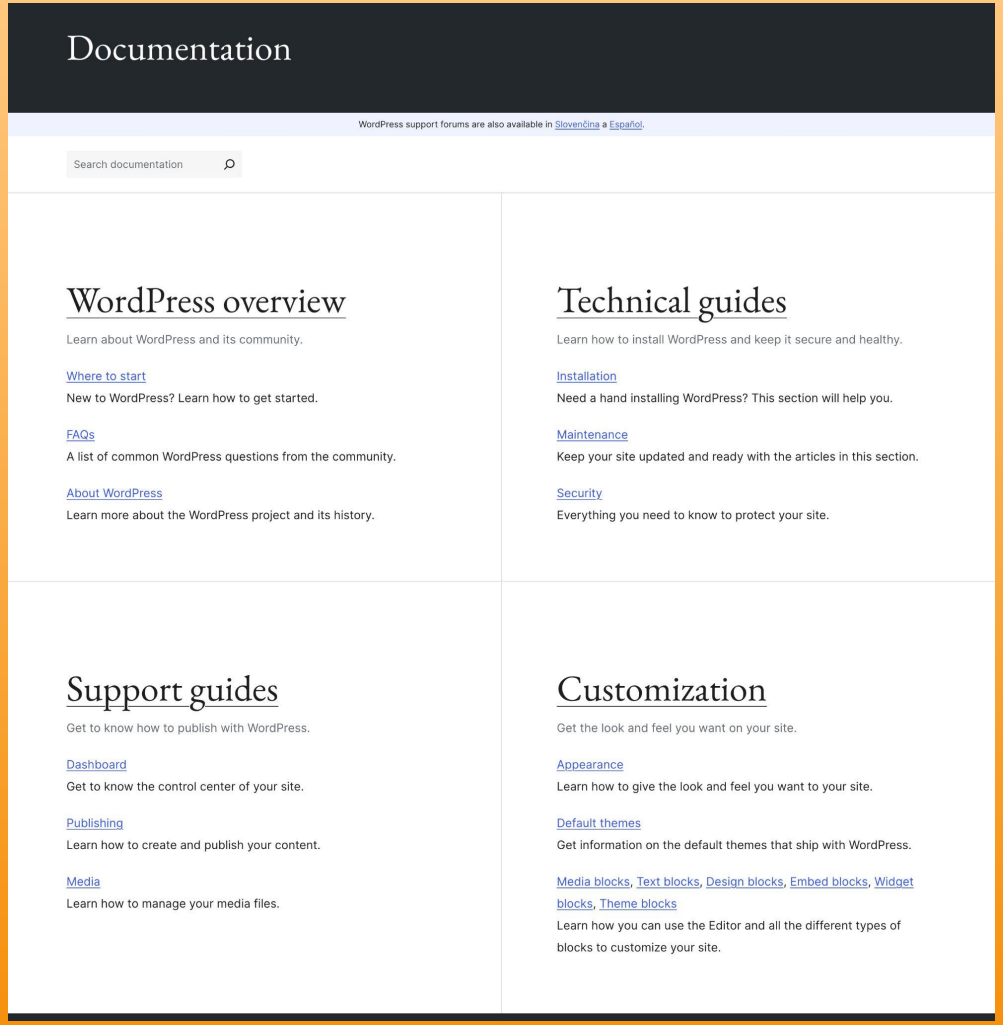
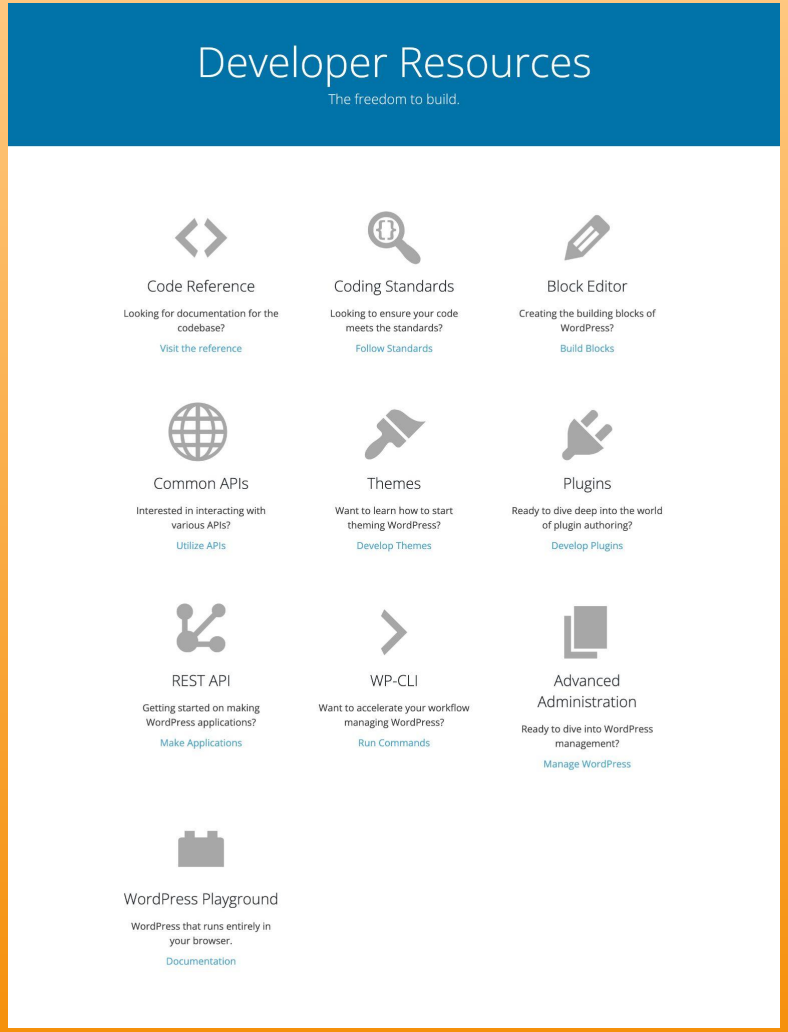
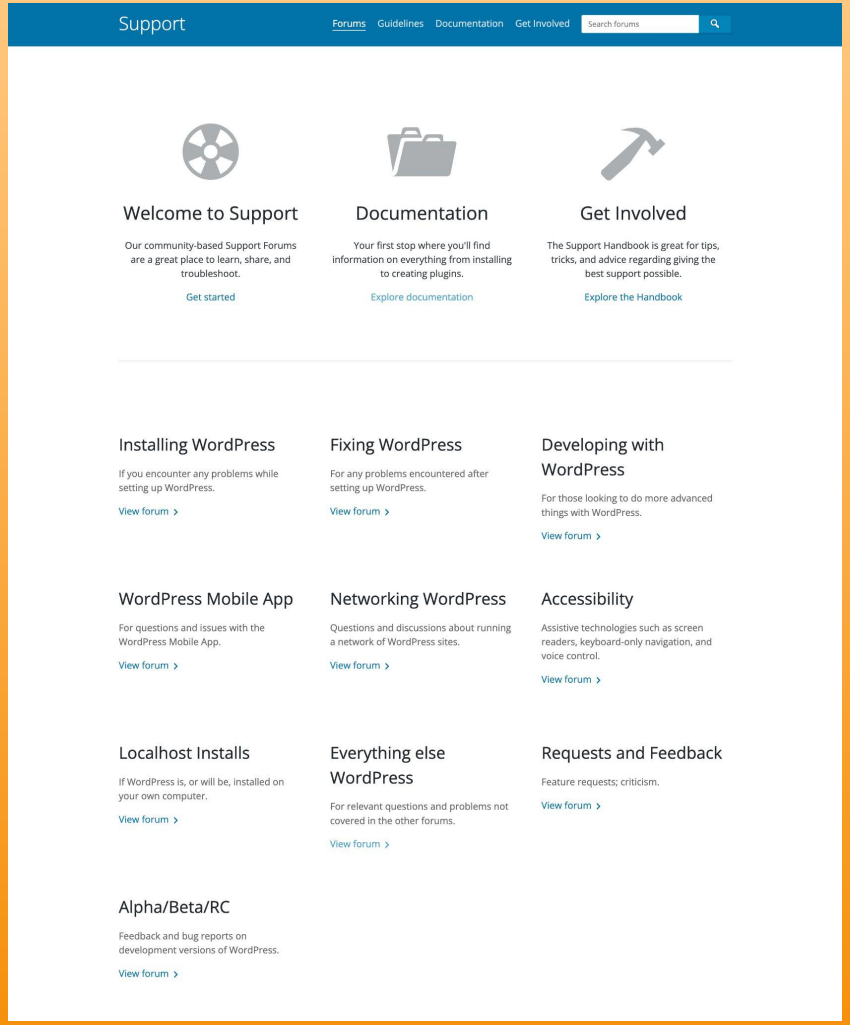


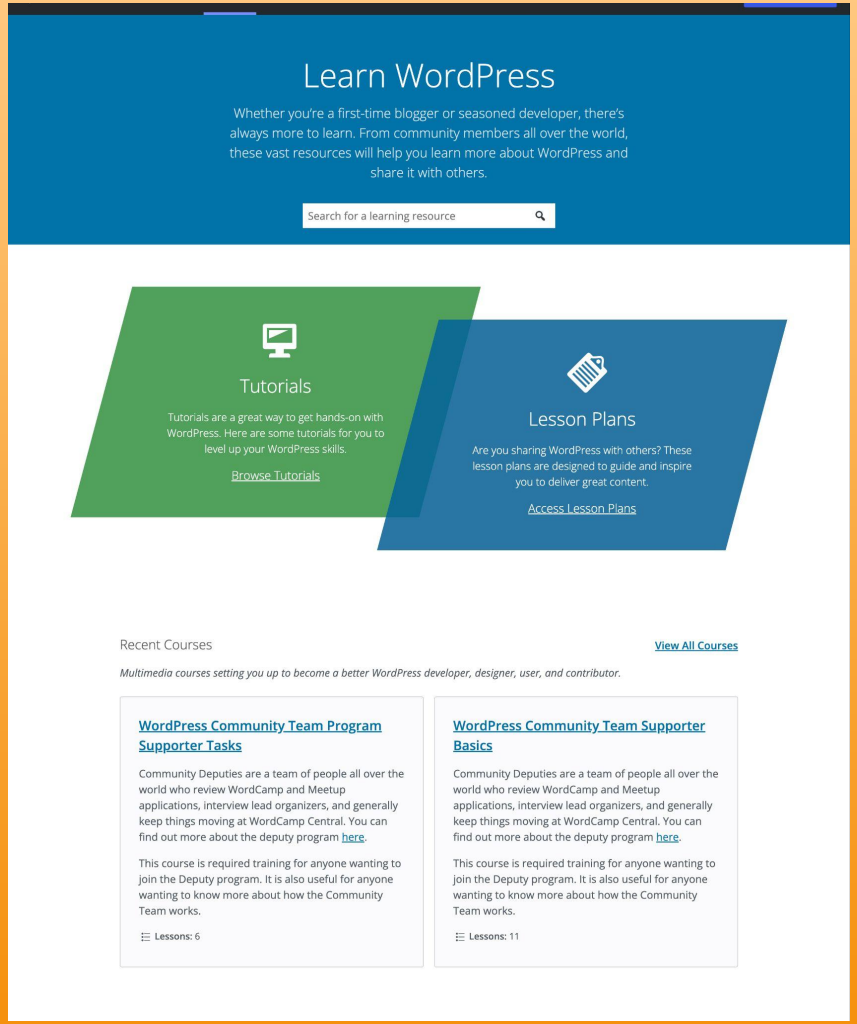
Documentación para usuarios finales



Documentación para desarrolladores



Los foros de soporte



Learn o el sitio de formación

- Usuarios nuevos que buscan un CMS
- Bloggers
- Diseñadores de sitios web
- Creadores de contenido
- Consultores de WordPress
- Equipos de soporte
- Traductores

¿Podremos educar a los clientes?

Veamos un ejemplo

Cómo insertar una imagen

Inserting Images into Posts and Pages (Block Editor)

Search documentation for...

In this article

- Adding the Image Block to the Page or Post
- Adding the Image to the Block
- Block Toolbar
- Block Settings
  - Image Caption
- Further reading
- Changelog

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Go back to the list of **Blocks**

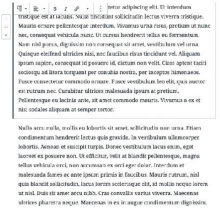
Note: This page uses Block Editor. If you are a Classic Editor User, refer this page.

When creating or editing a WordPress page or blog post, you can easily add images to a post or page using the Image Block.

Adding the Image Block to the Page or Post

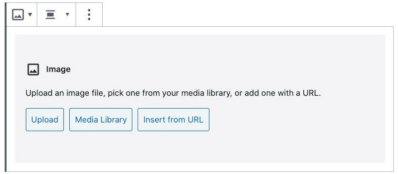
To add an image to your page or post, you'll add an Image Block.

You can also add an Image Block from within your content. To do that, hover over the block you'd like to add the Image Block above or below and click the plus sign. Then select the Image block from the available blocks shown.



Detailed instructions on adding blocks can be found here.

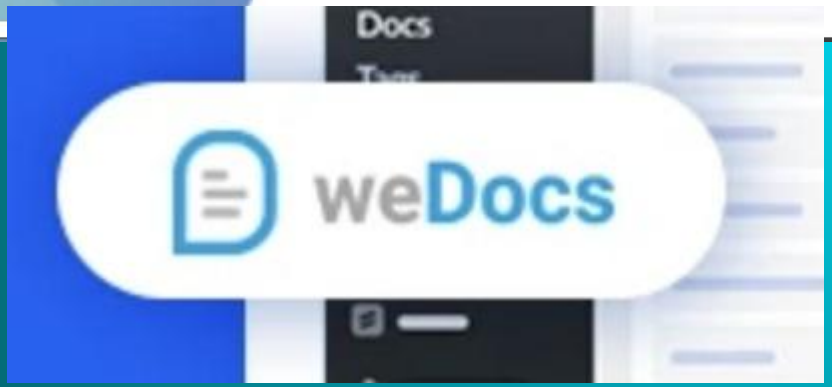
Once you've added the block, you will see the option to upload an image, select an image from the Media Library or insert an image from a URL.



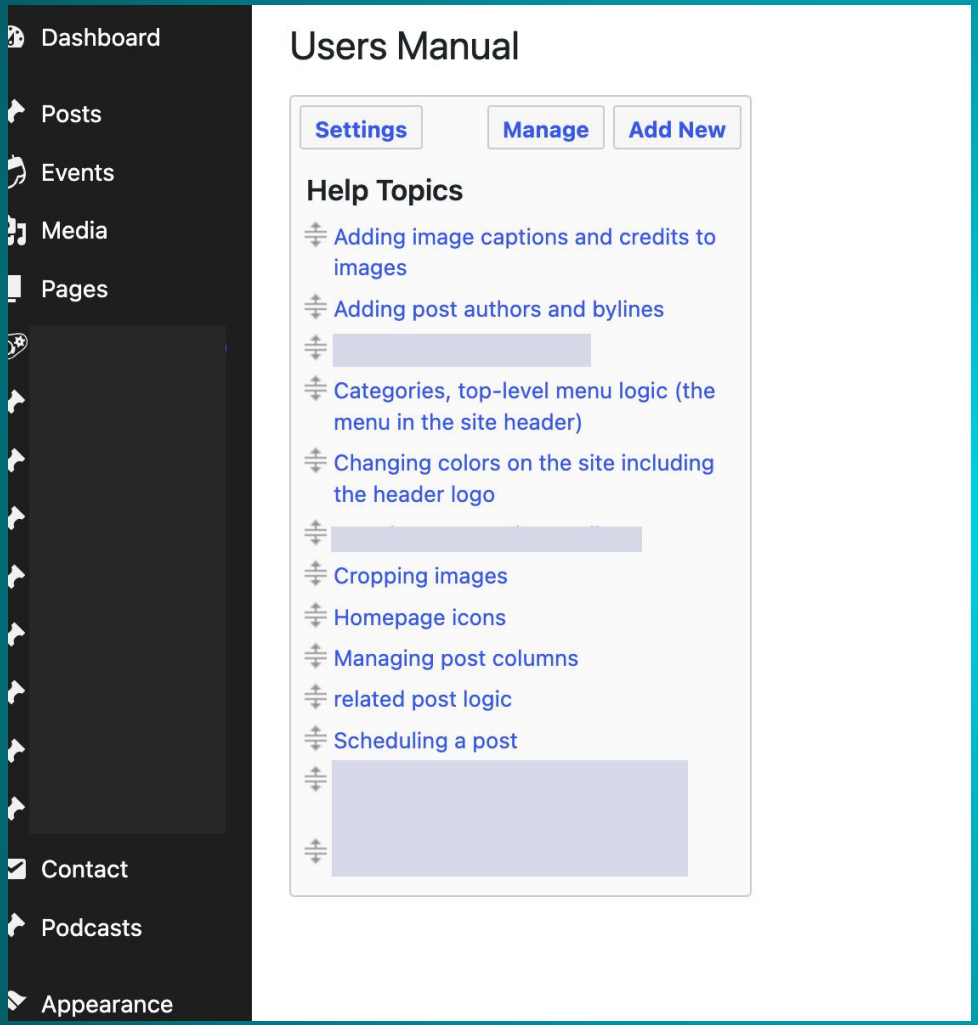
La mejor forma de evitar tragedias es crear tutoriales explicando qué es y cómo funciona cada bloque que existe en el tema.

Plugins para crear manuales

HelpScout Docs Portal Plugin for WordPress by CreativeMinds



HELP

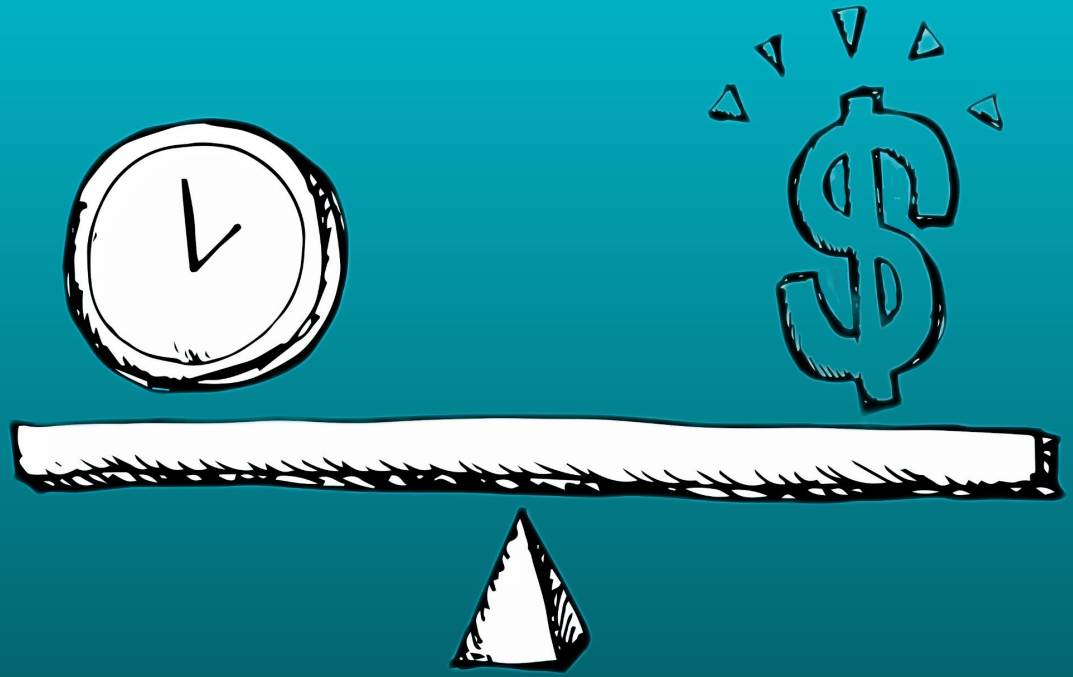


Ejemplo de un manual del usuario

Escribir documentación efectiva

- Crear categorías
- Tutoriales cortos y con lenguaje sencillo.
  Ej: *Usar el + a la derecha para agregar el bloque de imagen* vs *En la derecha hay un signo de más, hazle clic y busca el bloque con una imagen.*
- Utilizar imágenes, screenshots y vídeos para ilustrar una acción
- Usar títulos (headings) y subtítulos (h3, h4, etc.) para facilitar la lectura
- Trata de escribir las instrucciones en orden: paso 1, paso 2, etc.

Escribir tutoriales requiere tiempo y son costosos



Inserting Images into Posts and Pages (Block Editor)

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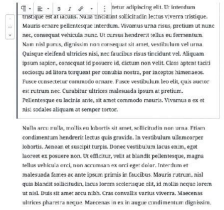

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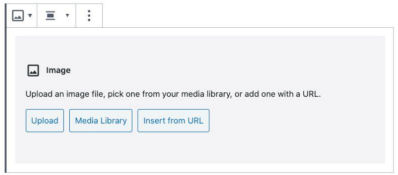

Search documentation for...

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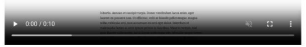
Adding the Image to the Block

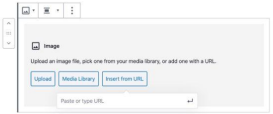
There are four ways you can add an image to the block. Three offered via buttons on the Image block placeholder and one drag & drop way to add images to your post or page.

1. **Upload from your computer**
   Click on the "Upload" button. This opens up a dialog box pointing to your own hard drive. Select the file you want to upload and click on the "Open" button.

2. **From the Media Library**
   You can select an existing image from your Media Library by clicking the "Media Library" button.



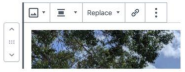
3. **Insert from URL**
   Click on the "Insert from URL" button and paste or type in the URL for the image.
   Notes:
   1. URL needs to be a fully qualified URL starting with https:// and the domain name and not be a relative reference to your own site.
   2. Images inserted via URL, will not be saved into your Media Library. They keep referencing the image from the site of the URL. If the site disappears, your image will disappear from your post or page.



4. **Drag & Drop**
   You can select an image from your Explorer or Finder window on your computer and drag it into the block editor window. then drag and drop it into the block.

Block Toolbar

Besides the "Mover" and "Drag & Drop Handle" on the left side, the Block Toolbar for the Image Block shows five buttons:



- Block Styles and Transform to
- Change alignment
- Replace image
- Insert Link
- More Options

Block Styles / Transform to

In this drop-down, you see the two styles for you image.

The **"Default"** style displays your image as it was uploaded.

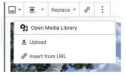
The **"Rounded"** style offers you a display with rounded corners

Transform to

You can transform an image block into five other blocks:

A Group block, a Gallery block, a Cover block, a File block and a Media & Text block. Please use the links to learn more about these blocks that use an image.

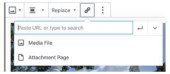
Replace



The "Replace" button from the toolbar provides you with three choices to replace the existing image with another one: via the Media Library, Upload from your computer or Insert from URL. These are the same choices you encountered at the beginning of this article.

Insert Link

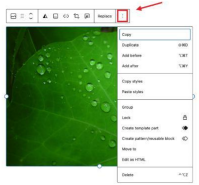
"Insert Link" Button allows you to add a link to your image. The link options are:



- **Paste URL** – Links to a website or a different post or page on your own site. Can be relative or absolute ("/contact-page" or "https://google.com"). Type in a keyword and the Search will find a page/post from your own site.
- **Media File** – Links to a page with just the image.
- **Attachment Page** – Links to the WordPress Attachment Page with details about the image

More Options:

The image block has a number of additional options that can be accessed clicking on the three-dot menu on the right hand-side part of the tool bar. These options are common to all blocks, you can read more about them here.



Necesitamos de tu ayuda para traducir la documentación de usuario final

Los beneficios de tener la documentación para usuarios finales en español

- Más gente tiene acceso a la documentación;
- existe inclusión cuando abrimos oportunidades para personas que no dominan el inglés;
- disminuye el tiempo, esfuerzo y coste de escribir tutoriales nuevos
- no es necesario crear nuevos screenshots o vídeos, solo hay que copiarlos
- Podemos brindar un servicio o beneficio extra a los clientes

Así que, qué piensan, ¿podrán ser los clientes los nuevos usuarios de la documentación de WordPress para usuarios finales?

Gracias

¿Preguntas?

#PonteWordCamp