

| Topic | What Is the Problem? | How to Fix it? | Why is it Important? |
|--------------|---|--|---|
| Bylines | The byline on your blog appears as a username or doesn't appear at all. | Dashboard > users > My Profile > First Name, Last Name, Nickname > Display Name Publicly As | Control the way your authorship appears on your blog |
| Hyperlinks | You don't link to the sources that you reference (articles, assignment banks, etc), or your links appear as long URLs. | In your visual editor, highlight the relevant text, then choose the Create Link icon from the style menu. | Hyperlinks a great way to point to external content (and therefore provide sources for your readers) without interrupting the flow of the text. |
| Paragraphs | Your paragraphs are excessively long, and oftentimes, your blog is one single paragraph. | Create shorter paragraphs than you normally would. A 500-word blog post might have anywhere from 3-5 paragraphs in it. | Paragraphs serve to organize ideas in a visual pattern. When we read on the web, our eyes tend to scan more quickly, and therefore we need to be able to detect topic sentences more quickly. |
| Photo credit | The source of your image is undocumented, and it is unclear whether or not you own the image and/or have permission to use the image. | In the caption under the photo, or at the end of the blog post, include a hyperlink to the original source of the image. | Giving credit to work that does not belong to you constitutes ethical blogging. Giving credit to your own work establishes origin. |
| Photo format | Your image appears to "float" on the page, because it is not aligned with text wrapping | Click on the photo in your text editor > Click on the edit photo button that overlays the image > Choose an alignment option (Left or Right) | Aligning your photos with wrapped text creates a more polished look, and a better reading experience |
| Titles | Your title does not invite the reader to peruse your blog post because it is vague, generic, or otherwise too abstract. | Identify the purpose of your blog post and create a title that reflects that purpose. | Choosing a specific title that reflects the content of your post not only guides readers to you, but it helps you establish the purpose of each post. |