

# Building a Brilliant Page

Whether you are making a new page, or improving an existing one, there are some key features that can help to make it useful & navigable.

To make your page really useful, think about structure, and how to present readers with key information.

## Lead section

A Lead section is the first paragraph or two of an article, and it comes before the table of contents and the first heading. Information from the lead section often shows up in search engine previews of topics, so it's especially important to include the key information.

The Lead section is also the first thing other Wikipedians will read, so make sure to establish the subject's notability here - then they'll know why the article is important, and may even be inspired to help improve it!

Things to include in the Lead section: Who, What (happened), When, Where, Why, How?

For more on this, search Wikipedia for "Wikipedia:How to create and manage a good lead section" or click [here](#).

## Headings

Adding headings helps to structure the information on your page. Use pages on similar people/places/things as inspiration for what sections to include. To add headings:

- in the Visual editor, click **Paragraph** 
- in the Source editor, add equals marks either side of the heading text, like this: `==Heading==` Add extra equals marks to make subheadings.

## Wikilinks

Wikilinks are the main way that pages are connected and your readers can find related information. There are two main ways to make a link between pages:

- in visual editor, just highlight the word you want to link and click the link sign: 

- in the Source editor, you can link using square brackets. Put them around the words you want to link to, `[[like this]]`. If your sentence requires a plural, you can put the "s" outside brackets, like this: `[[general practitioner]]s`. If it's helpful to use an entirely different form, put the link words first, then a pipe (straight vertical line), e.g. `[[Fellow of the Royal College of Physicians|FRCP]]`.

## References

Make sure to reference all of the information in your article as thoroughly as possible, especially quotations, any contentious points, or material relating to living people. Sources that you reference should be reliable, third-party, published sources: read more at "Wikipedia:Verifiability" ([here](#)).

- To cite references in the Visual editor, use the Cite button:  **Cite** You then have the option of Automatic citation by pasting in a URL or DOI, Manually entering information (do this if the Automatic method misses out key information), or Re-using a citation that's already been used in the article.
- If you'd like to cite references in the Source editor, you can find a full guide and templates to use at "Wikipedia:Citation templates" [here](#).

At the bottom of the page, add a References heading, and underneath that, type `{{reflist}}` (or `{{reflist|30em}}` for columns) so that they appear tidily.

## Categories

Categories are located at the bottom of the page. Putting your page into categories helps people to find it. The best way to find relevant categories is to find another page on a similar person/place/thing, and see what categories that page is included in.

- You can add categories in the Source editor (copy them from another page and paste them in!).
- You can also change your Preferences - select the tab **Gadgets** and, under the heading Editing, check the box to enable HotCat. When you return to your article, you'll see + and - signs beside the categories to add and remove them!

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You can use templates to take your page to the next level by presenting information in an engaging way and making it easier to find related pages.

## Infoboxes

Infoboxes are the summaries on the right hand side of pages. They give key snippets of information.

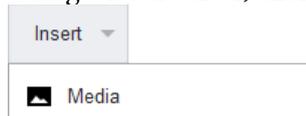
- If there's already an infobox in a page, you can click on it to edit - just fill in the boxes!
- If there is no an infobox on a page, find a relevant one (see useful examples below or borrow one from a page on a similar person/place/thing). Copy the template (in Source editor if you're copying from another page), and then in the Source editor of your page, paste it in. Fill in the blanks!

Useful infoboxes include: [Template:Infobox person](#), and [Template:Infobox organization](#). You can find a list of all the infoboxes at “Wikipedia:List of infoboxes” ([here](#)).

## Pictures

Pictures are a great way to make a page more engaging, and to provide information in a different form to readers. Search on Wikimedia Commons for images that you could use. When you find one, you can insert it into your article:

- Using Visual editor, click Insert, Media:



The Visual editor will help you to search for related images, caption and position them.

- To add a picture in Source editor, click on the picture logo  and paste in the image name (title) from Wikimedia Commons. You can then specify captions, alignment, etc.

You can also upload pictures too. The best way is to use the Wikimedia Commons Upload Wizard, [here](#).

## Succession box

For people in key roles, it's really useful to show who held the role before them, and who took over from them afterwards. To add this box using the Source editor, paste the template in almost at the very bottom of the page, but just above the Categories.

The template is at “Template:Succession box” ([here](#)).

## Library resources

The Forward to Libraries template can show resources by or about a person in the reader's library of choice. It should be added under the References or Further reading heading.

The template is “Template:Library resources box” ([here](#)).

## Sister project links

Another way to help people to find related information is to add links to related material on Wikipedia's sister projects, such as Wikimedia Commons (pictures, sounds, video), Wiktionary (definitions), Wikinews (news), Wikiquote (quotations), Wikisource (texts), Wikibooks (textbooks), and Wikiversity (learning resources).

There is a template that enables you to link to any/all of these sister projects, and you can find it by searching “Template:Sister project links” (or [here](#)).

## Authority control

Authority control helps to specify the identity of a page, creating a unique identity to distinguish between items with the same or similar titles. For example, there could be lots of Jane Smiths - authority control helps to specify *which* Jane Smith. The Library resources template can incorporate Authority control information to help readers to find their particular Jane Smith in other libraries too.

The template is “Template:Authority control” ([here](#)).

## Other templates

Look on pages that impress you for features to borrow! Spot them by looking for `{{wiggly brackets}}`.