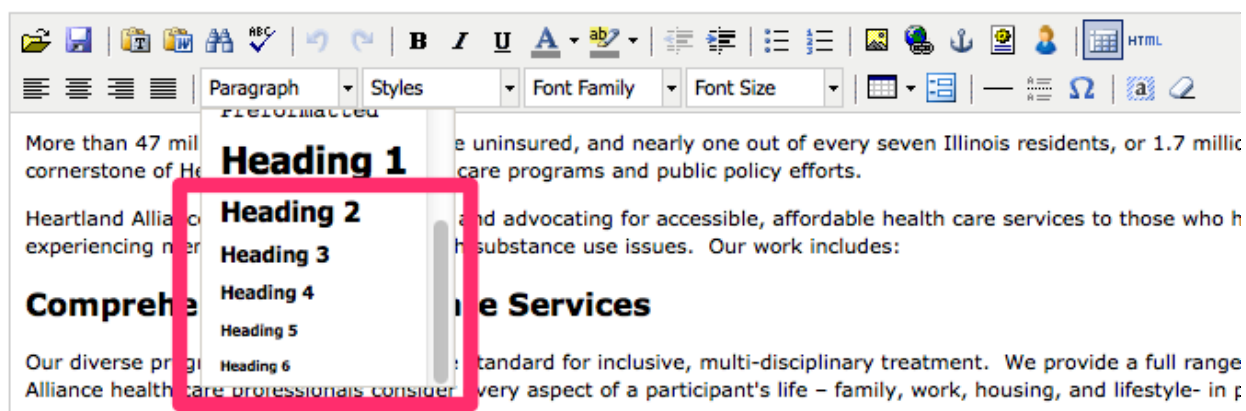


Tips for Website and Email Content Editors

Editing toolbars offer many options for formatting your page's or email message's content. Some of the toolbar's features will save you a lot of time and some of the features will prevent your content from displaying correctly.

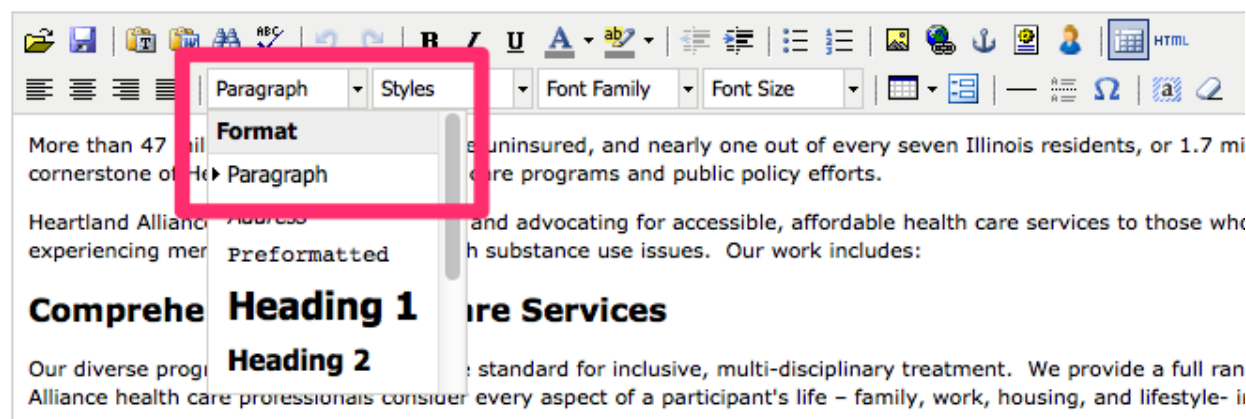
Features to Use

HEADING 2 TO HEADING 6



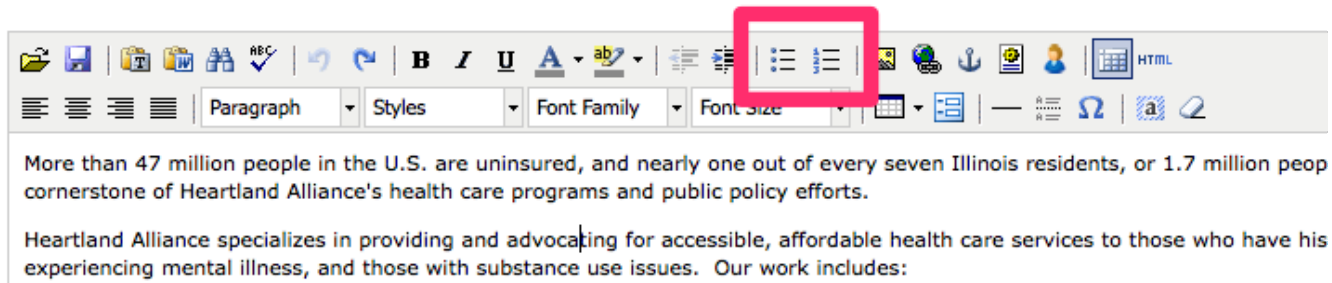
If you would like to make some of your text larger and bolder, experiment with Heading 2 or Heading 3. You can also use Heading 4, 5 or 6 but make sure to preview your changes. The text may not as large as you would like it.

PARAGRAPH



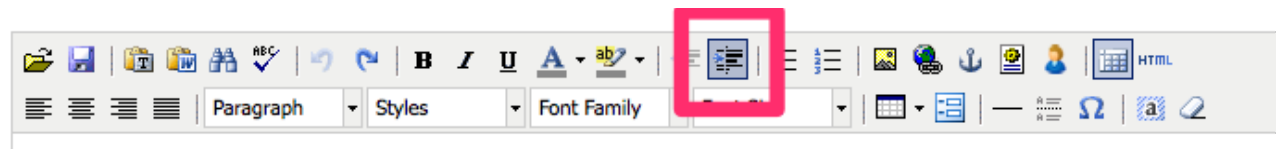
Use the paragraph format as the default for your page's body text. Don't use the "Address" or "Preformatted" options.

BULLETED AND NUMBERED LISTS



Use the bulleted and numbered lists tools to group similar items and make the page easier for readers to scan.

BLOCKQUOTES

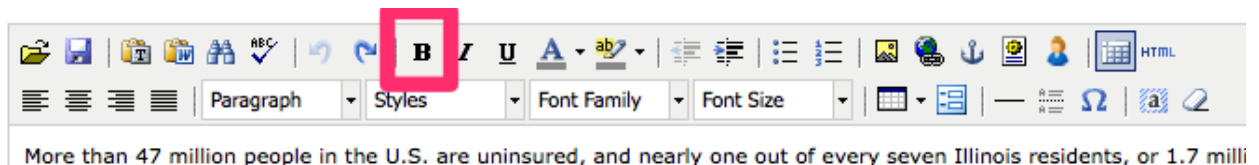


Use blockquotes to indent text.

Like this.

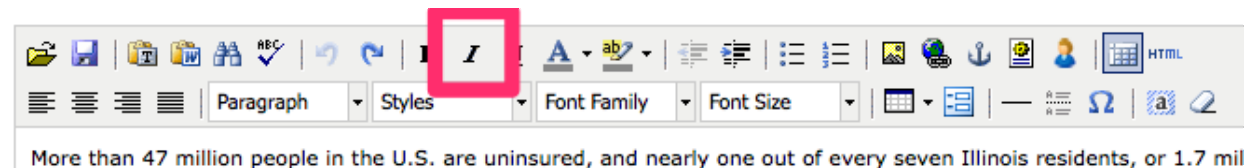
And this.

BOLD



Use the bold tool to give some of your paragraph text more emphasis. Refrain from bolding headings.

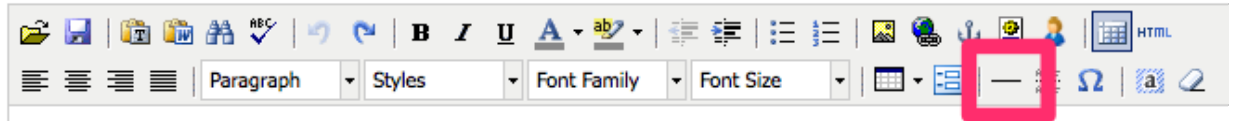
ITALICS



Use the italics tool to give some of your paragraph text more emphasis. Refrain from

italicizing headings.

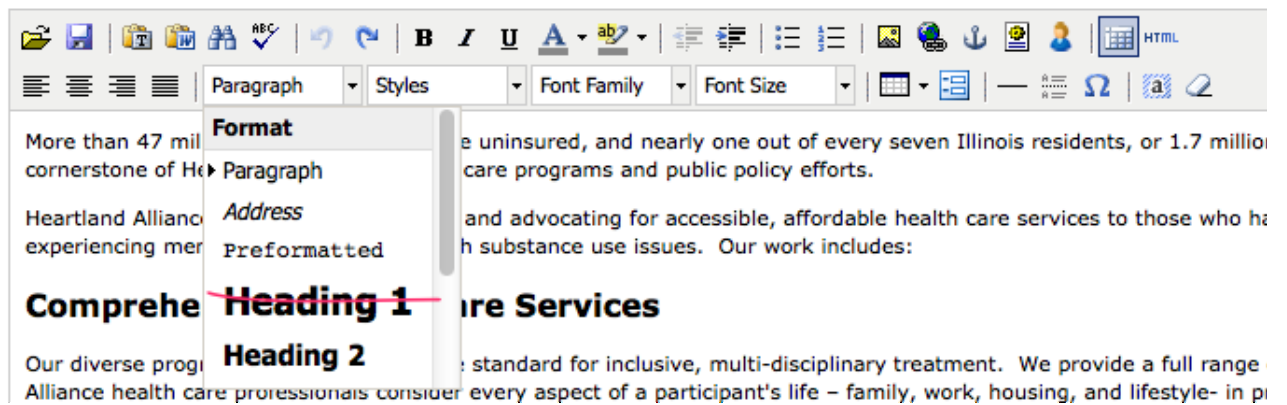
HORIZONTAL LINES



Use the horizontal line (also called the horizontal rule) as a separator on pages with a lot of text content.

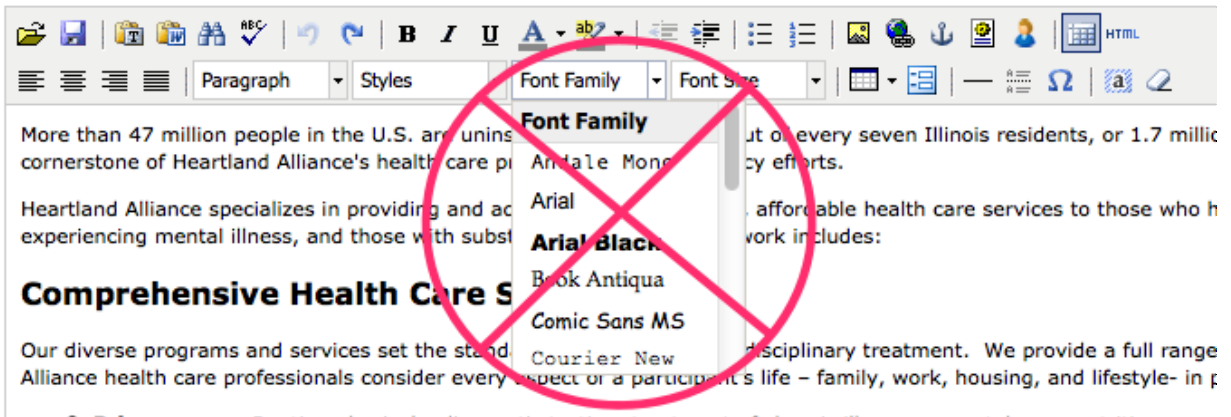
Features to Avoid

HEADING 1



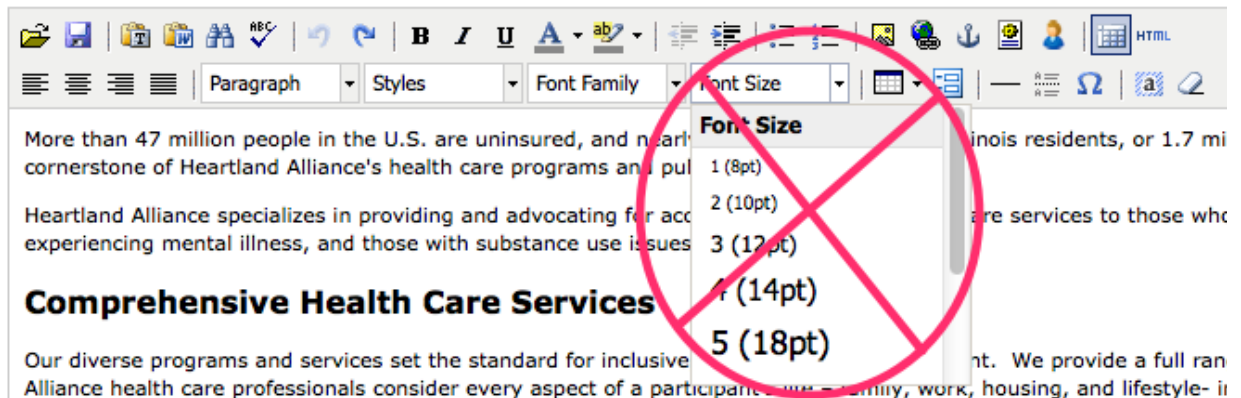
Heading 1 is reserved for your content management system to use for the page title. As a content editor, you should not use Heading 1. Overuse of Heading 1 is punished by Google in their search algorithm and may cause your site to appear lower in search results.

FONT FAMILY



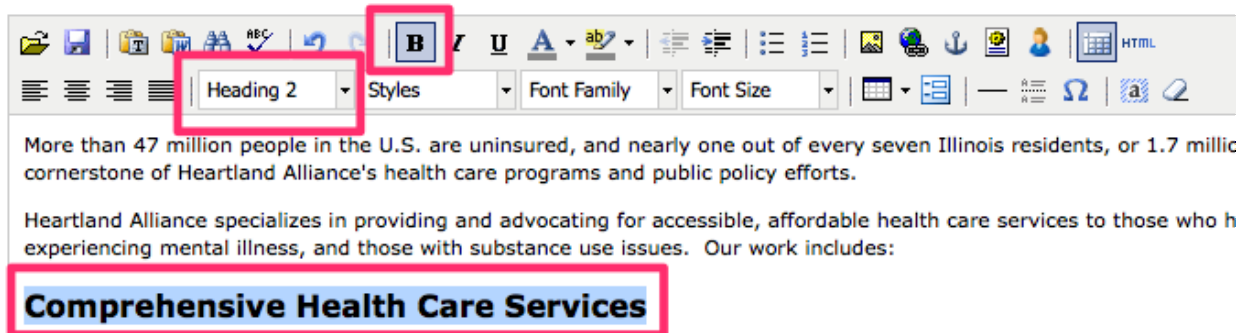
Your page's content already has a font as determined by the website's overall style. Avoid the font family tool entirely.

FONT SIZE



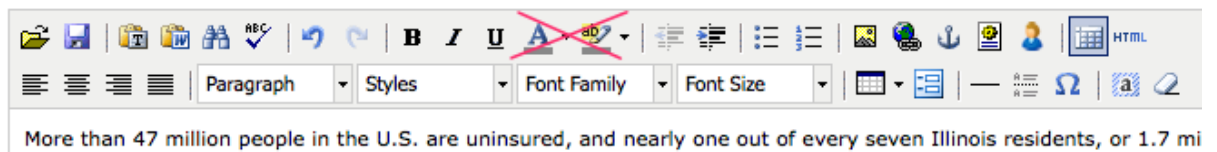
Headings and paragraphs already have a size as determined by the website's overall style. Avoid the font size tool entirely.

BOLDED HEADINGS



Headings are already bolded as determined by your site's overall style. Avoid using the bold tool with headings.

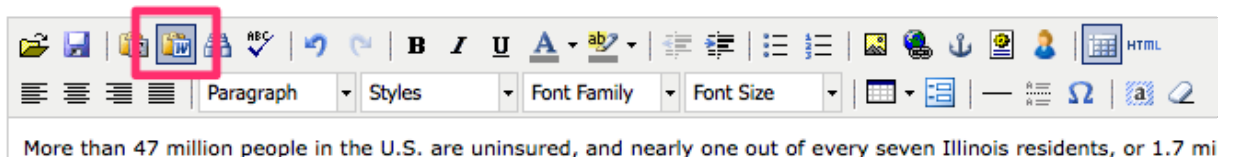
COLORS (TEXT AND BACKGROUND)



Headings and paragraphs and links already have colors determined by your site's overall style. Avoid using the text or background color tools.

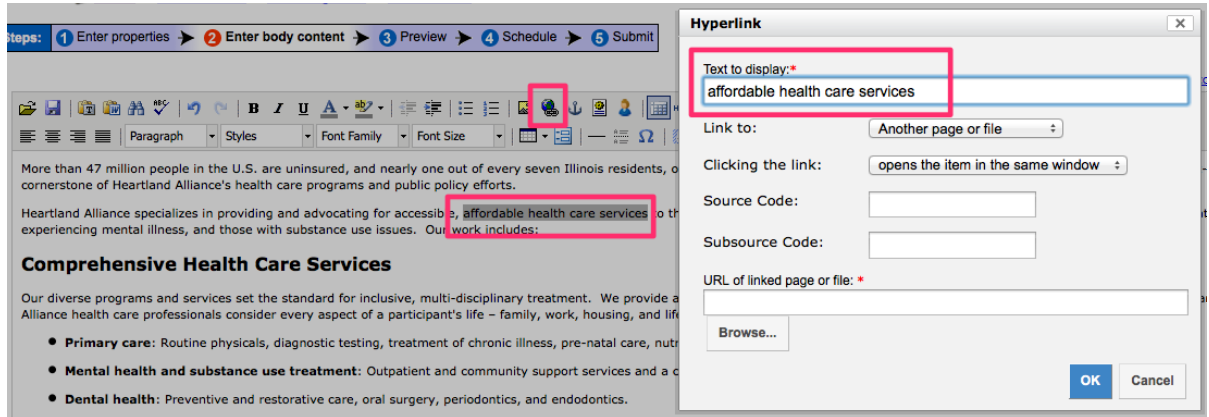
Be a Content Editing Superhero

PASTING CONTENT FROM MICROSOFT WORD OR ANOTHER WEBSITE



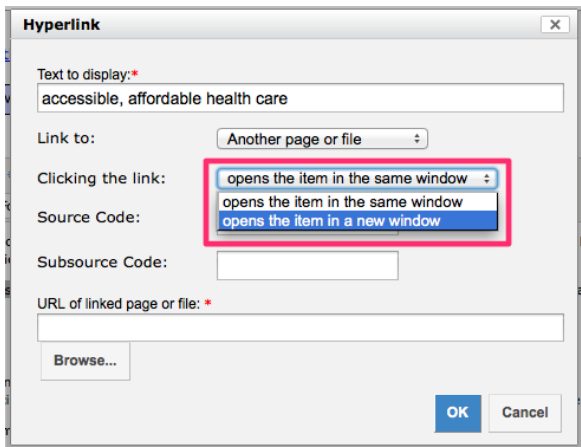
When you copy text from Microsoft Word or another website, you also copy the formatting. Use the "paste from Word" tool or paste the text into a simple text editor (like Notepad) to strip away the excess formatting that you don't want to bring to your page.

USE KEYWORDS WHEN MAKING TEXT LINKS



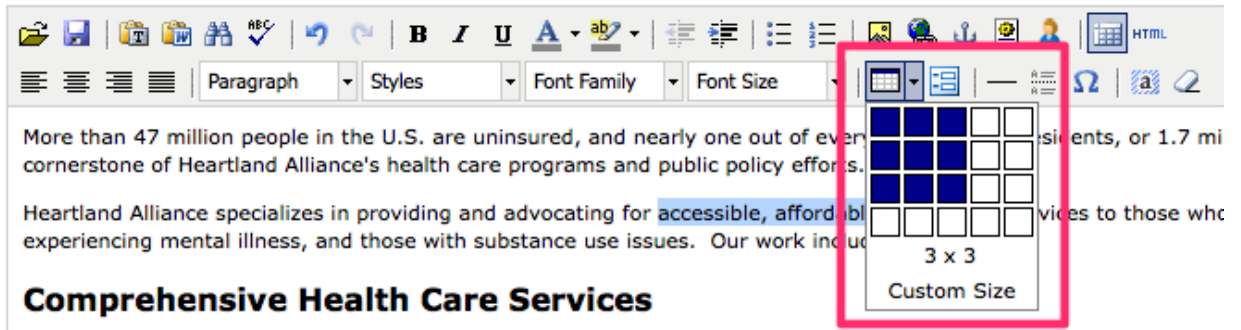
Using “click here” for your links is a lost opportunity. Google prefers links that use key words. Improve your site’s search engine optimization by using keywords *in* your links. For example, “health care services” is a keyword-rich group of words that can be used as a link.

HAVE EXTERNAL LINKS OPEN IN A NEW WINDOW



If you are linking to an external website, use the link tool to have the link open in a new tab or window. You will be helping your website visitors to continue exploring your site while still sharing content on external sites.

GET SMART WITH TABLES



If you create a table using the toolbar, set all the rows and columns that you'll need from the very beginning. Avoid adding or removing rows and columns to keep your table from possibly displaying irregularly.

WATCH OUT FOR &NBSP;

If you are having issues with text alignment on your page or inside a table and you are comfortable looking at HTML, try removing all the tags. They are "Non-Breaking Spaces" and they may be causing your content to display in a way that's different from what you intended.