

Etail Systems Tip Sheet

Objective: To add an article with information in using HTML.

‘Articles’ are pieces of text on your site – these can be used for a variety of different things:

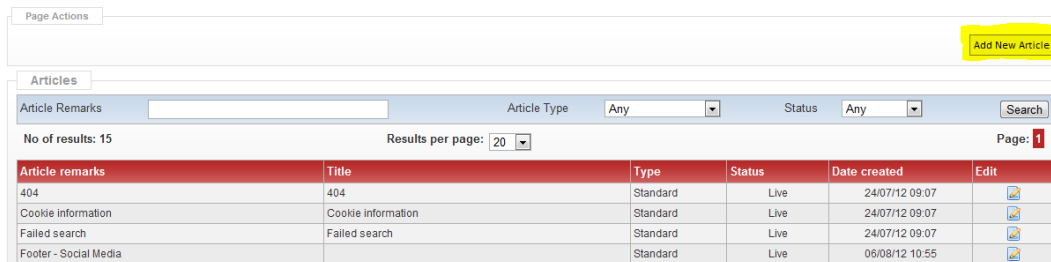
- About Us, Terms & Conditions, Returns Policies etc
- Adding info to the bottom of your despatch notes/invoices
- For more information or SEO on your homepage or department pages
- For general information for all products on your product pages (if you’re using tabs)

Getting Started

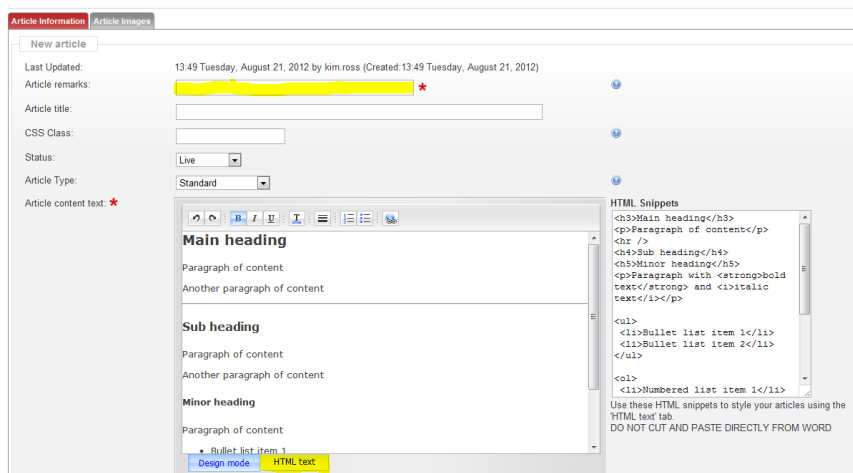
To access your articles, go to ‘Site Admin’ → ‘Articles’.



You’ll then see a list of articles that are already there (as we set up some for you initially). To add a new article, click the ‘Add New Article’ button (highlighted).



You’ll now see this page. In the highlighted box, put the name of the article. You then need to go to the box of text, which starts with ‘Main heading’. At the bottom of that box, you’ll see the ‘HTML’ text - click this.



Styling with HTML

All the HTML you'll need for your articles will be in the box entitled 'HTML Snippets' on the right hand side of the box you're typing in. You can cut and paste from that box into the text box you're typing in, but please **DON'T copy & paste from Word!** If you've written anything in Word and need to copy it, please put it in Notepad first.

This walkthrough will now take you step by step through the HTML provided.

Please remember that whenever you open a 'tag' e.g. <p>, close it at the end of whatever you're typing e.g. <p>This is a paragraph</p>



```
<h3>Main heading</h3>
<p>Paragraph of content</p>
<p>Another paragraph of content</p>
<hr />
<h4>Sub heading</h4>
<p>Paragraph of content</p>
<p>Another paragraph of content</p>
<h5>Minor heading</h5>
<p>Paragraph of content</p>
```

<h3> & </h3>

Type your main heading here – this will appear bigger than the rest of the text on the page.

<p> & </p>

For each different paragraph, put <p> & </p> around it. There is no limit to the amount of paragraphs you can have.

<h4> & </h4>

For a sub-heading, use this. This will be smaller than the Main heading, but bigger than the normal text.

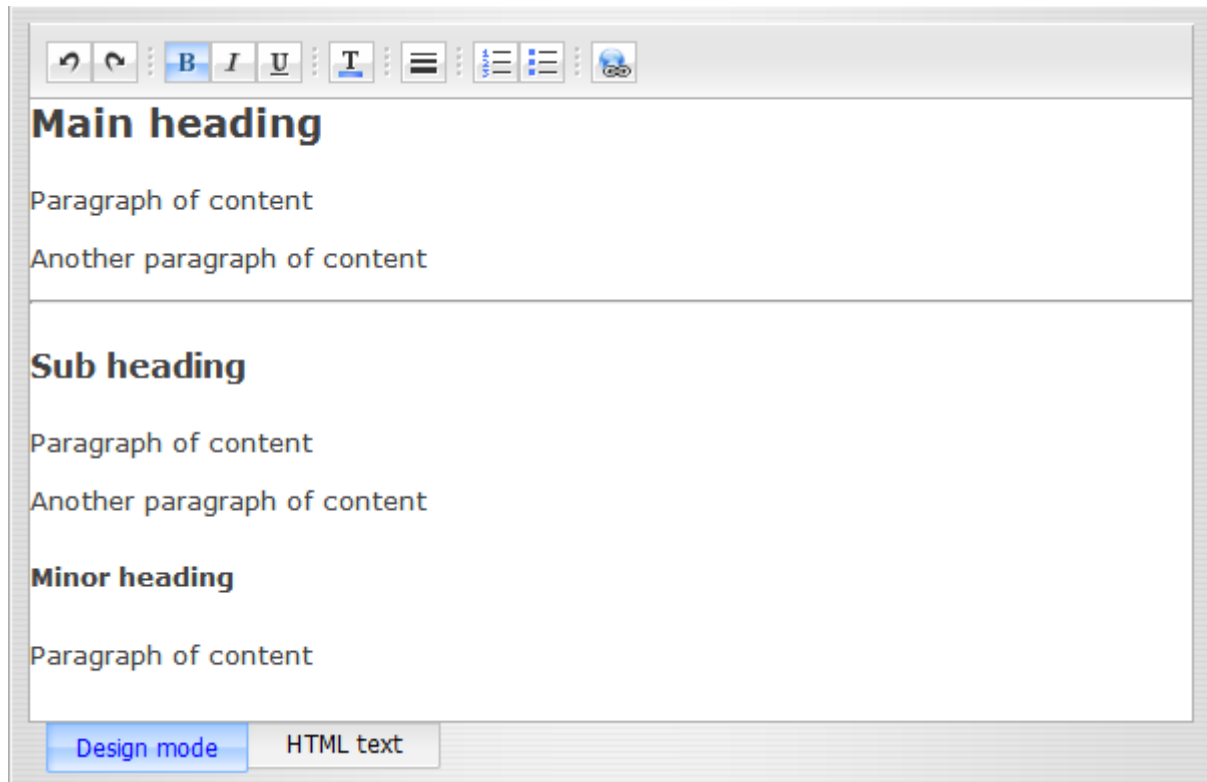
<h5> & </h5>

Use this for minor headings. It'll be smaller than the sub-heading, but bigger than the normal text.

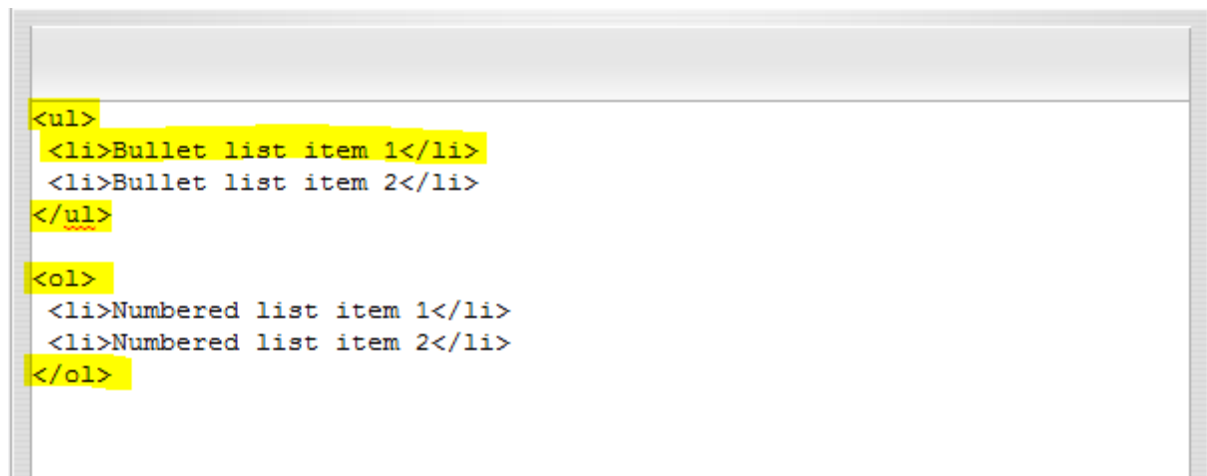
<hr />

This is a single tag (no need to 'close' it) that you can put in if you want a horizontal line to break up your text.

This is what all that HTML looks like if you click on the 'Design mode' tab.



The next set of the HTML shows you how to do bullet points and numbered lists.



Bullet points

This is a little different to the tags from before, as there are two types you need for this list - `` & `` + `` & ``

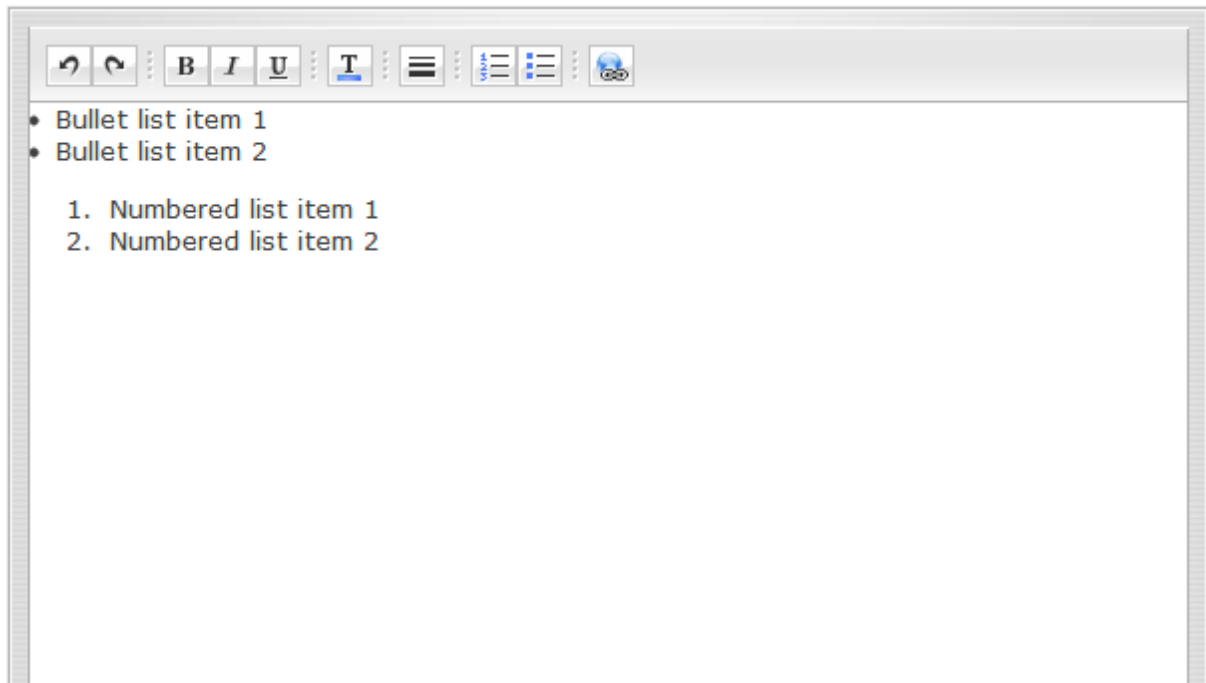
You must always surround the bullet point list with `` & ``

When you're typing out the actual bullet list, for each sentence/line, you need to start it with `` and end it with ``. There's no limit to how many bullet points you can have. Just keep putting `` at the beginning and `` at the end.

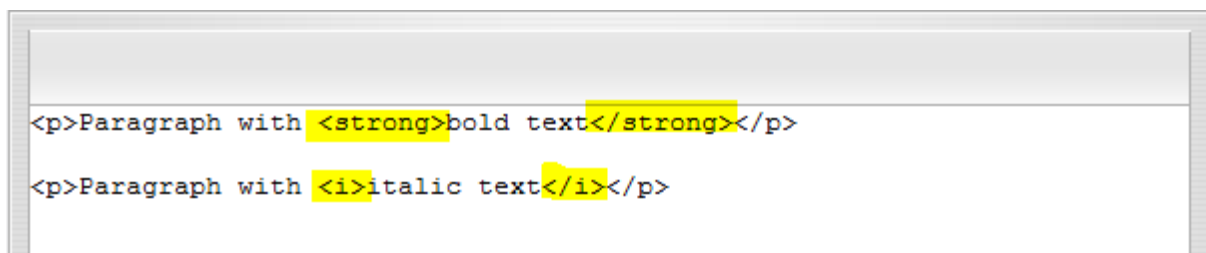
Numbered Lists

Very similar to above, apart from one letter has changed. You need to put `` & `` around the numbered list. Use the `` & `` tags as in the bullet points. Again, there's no limit to how many you can have.

This is how it looks in 'Design mode':

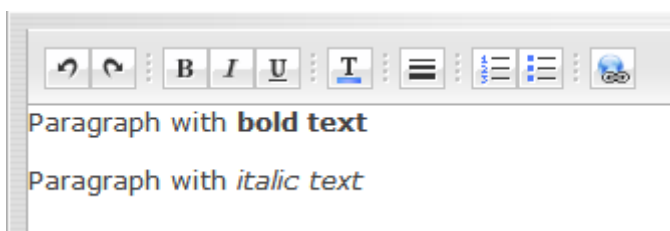


Bold and italic text



For **bold** text, use `` & ``

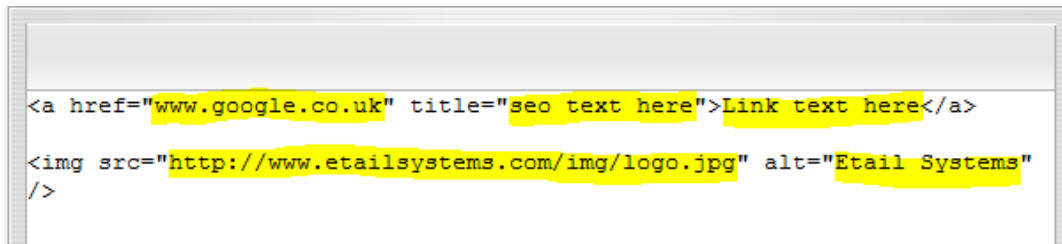
For *italic* text, use `<i>` & `</i>`



Hyperlinks and image links

Instead of just pasting a long link into a paragraph, hyperlinking (clicking on a word that takes you to a site) is much neater and more professional looking.

You can also use images to do the same.



To create a **hyperlink**, use the following code:

```
<a href="www.google.co.uk" title="seo text here">Link text here</a>
```

You only need to change the bits in bold. Keep everything else, even the spaces, the same.

www.google.co.uk – Put the site URL you want to link to here.

seo text here – put keywords here that search engines will pick up.

Link text here – the word(s) which you want people to click on to take them to the site.

To make an **image** appear, use the following code:

```

```

Again, only edit the parts in bold. You can upload your images for the article in the 'Article Images' mini tab. Once uploaded, you can right click & 'Copy image URL' to get the URL for your link.

That should be all the HTML you need for your site – it looks very confusing at first, but as long as you make sure you close all the tags, it should all come together.

Blog

If you are using our more automated blogging system (found at e.g. www.yoursitehere.co.uk/blog.aspx), then you need to take note of all of the above, as any wayward code or code as a result of copying & pasting from Word will cause the blog page to look off. You will also need to make sure all your Blogs have a CSS class of "blog" (please ask if you're not sure where to put this), & that we've styled the blog for you.

To make the article appear on the blog page, you just need select which site your blog needs to be applied to.

Flag as:	<input type="checkbox"/> COMS Home page
Blog for:	No Blog site ▼

COMS Home Page

Flag as:	<input checked="" type="checkbox"/> COMS Home page
Blog for:	No Blog site ▼

you just need to tick the "COMS Home Page" tick box against the article.

If you edit any articles often & you'd like easy access to any of them, they can appear on the home page of COMS when you log in. To do this,

If you need any assistance with HTML in articles, please contact support@etailsystems.com or 0844 482 0908.