

# Content

A mailing has : the *content*, or message you want to send and a group of recipients who should receive the message. When you create a new [mailing](#), you can either type the content you'd like to send directly into the mailing, or insert content you've already created.

Creating content instead of entering your message into every mailing has many advantages. You can:

- Create a unit of content once, then use it in multiple mailings.
- Add [clickthrough tracking URLs](#), and track how often they've been clicked.
- [Attach documents](#) to your mailings.
- Create [templates](#) to make designing newsletters easy. Or, use one of the built-in templates when you [Create Content from Template](#).
- Import a [survey](#), [web page](#), or [referral form](#) into your content.
- If you are sending out a message only once, and don't want or need to use these features, you may find it easier to skip this step and [Create a New Mailing](#).

## The Main Content Page

### Finding Content

Up to twenty Content items are displayed on the main content page. To view more than twenty content items at a time, click **Show more**. Repeatedly clicking **Show more** will show greater numbers of content items at a time. To see fewer content items, click **Show fewer**. Click on **Next** to see the next page of items, or **Previous** to see the previous page.

You may change the sorting order of the content by clicking the up or down triangles next to Name and Description. By clicking the top triangle, the sort order will be ascending (a-z); clicking the bottom arrow makes the sort order descending (z-a).

### Viewing or Editing Existing Content

#### To view a content item

Click the content name.

-or

Click the **Edit** command for the content.

### Creating a Mailing from Content

To create a mailing from a content item, click the **Create Mailing** command from the content you want.

### Testing Existing Content

Click the **Test** command for the content you'd like to test. ListManager will show you the header, text message and HTML message.

### Copying Content

Click the **Copy** command for the content you'd like to copy. ListManager will show you the old name and description, and will ask you the new name and description you'd like. It will also ask you which list to which you'd like to copy the content.

### Deleting Content

Click **Delete** next to the content you'd like to remove. ListManager will ask you if you're sure before deleting the content.

### Creating Content

Click **Create New** to be taken to [Content: New Content](#).

### Creating Content from a Template

Click **create from template** to be taken to the [Content: New Content from Template](#) page. On this page you may select from several premade templates, or from your own content that you have created as a template. Clicking *preview* will allow you to see what the content template looks like. Clicking on OK will use that template for your new content.

To search this table, click . To export this table as a CSV file, click .

## Content: Copy Content

### To copy content

1. On the [main Content page](#), click the **Copy** command for the content.
2. To change the name, edit the text in the **New name** box.
3. To change the description, edit the text in the **New description** box.
4. To copy the content to a new list, select the list in the **Destination list(s)** box.
5. Click the **Copy** button.

## Content: Test/Preview Content or Template

This page shows you what your content or template will look like.

**Note** Mail merge tags (text with %% around them) will not be merged. To see what a message sent to an actual member will look like, create and [test a mailing](#).

### Header

The SMTP header of the content.

### Text Message

The text portion of your content, if any. The actual message as received by list members might look different, depending on their email client settings.

### HTML Message

The HTML portion of your content, if any. The actual message as received by list members might look different, depending on their email client settings.

In the HTML message, clickthrough links will be rewritten so that you can test their destination. For example, a link that you created that looks like this:

```
%%track "http://www.lyris.com"%%
```

Will be rewritten to look like this:

```
/cttest?url=http://www.lyris.com
```

Normally, you won't see that they have been rewritten because they will be disguised in the HTML as images or clickthrough text.

### Attachments

Displays any attachments associated with this content. If there are no attachments, it will say "none." Note that attaching or removing an attachment from content must be done in the [Content: New/Edit Content: Advanced tab](#) page

## Saving and Testing Content

### Save

Saves your content, and takes you to the [main Content page](#).

### Save and Test

Saves your content, and takes you to the [Test Content](#) page.

### Create Mailing

Saves your content and then automatically starts a new mailing.

### Cancel

Exits without saving any changes.

## Saving and Testing Your Template

### Save

Saves your template, and then takes you to the [main Content page](#).

### Save and Test

Saves your template, and then takes you to the [Test Template](#) page.

### Cancel

Exits without saving any changes.

## Creating Content -- Overview

To send a message to your list, you may first create the *content* of the message. Once you've created content, you may combine it with a list or [segment](#) to create a new [mailing](#).

The Content: Edit Content screen is exactly like the Content: New Content screen.

**NOTE** Javascript is not supported in the HTML Editor.

### Creating New Content

1. In the left Navigation Bar, click **Content**, then click **View Content**, and then click the **Create New** button. This takes you to the **Content: Create New Content : Essentials** tab.
2. Enter a **Name** and **Description** to identify the content.
3. Enter the email address of who the message should appear to be **From:**. By default, your email address will appear there.
4. Enter the email address of who the message should be **To:**. By default, the To: field is set to %%nameemail%%, which will merge in the name and email address of each recipient.

The To: field does not actually select the message's recipients. When building your mailing, you'll specify the segment or lists to whom you'd like to send the message.

5. Enter the **Subject:** of the message. Recipients will see this line as the subject of the message they receive
6. Select the [Text Message](#) or [HTML Message](#) tab, and type or paste the contents of your message in the field.

You may create just a text or HTML body, and that is what will be sent to your recipients. Or, you can create both, and send a message that has both text and HTML. This format is called multipart-alternative, and ListManager will create the correct headers and boundaries automatically. Recipients who can see HTML will only see your HTML message; those who can't, will see the text.

7. Select the [Advanced](#) tab for advanced options such as adding headers or joining other tables.
8. To select a different character set, click the [Internationalization](#) tab.
9. Do one of the following:

To save your content: click **Save**. This returns you to the main [Content](#) page.

To save your content and see what it would look like in a message: click **Save and Test**.

To create a mailing using your content: click Create Mailing.

## Editing Content

Editing content is much like creating new content. Note that you cannot edit the built-in content templates. To edit preexisting content, follow these steps:

1. Go to the [Content](#) main page.
2. Click the name of the content you'd like to edit or click the **Edit** command for the content.
3. Edit the content as desired.
4. Click **Save**, or **Save and test**.

**NOTE** You can also [create new content from a template](#).

## Content: Insert URL

There are various kinds of URLs you can insert, including:

1. Tracking URLs (clickable text or image, URL)
  2. Unsubscribe, Profile, Survey, and Referral URLs
  3. URL to web page to insert into message (web fetch)
  4. Rich Media (audio or video)
1. Tracking URLs (clickable text or image, URL)
  2. Unsubscribe, Profile, Survey, and Referral URLs
  3. URL to web page to insert into message (web fetch)
  4. Rich Media (audio or video)

You can see how successful your mailing has been by seeing how many recipients clicked on URLs in the message. To keep track of those clicks, you must first make a clickthrough tracking URL, and insert it in your content. You'll then be able to view the clicks in [Reports: Tracking Statistics](#).

You may also insert an unsubscribe URL that allows members to unsubscribe quickly and easily from your list.

Insert URL also allows you to insert a web page into your content. The web page may be fetched when creating the content, for each mailing or for each individual recipient.

For every clickthrough tracking URL, you may specify a **URL Report Description** (its Name in Reports) and **URL Report Group**. You may then later sort by these names when you view [Reports: Mailing Reports: View Clickthrough Tracking](#). Note: The URL Report Description given to a URL the first time it is used will be its Name in reports in the future, even if you give it a different name.

Although ListManager may record URLs up to 4000 characters in length, we recommend you limit URLs to 2000 characters. As of this writing, Microsoft Internet Explorer only supports URI 2,083 characters in length. See this article for more information: <http://support.microsoft.com/kb/208427/>

## Tracking URLs

It's simple to make clicks on text or images in your message trackable.

### All URLs

You can [choose to track all URLs while creating a mailing](#).

### Clickable Text

1. Select **Content: New Content: HTML**.
2. Click *insert url*.
3. Enter the text you'd like recipients to see in **Clickable Text**.
4. Enter the **Destination URL** you'd like recipients to be directed to when they click on your clickable text.
5. Optionally enter a **URL Name** and **URL Report Group** to help you identify this URL later on in [Reports: Mailing Reports: View Clickthrough Tracking](#).
6. Click **Insert**.

**NOTE** You can also include a link recipients can click to see the HTML message in a web browser. The tag `%%url.mailing%%` will merge a unique link for each recipient, which, when clicked, will take the recipient to a fully merged version of the message. To insert this link, click **Link to Mailing**.

### Clickable Image

1. Select **Content: New Content: HTML**.
2. Click *insert url*.
3. Select the **Imagetab**.
4. Enter the **URL to Clickable Image**. This URL must be the full path to an image on your web server.  
Example: `http://example.com/anvil.gif`
5. Enter the **Destination URL** you'd like recipients to be directed to when they click on your clickable image.
6. Optionally enter a **URL Name** and **URL Report Group** to help you identify this URL later on in [Reports: Mailing Reports: View Clickthrough Tracking](#).
7. Click **Insert**.

### Undisguised URL

Note: you cannot disguise tracking URLs in text messages.

1. Select the **HTML** or **Text** tab in **Content: New Content**.
2. Click *insert url*.
3. Select the **URL** tab (HTML only; by default, you'll be taken to this page for a text message).
4. Enter the **Destination URL** you'd like recipients to be directed
5. Optionally enter a **URL Name** and **URL Report Group** to help you identify this URL later on in [Reports: Mailing Reports: View Clickthrough Tracking](#).
6. Click **Insert**.

### All URLs

To make all URLs clickable in a message:

1. Select the **HTML** or **Text** tab in **Content: New Content**.
2. Enter your content, including any HTML links.
3. Click **Track All URLs**.
4. Click **Save**.

If you will be tracking a large number of URLs, or using other ListManager tracking features, you may need to ask your server administrator to set up [additional ListManager Web servers](#) to take the load.

### Unsubscribe

Members can leave your list easily if you insert an Unsubscribe URL in your mailing. Giving members an easy way to unsubscribe cuts down on your administrative time.

1. Select **Content: New Content: HTML** or **Text**.
2. Click *insert url*.
3. Select the **Unsubscribetab**.
4. Specify whether you'd like a plain URL, linked text or a linked graphic (HTML only) for **Insert What**.
5. Specify **Email Notification**, or whether or not verification that the member has unsubscribed should be sent via email.
6. Specify **From All Lists**, or whether or not the member is unsubscribing from the current lists, or from all lists on your server.
7. Specify **Confirm**, or whether or not the member must confirm unsubscribing on a web page.
8. Optionally specify the **Destination URL** of a web page members are taken to after unsubscribing.
9. Click **Insert**.

### Profile

Members can edit their member profiles if you insert a profile form URL in your mailing. The member profile forms must first be created in [Utilities: Web Forms: Member Profile Forms](#), in order to appear in the drop-down menu on this page.

1. Select **Content: New Content: HTML** or **Text**.
2. Click *insert url*.
3. Select the **Profiletab**.
4. Select the desired HTML profile from the drop-down menu. In order to appear here, these must first be created in [Utilities: Web Forms: Member Profile Forms](#).
5. Enter the clickable text that the recipient will see in order to edit their member profile, for instance "Click here to edit your member profile".
6. Click **Insert**.

### Survey

Members can take surveys if you insert a survey form URL in your mailing. The survey forms must first be created in [Utilities: Web Forms: Surveys](#), in order to appear in the drop-down menu on this page.

1. Select **Content: New Content: HTML** or **Text**.
2. Click *insert url*.
3. Select the **Surveytab**.
4. Select the desired HTML survey from the drop-down menu. In order to appear here, these must first be created in [Utilities: Web Forms: Surveys: New Survey](#).
5. Enter the clickable text that the recipient will see in order to fill out the survey, for instance "Click here to edit take our survey".
6. Click **Insert**.

## Referral

Members can send referral forms if you insert a referral form URL in your mailing. The invitation content must be created in [Content: New Content: New Content from Template](#), and the referral forms themselves must first be created in [Utilities: Web Forms: Referral Forms](#), in order to appear in the drop-down menu on this page.

1. Select **Content: New Content: HTML** or **Text**.
2. Click *insert url*.
3. Select the **Referrals** tab.
4. Enter the clickable text that the recipient will see in order to send a referral form, for instance "Click here to refer us to a friend".
5. Select the desired invitation content from the drop-down menu. In order to appear here, these must first be created in [Content: New Content: New Content from Template](#), where an invitation template is selected.
6. Select yes or no to **Track opens** and **Detect HTML capability** for the referral form.
7. Select the HTML referral form from the drop-down menu. In order to appear here, these must first be created in [Utilities: Web Forms: Referral Forms](#). This form will be used to list the names and email addresses of friends to whom they would like to recommend your list.
8. Enter the destination URL for the user to go to after filling out the referral form. If left blank, a default page will appear, thanking them for referring other members.
9. Click **Insert**.

## Web Page

You may insert the contents of a web page into your content. This is sometimes known as webfetch.

1. Select **Content: New Content: HTML** or **Text**.
2. Click *insert url*.
3. Select the **Web Page** tab.
4. Enter the **URL to Fetch**, which is the URL of the web page you'd like to fetch into your content.
5. For **Fetch Page**, specify whether you'd like to fetch the contents of the page right now (as you create your content), once per mailing (the content is the same for each member), or for each member (CAUTION: can be VERY slow, depending on your web server).
6. Click **Insert**.

## Media

You may have rich media—music or video—play from your message. Keep in mind that some ISPs will strip out rich media. Also, some recipients' computers may not be set up to display embedded media set to auto play properly.

1. Select **Content: New Content: HTML**.
2. Click *insert url*.
3. Select the **Rich Media** tab.
4. Enter the **URL to Media** that you'd like to insert into your message.
5. Enter the **Clickable Text** that users should click on to activate the media (if applicable).
6. Enter the **Media Type: Video** or **Audio**.
7. Enter the **Action Type: Link**, to have a link to the media, **Embed (Autoplay)** to have the media embedded in the message and play automatically when the message is opened, or **Embed (Click to Start)**, to embed the media in the message but require the recipient start it playing.
8. Select whether or not you want to **Track** when people view or listen to this media.
9. Click **Insert**.

## Content: Tools

Tools gives you a variety of ways of manipulating your content:

- [Convert](#) Converts either text or HTML into AOL HTML.
- [Validate](#) that your URLs are working properly, you content does not have scripts in it or that it is correctly in AOL HTML.
- [Reformat](#) the content so that long lines are wrapped, all URLs become tracking URLs, or that all scripts are removed.

## Content: Create New Content: Essentials

The fields on the Essentials page are required for all content you create. Generally, any message you send will also have a text and/or html message as well. For a step-by-step guide to making content, see [Content: New Content](#).

### Content Name

Select a name to identify your content. This name is not seen by message recipients, so label the content in a way that will help you to identify it later in the Content main page.

### Description

Describe your content. This description is not seen by message recipients, so describe the content in a way that will help you to identify it later in the Content main page.

### From:

The name and email address that should appear in the message's From: line. By default, your email address will appear in this field.

Examples of valid values for this field:

```
bob@example.com  
Bob Smith <bob@example.com>  
bob@example.com (Bob Smith)  
"Bob Smith" <bob@example.com>
```

To customize the message, select [Insert Field](#) to insert a mail merge field or an [autoresponder](#) address.

### To:

The name and email address that should appear in the message's To: line. By default, the mail merge tag %nameemail% appears in this field, which will merge in each recipient's name and email address. If you'd like to have a name and email address, put the name in quotation marks, and the email address in angle brackets. Example:

```
"Jazz List" <jazztalk@lists.example.com>
```

To customize the message, select [Insert Field](#) to insert a mail merge field.

The To: field does not actually select the message's recipients. When building your mailing, you'll specify the [segment](#) or lists you'd like to send the message to.

### Subject:

The text which will appear in the message's Subject: line. To customize the subject line for individual recipients, select [Insert Field](#) to insert a mail merge field.

## Content: Create New Content: Fill in Editable Regions

In the Fill In Editable Regions tab, you can change areas of a template to create a more customized message. The text and images that are editable are outlined in green.

There are two types of editable regions: Text Editable Regions and Image Editable Regions.

### Text Editable Regions

In a Text Editable Region (which may contain images), you can

- Edit the text
- Add an image by clicking the [Insert Image button](#) in the HTML Editor toolbar.
- Move an image
- Resize an image
- Replace an image by selecting the image, and then clicking the Insert Image button in the HTML Editor toolbar.

You cannot:

- Replace an embedded image with an image dragged from the Image Library

### To edit text or images in a Text Editable region

1. Click the editable region you want to change. This opens a limited version of the [HTML Editor](#).
2. To edit text, make changes as you normally would using features of the HTML Editor.
3. To move an image, click the image, and then drag it to the new location.
4. To resize an image, click the image twice, and then drag one of the resize handles located along its border.
5. When you are finished, click **OK**.

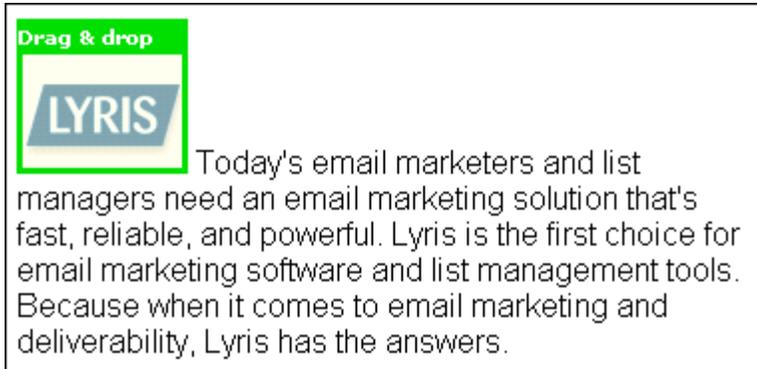
Here is an example of a Text Editable Region with an embedded image:



## Image Editable regions

In an Image Editable Region, you can

- Replace the image with a different one from the Image Library
- Resize the image



### To replace an editable image (as pictured above) with an image from the Image Library

1. Make sure the image you want to replace is outlined in green.
2. On the right side under **Image Library**, click the folder that contains the image you want. This displays the images in the folder.
3. Drag the image you want from the Image Library, and then drop it on the image you wish to replace.

### To resize an editable image

1. Click the image.
2. Drag one of the resize handles located along its border.

### Notes

- To create new folders, upload images, and perform other operations in the [Image Library](#), click the **Manage Library** button.
- **Internet Explorer only:** There may be times when you are working with an Editable Region and the text disappears. If this occurs, click anywhere in the white workspace area of the Editor; this should make the text reappear.

# The Main Templates Page

## Finding Templates

Twenty content templates for the list are displayed in Templates. To view more than twenty templates at a time, click **Show more**. Repeatedly clicking **Show more** will show greater numbers of templates at a time. Click **Next** to see the next twenty templates, **Previous** to see the last twenty.

You may change the sorting order of the templates by clicking the up or down triangles next to Name and Description. By clicking the top triangle, the sort order will be ascending (a-z); clicking the bottom arrow makes the sort order descending (z-a).

## Template Types

By default, the Templates Page displays templates you have created ("Your templates"). To view ListManager's built-in sample templates, click the **Your Templates** box and then select **Built-In Templates**. The built-in templates cannot be edited.

## Viewing or Editing Existing Templates

To view/edit a template, click the **Edit** command for the template.

## Testing Existing Templates

Click **Test** next to the content you'd like to test. ListManager will show you the header, text message and HTML message.

## Copying Templates

Click **Copy** next to the content you'd like to copy. ListManager will show you the old name and description, and will ask you the new name and description you'd like. It will also ask you which list to which you'd like to copy the content.

## Deleting Templates

Click **Delete** next to the content you'd like to remove. ListManager will ask you if you're sure before deleting the content.

## Creating New Templates

To create a new template, click **create new template**.

## Download as a File

Click on the disk icon to download your template in CSV format.

# Content: Templates: Copy Template

## To copy a template

1. On the [main Templates page](#), click the **Copy** command for the template.
2. To change the name, edit the text in the **New name** box.
3. To change the description, edit the text in the **New description** box.
4. To copy the template to a new list, select the list in the **Destination list(s)** box.
5. Click the **Copy** button.

## Content: New/Edit Template: Essentials

When you click the **Create New Template** button on the [main Templates page](#), the **Create New Template** page appears and displays the **Essentials** tab. This is where you provide basic information for your template.

### Template Name

Select a name to identify your template. This name is not seen by message recipients, so label the template in a way that will help you to identify it later on the main Template page.

### Description

Describe your template. This description is not seen by message recipients, so describe the template in a way that will help you to identify it later on the main Template page.

### From:

The name and email address that should appear in the message's From: line. By default, your email address will appear in this field.

Examples of valid values for this field:

```
bob@example.com  
Bob Smith <bob@example.com>  
bob@example.com (Bob Smith)  
"Bob Smith" <bob@example.com>
```

To customize the template, select [Insert Field](#) to insert a mail merge field or an [autoresponder](#) address.

### To:

The name and email address that should appear in the message's To: line. By default, the mail merge tag %%nameemail%% appears in this field, which will merge in each recipient's name and email address. If you'd like to have a name and email address, put the name in quotation marks, and the email address in angle brackets. Example:

```
"Jazz List" <jazztalk@lists.example.com>
```

To customize the message, select [Insert Field](#) to insert a mail merge field.

The To: field does not actually select the message's recipients. When building your mailing, you'll specify the [segment](#) or lists you'd like to send the message to.

### Subject:

The text which will appear in the message's Subject: line. To customize the subject line for individual recipients, select [Insert Field](#) to insert a mail merge field.

## Using the HTML Editor

In the HTML Editor, you can create and edit the content that will be included in your email. The Editor consists of three main areas:

1. The Toolbar and workspace.

2. [Button options:](#)



3. [Save and Test options.](#)

[Learn about useful tips and tricks in the HTML Editor.](#)

**NOTE** Javascript is not supported in the HTML Editor.

### The Toolbar and Workspace

To create your message, type text in the workspace, select it, and then edit it using Toolbar options. The toolbar contains features that are similar to those found in word-processing or web design programs. You can also do things like add images and create web links.



<b>Format</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the box next to <b>Format</b>, and then choose the HTML style you want.</li> </ol>
<b>Font</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the box next to <b>Font</b>, and then choose the font you want.</li> </ol>
<b>Size</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the box next to <b>Size</b>, and then choose the size you want.</li> </ol>
<b>Bold / Italic / Underline</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the button to apply the style you want:   <b>B</b> Bold  <i>I</i> Italic  <u>U</u> Underline         </li> </ol>
<b>Justification</b>	<ol style="list-style-type: none"> <li>1. Select the text, image, or table.</li> <li>2. Click the button to apply the justification you want:   Left  Center  Right         </li> </ol>
<b>Create a Numbered List</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the Numbered List button.   -or-         </li> </ol>

	<p><b>To create the list as you type</b></p> <ol style="list-style-type: none"> <li>1. Click the Numbered List button. A "1" appears, indicating the first item in the list.</li> <li>2. Continue typing. Each time you press <b>Enter</b>, a new line starts that is numbered automatically.</li> </ol>
<b>Create a Bulleted List</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the Bulleted List button. </li> </ol> <p>-or-</p> <p><b>To create the list as you type</b></p> <ol style="list-style-type: none"> <li>1. Click the Bulleted List button. A bullet appears, indicating the first item in the list.</li> <li>2. Continue typing. Each time you press <b>Enter</b>, a new line starts that is bulleted automatically.</li> </ol> <p><b>To change the indentation and bullet style</b></p> <ol style="list-style-type: none"> <li>1. Select all lines in the list.</li> <li>2. Click the Indentation button. </li> </ol> <p>Each time you click, the list indents further and a new bullet style appears.</p>
<b>Indent / Decrease Indent</b>	<ol style="list-style-type: none"> <li>1. Select the text., image or table.</li> <li>2. Click the Indent button. </li> </ol> <p>You can also click the Indent button first (one or more times), and then type or insert an item.</p> <p><b>To decrease indented items</b></p> <ol style="list-style-type: none"> <li>1. Select the items, or (for a single paragraph), click the pointer anywhere in the paragraph.</li> <li>2. Click the Decrease Indent button one or more times. </li> </ol>
<b>To undo or redo an action</b>	<p>Click the Undo or Redo button.  </p>
<b>To find text</b>	<ol style="list-style-type: none"> <li>1. Click the Find button. </li> <li>2. In the Find what box, enter the text you want to find. You can choose the option to match case or match whole word.</li> <li>3. Click <b>Find</b>.</li> </ol>
<b>To replace text</b>	<ol style="list-style-type: none"> <li>1. Click the Replace button. </li> <li>2. In the Find what box, enter the text you want to replace.</li> </ol>
<b>To change the color of text</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the Text Color button. </li> <li>3. Choose the color you want</li> </ol>
<b>To change the background color for text</b>	<ol style="list-style-type: none"> <li>1. Select the text.</li> <li>2. Click the Background Color button. </li> <li>3. Choose the color you want.</li> </ol>

<b>To insert a table</b>	<ol style="list-style-type: none"> <li>1. Click the Insert/Edit Table button. </li> <li>2. Choose the properties you want.</li> <li>3. Click <b>OK</b>.</li> </ol>
<b>To insert a horizontal line</b>	<p>Click the Horizontal Line button.</p> 
<b>To create a link</b>	<ol style="list-style-type: none"> <li>1. Select the text to change to a link.</li> <li>2. Click the Insert/Edit Link button. </li> <li>3. Choose the properties you want.</li> <li>4. Click <b>OK</b>.</li> </ol> <p><b>NOTE</b> If the Link button is not active, click anywhere in the white workspace area of the Editor. This should make it active.</p>
<b>To remove a link</b>	<ol style="list-style-type: none"> <li>1. Click the pointer anywhere inside the link.</li> <li>2. Click the Remove Link button. </li> </ol>
<b>To insert an image</b>	<ol style="list-style-type: none"> <li>1. Click the Insert/Edit Image button. </li> <li>2. Click <b>Browse Server</b>. This opens the Image Browser.</li> <li>3. Do one of the following: <ul style="list-style-type: none"> <li>- Click the image you want.</li> <li>-or-</li> <li>- On the left side of the window, click a folder to open it, and then click the image you want.</li> </ul> </li> <li>4. In the Image Properties dialog, choose the properties you want.</li> <li>5. Click <b>OK</b>.</li> </ol> <p>Learn more about <a href="#">image properties</a> or the <a href="#">Image Browser</a>.</p> <p><b>NOTES</b></p> <ul style="list-style-type: none"> <li>● Make sure the path for your images is the absolute path (the complete URL), not the relative path. <b>Wrong:</b> /img/product.jpg <b>Right:</b> http://example.com/img/product.jpg</li> <li>● The file formats supported by the Image Library are GIF, JPG, and PNG.</li> </ul>
<b>To edit an image</b>	<p>Click the image, and then click the Insert/Edit Image button. </p> <p>You can also right-click the image and then choose <b>Image Properties</b>.</p>
<b>To spellcheck your email</b>	<p>Click the Check Spelling button. Your options will be similar to those available in a word-processing spellcheck feature. </p>
<b>To toggle between Source Code view and HTML view</b>	<p>Click the Source button. </p>

<b>To maximize the editor size</b>	Click the Maximize button. To return to the normal view, click the button again. 
<b>To show or hide the toolbar</b>	Click the arrow on the left side of the toolbar. 

### Button Options



**Show Less** (only available when you choose "Disable HTML Editor")

When visible, click to decrease by ten the number of lines visible in the message body.

**Show More** (only available when you choose "Disable HTML Editor")

Click to increase by ten the number of lines visible in the message body.

### Disable HTML Editor

When visible, disables the WYSIWYG mode of the Editor and lets you work directly with the HTML code.

**Note** We recommend that you use the **Source** button on the Toolbar for this purpose except if you are using tcl commands.

### Enable HTML Editor

When visible, re-enables the WYSIWYG mode of the Editor.

### Import File

Imports an HTML file into your HTML message body.

**NOTE** The Import File feature should not be used to attach documents to the message; use [New Attachment](#) instead.

### Text to HTML

Converts a text message into HTML. Note that if you already have an HTML body, converting the text to HTML will overwrite the preexisting HTML body.

### Insert Field

[Insert Field](#) gives you the option to insert:

- Mail merge fields (e.g., email address, first name)
- Database fields
- Email unsubscribe instructions
- Autoresponder addresses

**Insert URL**

[Insert URL](#) gives you the option to insert:

- A single clickthrough tracking URL
- Trackable text
- Trackable image
- A URL to confirm membership (used in a confirmation document)
- Unsubscribe URL
- Member profile URL
- Survey URL
- Referral form URL
- The URL to a web page to insert (web fetch)
- URL to media to play (e.g., a sound or a video clip) in the message

To personalize the message, click on [Insert Field](#) to add a mail merge tag.

**Insert Condition**

[Insert Condition](#) lets you insert conditional (dynamic) content; this lets you send recipients customized messages.

**Tools**

The [tools](#) button lets you:

- [Convert](#) your content so that it is AOL-compliant.
- [Validate](#) URLs, and check for scripts, including those AOL-incompatible
- [Reformat](#) text to be word-wrapped, or to make the HTML section AOL-compliant

**Preview**

[Shows you](#) what your content will look like.

**NOTE** The HTML Editor may, at times, change code "behind the scenes," but this does not affect the way the HTML will be displayed in a recipient's email program.

## HTML Editor: Tips and Tricks

**The ENTER Key**

The ENTER key has different behavior in Internet Explorer and Firefox.

**Internet Explorer****To insert a <br> tag**

Press SHIFT+ENTER.

**To insert a <p> tag**

Press ENTER once.

**Mozilla Firefox****To insert a <br> tag**

Press ENTER once.

### To insert a <p> tag

1. Press ENTER once to insert a <br> tag.
2. Click the **Source** button, and then change the <br> tag to a <p> tag.

**NOTE** This changes the function of the ENTER key; it will now insert <p> tags. To insert a <br> tag again, press SHIFT+ENTER.

### Absolute vs. Relative Paths

Make sure your imported HTML uses absolute paths, not relative paths, to images. Example:

Wrong:

```
/images/logo.gif
```

Right:

```
http://www.lyris.com/images/logo.gif
```

### Image File Formats

The supported file formats are GIF, JPG and PNG.

### Trouble Displaying Images

You may have trouble displaying images in the HTML Message tab if you meet the following conditions:

- You are using Firefox.
- You have paths to images that are not fully defined.
- There is a DOCTYPE header in your HTML.

If this occurs, you can still go to the Images tab and drag images into your template or content. When you return to the HTML Message tab, the images display correctly.

### Displaying Styles

It is common to surround style declarations with comment syntax in order to avoid confusing older browsers that don't support Cascading Style Sheets:

```
<style type="text/css">  
<!--  
h1 {color: #36C;}  
-->  
</style>
```

If your content contains such code, the HTML Editor will not correctly display styles. If you want to have correct display of styles while you are in the HTML Editor, remove the comment tags before starting your work in the Editor, finish your work, and then reinsert the tags before saving.

### Caution About Using PNG Images

Images in the PNG file format that have transparency do not display properly in Internet Explorer 6.x or older. This is also a problem for IE-based email clients like Outlook. In light of these issues, we recommend not using PNG images with transparency.

### Link Button is Inactive

There may be times when you are in the HTML Editor and the Link button is inactive for no apparent reason. If this occurs, click anywhere in the white workspace area of the Editor; this should make it active.

### Text Disappears

There may be times when you are working with an Editable Region and the text disappears. If this occurs, click anywhere in the white workspace area of the Editor; this should make the text reappear.

### Image Maps

While creating or editing a template, you cannot select an image map as an editable region.

### Copying and Pasting from a Different HTML Editing Program

If you copy text from a different HTML editing program and then paste it into ListManager's HTML editor, you must be in the same mode in both editors. In other words, if you copy HTML code, you must paste it into the Source view in the HTML editor. If you copy while in WYSIWYG mode in the other editor, you must paste it into the WYSIWYG mode in the HTML editor.

### Problems with Creating Links while in Firefox

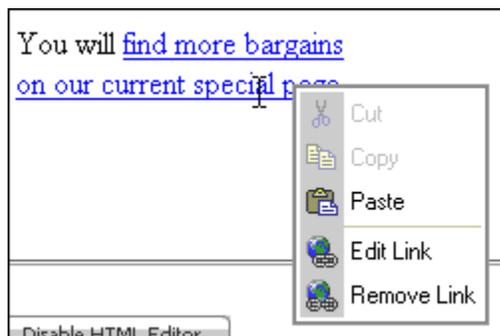
If you are using the Firefox browser, you may run into the following: you create a link, and then when you continue typing what you hope will be normal text, the new text becomes part of and extends the link. To avoid this, do the following:

1. Add a link using either the Insert Link button in the HTML Editor toolbar  or the **Insert URL** button
2. After you finish typing the line, insert the pointer where you want the link to end.



You will [find more bargains](#) on our current specials page.

3. Press Enter. The latter portion of the sentence moves to the next line but still displays as linked.
4. Right-click the text on the new line, and then select Remove Link.



5. Move the now-unlinked text back up to its original line.

## Content: Image Library

In the Image Library, you can create, edit, and delete folders, or upload a new image path.

**NOTE** The file formats supported by the Image Library are GIF, JPG, and PNG.

### To create a new folder

1. Click the **Create New Folder** button.
2. In the **Folder Name** box, type a name.
3. Click **Save**.

### To work with a different folder

On the left side of the Library under **Folder**, click the folder name.

### To change the current folder name

1. Click the **Rename Folder** button.
3. In the **Folder Name** box, edit the name.

### To delete the current folder

1. Click the **Delete Folder** button.
2. Click the **Delete** button.

### To upload a new image path

1. Click **Include Remote Image**.
2. If desired, type a name in the **Image Name** box.
3. In the **Image URL** box, type the path to the image.
4. Click **Include**.

### To edit an image

1. Click the **Edit** button located beneath the image.
2. To change the folder the image is saved in, click the **Folder** box, and then choose a folder.
3. To change the image name, edit the name in the **Image Name** box.
4. To view a larger version of the thumbnail, click the thumbnail image.
5. When you are finished, click **Save**.

### To delete an image

1. Click the **Delete** button located beneath the image.
2. On the **Content: Delete Image** page, click the **Delete** button.