

Marketing 101

No Hype Mentor Training for Healing Arts Professionals



Simple HTML Codes to Help Enhance Your Website Or Locator Profile

Most website builder tools will have tool bars that resemble Word, with icons for making things bold, italic, or underlined, and for creating links, but here are the basics that often come in handy to know. Also, some locator directory platforms will accept a limited amount of code, which can help your profile or message board posts stand out.

To give emphasis to your content

The Code and Placement	The Result
To make a word <code>bold</code>	To make a word or phrase bold
To make a phrase <code><i>italic</i></code>	To make a phrase or word <i>italic</i>

To turn a phrase into a link to a website

The Code and Placement	The Result
For more details, <code> See my website</code>	For more details, see my website

Observe this code carefully. There is a space between **a** and **href** that is essential. If your link isn't working, check whether this space is there. Also check whether you missed either of the quotation marks around the url. The **target=blank** piece in the code makes the linked website open in a new window, and generally that's desired.

To turn a phrase into an email link

The Code and Placement	The Result
<code>Click here</code> to ask your questions	Click here to ask your questions

This is a very similar code, with a space between **a** and **href**. No space between the colon and your email address. To get really fancy and have the code insert the subject line you want – for example *Questions about your work* -- into the sender's email, modify the code like this:

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<a href="mailto:DrDeah@DeahCurry.net?Subject=Questions about your work">Click here</a> to ask your questions
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