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1 <html>
2   <head>
3     <meta http-equiv="Content-type" content="text/html; charset=utf-8">
4
5     <style type="text/css">body{background-color:#FFFFFF;text-align:center;}
6
7 #layout{margin:0 auto;text-align:left;width:600px;}
8
9 #header{margin:0 auto;text-align:center;width:600px;}
10
11 p{margin:0 0 10px 0;}
12 img{border:none;margin:0 20px;padding:0;text-align:left;vertical-align:top;}
13 h2{padding:0px;margin:0px;}
14
15 ul{list-style:none;list-style-type:none;margin:0;}
16
17 li{list-style:none;list-style-type:none;}
18
19 .primary-heading{color:#505050;font-family:Helvetica;font-size:28px;font-style:normal;font-weight:bold !important;
20 20px;text-transform:uppercase;}
21 .secondary-heading{color:#660066;font-family:Helvetica;font-size:18px;font-style:normal;font-weight:bold;line-hei
22 0;text-transform:uppercase;}
23 .subhead{color:#000000;font-family:Helvetica;font-size:14px;font-style:normal;font-weight:normal;line-height:24px;
24 letter-spacing:.5px; margin:0;}
25 #content{background-color:#FFFFFF;color:#505050;font-family:Helvetica;font-size:12px;font-style:normal;font-weig
26 18px;padding:20px;text-align:left;text-transform:none;vertical-align:top;width:600px;float:left;position:rela
27
28 .itemTitle{color:#660066;font-family:Helvetica;font-size:18px;font-style:normal;font-weight:bold !important;lett
29 align:left;text-decoration:none !important;text-transform:none;}
30
31 .itemAuthor, .itemDate{color:#505050;font-family:Georgia;font-size:12px;font-style:italic;font-weight:normal;}
32
33 .footnote{font-size:10px;line-height:13px;padding-left:10px;}
34
35 .shareStory{background-color:#FFFFFF;border-top:1px dotted #CCCCCC;border-bottom:1px dotted #CCCCCC;color:#50505
36 family:Helvetica;font-size:10px;line-height:12px;margin:20px 0;padding:10px;text-align:center;}
37
38 .shareStory h6{color:#505050;font-family:Helvetica;font-size:10px;font-style:normal;font-weight:bold;letter-spac
39 0;padding:0 0 5px 0;text-transform:uppercase;}
40 .shareStory a{margin-right:5px;}
41 #shareEmail{color:#505050;font-family:Helvetica;font-size:10px;line-height:12px;margin:30px 0 20px;padding:10px
42 #shareEmail h6{color:#505050;font-family:Helvetica;font-size:10px;letter-spacing:1px;line-height:14px;padding:20px 0;te
43 transform:uppercase;}
44 #shareEmail a{margin-right:5px !important;}
45 #footerWrapperOuter{border:2px solid #CCCCCC;border-left:1px solid #DDDDDD;border-top:1px solid #DDDDDD;border-bo
46 #BBBBBB;border-radius:5px;-moz-border-radius:5px;-webkit-border-radius:5px;padding:0 !important;list-style:none
47 #footerWrapperInner{background-color:#F3F3F3;border:1px solid #FFFFFF;border-radius:5px;-moz-border-radius:5px;-
48 5px;margin:0;padding:15px 0 15px 20px;}
49 #footer{color:#505050;font-family:Arial;font-size:10px;font-style:normal;font-weight:normal;line-height:14px;padd
50 align:center;}
51 #footer a{color:#660066;font-style:normal;font-weight:normal;text-decoration:underline;text-transform:uppercase}
52 #canSpam{color:#BBBBBB;font-family:Helvetica;font-size:9px;letter-spacing:1px;line-height:14px;padding:20px 0;te
53 transform:uppercase;}
54 a,a:link,a:visited{color:#660066;font-weight:normal;text-decoration:underline;}</style>
55
56 </head>
57 <body>
58   <table width="600" border="0" cellspacing="0" cellpadding="0" id="layout">
59     <tr>
60       <td colspan="3" id="header">
61         
63       </td>
64     </tr>
65     <tr>
66       <td colspan="3" id="content" mc:edit="content">
67         <div class="itemWrapper"><!-- start loop through RSS items -->
68           <h2 class="secondary-heading"><a target="_blank" class="itemTitle" href="http://www.golc
69 2010/12/22nd-day-of-christmas/"><span class="title">22nd Day of Christmas </span></a></h2>
70           <p><span class="itemAuthor">Written by Bonnie Cotier on </span><span class="itemDate">Dece
71 </p>
72           <p class="subhead">Shortcuts and Cheat Sheets</p>
74           <p>&ldquo;Ah, finally,&rdquo; you say. But come on, you should be wise to me by now; nothing has been easy. Daily
75 based applications. Yet many of you are confused about the mechanics behind how they work.</p>
76           <p>There are quite a few of you suffering from phobias about code. Even though you rely on visual editors and co
77 systems and are not actually working in the code, you will benefit from today's present. You don't need to know h
78 able to eliminate a few annoying bugs.</p>
79           <p>Your present today is a best practice. Whenever possible, avoid special characters in your titles. And never
80 character in a file's name. A special character is anything beyond the alphabet and numbers. These are speci
81 &#38;, &#37;, and so is punctuation such as an apostrophe or a quotation mark. This is the best resource for <a
82 www.designerstoobox.com/designresources/html/">HTML Character Code</a>. In the content area, WordPress will rend

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66 into code for you. But for email HTML it is essential to use the character code.</p>
67 <p>Today's gift, for those of you who dare to peek at the HTML code, is a bag full of shortcuts and cheat she
digital projects. Hopefully, these resources will be enough to help you solve annoying problems on your own.</p>
68
69 <p>Briefly, HTML is formatting and CSS is styling. Wikipedia has an excellent definition of <a href="http://en.v
HTML">HTML</a> and <a href="http://en.wikipedia.org/wiki/Cascading_Style_Sheets">CSS</a>. Everything you see onlin
rendered by a browser. There are eight popular browsers; not all render the code the same way. This is why things
same in all browsers. The industry has been insisting on standards, but they appear to be elusive, a bit like pas
both the House and the Senate. Don't get me started. We have come a long way since the battles between Netsc
Explorer.</p>
70
71 <p>To see the code of any web page you are currently viewing, just click the view the page source. Here is a scri
to find it using the Firefox browser on the Mac. </p>
72 
73
74 <p>Email has even more hurdles to jump over. There are about 24 different email clients with 10 competing for mos
share. Here is the <a href="http://www.goldendog.com/wp-content/uploads/2010/12/email.pdf">pdf of the HTML code</a>
for this email. </p>
75
76 <p>There is one major difference about where the CSS is placed in an HTML file rendered by a web browser and one
client. HTML for a web page such as your WordPress site is contained in separate files with a .css extension <a
www.goldendog.com/wp-content/uploads/2010/12/examplestyle.css">like this one</a>. An email HTML has to have all of
header of the HTML document.</p>
77
78 <p>Here are Cheat Sheets for <a href="http://www.goldendog.com/wp-content/themes/GDP/images/cheetsheets/html-che
v1.pdf">HTML</a>, <a href="http://www.goldendog.com/wp-content/themes/GDP/images/cheetsheets/css-cheat-sheet-v2.pd
href="http://www.goldendog.com/wp-content/themes/GDP/images/cheetsheets/php-cheat-sheet-v2.pdf">PHP</a>. These are
for trying to sort out a simple problem. This <a href="http://www.goldendog.com/wp-content/themes/GDP/images/che
Campaign_Monitor_Guide_to_CSS_Support_in_Email_April_2010.pdf">Campaign Monitor's pdf guide to CSS support in
time saver. </p>
79
80 <p>My primary browser is <a href="http://www.google.com/chrome/intl/en-GB/landing_tv.html">Chrome</a>. I use the
href="https://chrome.google.com/extensions/?hl=en">browser extensions</a> to help me chase down and squash bugs:
CSSViewer. Visit my <a href="http://www.goldendog.com/toolbox/">Toolbox</a> to see the applications, plugins and
use.</p>
81
82 <p>Code can be extremely frustrating for everyone, including professionals like myself. Getting emails and web si
all browsers is hard work and requires testing during the entire process. I use <a href="http://litmus.com/">Lit
everything.</p>
83
84 <p>Please, share your questions experiences and thoughts <a href="http://www.goldendog.com/2010/12/22nd-day-of-cl
title="article">here</a>.</p>
85 </div>
86 </td>
87 </tr>
88
89 <tr>
90 <td colspan="3">
91 <div id="shareEmail" mc:edit="shareemail">
92 <h6>Share this email:</h6>
93 *IMC:SHARE!*
94 </div>
95 </td>
96 </tr>
97 <tr>
98 <td colspan="3" id="footer" mc:edit="footer">
99 <div id="footerWrapperOuter">
100 <div id="footerWrapperInner">
101 <p><a href="http://www.goldendog.com/2010/08/no-comparison" title="View this email i
email in browser</a> | <a href="mailto:unsubscribe@www.goldendog.com">Unsubscribe</a> | <a href="mailto:updateprofile@www.goldendog.com">Update your profile</a>
FORWARD!*>Forward to a friend</a></p>
102 <p> *IREWARDS!*</p>
103 </div>
104 </div>
105 </td>
106 </tr>
107 <tr>
108 <td colspan="3" id="canSpam" mc:edit="canspam">
109 <p>Copyright (C) *ICURRENT_YEAR!* *ILIST:COMPANY!* All rights reserved.</p>
110 <p>*ILIST:DESCRIPTION!*</p>
111 <p>*IHTML:LIST_ADDRESS_HTML!*</p>
112 </td>
113 </tr>
114 </table>
115 </body>
116 </html>

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