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# EASYEDITOR
# MARKUP GUIDE

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# EasyEditor markup guide

Here you will find the markup and tags you will use the most when coding your EasyEditor html templates.

## <!-- ved document -->

**Allows detection of the template as an Easy Editor template. This will cause the template to automatically open in Wired Marketing EasyEditor.**

Application: First line inside the body tag of your document

## class="ee_maxsize-123x123"

**Restricts image dimensions (E.g. logo fixed size).**

Application: img

## class="ee_editable"

**Allows text or images to be edited.**

Application: td, img

## class="ee_noresize"

**Restricts an image from being resized  (logo or banner)**

Application: img

## class="ee_dropzone"

**Allows you to drop elements into this specific area of the document**

Application: td

## class="ee_columns"

**Allows column width scaling.**

Application: table

## class="ee_element"

**Allows drag and drop. An element must always be nested inside a dropzone**

Application: Table

## class="ee_column"

**Declares a single column for a columns section.**

Application: Table

# The Basics of EasyEditor

By default, an HTML document in Easy Editor is not editable. Nothing can be changed, moved, deleted, and text cannot be altered. When a document is marked up for use in EasyEditor, the user must specify which areas are editable, which can be dragged around etc. In order to mark up your document you need to be familiar with HTML. Initially, try marking up an existing email, adding more and more Easy Editor features as you go along. Eventually, you will see that it more efficient to build a template with Easy Editor in mind from the start.

# Tell Wired it's an EasyEditor Document

By default, Wired does not load Easy Editor for uploaded email templates. If you wish to use EasyEditor, at the start of your document, you should add this line of code:

```
<!-- Easy Editor -->
```

# Classes

By default, with the exception of the above, all markup for EasyEditor is done using classes. Most users familiar with email will know what these are, they don't affect the end email, and unlike custom tags, they will not be seen as invalid in your chosen HTML editor.

As an example, to make the text in a table cell editable, you would use the following:

```
<td class="ee_editable ">
```

# Bugs and Errors

Currently, there's little checking of an EasyEditor document when you upload it, so you're going to have to test your uploaded HTML carefully! EasyEditor does a lot of clever little things to make editing as easy as possible, but if the uploaded HTML is not correct, EasyEditor can cause some strange issues. So, when you upload a new HTML document and you see errors within the editor, please don't assume it's a problem with EasyEditor – check your code carefully first, and if you still believe you've found a bug, please report it, and make sure you send in your HTML too!

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# Marking up

There are three main types of mark-up codes within EasyEditor:

1. Making text and images editable
2. Making drag and drop zones, and custom items you can move around

This document will outline these three areas. It is worth getting used to marking up a document in each section before moving onto the next.

## Marking up editable areas

Text and images can be marked up in your document as editable. That is to say, any user using your template will be able to edit such text or change/modify an image.

Any items on the page not marked as such will not be modifiable within EasyEditor.

## Marking up text

Text and images can be marked up in your document as editable. That is to say, any user using your template will be able to edit such text or change/modify an image.

Any items on the page not marked as such will not be modifiable within EasyEditor.

```
<td class="ee_editable">
This text is editable
</td>
```
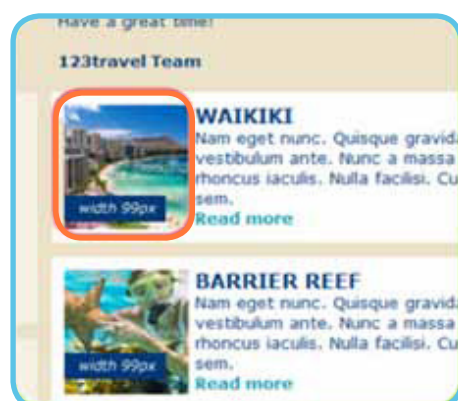
## Marking up images

Marking up images is similarly easy.

Images automatically become scalable, and if the image is dragged around (see dropzones below), it will be scaled to fit in its new location.

```
<img src="image.jpg" class="ee_editable">
```

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## The rules:

There are a few rules to obey with the **ee_editable tag:**

- No other EasyEditor tag must go inside an element that has the ee_editable class.

- The tag must be used on a block level element that can contain other block level elements. Principally, for emails, this means the td tag.

- Anything inside an editable element is editable. So, where possible, don't make complex html editable.

## Keeping it simple

On the final point of the rules above, try to keep as little editable as possible.  Take the following.
It defines two text columns. Both work, but usually, the second example would be more sensible:

```
<td class="ee_editable">
 <table>
  <tr>
   <td>
     [Edit Column 1]
   </td>
   <td>
     [Edit Column 2]
   </td>
  </tr>
 </table>
</td>
```

```
<td class="ee_editable">
 <table>
  <tr>
   <td class="ee_editable">
     [Edit Column 1]
   </td>
   <td class="ee_editable">
     [Edit Column 2]
   </td>
  </tr>
 </table>
</td>
```

In the first, the entire inner table is editable (and therefore can be deleted or altered). In the latter example, only the text within the two columns is editable.

# Dropzones and Elements

EasyEditor features various drag and drop features. The items that can be dragged and dropped are referred to as **elements**. The places on the email where elements can be placed (or dropped) are called **dropzones**.

Having **dropzones** (and therefore drag-and-drop features) is not a requirement, but may help your users lay out their email as required.

Additionally, there's **no limit** to the number of **dropzones** you can have.

## Creating a dropzone

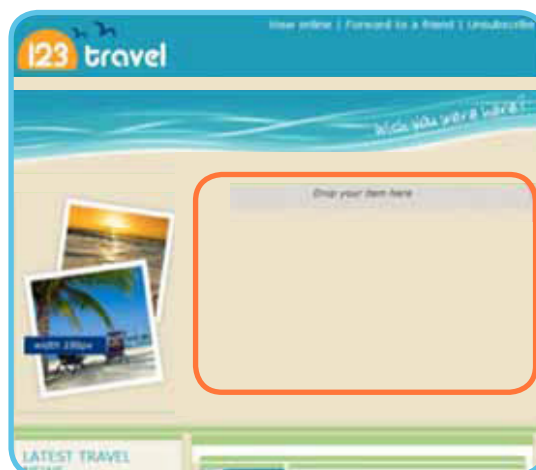To make a dropzone, use:

```
<td class="ee_dropzone">
        [Elements can be dropped in here]
</td>
```

Anything then dropped into this dropzone will be scaled to fit the width of this dropzone.

### The rules:

There are a few rules when creating dropzones:

- A dropzone must be a block level element that can contain other block level elements.
  Principally, for emails, this means the **td** tag.

- If you put anything inside a dropzone, it must be an element (see below). Anything else will cause problems with drag and drop, and may be removed.

## Elements

The most simple elements are the ones you will find in the Elements bar in the left-hand section of EasyEditor. Once you have created an empty dropzone, you will instantly be able to drop stuff from the side-bar, right into your email.

However, you may wish to pre-populate your email with your own elements. The most simple element would look like this:

```
<table class="ee_element">
 <tr>
  <td>This is my element</td>
 </tr>
</table>
```

### The rules:

There are a few rules when creating dropzones:

- Elements must be block-level HTML elements (tables, divs or otherwise).

- Elements must be placed directly inside a dropzone – they must be a direct child of the dropzone.

- Elements may themselves contain dropzones (dropzones can be nested!)

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# Putting it all together

Now we've learned how to create editable areas, dropzones and elements, we can start to see how an email may be made up.
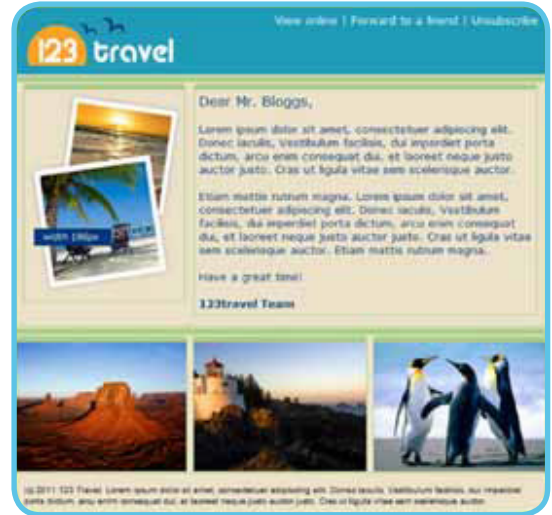
## Layout Description

The example used here has a header and footer that are fixed (not draggable), and a single dropzone inside.

The single dropzone then contains a two elements – each which contain further dropzones.

The first of the two elements is a two-column table, each column being a dropzone. The second is a three column table, again, each column is a dropzone.

Finally, you can see each of the placeholders in these columns are pre-populated with images or text.



## The Outer Template

Obviously, widths, background colours, spacer images and a lot more markup is required here, but generally, EasyEditor wise, this is all that's required.

```
<table> Outer table containing the entire email
  <tr>
   <td>
     <table> Header Table – the header is not editable!
      <tr>
       <td><img src="logo.gif"></td>
       <td align="right">View online | Forward |
Unsubscribe</td>
      </td>
     </table>
   </td>
   </td>
  </tr>
  <tr>
   <td class="ee_dropzone">
     Items can be dropped in here
   </td>
  </tr>
  <tr> Footer cell, containing editable text
   <td class="ee_editable">(c) 2011 123 Travel.</td>
  </tr>
</table>
```

# Adding Some Elements

To add the elements to the above is relatively simply – it's just a question of populating the dropzones with elements within your code. Taking the first element (which contains two dropzones, and a further element inside each), we could pre-populate the above like so:

```html
<tr>
  <td class="ee_dropzone">
    <table class="ee_element"> Main Element
      <tr>
        <td class="ee_dropzone"> Left-hand Dropzone Column
          <table class="ee_element"> Editable Image Element
            <tr>
              <td><img src="photos.jpg" class="ee_editable"></td>
            </tr>
          </table>
        </td>
        <td class="ee_dropzone"> Right-hand Dropzone Column
          <table class="ee_element"> Editable text element
            <tr>
              <td class="ee_editable">
                Dear Mr. Bloggs,<br><br>Lorem ipsum...
              </td>
            </tr>
          </table>
        </td>
      </tr>
    </table>
  </td>
</tr>
```

The final element is much the same as the above, except it contains three columns (cells), each containing an editable image.