ADDING AND EDITING ELEMENTS

**To edit the email preview description at the top of the email:**

This is the text that appears in customers’ email preview panes. You can update this text for each email to give customers an idea of what the email is about.

1. Look for this code toward the top of the page.
2. Highlight the text between the opening **<td>** and ending **</td>** tags.

<td class="left" align="left" valign="top" style="padding-bottom:10px;font-family:Arial, Helvetica, sans-serif;font-size:10px;line-height:14px;color:#999999;">Email description here that will show in email preview</td>

1. Write your email description.

**To edit story headline:**

1. Find the story headline you want to edit doing a search for the first few words of the headline in your document.
2. Highlight the text between the opening **<span>** and closing **</span>** tags.

<span style="font-size:36px;line-height:42px;color:#FF8506;">Story Headline</span>

1. Write your new headline.

**To edit story subheading:**

1. Find the story subheading you want to edit doing a search for the first few words of the headline in your document.
2. Highlight the text between the opening **<span>** and closing **</span>** tags.

<span style="font-size:27px;line-height:32px;color:#007FC5;">Subhead</span>

1. Write your new headline.

**To add or edit text:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. Add or edit text.
3. To make paragraph breaks, add this code **<br /><br />** after a paragraph.

Body text here. For example, <a href="http://www.nordson.com">Nordson</a> hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications. Nordson hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications.<br /><br />

1. When you have special characters in your text, for example, an apostrophe, quotes, trademark symbols, international languages, you need to use special code. This link will list all special characters you can use and what code to use for them.  
   <https://www.wired.com/2010/02/special_characters/>  
     
   For example, if you want to write “Nordson’s,” you need to use the code **&rsquo;** for the apostrophe to appear correctly.

Nordson&rsquo;s

**To add or edit images**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. Look for the **img src** code. This is the line of code for the image.
3. Update the **src=** path to your new image. All images must be hosted on a web server and you need to reference them using a full URL. In this example below, “http://staging.brownwoodfish.com/nordson/adhesive\_email/images/story\_image.jpg” would be replaced with where your image is located. For example, “http://www.mywebsite.com/images/myimage.jpg”.

<img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/story\_image.jpg" width="150" height="150" align="right" style="margin-bottom:15px;margin-left:15px;" alt="" class="story" />

1. The top feature image should always be 680 pixels wide x 260 pixels high. Story images are always 150 x 150 pixels square.

**To add a link:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. You will add code around the text you want to be a link. In front of it, add **<a href=”http://www.mysite.com”>** Update www.mysite.com to whatever site you are linking to. After your link text, add this code **</a>.**
3. So, it looks like this:

For example, <a href="http://www.mysite.com">Nordson</a> hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications.

**To add a link to an image:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. You will add code around the image code you want to be a link. In front of it, add **<a href=”http://www.mysite.com”>** Update www.mysite.com to whatever site you are linking to. After your image code, add this **</a>.**

<a href="http://www.mysite.com">  
<img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/button.jpg" alt="Learn More" width="210" height="40" border="0" /></a>

**To add a story:**

1. Find the text of the story above or below where you want to place your new story. You can do this by doing a search for the first few words of the story in your document.
2. Once you find an existing story, look a few lines up to find the **table** code. The story is surrounded by **table** tags.

<table width="100%" border="0" cellspacing="0" cellpadding="0">

<tr>

<td valign="top" style="padding-top:30px;padding-right:30px;padding-bottom:0px;padding-left:30px;font-family:Arial, Helvetica, sans-serif;font-size:18px;line-height:26px;color:#666666;">Hi <span class="variable">/FormCampaignExecutionPlaceholder/ContactPerson/FirstName</span>,</td>

</tr>

</table>

<table width="100%" border="0" cellspacing="0" cellpadding="0">

<tr>

<td class="responsive-image" valign="top" style="padding-top:30px;padding-right:30px;padding-bottom:30px;padding-left:30px;border-bottom-color:#E0EEF7;border-bottom-width:1px;border-bottom-style:solid;font-family:Arial, Helvetica, sans-serif;font-size:18px;line-height:26px;color:#666666;">

<span style="font-size:36px;line-height:42px;color:#FF8506;">Story Headline</span><br /><br />

<span style="font-size:27px;line-height:32px;color:#007FC5;">Subhead</span><br /><br />

<img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/story\_image.jpg" width="150" height="150" align="right" style="margin-bottom:15px;margin-left:15px;" alt="" class="story" />

Body text here. For example, <a href="http://www.nordson.com">Nordson</a> hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications. Nordson hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications.<br /><br />

<table width="200" border="0" cellspacing="0" cellpadding="0" class="button">

<tr>

<td valign="middle" align="center" bgcolor="#007FC5" style="padding-top:5px;padding-right:5px;padding-bottom:5px;padding-left:5px;">

<a href="#" style="font-family:Arial, Helvetica, sans-serif;font-size:15px;line-height:20px;color:#FFFFFF;text-decoration:none;background:#007FC5;text-align:center;padding-top:5px;padding-right:5px;padding-bottom:5px;padding-left:5px;width:190px;height:20px;display:block;">Button Text</a></td>

</tr>

</table>

<br />

<a href="http://www.mysite.com"><img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/button.jpg" alt="Learn More" width="210" height="40" border="0" /></a>

</td>

</tr>

</table>

1. Highlight the code from the beginning of the **table** tag to the ending **table** tag.
2. Copy the code using Ctrl + C or Command + C.
3. Insert your cursor after the closing </table> tag you just copied and then paste using Ctrl + V or Command + V. This is a duplicate of the story and you can now edit the text and images.

DELETING ELEMENTS

**To delete text:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. Highlight the text you want to delete.
3. Press the “delete” or “backspace” button on your keyboard.

**To delete a story image:**

1. Find the text of the story that contains the image first, so you know you are in the correct story.
2. Look for the **img src** code. This is the line of code for the image.
3. Highlight the image code from the beginning **<** to the ending **/>**.  
     
   <img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/story\_image.jpg" width="150" height="150" align="right" style="margin-bottom:15px;margin-left:15px;" alt="" class="story" />
4. Press the “delete” or “backspace” button on your keyboard.

**To delete a link:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. Look for the **a href** code. This is the line of code for a hyperlink.
3. Highlight the code from the beginning **<a href** tag to the ending **</a>** tag.  
     
   For example, <a href="http://www.nordson.com">Nordson</a> hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications.
4. Press the “delete” or “backspace” button on your keyboard.
5. This will delete the link along with the text used as the hyperlink. If you want to keep the text, but remove the link, simply delete the **<a>** tags surrounding the text.

**To delete an entire story:**

1. Find the text of the story first, so you know you are in the correct story. You can do this by doing a search for the first few words of the story in your document.
2. Once you find the story you want to delete, look a few lines up to find the **table** code. The story is surrounded by **table** tags.
3. Highlight the code from the beginning of the **table** tag to the ending **table** tag.  
     
   <table width="100%" border="0" cellspacing="0" cellpadding="0">

<tr>

<td valign="top" style="padding-top:30px;padding-right:30px;padding-bottom:0px;padding-left:30px;font-family:Arial, Helvetica, sans-serif;font-size:18px;line-height:26px;color:#666666;">Hi <span class="variable">/FormCampaignExecutionPlaceholder/ContactPerson/FirstName</span>,</td>

</tr>

</table>

<table width="100%" border="0" cellspacing="0" cellpadding="0">

<tr>

<td class="responsive-image" valign="top" style="padding-top:30px;padding-right:30px;padding-bottom:30px;padding-left:30px;border-bottom-color:#E0EEF7;border-bottom-width:1px;border-bottom-style:solid;font-family:Arial, Helvetica, sans-serif;font-size:18px;line-height:26px;color:#666666;">

<span style="font-size:36px;line-height:42px;color:#FF8506;">Story Headline</span><br /><br />

<span style="font-size:27px;line-height:32px;color:#007FC5;">Subhead</span><br /><br />

<img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/story\_image.jpg" width="150" height="150" align="right" style="margin-bottom:15px;margin-left:15px;" alt="" class="story" />

Body text here. For example, <a href="http://www.nordson.com">Nordson</a> hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications. Nordson hot melt machines and adhesive dispensing systems apply adhesives, sealants and coatings in a variety of patterns to consumer and industrial products in packaging, product assembly and nonwoven applications.<br /><br />

<table width="200" border="0" cellspacing="0" cellpadding="0" class="button">

<tr>

<td valign="middle" align="center" bgcolor="#007FC5" style="padding-top:5px;padding-right:5px;padding-bottom:5px;padding-left:5px;">

<a href="#" style="font-family:Arial, Helvetica, sans-serif;font-size:15px;line-height:20px;color:#FFFFFF;text-decoration:none;background:#007FC5;text-align:center;padding-top:5px;padding-right:5px;padding-bottom:5px;padding-left:5px;width:190px;height:20px;display:block;">Button Text</a></td>

</tr>

</table>

<br />

<a href="http://www.mysite.com"><img src="http://staging.brownwoodfish.com/nordson/adhesive\_email/images/button.jpg" alt="Learn More" width="210" height="40" border="0" /></a>

</td>

</tr>

</table>

1. Press the “delete” or “backspace” button on your keyboard.