**BASIC HTML & SITE TROUBLESHOOTING**

Below you’ll find some troubleshooting instructions for common Wordpress problems and/or some basic code if you’d like to try your hand at HTML:

**CONTENT FORMATTING LOOKS WRONG**

So, you’ve added content to your page…but it doesn’t look right…what should you do?

The most common reason this happens is if you accidentally paste content from Word into the Visual editor instead of the Text editor. The easiest way to fix it without knowing code is to do this:

1. Go to the page in question on the back end of your Wordpress.

2. On the editing screen, click Text at the top right of the main editor area.

3. Delete the existing content (I’m assuming you have that content saved somewhere first; if you don’t, make sure to copy and save it in the Visual screen before deleting in the Text screen.

4. Re-paste your content from Word into this text area. You should see your text, but no code should appear.

5. Click on Visual to return to the Visual editor. Edit as normal.

**BASIC HTML**

You certainly don’t have to know HTML in order to keep your site up, but sometimes it can help to understand some basics.

Think of HTML as a language. Just like Spanish or French or English, it has certain rules about how it’s written and those rules can help you troubleshoot problems if you have them.

The first thing to know is that HTML almost always has a start tag and an end tag.

A start tag looks something like this: **<b>**

An end tag looks something like this: **</b>**

The start tag tells your web browser where to start showing something and the end tag tells is where to stop showing that same thing.

For example: **<b>** and **</b>** are the start and end tags for **bold text**.

If you go to the Text editor in Wordpress and put **<b>** at the beginning of text that you want to appear bold and **</b>** at the end, browsers will always show that text as **bold**.

Other common HTML tags include:

**<i> </i>** : *Italics*

**<h1> </h1>** : A large headline (h1 stands for headline 1, which is the largest text on your site)

**<h2> </h2>** : The second largest headline size on your site.

**<center> </center>** : This centers your text or image on a page.

So if you ever have a problem on a page where your headline, bold, or italicized text isn’t quite right, you can go into the Text editor and look for these tags. Is the start tag before the text you want to bold/italicize/headline? Is the end tag after it?

For example:

**<h2>This is a Subtitle/Secondary Headline</h2>**

^^^ This is correct HTML.

**<h2>This is a Subtitle/Secondary</h2> Headline**

^^^ This is incorrect and would make the word “headline” appear as normal text on the line before your subtitle.

The other common piece of HTML you’ll see on your pages if you look in the HTML editor is links. To create a link, copy the following HTML:

**<a href=”http://google.com” title=”your SEO title tag”>Link text goes here</a>**

Then replace http://google.com with the link you want to link to.

Replace your SEO title tag with the title tag you want to use to describe the link.

And replace Link text goes here with whatever text you want to link.

You’ll notice that just like the other HTML above, link HTML has a start and end tag. The end tag **</a>** makes sure the link ends. If you ever see a link that’s too long on your page, you’re probably missing an end tag in your HTML.

Finally, the last very common HTML you will see if you look in the Text editor on your site is images. If you ever want to place an image using HTML, copy this code:

**<img src=”http://imageurl.com/image.jpg” alt=”Alt tag text goes here” />**

You’ll replace the http://imageurl.com/image.jpg with the image’s URL and the Alt tag text goes here with your Alt tag/descriptive text for Google.

You’ll notice that an image doesn’t have a standalone end tag. Instead, the image is a single beginning and end, which is why there’s a **/** just before the **>**. That tells your browser that this piece of code begins and ends with itself.