



Working with Placemarks: Basic Text Formatting

An Authorized Step-Guide for Use on Full-Featured Laptops and Computers

This step-guide focuses upon entry-level skills required for creating bold and italic text and for using line breaks and paragraph breaks

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A Word About Basic Text Formatting in Google Earth

Formatting text in Google Earth does not work like it does in a word processor. There are no keyboard shortcuts or buttons that turn on bold or italic or even paragraph breaks. Text formatting in Google Earth requires just a little bit of html coding. This is the coding used to create web pages. But, don't worry. Learning just a few very simple codes is all you need to get started.

All the HTML Code You Really Need to Know

When to use Bold, Italic, and Underline

html codes	When you type this...	... Viewers see this
 turns Bold on turns Bold off	This paragraph is all about birds.	This paragraph is all about birds .
<I> turns Italic on </I> turns italic off	This paragraph is all about <I>birds.</I>	This paragraph is all about <i>birds</i> .

HTML code above is in red, only to make it easier to see.

HTML code is not case sensitive. However, putting your code in UPPER CASE makes it easier to find errors if your text does not appear the way you expected it to look.

Here are some simple guidelines

- Use bold for headings, subheading, and emphasis
- Use italic for book titles and foreign words
- Underline should never be used. People will assume that anything underlined is a link! And besides, the only time underlining was ever correct for titles was when you were hand writing or using a typewriter because typewriters could not do italic.

When to use Line Breaks, Paragraph Breaks and the Enter/Return key

html codes	When you type this...	...Viewers see this
 Line Break / No white space between paragraphs </BR>	This is about birds, just birds and nothing but birds. They fly and they build nests. Many people keep birds for pets. This is about dogs, just dogs and nothing but dogs. They don't build nests. But, many people keep dogs for pets.	This is about birds, just birds and nothing but birds. They fly and they build nests. Many people keep birds for pets. This is about dogs, just dogs and nothing but dogs. They don't build nests. But, many people keep dogs for pets.

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<p><code><P></code> Paragraph Break / Have white space between paragraphs</p> <p><code></P></code> optional Paragraph breaks do not need to be turned off.</p>	<p>This is about birds, just birds and nothing but birds.They fly and they build nests. Many people keep birds for pets.</p> <p><code><P></code> This is about dogs, just dogs and nothing but dogs.They don't build nests. But, many people keep dogs for pets.</p>	<p>This is about birds, just birds and nothing but birds.They fly and they build nests. Many people keep birds for pets.</p> <p>This is about dogs, just dogs and nothing but dogs.They don't build nests. But, many people keep dogs for pets.</p>
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Quite simply, LINE BREAKS do not place a space between paragraphs while PARAGRAPH BREAKS do leave a visible space between paragraphs.You may have noticed that block style paragraphing created by using Paragraph Breaks is far and away the most prominent paragraph style.This is because the goal of text formatting is to create popup windows that are:

- small so that they do not block too much of the view of the Google Earth globe
- designed to be easy to read

This can be tricky because:

- line breaks take less space, but without white space between paragraphs they produce a “text heavy” look that can be hard or off putting to read.
- paragraph breaks make popup window text easier to read, but the white space takes up more space.

Here's the trick: Do the best you can. Here are some tips.

- Use Line Breaks to place captions directly under a picture or under sub-headings.
- Use Paragraph Breaks to separate body text paragraphs from each other.
- Use sub headings and short sentences or phrases to reduce the number of words people must read.
- Forget what you know about paragraph writing! Keep them to 1-3 sentences if possible. Use bold headings instead of a topic sentences

And, what about that enter/return key...

- The enter/return key does nothing as far as text formatting is concerned.
- **But...** It can be very useful when you're looking for errors you've made in your html code.

The following two examples have the exact same text and the exact same coding error and will produce the exact same result. How fast can you find the same coding error in each example?

<pre>Birds
 Birds fly and they build nests. Many people keep birds for pets. <p> Dogs
 Dogs don't fly or build nests. But many people keep them for pets. <p> This is about dogs, just dogs and nothing but dogs.They don't build nests. But, many people keep dogs for pets. <p> But you must be careful because dogs can be dangerous..</pre>	<pre> Birds BR> This is about birds. Birds fly and they build nests. Many people keep birds for pets. <P> Dogs
 This is about dogs. Dogs don't fly or build nests. But many people keep them for pets. <P> But you must be careful because dogs can be dangerous.</pre>
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I won't tell you the single correction that needed to be made, but if you make that one correction both will produce popup window text that looks like this ...

<p>Birds This is about birds. Birds fly and they build nests. Many people keep birds for pets.</p>
<p>Dogs This is about dogs. Dogs don't fly or build nests. But many people keep them for pets. But you must be careful because dogs can be dangerous.</p>

And here's a bonus! Your First "Advanced" Text Formatting Code!

Changing the font size also is not as simple as picking the point size you want in a word processor. There's code for that too!

By using subheadings, not only is it easier to read, but the sub-headings also do the job of topic sentences so we can actually reduce the text as follows to make the popup window even smaller:

html codes	When you type this...	... Viewers see this
<pre> sets font size a bit larger than standard text. turns off larger font size</pre>	<pre> Birds
 Birds fly and they build nests. Many people keep birds for pets.</pre>	<p>Birds Birds fly and they build nests. Many people keep birds for pets.</p>
<p>All you really need to know is that "4" is just a bit larger than the default font size which does not need to be coded. Want it larger? use a larger number. That's about it.</p>		