Pages 101:

Aight in this guide we're going to go over some very basic HTML CSS and JAVASCRIPT, just enough for you to get your page creation going.

Use this guide for reference anytime you get stuck on something and feel free to ask me if something doesn't make sense or you haven't any further questions.

Getting better at page creation is all about consistency and repetition so the more pages you edit and the more you look things up either here or online the easier it will be.

What Do We Need:

- A Text Editor - (https://www.sublimetext.com/3)

This is where you make all of your changes and write. I use sublime text, it's free and gets the job done. You can edit html, css and js with this.

- A Browser

To look at your edits, i recommend google chrome

- A Website Scraper(OPTIONAL)

For the purpose of this guide I already ripped OJ's latest work of art and gutted it so you can follow along easily. If you do get to the point where you want to make a site with a different template the easiest way would be to find something you like and rip it rather than making something from scratch. In such a case I use HTTRACK - https://www.httrack.com/page/2/en/index.html

File Basics:

Ok so after downloading the zipfile i give you, drag it to your desktop:
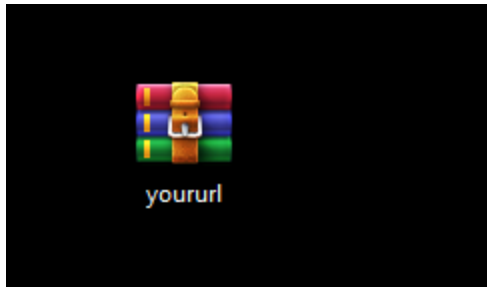
The files here are named and structured to emulate how things look on the server and give you an understanding of how websites work.(This isn't how shit is set up for every website ever, this is just how it's organized for us.) In this case this file is named yoururl because on the server i have an actual folder with your websites name on it eg. prime8.com

Extract the files and open it, should look like this:
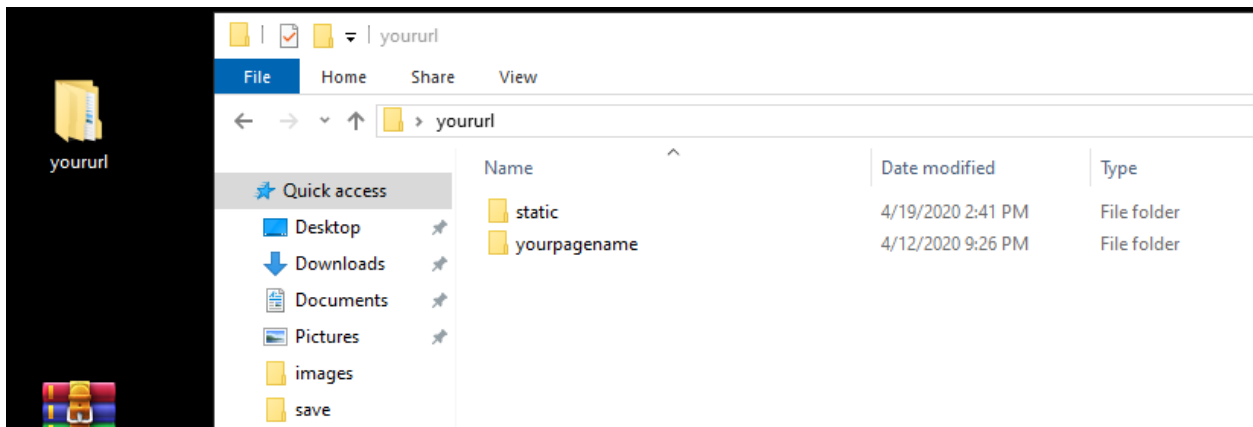
So "static" represents a folder on the server in your domain already.

"Yourpagename" is what you want to call your page. If you make an angle dealing with debt, rename this file "debt". And the result will be a url looking like "prime8.com/debt"

If you go into "static" you'll find and javascript file named "retina.min" and another file called "home". No need to mess with any js files, click on "home" and you'll see another file named "yourpagename" change this to whatever you named the first file then open it.
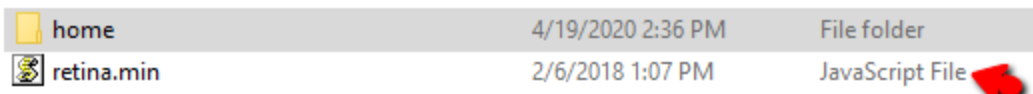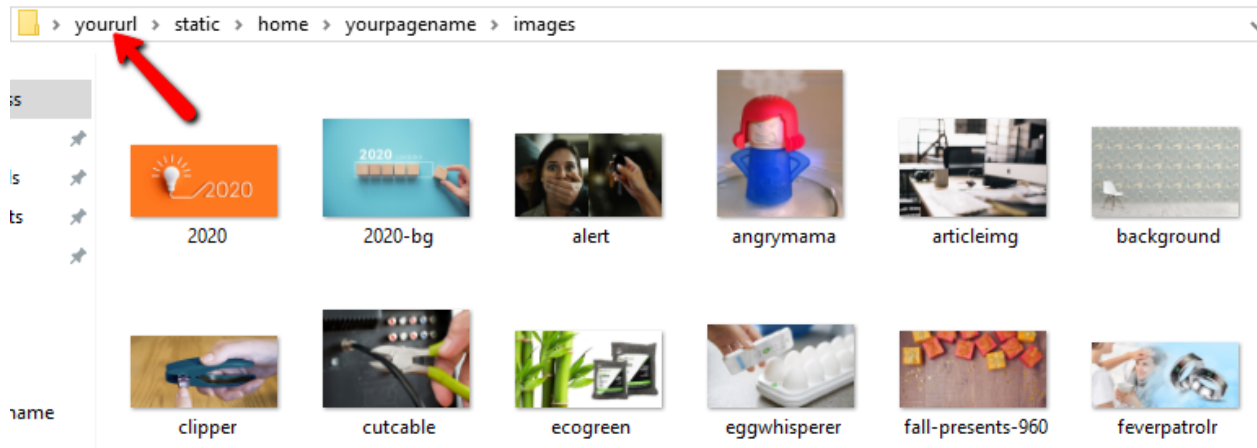
The CSS folder and IMAGES folder are the ones you'll be diving into for the most part

Css folder will have 4 css files in it that you'll be able to open in your text editor later and edit. "Images" holds all the images and logos that will appear on your page.

Head back out to "yoururl" and open "yourpagename"

Here's your HTML file, what you'll spend time editing the most.

Note that this file name matters, if you leave it as "index" the page will work just fine, if you decide to change it for whatever reason you need to call it out in your address bar.

For instance, right now if i want to reach this page i could type "yoururl.com/yourpagename" and the index file would load. But if i change the name of the html file to "example" i would have to write "yoururl.com/yourpagename/example.html" For now, there should be no need to change it.

One last note about Folders and Files before we move on. While index.html files are unique that you don't have to type the file name into the browser or anywhere else to call it out, our other 2 file types need to be called specifically.

Also you can tell the file type ur working with 2 different ways:

Chrome is my default browser so the chrome logo shows up for any HTML files. It also says HTML in "Type" So while in the "Name" section it only says "index" this literally translates to "index.html" Same for javascript files and css files:

retina.min.js

style-2020.css, style-q419.css etc.

EDITING:

Open Sublime Text 3 or whatever text editor you're using.

Drag and drop your html file into sublime text.
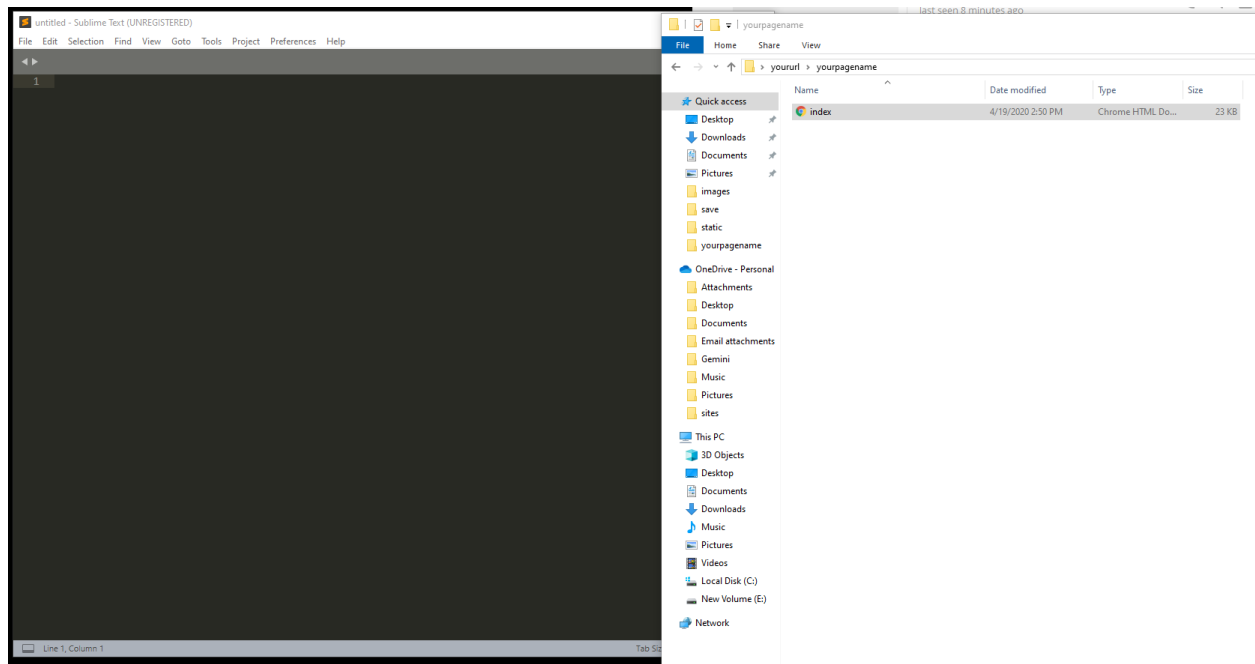
```
1
2
3    <!DOCTYPE html>
4
5    <html class="no-js" lang="en-US">
6    <meta http-equiv="content-type" content="text/html;charset=utf-8" />
7    <head itemscope itemtype="http://schema.org/WebSite">
8      <meta charset="UTF-8">
9      <link href="https://gmpg.org/xfn/11" rel="profile">
10     <meta content="width=device-width, initial-scale=1" name="viewport">
11     <meta content="yes" name="apple-mobile-web-app-capable">
12     <meta content="black" name="apple-mobile-web-app-status-bar-style">
13     <meta content="Website Name" itemprop="name">
14     <meta content="Web Url" itemprop="url">
15
16     <title>Title - Website Name</title>
17     <script type="text/javascript">
18      document.documentElement.className = document.documentElement.className.replace( /\bno-js\b/,'js'
          );
19     </script>
20
21
22
23     <link href="https://fonts.googleapis.com/css?family=Lato:400,400i,600,700|Roboto+Slab:400,700" rel=
         "stylesheet">
24
25     <link href="https://maxcdn.bootstrapcdn.com/bootstrap/4.1.3/css/bootstrap.min.css" rel="stylesheet"
         >
26     <script type='text/javascript' src='https://platform-api.sharethis.com/js/
         sharethis.js#property=5c16abc27b0b4500110a1f8c&product='inline-share-buttons' async='async'></
         script>
27
28
29     <link href="../static/home/css/style-q419.css" rel="stylesheet">
30     <link href="../static/home/css/style-reverseq419.css" rel="stylesheet">
31     <link href="../static/home/css/style-2020.css" rel="stylesheet">
32
33
34     <script type="text/javascript">
35             function getURLParameter(name) {
36                 return decodeURI(
37                     (RegExp(name + '=' + '(.+?)(&|$)').exec(location.search)||[,null])[1] || ''
```

All of this shit looks complicated, not even I know what most of it does, but I tried to edit the page in a way to make it as simple as possible for you. We'll just go over only what you need to make things look and say what you want.

First things first, if your editor has a different color scheme or its hard for you to see some of it there's a setting you can change. Go to Preferences at the top, select Color Scheme , I'm using Monokai, use whatever you want but as i'm making this on the fly i might explain parts of code by referring to its color.

Some basic parts explained:

1. The file name, we learned that the html file we have named "index" literally translates to index.html. This is the first time this is made clear.

2. Lines of code, makes it easier to refer to parts of the page, if I say something like "on line 11 look at..." this is where you look.

3. The pink text is called an html tag, they're used for and mean different things, basically the building blocks of the page, you'll only need to memorize basic tags for editing. There's an opening tag and a closing tag in most cases. Looks something like **<tag>skjhfkjsd</tag>** This "link" tag in the example is calling for a css font file from google to load, and specifically says we're using the font family Lato and Roboto+Slab. If you ever wanted to change your font, this is likely where you'd do it.

4. The yellow text is usually a link like i explained above or basically just says, this equals this.

5. The white text is mostly the text that shows up on your page, it's what you'll be looking for when you want to change what you see on the page as far as text goes.

Before we move on there's 3 tags that are most important and make up a page:

```
<html class="no-js" lang="en-US">
```

```
<head itemscope itemtype="http://schema.org/WebSite">
```

```
<body>
```

These all have closing tags as well, so the basic page structure looks like this:

<!Doctype HTML>
    <html>
        <head>
        </head>
        <body>
        </body>
    </html>

This seems like a pain in the ass but its important because it helps you look for shit. The head tags will always call for css files and javascript files in your folders as well as fonts or anything else. If your page doesn't look like it's supposed to(like a bunch of text on a page with missing images or structure) there may be an error with the css, and you'd look in the head tags to make sure you're calling the css file you have properly. If there's a problem with the text or an image on the website didn't load, the issue is likely in the body tags.

That's pretty much it as far as parts of an html page. We'll get editing now.

Go ahead and open the index file in your browser by double clicking it.
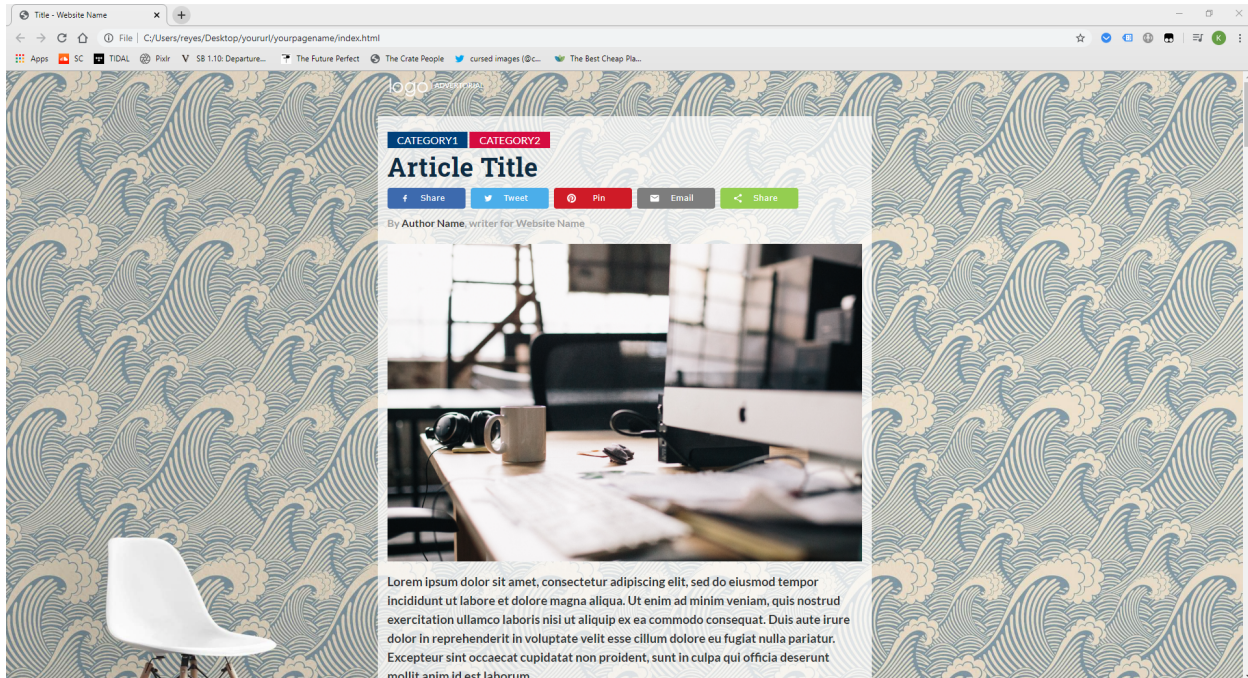
Start by editing **line 16**.

```
15
16      <title>Title - Website Name</title>
17      <script type="text/javascript">
```

The title tag is what shows up in the tab in your browser:
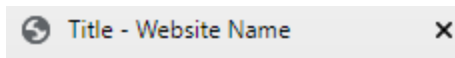
Change this to whatever you want, click save in sublime, and reload the page. You should see the change you made.

Also change the information on **lines 13 and 14** to your page info.

```
13      <meta content="Website Name" itemprop="name">
14      <meta content="Web Url" itemprop="url">
```

Web name would be Prime8 web url would be prime8.com(you're changing the content=" " part not itemprop=" ")

Lines 29/31 - calls your css files to be used for this page:

```
29      <link href="../static/home/css/style-q419.css" rel="stylesheet">
30      <link href="../static/home/css/style-reverseq419.css" rel="stylesheet">
31      <link href="../static/home/css/style-2020.css" rel="stylesheet">
```

(please note the string for any files or images moving forward has been changed

to include /yourpagename after home and will need to be changed to whatever you decide to name this folder)

Let's break down what this is saying in href= on **line 29**
The ../ portion literally means, from this file location, go back once. From there, search for the folder named "static" then "home" then "css" and load the file named "style-q419.css"

Nothing crazy, just know that ../ means go back once and ../../ would be go back twice

Lines **34-50** are javascipt. You can tell because its between <script> tags.

```
34    <script type="text/javascript">
35        function getURLParameter(name) {
36            return decodeURI(
37                (RegExp(name + '=' + '(.+?)(&|$)').exec(location.search)||[,null])[1] || ''
38            );
39        }
40
41
42        let current_number = 1;
43        function insertNumber(){
44            document.write(current_number)
45            current_number++
46        }
47
48
49
50    </script>
```

Nothing to edit here.

1. **LINE 74** -

```
74                        <img src="../static/home/images/logo.png"> | ADVERTORIAL
75
76              </div>
77          </div>
78
79
```

Change this to your pages logo by going to the "images" folder, adding your logo, and replacing where it says "logo.png" with the name of your logo. Also i don't know what fb is like but you can choose to remove the "| advertorial" if you think it'll fly.

2. **LINE 98** - change this
3. **LINE 99** - Title of your article, don't make it too long, will look bad on mobile.
4. **LINE 104** - Make some shit up

1. **LINE 64** - Your background image, get something high res but maybe jpg format since its a smaller file size. Larger file sizes make your page load slower, and aren't very necessary for mobile phones.
2. **LINE 110** - Intro Page Image
3. **LINE 115/117** - this is what a standard paragraph looks like **<p> </p>**, its nested in a **<div> </div>** which is basically a building block. Add as many paragraphs with **<p> </p>** as you need.

1. Offer 1 - Offer 1 Slogan/CTA

★★★★✯ (1,988 ratings)

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1. **LINE 141** -

```
139                    <div class="list_item">
140                        <hr>
141                        <h2 class="off_header"><span class="list_number"><b><script type="text/
                        javascript">insertNumber()</script>.</b></span> <a href="offerlink1" target="
                        _blank">Offer 1</a> - Offer 1 Slogan/CTA</h2>
142
```

Couple things here, basically the **** tag when combined with the javascript in **<script>** will make it so any number of offers you put in here you won't have to

update the number for even if you rearrange them or whatever. You use ** ** to throw links into text or images. With either the text or image going in between the tags. You don't have to use **<p></p>** for the text in this case. **target="_blank"** means any link that gets clicked will open in a new tab, you don't want people leaving your page entirely to check out an offer. Besides that change where it says Offer1 and Offer 1 Slogan for the remainder of the offers.

2. **LINE 143/151** - everything between the **<p></p>** is a cool rating addition available for any product offers you might want to add to your page. Make note of the difference in text between full and half stars. Also edit the rating number.

3. **LINE 153** - Paragraph tag, then hyperlink, then image tag. **<p><a href=""><img src="">** Switch out the offer image to what you want. Image tag doesn't require a closing tag

4. **LINE 154/156** - Now's a good time to go over more shit you can do to style text the way you want. Text wrapped in **** or **** tags will make the font **bold**(in our case all the font on the page is either set to bold by default or the font we're using doesn't have a bold option)**. <i></i>** tags *italicize* the text. **<u></u>** tags underline. And with **** tags you can do any number of things from highlighting to changing text color line height etc. by using **style=**

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1

Second CTA Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum e eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, n culpa qui officia deserunt mollit anim id est laborum.Call To Action »

2

Call To Action Button »

1. **LINE 158** -

```
<p style="padding: 15px; border-radius: 4px; background-color: #ffe607"><strong>Second CTA</strong>
nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor
deserunt mollit anim id est laborum.<a style="text-decoration: underline" href="offerlink1" target="
```

   The style attached to the paragraph basically says create a colored box around the text and round the edges of that box. You have the ability to change the box to any color with "background-color" using hex color. Check out https://www.color-hex.com/ to get a better idea. "Border-radius" determines how rounded your edges are, a larger px number is more rounded. And "padding" determines how much room between the outside edge of the box and the text.

2. **LINE 160** - the "cta" portion of the **<div>** basically styles the look of the button elsewhere, we'll get to that shortly. For now just change what you want the button to say.

That's all there is for an offer on a page. The offer starts at **LINE 139** with the opening **<div class="list_item">** and ends at **LINE 161** with the closing **</div>** any number of offers you want to add/subtract just copy and paste/delete all the code between these lines.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call To Action Button »

Only # left!

4. Offer 4 - Offer 4 Slogan/CTA
★★★★⯪ (5,722 ratings)

LINE 204 - **<div class="low_inventory_message">** use as u see fit.

5. **Offer 5** - Offer 5 Slogan/CTA

★★★★⯪ (4,009 ratings)

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LINE 247 - use a **.gif** file instead of a **.jpg** or **.png** anywhere you want.

```
268     <!--<div class="list_item">
269         <hr>
270         <h2 class="off_header"><span class="sold_out"><b>Sold Out</b></span><br/> Egg Whisperer - Tells you which egg is the oldest, and reminds you when you're low!</h2>
271         <p><img src="../static/home/images/eggwhisperer.jpg" width="100%"> </p>
272     </div>
273
274     <div class="list_item">
275         <hr>
276         <h2 class="off_header"><span class="sold_out"><b>Sold Out</b></span><br/> Angry Mama - Put in water and vinegar, and then watch her steam your microwave clean.</h2>
277         <p><img src="../static/home/images/angrymama.jpg" width="100%"> </p>
278     </div>-->
```

Take a look at **LINE 268/278.** Here we have some greyed out code that's not showing up on the page itself. You can achieve this by wrapping code in **<!--** and **-->** This turns what would usually be read by computers into a note only people can read. This is important if you add an offer or piece of code to your page that you don't want to use now but can save for future use.

LINE 293/296 - bunch of legal shit for your page. Make sure to update anywhere it says website or url with your page info. Also there's another logo on **LINE 294** that you need to update.

Finally all you need to change in the HTML is on **LINE 351 and 366.**

```
') + 's1=' + campaignID + '&s2=' + clickID);
) + 's1=PageABBV' + '&s2=' + clickID + '&sub1=PageABBV');




') + 's1=' + campaignID + '&s2=' + clickID);
) + 's1=' + campaignID + '&sub1=' + campaignID);




') + 's1=' + campaignID + '&s2=' + clickID);
) + 's1=PageABBV' + '&sub1=PageABBV');
```

Everywhere it says "PageABBV" change to a combination of your url and page name. For example Prime8.com/debt would have something like 's1=p8dbt'. These parameters **s1** and **sub1** get appended to all of your offer links and allow for additional tracking on networks. For instance if you run the debt offer on the money-waste page and the seniors page and want to know which page generated more debt conversions, I go to the debt offer and it shows me conversions associated with specific subids aka **s1.** Also **s1** is for cake networks, **sub1** is for everflow networks, by having them both append to links we cover all bases.

Additional styling with CSS

Now that we're all done with the HTML portion of editing, head over to the css folder in your zip and drag and drop style-2020.css into your text editor. You should be able to use this file alone to make mass edits to any styles you want on your HMTL page, I'll explain how this works now.
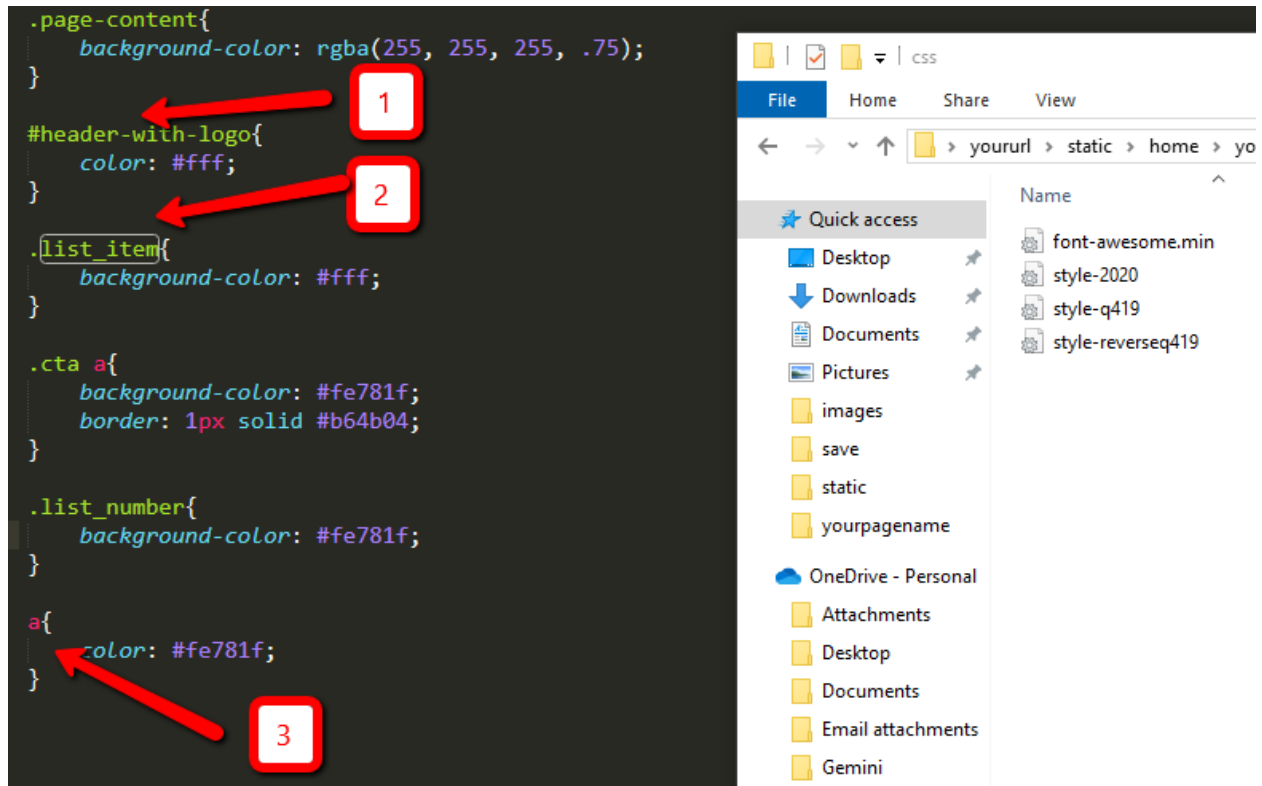
Ok so we're seeing 3 different types of mass edits going on here with minimal code. Remember in the HTML file when you'd come across something like **<div class="cta">** This is where that **class=""** part comes in handy.

1. **LINE 5 -** we start with a (**#**) symbol. **#** literally means "id". It's saying all id's in the HTML equally to header-with-logo or **<tag id="header-with-logo">** set color to white or #fff
2. **LINE 9** - this one starts with (**.**) this refers to "class". So it's saying all classes in HTML equal to "list_item" set the background color to white.
3. **LINE 22 -** finally we're seeing a tag in general being styled. (a) is what we use to hyperlink. Its saying change all links on the page to an orange color.

Now that you understand how ids, classes and tags get styled in CSS, the only ones you should concern yourself with are **LINES 13**, **18**, and **22**. Change the background-color and color to whatever you want. Remember you can use https://www.color-hex.com/ to look shit up or make whatever. The only reason I suggest this is so that your pages have as much variance besides images and text as possible, making it less likely that Facebook will notice they are similar.

Viewing The Mobile Version Of Your Page

There's a simple way to check out how your edits look on mobile without having to upload them to the server. Simply open the html file in your browser by double clicking it. Right click anywhere on the page and press inspect from the drop down menu, or press CTRL + SHIFT + I (COMMAND + SHIFT + I for MAC).

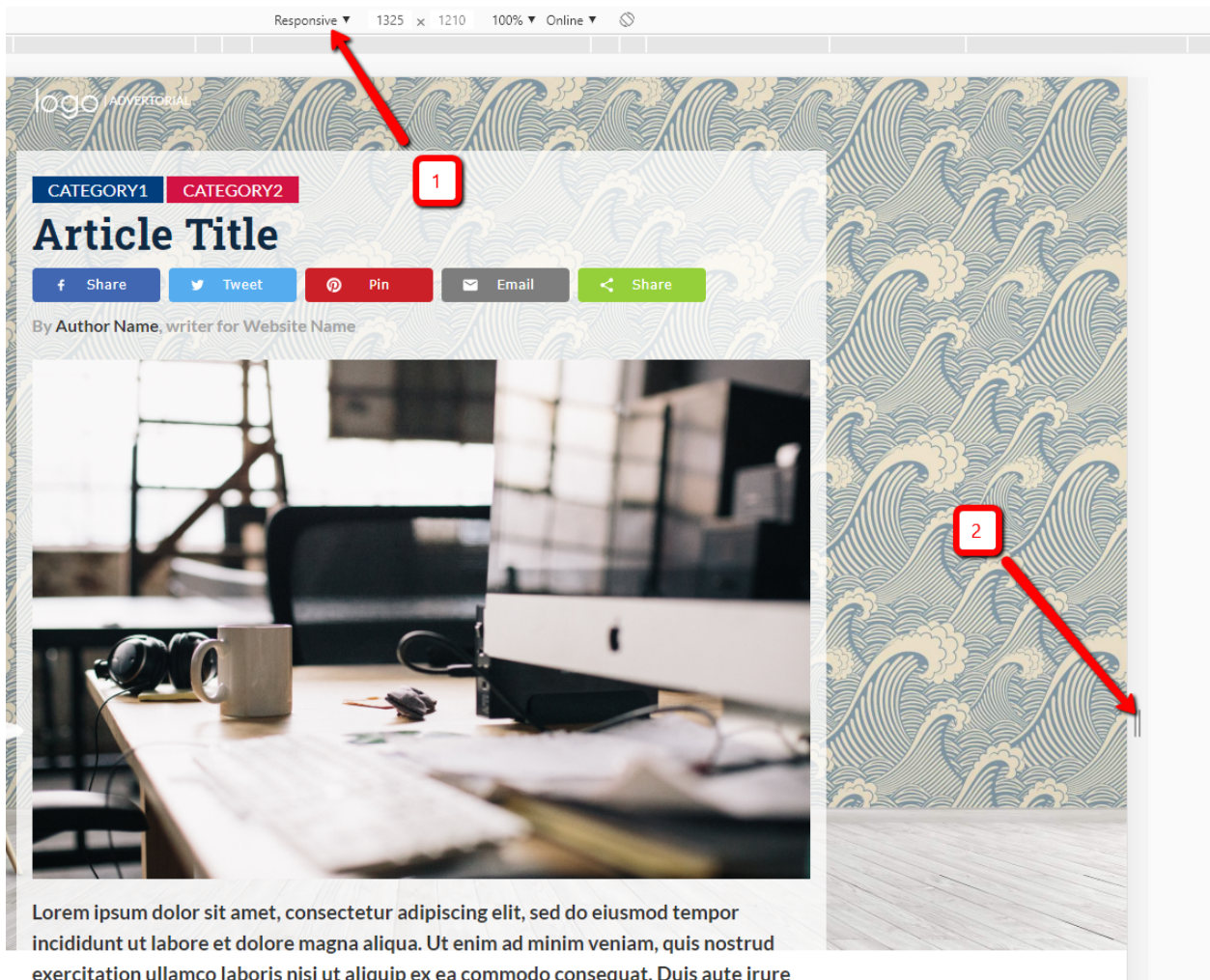That should open a window on the right side of your screen with a bunch of bullshit going on. Your only concern is a button in the top left of that screen:

The toggle device toolbar button or CTRL+SHIFT+M will open up a header at the top of the page with a couple options:

1. Here you have a dropdown menu with different phone and tablet screen sizes. Try clicking one.
2. You have the option to shrink or widen the page as much as you want with this slider assuming you have the "responsive" option selected in the top menu.