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ADS VIA THE DECK

## Markdown: Basics

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### GETTING THE GIST OF MARKDOWN'S FORMATTING SYNTAX

This page offers a brief overview of what it's like to use Markdown. The [syntax page](#) provides complete, detailed documentation for every feature, but Markdown should be very easy to pick up simply by looking at a few examples of it in action. The examples on this page are written in a before/after style, showing example syntax and the HTML output produced by Markdown.

It's also helpful to simply try Markdown out; the [Dingus](#) is a web application that allows you type your own Markdown-formatted text and translate it to XHTML.

**Note:** This document is itself written using Markdown; you can [see the source for it by adding '.text' to the URL](#).

### PARAGRAPHS, HEADERS, BLOCKQUOTES

A paragraph is simply one or more consecutive lines of text, separated by one or more blank lines. (A blank line is any line that looks like a blank line — a line containing nothing but spaces or tabs is considered blank.) Normal paragraphs should not be indented with spaces or tabs.

Markdown offers two styles of headers: *Setext* and *atx*. Setext-style headers for `<h1>` and `<h2>` are created by “underlining” with equal signs (=) and hyphens (-), respectively. To create an atx-style header, you put 1-6 hash marks (#) at the beginning of the line — the number of hashes equals the resulting HTML header level.

Blockquotes are indicated using email-style '>' angle brackets.

Markdown:

```
A First Level Header
=====
```

```
A Second Level Header
-----
```

```
Now is the time for all good men to come to
the aid of their country. This is just a
regular paragraph.
```

```
The quick brown fox jumped over the lazy
dog's back.
```

```
### Header 3
```

```
> This is a blockquote.
>
> This is the second paragraph in the blockquote.
>
> ## This is an H2 in a blockquote
```

Output:

```
<h1>A First Level Header</h1>
```

```
<h2>A Second Level Header</h2>
```

```
<p>Now is the time for all good men to come to
the aid of their country. This is just a
regular paragraph.</p>
```

```
<p>The quick brown fox jumped over the lazy
dog's back.</p>
```

```
<h3>Header 3</h3>
```

```
<blockquote>
```

```
  <p>This is a blockquote.</p>
```

```
  <p>This is the second paragraph in the blockquote.</p>
```

```
    <h2>This is an H2 in a blockquote</h2>
```

```
</blockquote>
```

## Phrase Emphasis

Markdown uses asterisks and underscores to indicate spans of emphasis.

## Markdown:

Some of these words *are emphasized*.  
Some of these words are emphasized also.

Use two asterisks for **strong emphasis**.  
Or, if you prefer, use two underscores instead.

## Output:

`<p>Some of these words <em>are emphasized</em>.  
Some of these words <em>are emphasized also</em>.</p>`

`<p>Use two asterisks for <strong>strong emphasis</strong>.  
Or, if you prefer, <strong>use two underscores instead</strong>.</p>`

## LISTS

Unordered (bulleted) lists use asterisks, pluses, and hyphens (\*, +, and -) as list markers. These three markers are interchangeable; this:

```
* Candy.  
* Gum.  
* Booze.
```

this:

```
+ Candy.  
+ Gum.  
+ Booze.
```

and this:

```
- Candy.  
- Gum.  
- Booze.
```

all produce the same output:

```
<ul>  
<li>Candy.</li>  
<li>Gum.</li>  
<li>Booze.</li>  
</ul>
```

Ordered (numbered) lists use regular numbers, followed by periods, as list markers:

```
1. Red  
2. Green  
3. Blue
```

Output:

```
<ol>
<li>Red</li>
<li>Green</li>
<li>Blue</li>
</ol>
```

If you put blank lines between items, you'll get `<p>` tags for the list item text. You can create multi-paragraph list items by indenting the paragraphs by 4 spaces or 1 tab:

```
*   A list item.

    With multiple paragraphs.

*   Another item in the list.
```

Output:

```
<ul>
<li><p>A list item.</p>
<p>With multiple paragraphs.</p></li>
<li><p>Another item in the list.</p></li>
</ul>
```

## Links

Markdown supports two styles for creating links: *inline* and *reference*. With both styles, you use square brackets to delimit the text you want to turn into a link.

Inline-style links use parentheses immediately after the link text. For example:

```
This is an [example link](http://example.com/).
```

Output:

```
<p>This is an <a href="http://example.com/">
example link</a>.</p>
```

Optionally, you may include a title attribute in the parentheses:

```
This is an [example link](http://example.com/ "With a Title").
```

Output:

```
<p>This is an <a href="http://example.com/" title="With a Title">
example link</a>.</p>
```

Reference-style links allow you to refer to your links by names, which you define elsewhere in your document:

```
I get 10 times more traffic from [Google][1] than from
[Yahoo][2] or [MSN][3].
```

```
[1]: http://google.com/      "Google"
[2]: http://search.yahoo.com/ "Yahoo Search"
[3]: http://search.msn.com/   "MSN Search"
```

Output:

```
<p>I get 10 times more traffic from <a href="http://google.com/"
title="Google">Google</a> than from <a href="http://search.yahoo.com/"
title="Yahoo Search">Yahoo</a> or <a href="http://search.msn.com/"
title="MSN Search">MSN</a>.</p>
```

The title attribute is optional. Link names may contain letters, numbers and spaces, but are *not* case sensitive:

```
I start my morning with a cup of coffee and
[The New York Times][NY Times].

[ny times]: http://www.nytimes.com/
```

Output:

```
<p>I start my morning with a cup of coffee and
<a href="http://www.nytimes.com/">The New York Times</a>.</p>
```

## Images

Image syntax is very much like link syntax.

Inline (titles are optional):

```
![alt text](/path/to/img.jpg "Title")
```

Reference-style:

```
![alt text][id]

[id]: /path/to/img.jpg "Title"
```

Both of the above examples produce the same output:

```

```

## Code

In a regular paragraph, you can create code span by wrapping text in backtick quotes. Any ampersands (&) and angle brackets (< or >) will automatically be translated into HTML entities. This makes it easy to use Markdown to write about HTML example code:

```
I strongly recommend against using any `<blink>` tags.

I wish SmartyPants used named entities like `&mdash;`
instead of decimal-encoded entites like `&#8212;`.
```

Output:

```
<p>I strongly recommend against using any
<code>&lt;blink&gt;</code> tags.</p>
```

```
<p>I wish SmartyPants used named entities like
<code>&amp;mdash;</code> instead of decimal-encoded
entites like <code>&amp;#8212;</code>.</p>
```

To specify an entire block of pre-formatted code, indent every line of the block by 4 spaces or 1 tab. Just like with code spans, &, <, and > characters will be escaped automatically.

Markdown:

```
If you want your page to validate under XHTML 1.0 Strict,
you've got to put paragraph tags in your blockquotes:
```

```
<blockquote>
  <p>For example.</p>
</blockquote>
```

Output:

```
<p>If you want your page to validate under XHTML 1.0 Strict,
you've got to put paragraph tags in your blockquotes:</p>
```

```
<pre><code>&lt;blockquote&gt;
  &lt;p&gt;For example.&lt;/p&gt;
&lt;/blockquote&gt;
</code></pre>
```

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