rddapp documentation style guide

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Some notes to keep the writing and formatting style consistent within the docs for rddapp, including the shiny help page and the rddapp vignette.

Headers

- · Header levels are as follows:
 - 1: Page (e.g. Model, Power)
 - 2: Tabs/panels within pages
 - 3: Anything within tabs/panels
- Header anchors should be all lower case, with spaces replaced with underscores:
 - ## Data tab {#data_tab}
- · Headers should be in Sentence case.

Text formatting

- Bold terms that are direct references to objects in the app interface (e.g. the **Data** panel, not the **Data panel**). Only bold the keyword (e.g. Data, Browse, gear), not the descriptor (e.g. panel, button, menu). Do not bold keywords in headers.
 - Discretionary bolding of other **keywords** is also helpful.
- Any software (R, rddapp) or code (function()) should be formatted as an inline code snipet (enclosed in 'marks).
- Use embedded links where possible (instead of plaintext urls).