**Copy, content and what each type of brackets means…**

         **<Copy needed here>**

* The <> means that static copy is needed here. So anywhere you need copy, you’ll use these.
  + Example: <Headline goes here>

         **[This is not actual copy]**

o   The [] means that whatever is inside is NOT actual copy. You’ll use this to indicate instructions or other non-copy things.

o   Example: [The picture above can change.]

         **{Dynamic Copy}**

o   The {} means that the copy inside will be dynamically loaded. You’ll use this to indicate when the copy changes.

o   Example: The {Category} Team

  Will eventually be used for a bunch of things: The Lawn & Garden Team, The Appliance Team and so on.

         **Use lorem ipsum for all content (blue font may also be used)**

o   Use lorem ipsum to indicate any content that will be fed in from the back end, like actual questions and answers, blog posts, etc. This is not static copy.

o   Example:

**Q:** Lorem ipsum delta…

**A:** Lorem ipsum delta…

**Important note for UXAs:**

For all your wires, it’s UX Sears expectation that Zemoga will include the <> around everywhere you need new static copy. Everything that is content will be lorem ipsum. This will help keep it clear what is static copy and what is content.

**Important note for FEDs:**

Remove all brackets in the final HTML. However, parentheses will sometimes be used and should be kept in the final HTML.

The brackets are only for UX use to determine what’s static copy, what’s dynamic copy and what’s content.