**General do’s and do not’s | Working with content.**

**Don’t add inline styles.**

<img src="tcm:44-16470" title="woman with smartphone on stairs" alt="woman with smartphone on stairs" style="width: 625px; height: 260px;"/>

<div style="background: green">

</div>

**Use correct content formatting**

* Do not use breaks or non-breaking spaces <br /> | &nbsp;
* Content heading tags are a heading 4 <h4>
* Use paragraphs <p>
* Use un-ordered lists for list items <ul><li> (identified at the later part of the document)

**Incorrect**

<p>BENEFITS <br/>

Get a price that includes a discount for electricity consumed weeknights and weekends. <br/>

Enjoy greater control of your electricity usage, especially when combined with other Reliant e-Sense<sup>®</sup> smart energy tools. <br/>

HOW IT WORKS <br/>

As a Smart Meter customer, the e-Sense Keep Your Cash Nights &amp; Weekends plan allows you to:</p>

**Correct**

<h4>BENEFITS </h4>

<ul>

<li>Get a price that includes a discount for electricity consumed weeknights and weekends.</li>

<li>Enjoy greater control of your electricity usage, especially when combined with other Reliant e-Sense<sup>®</sup> smart energy tools.</li>

</ul>

**Do not wrap images in containers**

<div> <strong> <img src="tcm:44-16521" title="woman and mixer" alt="woman and mixer" style="width: 625px; height: 260px;"/>

**Correct**

<img src="tcm:44-16521" title="woman and mixer" alt="woman and mixer" />

**Do not use the div tag as a separator.**

<div><strong>Let Nest help you make a difference – with just a few degrees of change.</strong> Introducing Reliant Degrees of Difference with Nest, a program that earns you bill credits by automatically adjusting your Nest slightly during periods of high electricity demand, also known as "energy rush hours". It’s good for your wallet, good for the local community and good for the environment.</div>

<div>&#160;</div>

**Correct**

<h4>Let Nest help you make a difference – with just a few degrees of change.</h4>

<p>Introducing Reliant Degrees of Difference with Nest, a program that earns you bill credits by automatically adjusting your Nest slightly during periods of high electricity demand, also known as "energy rush hours". It’s good for your wallet, good for the local community and good for the environment.</p>

**Do not nested content items unless specified in the content document.**

<ul>

<li>This is the parent li

<li>This is a nested li</li>

</li>

</ul>

**Use the correct list type for bullets or numbering**

Numeric list 

<ol>

<li>Fill in details. </li>

<li>Get a month-by-month estimated average of cost &amp; usage\*. </li>

<li>Print and email the info. Factors affecting usage and cost estimation </li>

</ol>

Bulleted List 

<ul>

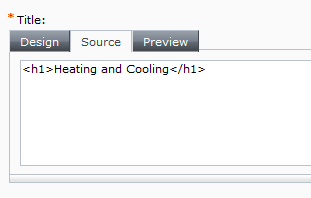
<li>Fill in details. </li>

<li>Get a month-by-month estimated average of cost &amp; usage\*. </li>

<li>Print and email the info. Factors affecting usage and cost estimation </li>

</ul>

**Don’t add the H1 tag to the title it is already applied in the markup**



**Do not add custom containers or styling**

<style type="text/css">

#container {

float: left;

width: 500px;

}

#container img {

float: left;

margin: 0 12px 0 0;

}

#dec {

float: right;

width: 250px;

}

</style>

<div id="container">

<img src="thumb.jpg" alt="thumbnail" title="thumbnail">

<div id="dec">

<p>I really shouldn't be doing this but I feel like I have no choice.</p>

</div>

</div>

**Do not include or add Javascript.**

Included Javascript:

<script type="text/javascript" src="my\_custom\_functions.js"></script>

Inline Javascript

<script type="text/javascript">

$( document ).ready(function() {

console.log( "Why am I doing this! :)" );

});

</script>

**General content tags used in redesign**

|  |  |  |
| --- | --- | --- |
| Heading 1 2 3 4 5 6 | <h1>Heading 1</h1> - 6 | Follows format to heading 6 <h6></h6> |
| Paragraph | <p>Some Text</p> |  |
| List Item | <ul>  <li>I’m a bulleted item</li>  </ul> |  |
| Numbered Item | <ol>  <li>I’m a numbered item</li>  </ol> |  |
| Definition Lists | <dl>  <dt>I’m a definition Title</dt>  <dd>I’m the definition</dd>  <dl> | Ex:  **<dt>Lower cost**  **<dd>**The new version of this product costs significantly less than the previous one! |
| Use strong tag to bold type | <strong>I am really bold</strong> |  |