

# ***Maximum Design Minimum Effort***

## **Bookmarks: Proper and Pleasing Navigation in PDF**

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2<sup>nd</sup> Edition  
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# Creating and Managing PDF Bookmarks

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# Introduction

## eBook Design & Formatting: Episode I

A long time ago, in a galaxy far, far away, Obi-Wan “Ben” Kenobi described the eBook industry as a, “wretched hive of scum and villainy.” Things have only gotten worse since then – especially regarding the greed, stupidity, laziness, and misanthropy resulting in what passes for product in the Amazon Store. I am most certainly not describing all publishers, eBooks or even all eBooks at Amazon but only those works in the public domain copied and pasted from, say, Archive.org or Project Gutenberg often with stolen Product Descriptions and/or covers copied and pasted from legitimate products sold in the Amazon Store.

Those publishers are stupid and evil – I’ll get to them in the next article. There are also, however, the merely ignorant and oblivious. These eDocument designers and developers are the ones Jesus referred to when he said, “They know not what they do.” This article is mostly for them and it focuses on the greatest invention since the Gutenberg printing press itself – PDF.

## Navigation Needs In PDFs

Far be it from me to be anything but grateful for the people at [Archive.org](#), [Gutenberg.org](#), [Google Books](#) and everything they’ve done for readers and learners around the world. This article isn’t directed at them – I am merely using some of their products – nay, gifts – as examples in my screenshots. I wouldn’t even say these tips are some they should use because they already do more than enough.

If I’m not really complaining about these wonderful blessings of free PDFs of public domain works, why am I using them as an example? Two reasons:

1. So they’re relevant to Edgar Allan Poe.
2. Because I’ll soon be taking a Poe-like tomahawk to all of the lazy and sleazy publishers who give lovers of Poe (or any author, really) unusable, unreadable garbage that isn’t worth the 99¢ - \$2.99 they charge. These discussions will spend much time on Tables of Contents and other tools of Navigation.

Consider your readers and their needs. Think like them. Gutenberg and Google already do more than enough for humanity and book-lovers everywhere but for we mere mortals who don’t spend our lives scanning and transcribing every book on the planet, we should at least provide decent navigation for documents we create ourselves. This episode covers creating and managing bookmarks in Acrobat Pro. Future episodes will cover Hyperlinks and Buttons.

### **Some Good News**

You don’t need Acrobat Pro to create bookmarks! Bookmarks (and hyperlinks) can be created automatically when exporting a document from native applications such as Microsoft Word, Adobe InDesign, and Open Office Writer among others but the steps to do so changes with each application and for each version of each application so I won’t cover that here. I may in the future.

### **Some Bad News**

Unless you have Acrobat Pro, editing and managing bookmarks is pretty much impossible. I have search high, low, broad, and deep for an app that can edit bookmarks - *in a way that stays with the document when moving out of that app and into, say, Adobe Reader* - but none seems to exist.

## “What’s the Diff?” Part 1: Without Bookmarks

What we’re discussing in this article is something far more horrific than anything found in Poe’s works themselves. Every day around the world, people create PDFs – some of them dozens or hundreds of pages in length – with no navigation whatsoever. Even if the document has one or more hyperlinks, they almost never – and by “almost never” I mean like pretty much never ... like one time out of fifteen quazillion – use Bookmarks, which are far more useful than a hyperlinked Table of Contents because the Bookmarks Pane is accessible from anywhere in the document. Here are some examples from Harrison’s *The Complete Works of Edgar Allan Poe* downloaded from [Archive.org](#), [Gutenberg.org](#), [Google Books](#) of PDFs that can and will benefit from the use of Bookmarks.

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First page of the Table of Contents for Harrison’s *The Complete Works of Edgar Allan Poe* Volume 1. This TOC might not look so bad at first glance but Volume 1 is 527 pages (after I deleted all the pages I didn’t want or need), 3 of which are the TOC alone, broken into a Preface, 17 chapters, 8 Appendices and two Indexes.

As you'd probably guess, each book in Harrison's 17-volume anthology contains many stories, letters, reviews, and - as shown in the image below - a five-page Table of Contents for *Volume VII: Poems* representing 49 poems definitely by Poe, nine poems maybe by Poe, eight poems by Poe and collaborators as well as prefaces, dedications, notes on each poem, and other crap. I don't want to scroll through a 364-page PDF to find "Annabel Lee." Do you? I didn't think so.

CONTENTS.			
	ii	CONTENTS.	
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Some of you might think scrolling, even in a 364-page document, isn't so bad, considering you know Annabel Lee is on page 117 (after, that is, you find Annabel Lee listed on the third TOC page because it is in chronological, not alphabetical, order. Many of you, however, know that the numbers on the page (meant for those with hard copies) often don't match the number of pages or images in a PDF.

Let's look at a mildly frightening example.

Every single image scanned from the original by the fine folks at [Google Books](#) (or whoever) counts as a page in the document.

The front cover is the first page, the inside front cover is the second page, each blank page also counts, and so on.

First, notice (right) page iii is page 7.

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POEMS.

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TAMERLANE.

KIND solace in a dying hour !  
Such, father, is not (now) my theme —  
I will not madly deem that power  
Of Earth may shrive me of the sin  
Unearthly pride hath revell'd in —  
I have no time to dote or dream :  
You call it hope — that fire of fire !  
It is but agony of desire :  
If I can hope — Oh God ! I can —  
Its fount is holier — more divine —  
I would not call thee fool, old man,  
But such is not a gift of thine.

(Left) Page 1 is page 57.

ANNABEL LEE.

It was many and many a year ago,  
In a kingdom by the sea  
That a maiden there lived whom you may know  
By the name of ANNABEL LEE ;  
And this maiden she lived with no other thought  
Than to love and be loved by me.

I was a child and she was a child,  
In this kingdom by the sea,  
But we loved with a love that was more than love —

(Right) Page 117 is the 191st page.

## “What’s the Diff?” Part 2: With Bookmarks

You might think 364 pages isn’t bad. How about 836 as with the terrifying document below? Bookmarks and Hyperlinks make this PDF pretty painless. Before we start making this volume easier to navigate, here are some good examples of how to use hyperlinks and bookmarks - which can be created automatically during Export To PDF based on your Style Sheets. If you’re blessed enough to have Acrobat Pro, you can add not only these features but oodles of other enhancements that rock. I can’t recommend this app enough for both personal and professional use.

The screenshot shows the Adobe Acrobat Pro interface with the file 'CompleteTalesAndPoems.pdf' open. The top menu bar includes File, Edit, View, Window, Help, and various toolbar icons. The left sidebar contains a 'Bookmarks' panel with three main items: 'Short Tales' (collapsed), 'Poems' (expanded), and 'Long Tale' (collapsed). The main content area displays the 'Complete Works of E. A. Poe' table of contents, listing 836 entries with page numbers. A red circle highlights a small circular icon with a right-pointing arrow located next to the entry 'The Gold-Bug' in the TOC, indicating it is a hyperlink. Red labels A, B, C, and D point to specific elements in the interface: A points to the collapsed 'Short Tales' bookmark; B points to the expanded 'Poems' bookmark; C points to the collapsed 'Long Tale' bookmark; D points to the hyperlinked TOC icon.

- A. Collapsed Bookmark nest
- B. Expanded Bookmark Nest
- C. Bookmarks
- D. Hyperlinked TOC

The *Complete Tales and Poems* (as reflected on the title page and file name) or *Complete Works of E.A. Poe* (as reflected by the **lie** over the Table of Contents) is 836 pages including a four-page TOC. Each item is hyperlinked but [Web-Books](#) also made good use of Bookmarks (as with most value-added features in digital publishing, there's no reason not to). The Bookmarks are nested into three major container Bookmarks - *Short Tales*, *Poems*, and *Long Tale* - which can be collapsed or expanded at your convenience.

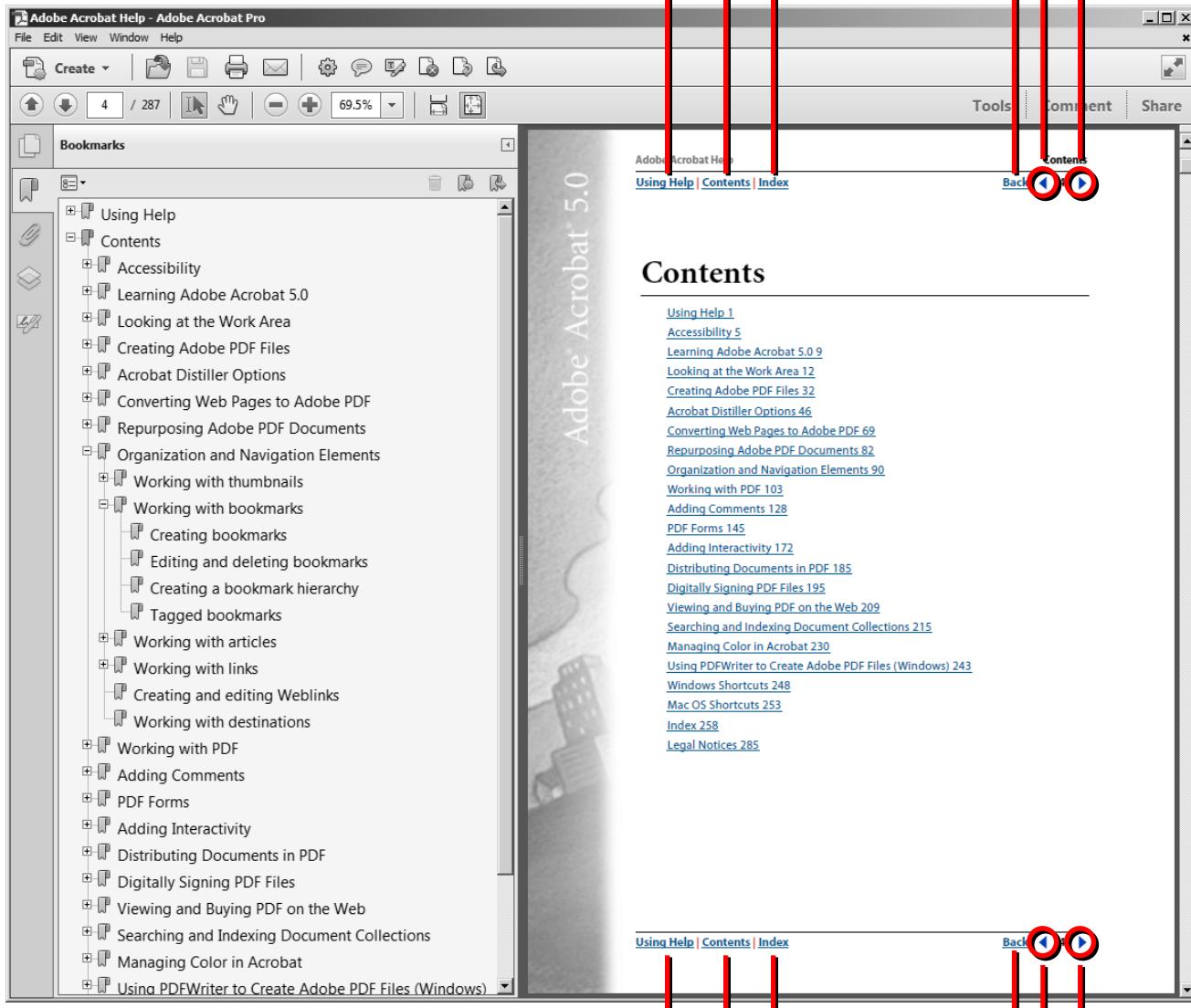
Looks awesome, right? Each bookmark is linked to a particular page - and a particular zoom level, if you like. With bookmarks, you can nest bookmarks inside each other like [Web-Books](#) did with Short Tales, Poems, and - nesting a nest of bookmarks - with *The Narrative of Arthur Gordon Pym of Nantucket*.

Bookmarks nests can be expanded, collapsed, and not only can the user show or hide the entire Bookmarks Pane with a click of the button, but you as the author can configure the PDF to open with the Bookmarks Pane showing. I highly recommend that last option because once readers know bookmarks are there, most can figure out how to use them by themselves. Unfortunately, once you go bookmark, you never go back!

But there's even more you can do with very little effort. You don't have folders filled with Poe PDF anthologies? Let's use some more practical examples, then. You surely have at least some workplace documentation.

To this day - thirteen years after I started teaching InDesign and Acrobat - the best use of navigation I've ever seen is the *Acrobat Reference Manual* or "Help Document" that used to come with Acrobat. For whatever reason, you now must download it from their website and, once you do, you'll be disappointed because they know longer pimp it out like the version I'm about to show you.

Navigation such as this can be easily created in Headers, Footers, and Master Pages.

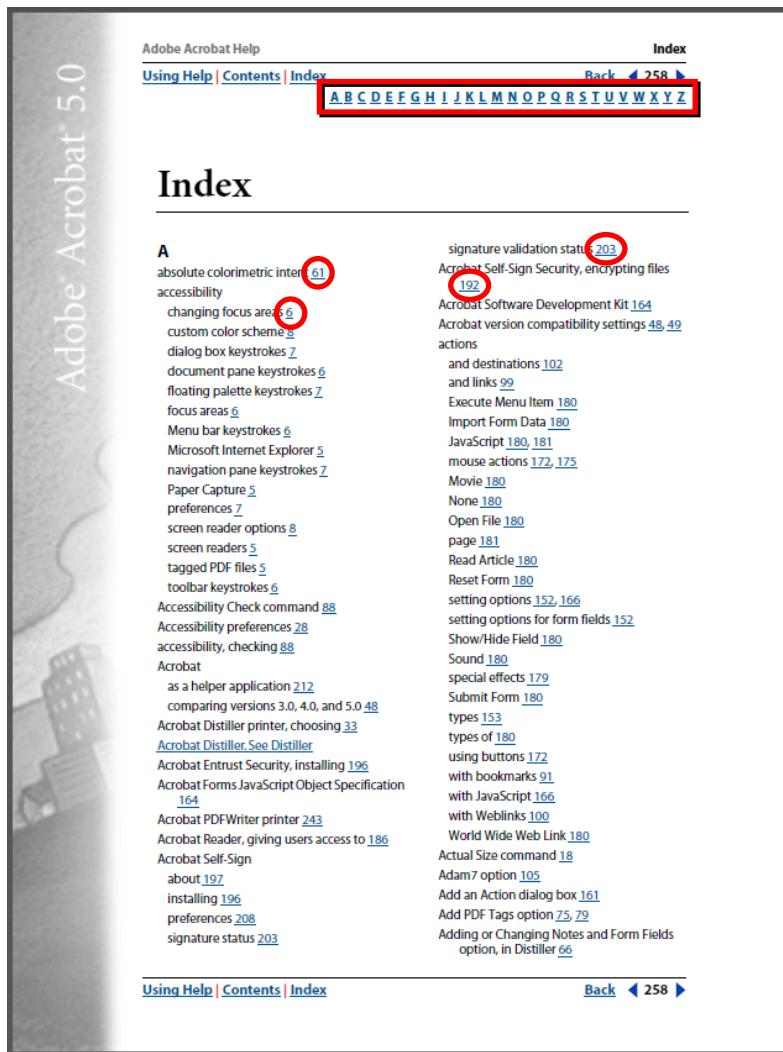


**E.** Hyperlinks  
**F.** Buttons

Look at that awesomeness! Not only is each Table of Contents item hyperlinked, but there is an absolute rabbit-hole of nested bookmarks! At the top and bottom of each page (think: header and footer) are convenient, easy-to-understand links for frequently needed locations like the Table of Contents and Index. In the upper and lower right corners are buttons for Previous Page, Next Page and “Back” which takes you to wherever you just were - so if you do go to the Index, it’s easy to return even if you can’t remember the page number, topic or chapter.

This alphabet is an excellent use of Hyperlinks.

The page numbers in the index were likely hyperlinked automatically upon export from the native application.



Here's where it seriously seems to go above and beyond. The page numbers in the Index are hyperlinked to instances of each item and at the top of every page in the Index is an alphabet - each letter a hyperlink - for quick and easy jumping around.

If you're using an awesome application like InDesign, the Index you create (easily, I might add) is also - if you so desire - hyperlinked to the location of the word referenced. If you're using a program that creates an index (or, if you created one by hand, you poor thing) but doesn't export hyperlinks, you can create the links yourself. It's just tedious, that's all.

**BIG, FAT PIECE OF ADVICE:** Format anything you want to be hyperlinked as blue and underlined - if that's how you want it to appear - in the native application (InDesign, Microsoft Word, Open Office Writer) because Acrobat isn't Dreamweaver or anything like it. You don't make text a hyperlink by selecting it - you make an area or region on the page a hot area by drawing a rectangle over it.

This newer, bone-chilling 464-page edition of the *Acrobat Reference Manual* pictured below has convenient - and that's not just a salesy word, it really is, actually convenient - hyperlinked lists of sub-sections as well as that handy, repeating "To the Top" link after each sub-section. Very similar to the repeating "TOC" link.

That type of love for your readers does not go unnoticed and is highly recommended not only for PDFs but any proper eBook you sell in Amazon or the iBookstore.

## Workspace basics

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[Workspace overview](#)  

[Welcome Screen](#)

[Menus and context menus](#)

[Toolbars](#)

[Task panes](#)

[Tool sets](#)

[Navigation pane](#)

[Document message bar](#)

[Set preferences](#)

[Restore \(re-create\) preferences](#)  

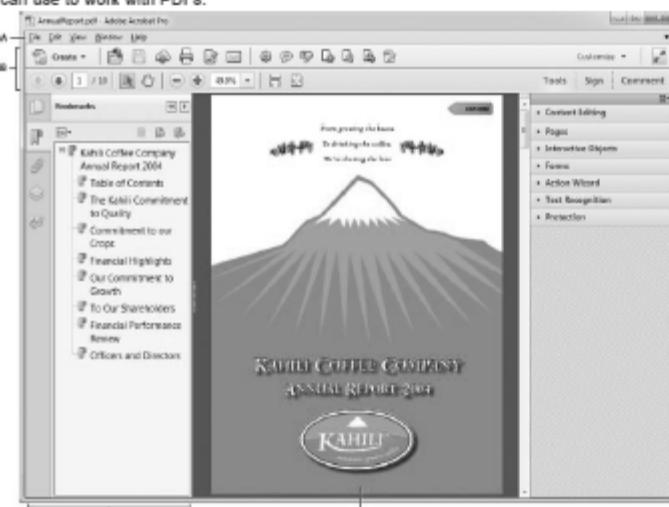
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### Workspace overview

[To the top](#)  

Adobe® Acrobat® XI opens in two different ways: as a stand-alone application, and in a web browser. The associated work areas differ in small but important ways.

The menu bar and two toolbars are visible at the top of the work area. The work area for the stand-alone application includes a document pane, a navigation pane, and a group of task panes on the right side. The document pane displays Adobe® PDFs. The navigation pane on the left side helps you browse through the PDF and perform other options on PDF files. Toolbars near the top of the window provide other controls that you can use to work with PDFs.



Work area as it appears in Acrobat

A. Menu bar B. Toolbars C. Navigation pane (Bookmarks panel displayed) D. Document pane E. Task panes

When you open a PDF inside a web browser, the toolbars, navigation pane, and task panes are not available. You can display those items by clicking the Acrobat icon  in the semi-transparent floating toolbar near the bottom of the window.

**Note:** Some, but not all, PDFs appear with a document message bar. PDF Portfolios appear with a specialized work area.

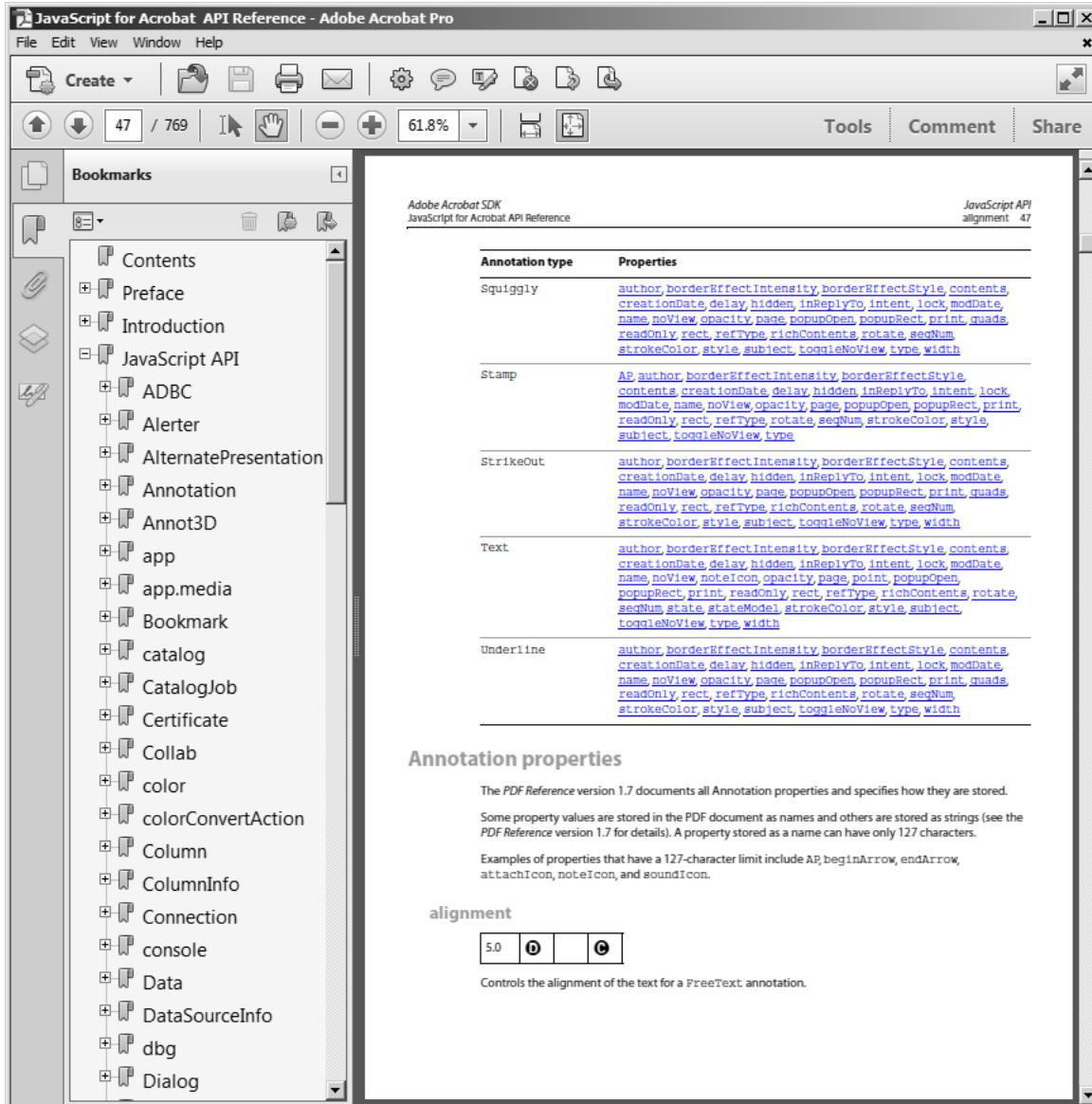
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### Welcome Screen

[To the top](#)  

The Welcome Screen is a window in the document pane that appears when no document is open. You can quickly access the recently opened files, open a file, and launch some commonly used workflows with a single click.

Even though these other documents don't use what I consider the gold-standard of navigation the older Help Guides used, the authors still make huge documents easy to navigate. Otherwise intimidating documents like the 546-page *Acrobat 3D 9.0 Help* and the 680-page (including a heart-stopping 23-page Table of Contents!) *JavaScript Scripting Reference* aren't the pain-in-the-butt they could be.



I'm not saying every PDF needs to be built like a web-site (I will, however, strongly say that about other eBooks). For documents like those already mentioned and the above blood-curdling 769-page *JavaScript for Acrobat API Reference* which are not only huge but must constantly have their many pages "turned" to follow cross-references and such it is almost a moral imperative.

Do you need both bookmarks and hyperlinks? Yes. Not only because, as I said earlier, the Bookmarks Pane is always right there no matter which page you're reading, we all have our own styles and preferences for learning, communicating, and navigating.

# Creating Bookmarks In Acrobat Pro

This is so easy you're gonna smile real big. Maybe even laugh out loud. Probably, actually, you'll get up and go hug your spouse or lick your dog's face. Seriously, it's that awesome. There are a few ways to do this - all of them fun and easy.

Because I downloaded these PDFs for personal use, I have no moral qualms about hacking them up so they're easier for me to use. For example, I delete all that text [Google Books](#) inserts at the beginning or [Project Gutenberg](#) inserts at the end as well as all the blank pages that have no place in an electronic document or anything else I simply don't like or want.

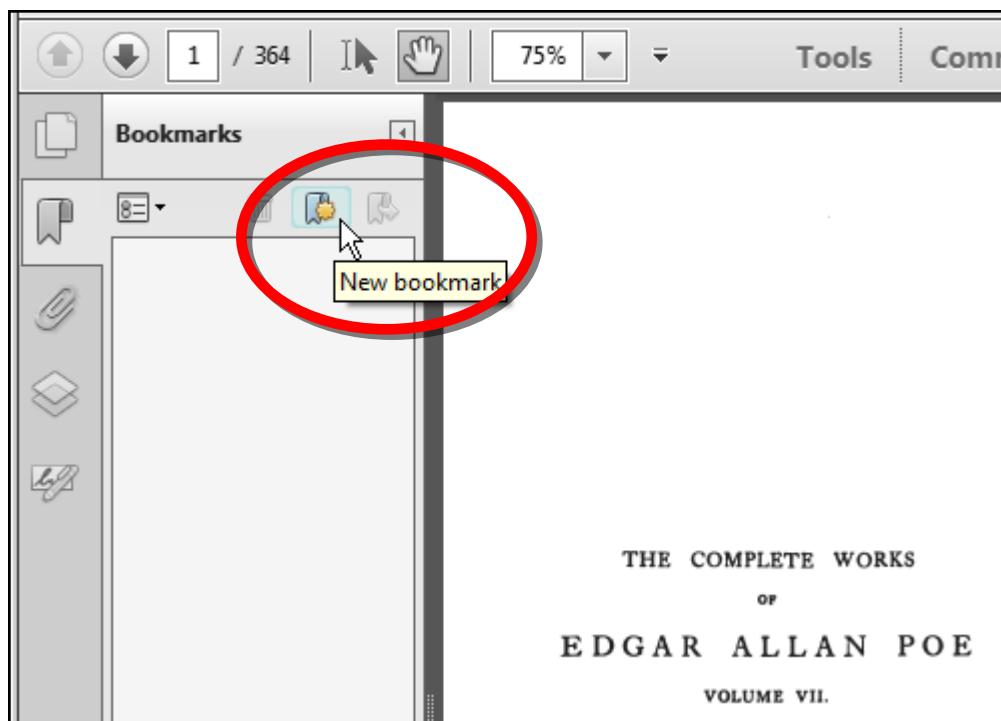
Now that I've pruned my PDFs, I'll make them easy to navigate.

Starting with the cover, publishing info, title pages, etc. I'll nest them in a Bookmark called *Front Matter*.

## Fast

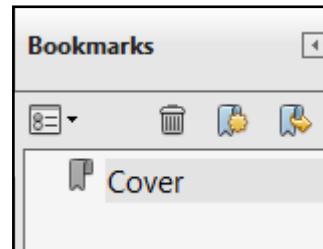
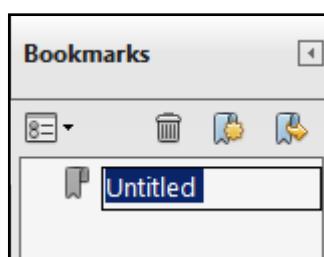
1. Click the **New Bookmark** button.

This creates an *Untitled* bookmark.



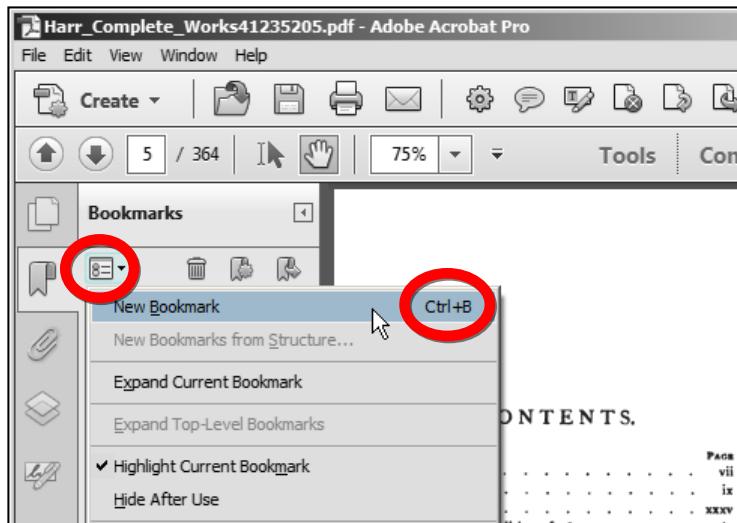
2. Type the bookmark's new name.

The text is already selected so you can type without, for example, double-clicking.



## Using the Bookmarks Pane Menu

1. Click the **Bookmarks Panel** menu button.
2. Click **New Bookmark**.



### Faster

But there's a faster way ... Notice on the far right of the menu, the keyboard shortcut for this command is listed.

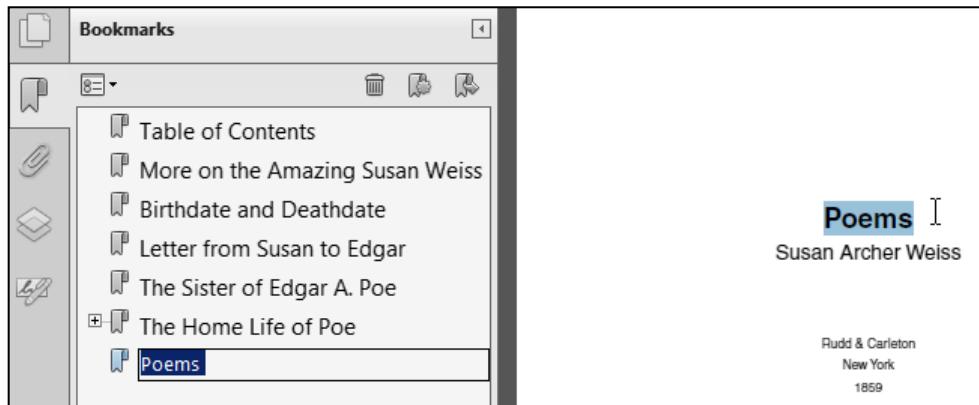
1. Press **Ctrl+B** or **Cmd+B**.
2. Type "Table of Contents" or whatever.

Ta-da! Excellent, no? But, wait, there's more ... the fastest - and my favorite - method is using the shortcut along with the Text Selection Tool.

The PDFs we're looking at now - the scans of Harrison's *Complete Works* - are images. There's no text to select. Every page and every word is a picture of text - not actual text. If the PDF is created from an application such as Microsoft Word or Adobe InDesign, however, you can select text and create bookmarks even faster and without typing anything ... check this out ...

## Fastest

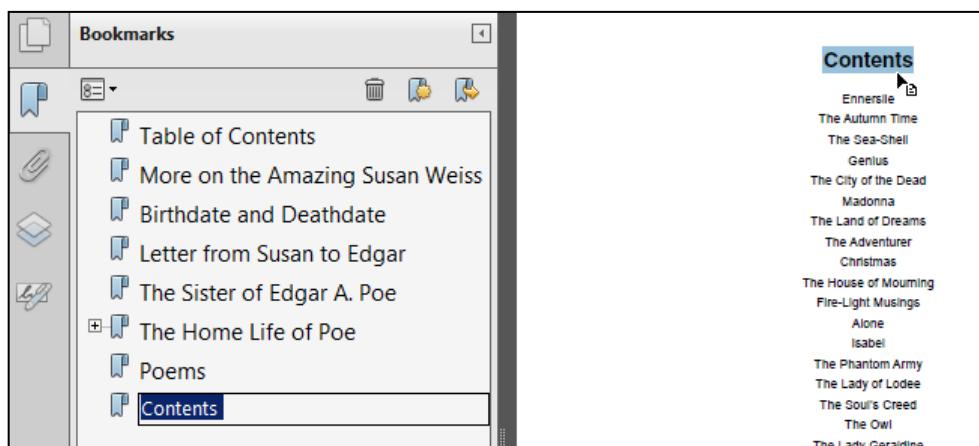
This example is my forthcoming eBook (and PDF - don't let anybody lie to you ... those are two completely different things, kid), *The Collected Works of Susan Archer Talley Weiss*. I exported this PDF from InDesign but that's not important. The important part is I can do this ...



1. Select the text you'd like as the title of the Bookmark.

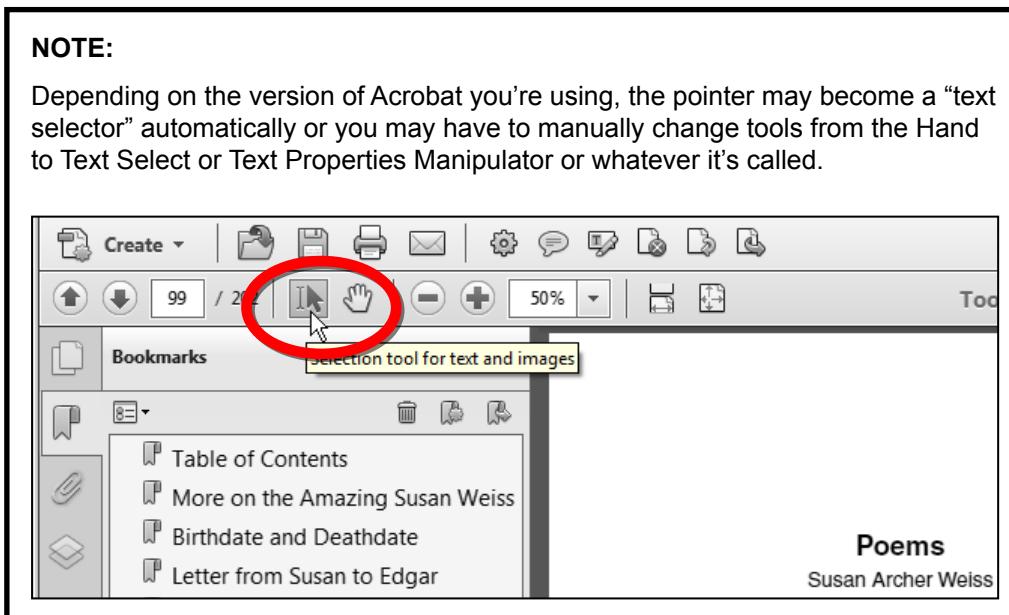
2. Press **Ctrl+B** or **Cmd+B**.

New Bookmark appears with the selected text in place as the title so you don't have to type anything.



### NOTE:

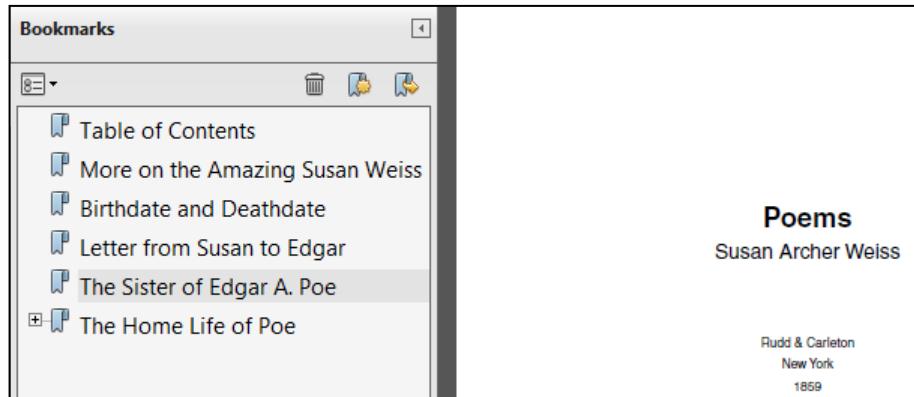
Depending on the version of Acrobat you're using, the pointer may become a "text selector" automatically or you may have to manually change tools from the Hand to Text Select or Text Properties Manipulator or whatever it's called.



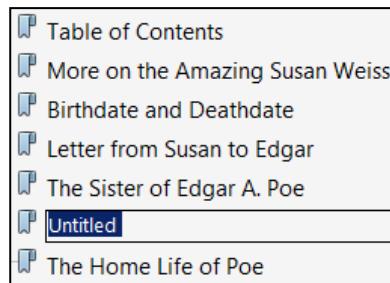
## Making and Fixing Mistakes

Now that you can make bookmarks in Acrobat, you'll soon be making them in the wrong place on a regular basis.

In the example below, I meant to make a bookmark for *Poems* by Susan Archer Weiss which, in this anthology, comes after *The Home Life of Poe*. Notice how the bookmark for *The Sister of Edgar A. Poe* is highlighted (though not as dark as when fully selected)? That's because it was the last bookmark I used, created, or my location in the PDF is after that bookmark but before the next.



When creating a new Bookmark in this situation, the new Bookmark appears just below the highlighted bookmark.

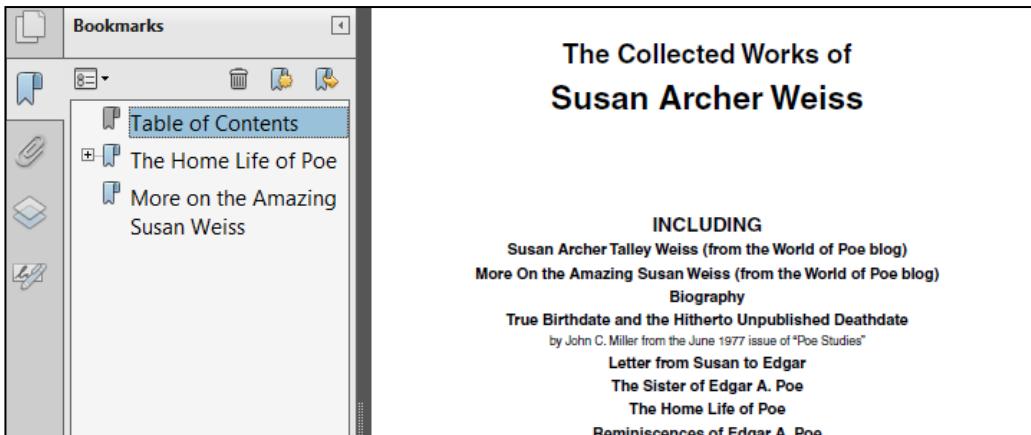


Why doesn't Acrobat put them in order? Because Acrobat assumes you know what you're doing and it's not the boss of you. So let's learn how to move them.

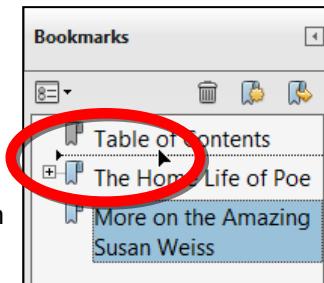
Fortunately, fixing mistakes in Acrobat is pretty darn easy even if you've dug yourself into what seems like an ugly hole - especially when compared to climbing out of similar traps in Microsoft Pit of Despair Office.

## Moving A Single Bookmark

It's a simple click & drag so if you've ever moved a paragraph in Word, some cells in Excel, or re-ordered songs in an iTunes playlist, this is nothing new. In this example, I need to move the bookmark for "More on the Amazing Susan Weiss."



1. **Click** the Bookmark and keep holding down the mouse button.
2. **Drag** the bookmark to the desired location.  
You'll see a dotted line with a triangle indicating where the bookmark will drop when you release the mouse.
3. **Release** the mouse button.  
If it landed in the wrong place or inside another bookmark, please try again and consider reading the next section, *Nesting Bookmarks*.



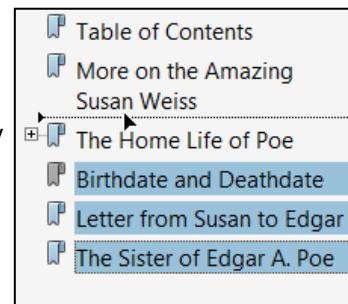
## Moving Multiple Bookmarks

More recent versions of Acrobat allow wonders such as managing multiple form fields and - more importantly, in my humble estimation - moving multiple bookmarks.

The key difference here is having the finesse to select multiple Bookmarks.

### Selecting Contiguous Bookmarks

To select multiple bookmarks that are next to each other, as in this example, you'd click "Birthdate and Deathdate" then shift-click "The Sister of Edgar A. Poe." That selects both of those bookmarks and any bookmarks between them whether there are five or fifty.



### Selecting Non-Contiguous Bookmarks

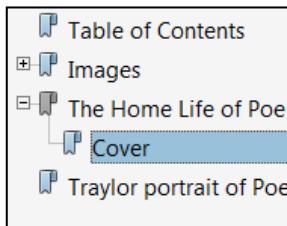
- **Windows:** Ctrl-click each bookmark you want.
- **Macintosh:** Use the Cmd or Apple key.

Combine the above two methods to select a whole bunch of contiguous bookmarks except for a few by shift-clicking to select a bunch then Ctrl/Cmd-clicking to deselect the bookmarks you don't want.

## Nesting Bookmarks

This is so amazing, you're gonna squeal with delight - really freaking out your co-workers.

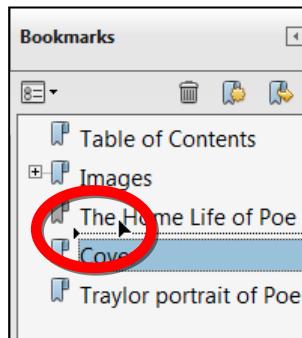
**Prerequisite:** Moving Single and Multiple Bookmarks (the last couple pages).



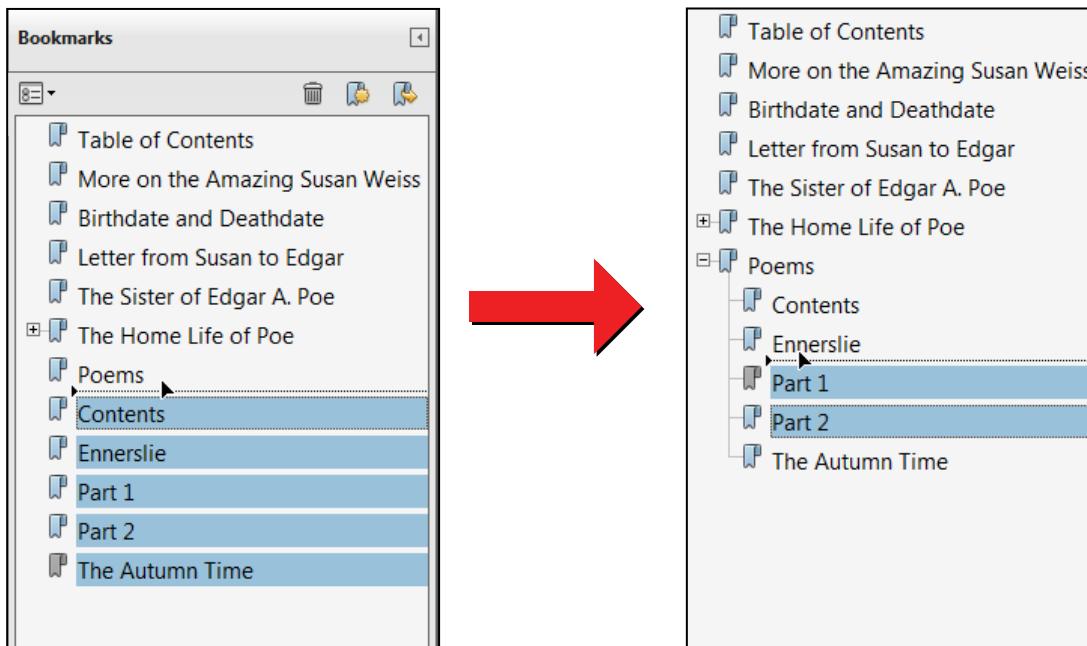
Nested Bookmarks are a collapsible and expandable Table of Contents in the navigation pane. A “plus-sign” next to a bookmark indicates there are other bookmarks nested inside it. Click that plus-sign to expand or open the bookmark nest (*Home Life of Poe* in the example below). Open nests have a “minus-sign” - click that to close or collapse the nest.

A Hoart tower, grim and high,  
All beneath a summer sky,  
Where the river gildeth by  
Sullenly—sullenly;  
Across the wave, in sluggish gloom,  
Heavy and black the shadows loom,—  
But the water-lilles brightly bloom  
Round about grim Ennerslie.  
  
All upon the bank below  
Alders green, and willows grow,  
That ever sway them to and fro,  
Mournfully—mournfully;  
Never a boat doth pass that way,  
Never is heard a carol gay,  
Nor doth a weary pligim stray  
Down by haunted Ennerslie.  
  
Yet in that tower is a room  
From whose dim and fretted dome  
Weird faces peer athwart the gloom,  
Mockingly—mockingly;  
And there, beside the taper's gleam,  
That maketh darkness darker seem,  
As one that waketh in a dream  
Sits the Lord of Ennerslie.  
  
Sitteth in his carved chair—  
From his forehead, pale and fair,  
Fallen down the raven hair  
Heavily—heavily;  
There is no color on his cheek—  
His lip is pale—he doth not speak—  
And rarely doth his footstep break

Nesting one or more bookmarks inside another is nothing more than moving a bookmark as you've just learned except that little triangle (remember the little triangle?) should be a little to the right - between the bookmark symbol and the name of the bookmark, not to the left of the bookmark symbol.



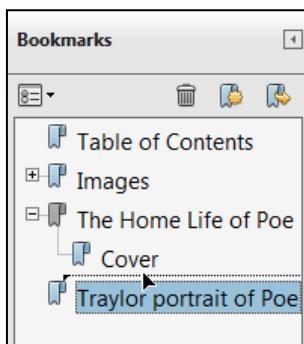
In this example, I want those last five bookmarks nested inside the *Poems* bookmark. I also want *Part 1* and *Part 2* inside *Ennerslie*.



1. **Select** one or more bookmarks as covered in the previous section.
2. **Drag** them to the “container” bookmark. Make sure the triangle is between the bookmark symbol and the bookmark name.
3. **Release** the mouse button.  
If it landed in the wrong place or inside another bookmark, please try again and consider reading the next section, *Fixing Broken Nests*.

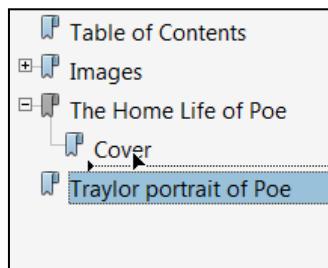
## Fixing Broken Nests

Now that you've learned to move and nest bookmarks, you'll still do it incorrectly and your favorite way of messing them up is accidentally nesting bookmarks. Fixing these mistakes can quickly become frustrating but it's actually simple if you take a deep breath.

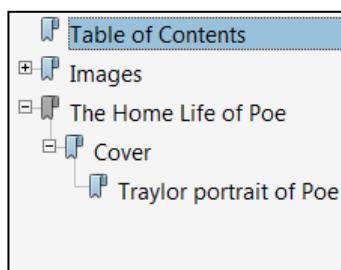


The intention is to place *Taylor Portrait of Poe* inside *Home Life of Poe* and beneath *Cover*.

### The Problem

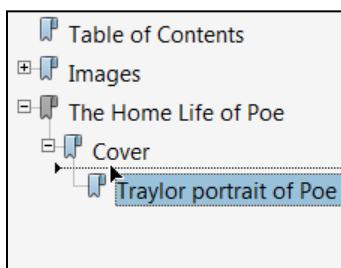


I have ADD, however, and see something shiny ...



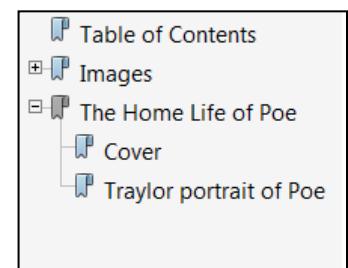
... and end up with this.

### The Solution



Move it again, this time watching where that little triangle is (remember the little triangle?).

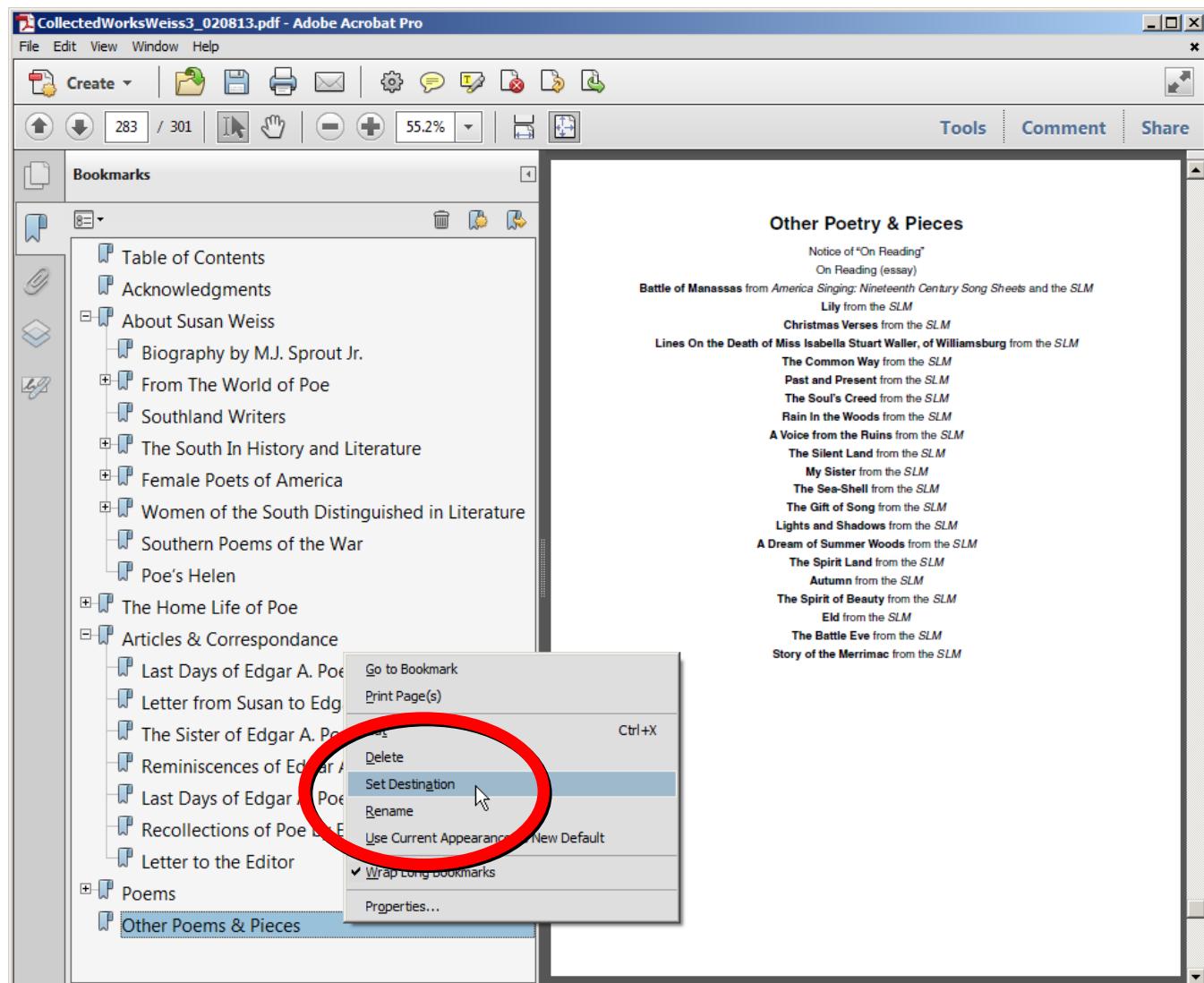
If you need to - because it's getting frustrating - drag the bookmark completely out of the nest and drop it. Then, once you've composed yourself, drag it back in to the desired location.



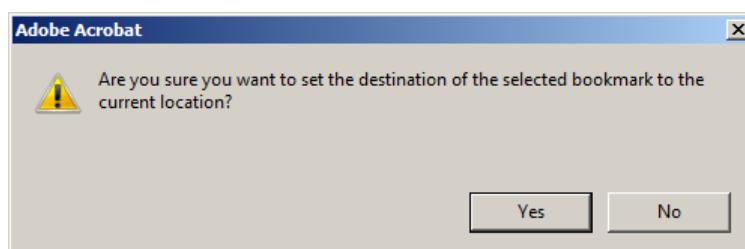
## Changing Destinations (and more)

Yet another mistake you'll make is creating a bookmark that goes to the wrong page.

In the example below, the normally infallible Adobe InDesign, created some bizarre and broken bookmarks when exporting the PDF. If this happens and there are a lot of broken bookmarks, you may want to simply delete them and make your own. If you're using an older version of Acrobat in which you'd have to delete them one at a time, I recommend deleting the file and exporting a new PDF without Bookmarks (first, though, I'd try exporting with Bookmarks at least one more time).



1. Navigate to the desired page view for the Bookmark.  
You can use another Bookmark or Hyperlink to make that a wee bit easier.
2. Right-click the malfunctioning Bookmark and choose **Set Destination**.  
Acrobat asks if you're sure - you can click **Yes** ... if you're sure.

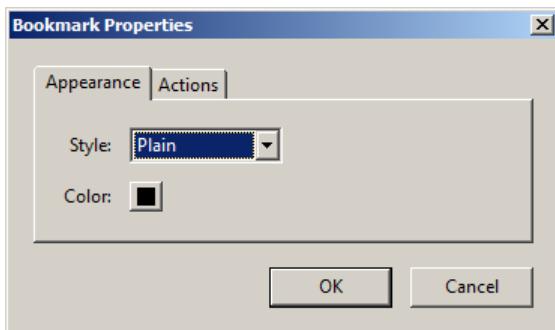
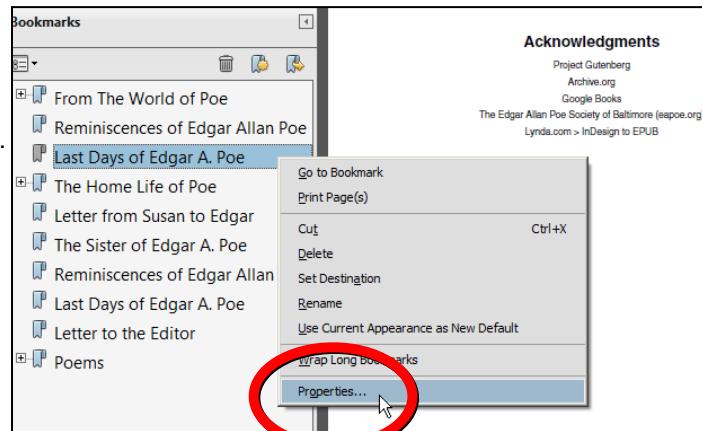


## Making Bookmarks Go Nowhere

Why would you want a Bookmark that doesn't go anywhere? It might seem like such a bookmark doesn't do anything but now that you know how to nest bookmarks, a bookmark that doesn't itself go anywhere can contain oodles of Bookmarks that do go places, consolidating them for an organized and elegant navigation tool.

After creating a “container” bookmark:

1. Right-click the bookmark and choose **Properties**.



Under the **Appearance** tab, you can change the formatting of the text within the Bookmark. This doesn't change the color of the Bookmark symbol or the background of the text.

The **Appearance** tab is not why we're here, so ...

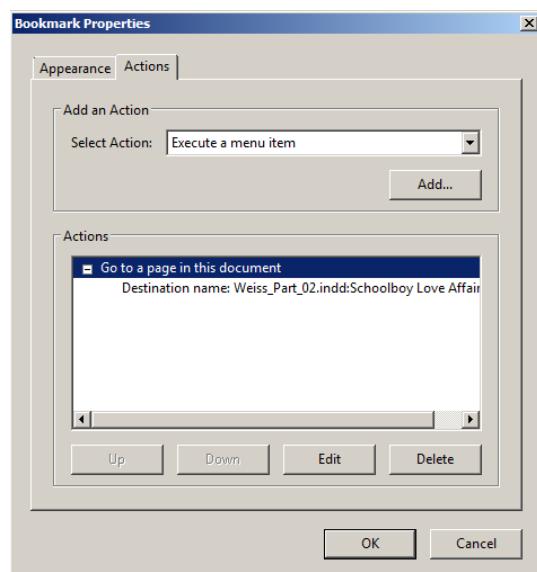
2. Click the **Actions** tab.

The window gets a lot bigger because the **Actions** tab is a much *bigger* deal.

The Select Action menu in the Add an Action section offers you oodles of cool choices for all kinds of fantastic things you can make Bookmarks do but we're just here to do this one thing so I won't waste any time on them.

Except for this one thing ...

Older versions of Acrobat included the choice of **None** which was awesome because you knew exactly what you should do to make a Bookmark do nothing. Which Action do you want? **None**. Easy. Not anymore, so ...

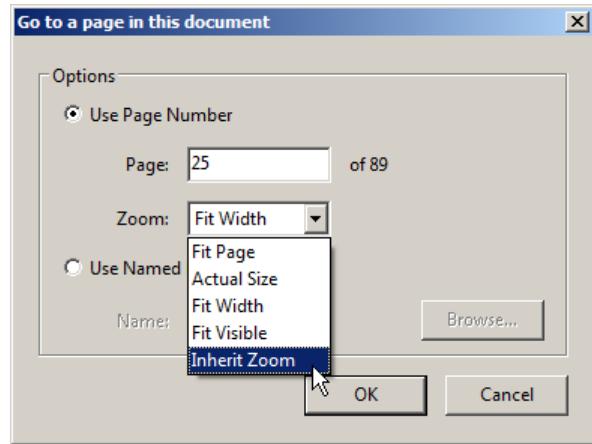


3. In the **Actions** field, select the unwanted Action. The **Edit** and **Delete** buttons light up, eagerly.
4. Click **Delete**. The Action vanishes like a dead Jedi.
5. Click **OK**. The **Bookmark Properties** window closes.

## What Happens If I Click Edit?

However you see the page when you create a Bookmark is how the reader will land on the page when clicking the bookmark. So if you want readers to arrive looking at the entire page fitting in the window, for example, be sure to choose "Fit Page" or "100%" or whatever it is you'd like them to see. The above warning even applies in situations like this:

The **Initial View** or **Open Option** of the PDF you're working on is set to 100% - which may be larger or smaller than the viewable area of the document. 100% may mean only the upper left corner of a page is visible. Bookmarks override Initial View settings. Maybe the Initial Page Display is set to Single Page but you switched it to Enable Scrolling because it's easier to work in. When readers use your bookmarks, the document switches to Scrolling. In fact, you could, without realizing it, create a document where every time readers click a different hyperlink, button, or Bookmark the zoom level and other options change on them. Maybe they switched from Single Page to Two-Page Scrolling and every time they click a Bookmark you created out of the goodness of your heart, they curse your name because the document switches back to Single Page view.

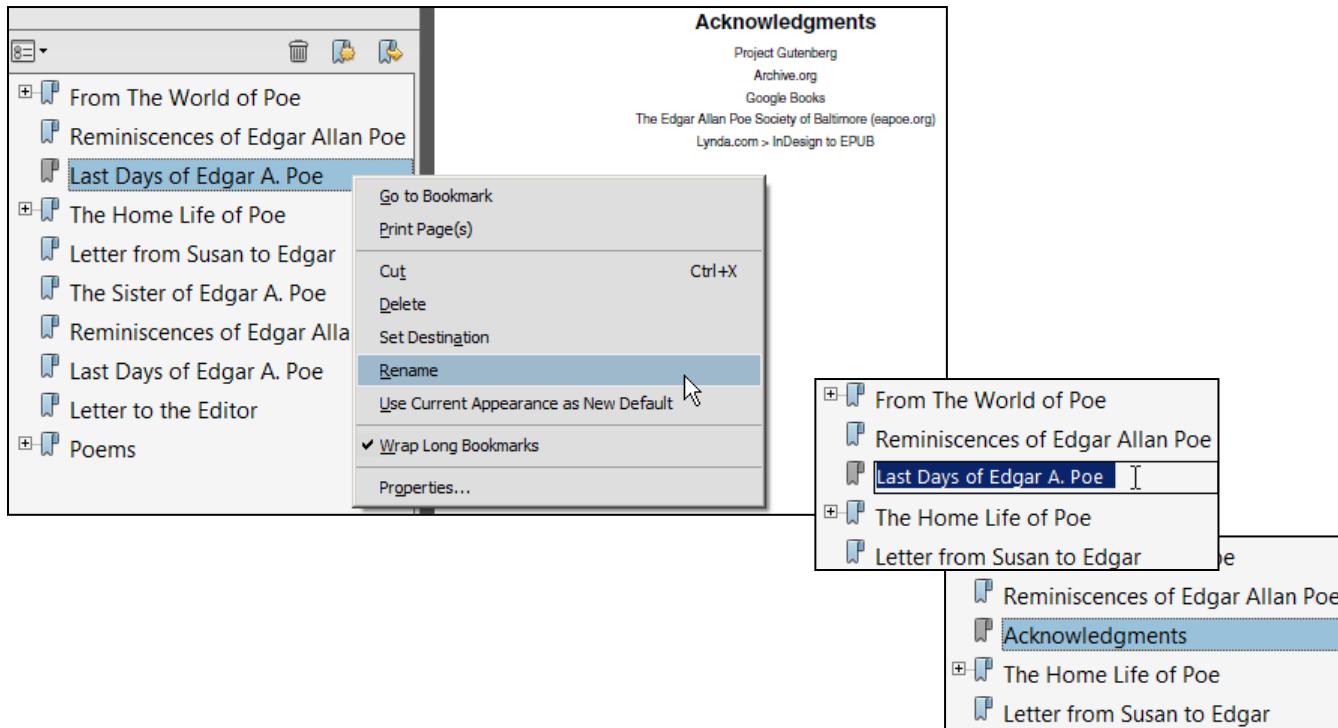


**THE GOOD NEWS:** When creating Bookmarks, Hyperlinks or Buttons, you can select Inherit Zoom which keeps the document at whatever level the reader chose before clicking the Bookmark, Hyperlink, or Button. How you get to the Bookmark Properties to change this setting varies depending on your version of Acrobat.

## Renaming Bookmarks

You can - gently - single-click the Bookmark much like when renaming a file or folder on your computer or changing a song title in iTunes. Some people are too clumsy for this kind of delicate work, however, and others have legitimate excuses for doing this such as they don't have use of their hands or they don't have hands.

In those cases, right-click the Bookmark and choose **Rename**.



## Let Users See Them!

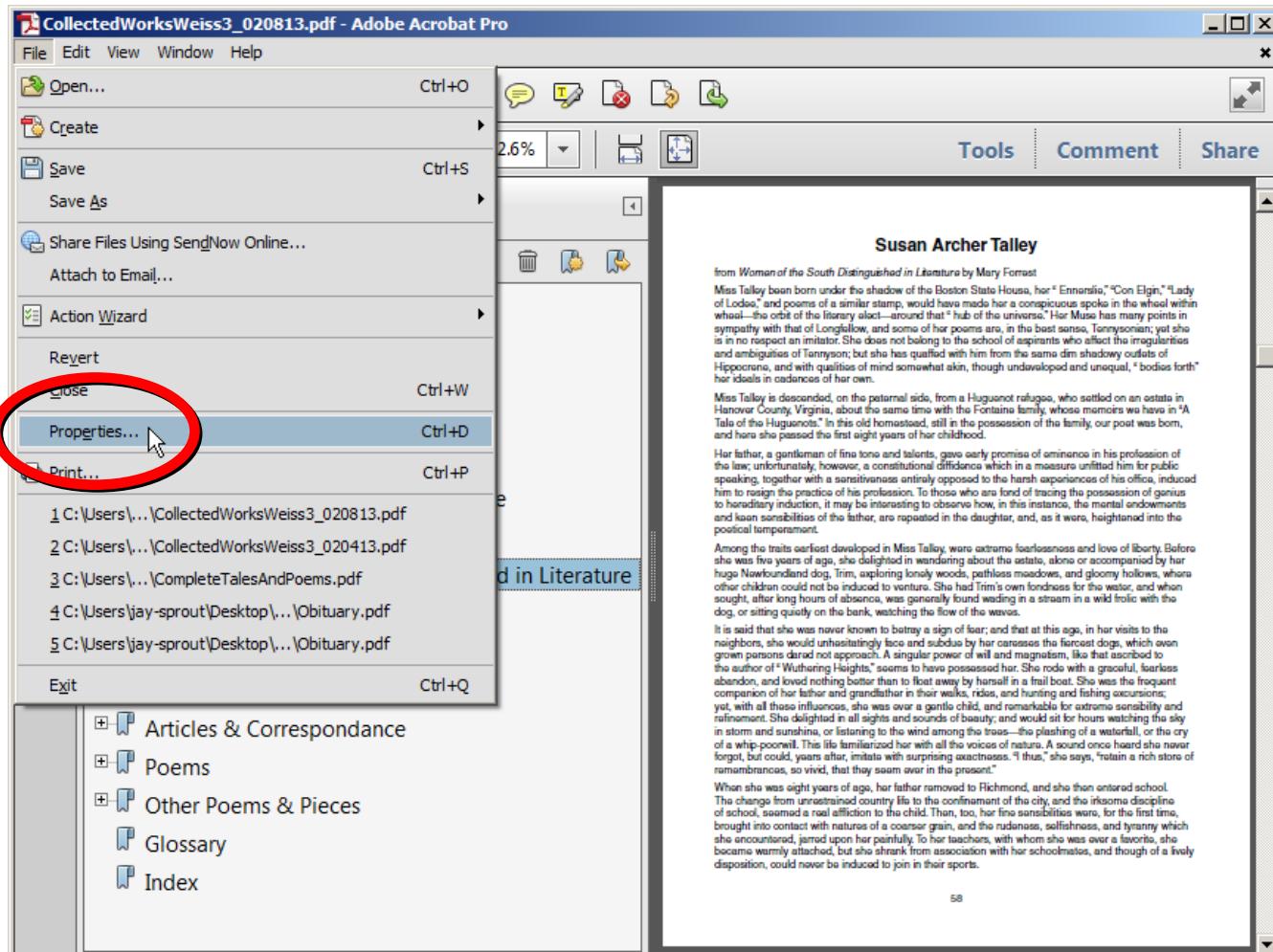
I am willing to bet that even if you make the most awesome set of bookmarks ever - that put the earlier examples from Adobe documentation to shame - it's entirely possible that nobody will ever see them, let alone use them because ... nobody knows Bookmarks exist at all, let alone in your PDF.

I can not recommend enough that you set the Initial View (how the PDF appears when users first open it - it may be called something slightly different in your version of Acrobat and, if users want, they can change it ... but, for the love of Orange Sherbet, let them make that choice) with Bookmarks showing and I am equally confident users will figure out how to take advantage of them quickly and easily.

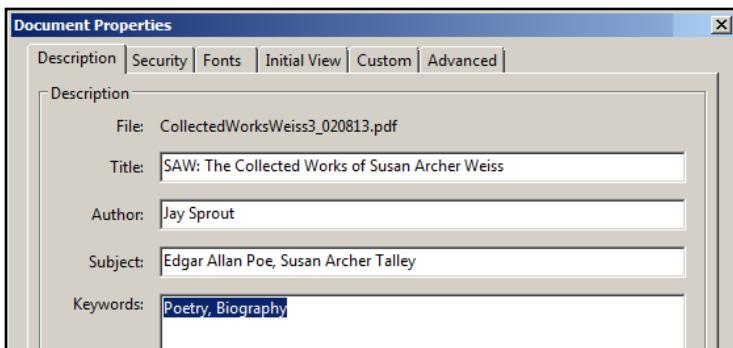
### Changing the Initial View and Metadata

**NOTE:** Older versions of Acrobat keep **Document Properties** under the **Document** menu.

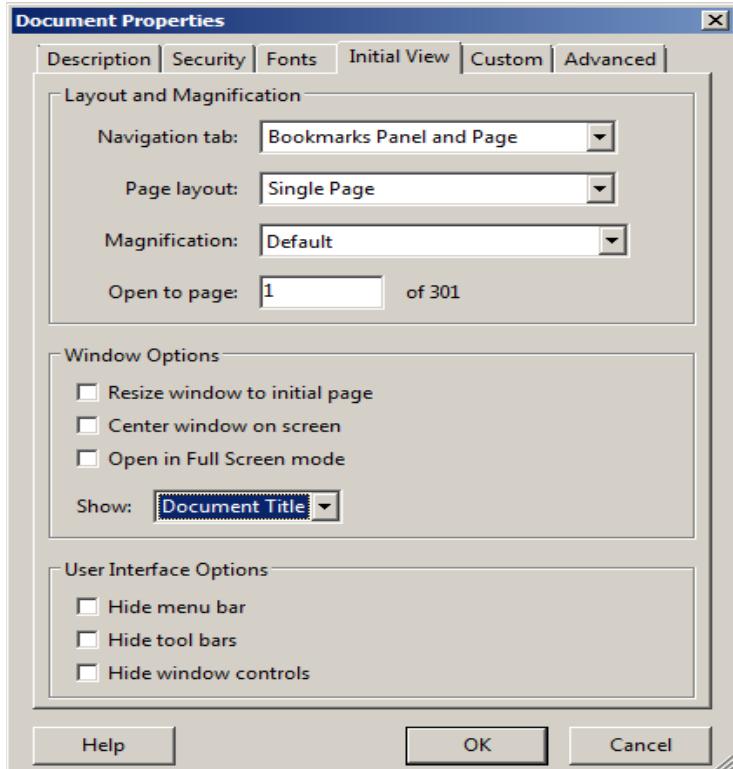
**ALSO NOTE:** See how the file name appears in the **Title Bar** of the document below? Remember that, it'll be significant here in a moment.



1. Choose **Properties** from the **File** menu.  
The **Document Properties** window opens.



Under **Description**, you can include metadata - pay particular attention to the **Title** field - that will be important here in just a second.



Lots of super-cool stuff under **Initial View** but, for our purposes, we only care about two things right now:

2. Choose **Bookmarks Panel and Page** from the **Navigation Tabs** menu in the **Layout and Magnification** section.
3. Choose **Document Title** from the **Show** menu in **Window Options**.
4. Click **OK**.

**BEHOLD:** Not only does your document now open with the **Bookmarks Pane** visible, but (after saving the document) the work's **Title** - not the file name - appears in the **Title Bar**.

You're welcome.