**Basic Tutorial for using Rich Text**

* HTML is a language used for giving the text to be displayed special formatting using a basic element called tag.
* Special formatting making a text bold, italic, underline, subscript, superscript, font face, size etc.
* The default font for html is Times New Roman.
* Size varies depending on the tag used.
* For the investsure site, the default properties have been changed. So the tags would seem to work differently.
* The text to be displayed will be between an opening tag and a closing tag. The tag is never displayed by the browser.
* The tag names of the opening and closing tags remain the same (<tag> and </tag> respectively). The difference between them is a / . For examples, consider the tag used to display the bold text. The tag name is b. So the text to be displayed as bold will be between <b> and </b> tag. It would look as follows:

<b>This is bold text.</b>

* As you might already have seen, the data will be displayed even without you adding any tags. That is because the default styling has already been specified.
* The tags shown here are just few of those available in html. These are the basic tags that you would need for any post display.
* Below given is a table of what will be the output of the various tags that you can use in the investsure site. The output shown are screen shots of the webpage.

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| --- | --- | --- | --- | --- |
| Sr. No. | Tag Name | Description | Example | Screenshot / Output |
| 1 | h3 | This is one of the **header** tags. Used to specify heading. Header tags range from h1 to h6. H3 is used and inserted automatically in the blog to display title. | <h3>Life Insurance in India</h3> |  |
| 2 | P | This is a **paragraph** tag. It is used to separate paragraphs. Each paragraph should be enclosed within a p tag. This is not mandatory but it simplifies editing and formatting of the text. I would suggest u use it at all times | <p>  Most of the times, life is smooth sailing and certain. But sometimes, it may become uncertain and a bumpy roller coaster ride. These uncertainties create lot of stress and may disturb family life. These uncertainties may be a sudden loss of life of an earning member, major medical illness in family, college education and marriage of children. It is during these times that life insurance  in its various forms and medical insurance, if properly planned and adequate  proves to be extremely useful.</p> |  |
| 3 | br | This is **line break** tag. This tag is used for adding horizontal line spacing between any two lines. HTML by default will not give any line spacing. To add line spacing you will have to use the br tag. This tag does not have a closing tag. This is a single tag. And as it is a single tag, to maintain strictness in the language, the / of the closing tags is placed at the end of the name. Again, it is not mandatory to use the /, but it is suggested that you use it to maintain the strictness and to maintain uniformity across all browsers. | some others could offer only investment. The types of insurance policy are : <br /> |  |
| 4 | h4 | This is another one of the **header tags.** This has been used in the site to highlight the sub headings in the blog content. | <h4>Types of Life Insurance...</h4> |  |
| 5 | b | This is the **bold** tag. This is used for displaying certain text in bold face. | <b>It takes just one visit to a hospital to make us realize how vulnerable we are.</b>  It is a tough |  |
| 6 | u | This is the **underline** tag. This text is used to underline certain text. | <b><u>term plan</u></b>  *Note that in this example the b tag is also used. This is to let u know that multiple tags can be used together. But not with the header tags h1 – h6.* | *Note that the text is bold due to the usage of the b tag. Without the b tag the text would just have been underlined.* |
| 7 | ul and li | This tag is used for creating **unordered** lists. i.e. bulleted lists. The ul tag is used to signify the start and end of the whole list. The li tag is used for specifying each and every **list item** separately.  There are 3 types of bullets provided by html. They are disc, circle and square. The type you need is specified using the type attribute in the ul tag. This is not mandatory. By default the bullet used will be disc.  Lists can be created within a list by using a ul tag within an li tag. | <ul type = "disc">  <li>Term Life Insurance Policy</li>  <li>Whole Life Insurance Policy</li>  <li>Money Back Plan</li>  <li>Pension Plan</li>  <li>Endowment Policy</li>  <li>Unit-linked insurance plan (ULIP)</li>  </ul> |  |
| 8 | sup | This is the **superscript** tag. To display text in superscript.  A tag similar to this is the **sub** tag which is used to display text in **subscript**. | <h4>A = P(1+R)<sup>N</sup></h4> |  |
| 9 | center | This is used to **center the data** within the tags. The text between the center tags will be centered in the available area. | <center><h4>A = P(1+R)<sup>N</sup></h4></center> |  |
| 10 | h2 | This is another one of the **header** tags. This is used to specify the page header in investsure and I would suggest you not to use this in the blog post. | <h2>Blog</h2> |  |

* These are the 10 tags that I believe you would need for the blog. You can contact me for any clarifications or for any other functionality that you may need apart from the above mentioned ones.
* Though examples are provided above nothing can compare with the skill acquired through practice. So I would suggest that you try out these tags as much as you wish on the website <http://www.winultimate.0fees.net> before using them on your official blog post.
* HTML does not provide error detection and error correcting capabilities. So leaving a tag open without the closing tag may give unwanted results with no understanding of the actual error. So my advice is to first write both the opening and closing tags and then fill the text. For example, to bold a text I would prefer you first write the tags <b></b> and then fill the content.