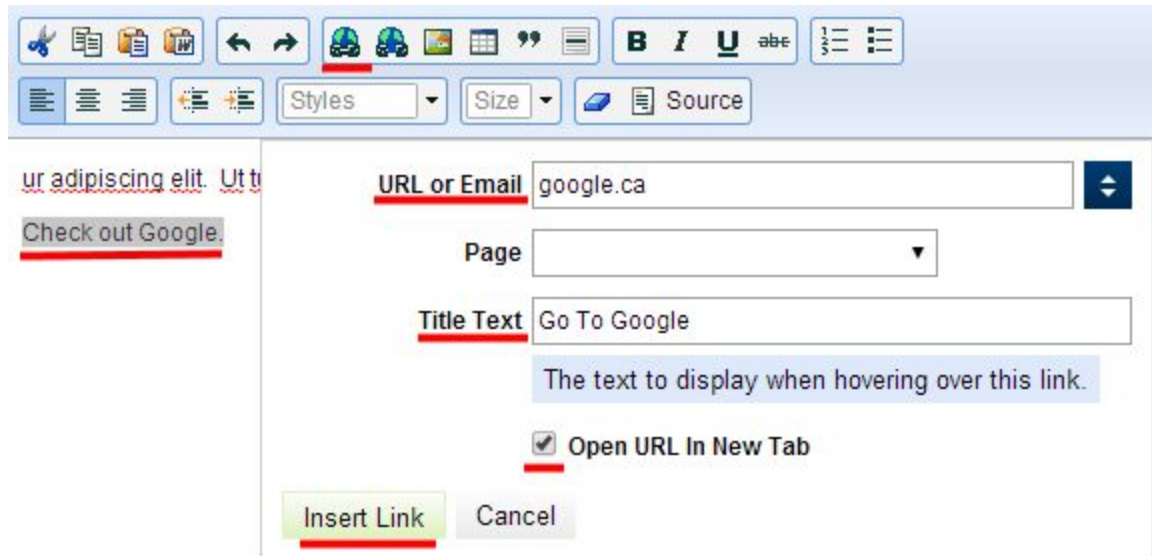


Adding Links To Your Content

- Select a portion of text and hit the “add a link” button in the toolbar, as underlined below.
- Then enter the website’s URL that you wish to direct traffic to, receiving email address or an existing page on your site.
- Fill in the Title Text to describe where your link directs the reader to.
- Tick the “Open URL In New Tab” if the link is to a PDF or a website other than your own
- Click “Insert Link” and you’re done.



Your website’s styling may include the addition of Call-To-Action buttons as options for the links that you create. To apply:

- Place your cursor in the created link or highlight the link text.
- Drop down the Styles menu in the blue toolbar and select either Primary CTA or Secondary CTA as applicable.

