

Formatting Place Marker Pop-Up Descriptions

You can include information that pops up when a place marker is clicked.

To get to the Edit Placemark window, click on the placemark in the *Google Earth - Edit Placemark* window then Click CMD (Mac) or ALT (PC) + the "I" (for Information) key. Type in the Description Window. HTML code isn't necessary, but with just a few basic html codes, you can "dress up" you pop-up descriptions significantly.

The screenshot shows the 'Google Earth - Edit Placemark' window on the left and the resulting pop-up description window on the right. Red arrows and numbers link specific HTML code in the description window to its visual effect in the pop-up window:

- 1**: Points to the 'Name' field containing 'CANDIDE by Voltaire'.
- 2**: Points to the 'Description' tab.
- 3**: Points to the opening bold tag `` in the description code.
- 4**: Points to the image source code ``.
- 5**: Points to the opening line break tag `
`.
- 6a**: Points to the opening link tag ``.
- 6b**: Points to the closing link tag ``.

The pop-up window displays the following information:

- CANDIDE by Voltaire**
- WHAT ARE WE READING THIS TIME?**
-
- [Photo Source](#)
- Novella: *Candide*
- Author: [Voltaire](#)
- [Read more about Voltaire...](#)
- Location: Just about everywhere in the "known world!"
- Time: 1750s
- Directions: [To here](#) - [From here](#)

1	Name	What you type is what you get in the first line on the pop-up description. It will be in Bold and there will be a space after it. The only options are whether you use CAPS or not.			
2	 turns Bold on	<i> turns italic on	WHAT ARE WE READING THIS TIME?	</i> turns italic off	 turns Bold off
3	<p> inserts paragraph break		Paragraph Breaks look like TWO Returns. They create an extra space between lines. Paragraph breaks do not need to be turned off. (see Line Breaks below)		
4	 ends command to insert image	
Tip: Right click (new Macs/PCs) CTRL click (Older Macs) and select Open Image in New Window. Then copy THAT URL. This will insure that just the picture appears in the pop-up window.					
5	
 inserts a line break		Line breaks work just like paragraph breaks, but they don't add the extra space.		
6a & 6b	 ends command to insert link	Voltaire creates text for link	 ends command to insert link and text for link