TECHNICAL EDITS GUIDE

Deal Offering

- Make sure Deal Offering is capitalized when mentioned.

Reviews

- When using a review, it should be Yelp.com [hyperlinked] and the quote in a new paragraph italicized.
- Italicize awards, and hyperlink the specific article to the name of the organization giving the award. If the article is not available, then hyperlink to the website of the organization. If there are multiple awards, only hyperlink to two awards, and not all of them to keep it clean.
- When listing the stars awarded on a review site, use a hyphen to read "4-stars."

Money, Numbers, and Time

- When referencing price, use $45 (no need to write out "dollars").
- Use the numerical form as much as possible, unless there are two numbers next to each other. For instance, "two 1-hour massages."
- When referencing time, use this format: 9 p.m.
- Use hyphens with units of time including minutes and hours. Exclude week, month, year. Use ½ instead of half (*unless it looks odd*).
- When using ellipses, add a space after the third period.
- Refer to dates in the main copy as Month Date. For instance, May 19th. If you have to refer to a year, then May 19, 2011. When using dates in the Fine Print, use 5/19/11.

Punctuation

- When a phrase is italicized, make sure parentheses italicized.
- Single spacing between sentences.
- When using a dash, make sure there are spaces on either side of the dash.
- Use Oxford comma. For instance, "I bought bread, eggs, and milk."
- When adding "too" to the end of a sentence, use a comma before it.

Header

When to use hyphens

No commas in the header

No all caps

Do we use ellipses?

Fine Print

- **Expiration Dates:** If a voucher expires in 1 year, use 1 year rather than 12 months.
- **Standard Phrasing**
    Voucher Limits: "Limit 1 voucher per person."
    Gift Limits: "May purchase multiple vouchers as gifts."
    Expiration Date: "Voucher expires 1 year after feature date."
    Website: "Visit www.urbandealight.com"
    Valid on: "Valid on alcohol and delivery."
    Not Valid On: "Not Valid on alcohol or carry-out."

List of Terms: Phone Number, New Clients Only, Cancellation Policy, Limitations, Voucher Limits, Gift Limits, Expiration Date, Website

General

- Any sites should be listed with a .com or .net behind it. They should also be italicized, *Yelp.com*, *Urbanspoon.com*.
- Capitalize all menu items when being listed, or written about.
- Italicize publications

Common Homophones

Its/it's
Dessert/Desert
Their/They're/There
Accept/Except
Affect/Effect
Conscience/Conscious
To/Too
Where/were

Commonly Misused Words

A lot
Although/though

Ad Words To Avoid

[Just](#)
[Only](#)

[Tagline Guidelines](#)

[1-Month?](#)

[Web Content](#)

[When referring to pages or parts of the webpage, use quotation marks. For instance, "My Acount" and "Buy This for a Friend"](#)

[Capitolize things like: Fine Print](#)

[Refer to Urban Deals as vouchers or Urban Deals.](#)

[Urban Dealight Voucher or voucher.](#)

[Support (at) urbandealight.com](#)
[info (at) urbandealight.com](#)