Boy, you talk funny…….WYSIWYG?.......what in the world is that?

It's an acronym that is taken from **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et. It's usually pronounced "wissywig".

In the WEB Site design industry, it refers to the software used to design a site. If you have seen the sites that offer you the capability to build your own site, they use a WYSIWYG editor. That is the easiest way to build a basic site.

This type of editor allows you to put your content anywhere you want. And the way it looks in the editor is the way it looks in the real world. But…..this is not 100% true all of the time.

I know, you can't believe I'm saying that. I'll explain it as soon as I get my popcorn and pepsi….be right back.

Okay, I'm back. Here's what I mean…..an editor like this is great most of the time, as long as it works. When a WEB Site is made, there is specific code written by the editor in the background that the server requires to display the WEB Site. You'll never see this code. And with this type of editor, you generally can't edit the code when something goes wrong.

Now, here's something to always keep in mind…..these editors are never 100% correct. One person may be able to make a site with no problems, most likely because it is a simple, small, static site. Another person, though, may have many different problems that can't be corrected by the editor. At this point, they would have to edit the code to correct the problem.

Keep in mind….looks of a web site is not all that's important. If you want Google to list your site in search results, SEO is very important. This can't be completely accomplished with this type of editor.

This is not a good thing for most people, and we'll explain more in the next ezpak, "Is WYSIWYG a Good Thing To Use?

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