

Assigning a style to the page using a specific tag

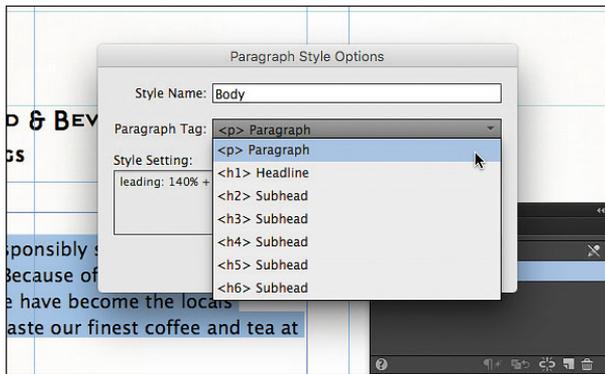
By default, when you apply styles to text in Muse and the site is previewed, published, or exported as HTML, the paragraph and character styles become the CSS styles and are applied to the text in your web page. The HTML that is written from Muse for text includes `<p>` tags, which indicate paragraphs in HTML. The paragraph or character styles you create are applied to those `<p>` tags as classes.

For SEO (search engine optimization) purposes or for handing off the site to a web developer that requests you apply the styles to the text using different tags, you can assign a style to a specific HTML tag. For instance, if you have some text on your Muse page, and you create a paragraph style called Heading, you can tell Muse to apply that style to the text using an H1 tag (`<h1>`) instead of a `<p>` tag. This setting in the Paragraph Style Options dialog box lets you assign different tags to the text to differentiate between more and less important content for search engines, as well as create well structured HTML pages.

To do this, double-click a paragraph or character style name in the Paragraph Styles or Character Styles panel. Alternatively, you can right-click the style name in the Paragraph Styles or Character Styles panel and choose Style Options in the context menu that appears. In the Style Options dialog box that appears, you can assign a tag to that style. In the case of paragraph styles, you can assign the class style to the tags: p (default), h1, h2, h3, h4, h5, and h6.

That means that in the code, the paragraph style becomes a class and is applied to the selected tag. For instance, if you choose `<p>` Paragraph in the Paragraph Style Options dialog box for a paragraph style named "Body," when the site is published or exported, the code may look something like this:

```
<p class="Body">
```



For character styles, you can double-click a style name in the Character Styles panel and in the Character Style Options dialog box, choose from a host of options like span, abbr, cite, code, and many more. Choosing the cite option applies that character style as a class to the cite tag. For instance, if you choose Citation (cite) in the Character Style Options dialog box for the character style named “proper name,” when the site is published or exported, the code may look something like this:

```
<cite class="proper-name">Koffee Kart</cite>
```

