

<p>AB</p> <p>add-ons alt tag</p>	<p>CD</p> <p>CMS click-through rate</p>	<p>EFG</p> <p>Email Google (as verb)</p>	<p>HIJ</p> <p>Internet home page</p>
<p>KL</p> <p>keyword</p>	<p>MN</p>	<p>OPQ</p> <p>plug-ins</p>	<p>RS</p> <p>SEO</p>
<p>TUV</p> <p>tagline</p>	<p>WXYZ</p> <p>WordPress</p>	<p>spelling</p>	<p>punctuation</p>
<p>names</p>	<p>dates, times</p> <p>November 22, 1963 9:30 p.m.</p>	<p>numbers</p> <p>write out up through 9 25% 2nd, 5th</p>	<p>misc.</p> <p>Capitalize all words in headline, only 1st word in subheads</p>