

Paint-By-Numbers HTML Editing Guide

For The Family Travel Budget Playbook Sales Page

1. CHANGING THE MAIN HEADLINE

Find this:

html

`<h1>The Family Travel Budget Playbook:<br>How U.S. Families Can Plan Great Holidays for Less</h1>`

To change it:

- Replace the text between `<h1>` and `</h1>` with your new headline
- Keep the `<br>` if you want a line break
- Remove `<br>` if you want it all on one line

Example:

html

`<h1>Your New Headline Here</h1>`

2. CHANGING THE BOXED SUBHEADING (The \$7,936 Line)

Find this:

html

`<h2>The average American family spent $7,936 on a one-week domestic trip in 2025.</h2>`

To change it:

- Replace the text between `<h2>` and `</h2>`

- Keep all the surrounding code (the `<div>` tags)
-

3. CHANGING THE FINAL HEADER SUBHEADING

Find this:

html

Here's how to cut that to \$3,200-\$4,750 without sleeping in your car or surviving on packet noodles.

To change it:

- Just replace the text
 - Keep the surrounding `<div>` tags
-

4. CHANGING THE BUTTON TEXT

Find this:

html

```
<a href="#" class="cta-button">GET INSTANT ACCESS TO THE PLAYBOOK NOW</a>
```

To change it:

- Replace `GET INSTANT ACCESS TO THE PLAYBOOK NOW` with your text
- Don't change anything else
- Keep it SHORT (under 8 words looks best)

Examples:

html

```
<a href="#" class="cta-button">BUY NOW</a>
```

```
<a href="#" class="cta-button">GET YOUR PLAYBOOK</a>
```

```
<a href="#" class="cta-button">START SAVING TODAY</a>
```

5. ADDING YOUR CHECKOUT LINK

Find this:

html

```
<a href="#" class="cta-button">
```

Replace the # with your actual link:

html

```
<a href="https://your-checkout-page.com" class="cta-button">
```

Important: Keep the quotation marks " "

6. CHANGING COLORS

All colors are in the `<style>` section at the top.

To Change the Purple Header:

Find this:

CSS

```
background: linear-gradient(135deg, #667eea 0%, #764ba2 100%);
```

Replace the color codes:

- `#667eea` = first color (left side)
- `#764ba2` = second color (right side)

Example (change to blue):

CSS

```
background: linear-gradient(135deg, #3498db 0%, #2980b9 100%);
```

To Change the Green Button:

Find this:

CSS

```
.cta-button {  
    background-color: #27ae60;
```

Replace **#27ae60** with your color:

CSS

background-color: #e74c3c; /* This makes it red */

Common Color Codes:

- Red: #e74c3c
 - Blue: #3498db
 - Green: #27ae60
 - Orange: #f39c12
 - Purple: #9b59b6
 - Dark Grey: #2c3e50
-

7. CHANGING FONTS

Find this:

html

<link

href="https://fonts.googleapis.com/css2?family=Montserrat:wght@500;600;700&family=Open+Sans:wght@400;600;700&display=swap" **rel**="stylesheet">

To use different Google Fonts:

1. Go to <https://fonts.google.com>
2. Pick your fonts
3. Click "Get font" then "Get embed code"
4. Copy the **<link>** code
5. Replace line 6 with your new code

Then find this:

CSS

font-family: 'Open Sans', sans-serif;

And this:

CSS

`font-family: 'Montserrat', sans-serif;`

Replace the font names with your chosen fonts.

8. CHANGING BODY TEXT SIZE

Find this:

```
CSS
body {
  font-family: 'Open Sans', sans-serif;
  line-height: 1.7;
  color: #2c3e50;
```

Add this line inside the brackets:

```
CSS
font-size: 18px; /* Change 18 to whatever you want */
```

Example:

```
CSS
body {
  font-family: 'Open Sans', sans-serif;
  line-height: 1.7;
  color: #2c3e50;
  font-size: 20px; /* Makes all text bigger */
```

9. CHANGING A SPECIFIC PARAGRAPH

Just find the text you want to change and replace it.

Example - Find this:

```
html
<p>You've been putting off that family beach trip.</p>
```

Change to:

html

<p>Your new text goes here.</p>

Keep the <p> and </p> tags - they make it a paragraph.

10. CHANGING THE BIG GREEN SAVINGS NUMBER

Find this:

html

<div class="big-number">\$2,200-\$4,500</div>

Replace the number:

html

<div class="big-number">\$3,000-\$5,000</div>

11. ADDING A NEW PARAGRAPH

To add text anywhere:

html

<p>Your new paragraph text here.</p>

Just paste this where you want new text to appear.

12. CHANGING CHAPTER TITLES

Find any chapter:

html

<h3>Chapter 1: The Real Cost of Family Travel</h3>

Replace the text between <h3> and </h3>:

html

```
<h3>Chapter 1: Your New Chapter Title</h3>
```

13. CHANGING BULLET POINTS

Find any bullet list:

html

```
<li>The five major expense categories and their actual percentages of your total cost</li>
```

Replace the text between `<li>` and `</li>`:

html

```
<li>Your new bullet point text here</li>
```

14. DELETING A WHOLE CHAPTER

Find the chapter you want to delete.

It starts with:

html

```
<div class="chapter">
```

And ends with:

html

```
</div>
```

Delete everything from `<div class="chapter">` to the matching `</div>`

(Usually about 20-30 lines per chapter)

15. CHANGING THE P.S. SECTIONS

Find this:

html

```
<p><strong>P.S.</strong> - The average American family spent $7,936 on a week-long domestic trip in 2025...</p>
```

Replace the text after the dash:

html

```
<p><strong>P.S.</strong> - Your new P.S. message here.</p>
```

16. MAKING TEXT BOLD

Wrap text in `<strong>` tags:

Normal:

html

```
<p>This is normal text.</p>
```

Bold:

html

```
<p>This is <strong>bold text</strong>.</p>
```

17. ADDING A LINE BREAK

Use `<br>` to force text to the next line:

html

```
<p>First line<br>Second line</p>
```

...

****Displays as:****

...

First line

Second line

18. CHANGING THE PAGE WIDTH

Find this:

CSS

```
.container {  
    max-width: 800px;
```

Change 800px to make the page wider or narrower:

CSS

```
max-width: 1000px; /* Makes page wider */  
max-width: 600px; /* Makes page narrower */
```

19. CHANGING BUTTON COLOR

Find this:

CSS

```
.cta-button {  
    background-color: #27ae60;
```

Change the color code:

CSS

```
background-color: #e74c3c; /* Red button */  
background-color: #3498db; /* Blue button */  
background-color: #f39c12; /* Orange button */
```

20. CHANGING BUTTON SIZE

Find this:

CSS

```
padding: 20px 50px;
```

font-size: 22px;

Make button bigger:

CSS

padding: 25px 60px; /* More padding = bigger button */

font-size: 26px; /* Bigger text */

Make button smaller:

CSS

padding: 15px 40px; /* Less padding = smaller button */

font-size: 18px; /* Smaller text */

IMPORTANT RULES:

✓ DO:

- Save a backup copy before editing
- Change text between tags (like between `<p>` and `</p>`)
- Keep all quotation marks " "
- Keep all brackets `<` `>`
- Test the page after each change

✗ DON'T:

- Delete random `<div>` or `</div>` tags
 - Remove quotation marks
 - Delete semicolons ; in the CSS
 - Remove the `<style>` section at the top
 - Delete closing tags like `</p>` or `</h1>`
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HOW TO TEST YOUR CHANGES:

1. Make your edit
2. Save the file (File > Save or Ctrl+S / Cmd+S)
3. Open the HTML file in your browser
4. Refresh the page (F5 or Ctrl+R / Cmd+R)

5. Check if it looks right
 6. If something breaks, press Ctrl+Z / Cmd+Z to undo
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NEED TO CHANGE MULTIPLE THINGS AT ONCE?

Use Find and Replace (Ctrl+F / Cmd+F):

Example: Change every instance of "\$7,936" to "\$8,500"

1. Press Ctrl+F (Windows) or Cmd+F (Mac)
2. Type "\$7,936" in the search box
3. Click "Replace All" option
4. Type "\$8,500" in the replace box
5. Click "Replace All"