Information on how to create Placemarks (the 'pins' in GE) and how to write simple HTML so those Placemarks will reference a web site, image, etc.

Start by reading this:

Placemarks are the containers for your information about a specific geographic location. They are fairly versatile. As you are creating multiple pieces of spatial information organized around a single theme, create a folder as described at the link below.

http://earth.google.com/userguide/v5/ug_places.html#organizing

In order to create your Placemarks in the folder - right click on the folder. This gives you the ‘Add’ menu. Choosing ‘Placemark’ will give you a new Placemark, and the Placemark properties window will open – the Description tab is the default.

If needed, instructions on how to create a Placemark are found here:
http://earth.google.com/userguide/v5/ug_placemarks.html There is even a video tutorial!

NOTE: The Google Earth Help is very useful – for example, the above information could be found by going to the Google Earth Help at http://earth.google.com/support/ and searching ‘creating a new placemark’.

You may reopen a Folder or Placemark for further editing at any time by right clicking on the item in the Places window and choosing ‘Properties’ – the last choice in the menu.

OK, so for both folders and each of your Placemarks you have the ability to write a Description. The Description is what pops up when - for example - you click a Placemark icon. See this link for an illustrated version of what I am referring to:
http://earth.google.com/support/bin/static.py?page=guide.cs&guide=22364&topic=22386&answer=148075

Placemark descriptions can consist of simple text – just start typing in the Description box. However, as noted at the link above:

“Valid web URLs are automatically converted to HTML and can be clicked on from the info balloon to produce the related web page in the web window.”

What this means is if you type the following into the description box:

For details on Alfred University’s excellent Environmental Studies program go to http://las.alfred.edu/environmental_studies/

Once you click OK, when someone clicks the Placemark in GE they will see a typically formatted web link (blue and underlined) like those in this document. And, when the link is clicked in the Description box, it will open a browser and display the destination page.

The Writing Descriptions link above goes on to note that “many HTML tags are respected" but does not include an HTML tag glossary.

Below are a few HTML basics.
(If needed, go to Google and search for “glossary of HTML tags” and you will find oodles of information.)
If you want to include a web page but do not want the actual web address to appear in the description box (a good idea) then you need to insert something like this in the Description:

```html
<a href="http://worldusinggis.wordpress.com/ ">The Course Blog</a>
```

This will link to the ENS web page, but the description box will contain the text ‘The Course Blog’ – blue and underlined.

To include an image in your description you need to insert something like this:

```html
<img src="http://people.alfred.edu/~griggj/GLBS105/GE_imageoverlay.jpg ">
```

Finally, to create a new paragraph use `<br>`
To leave a space between paragraphs (a good idea) use more than one.
To italicize something surround it with `<i>` `/i>` in the Description and to make it bold use `<b>` `/b>`

**So, as an example, this:**

```html
The <a href="http://las.alfred.edu/environmental_studies/">Environmental Studies Division</a> is located in the Science Center.
<br>
<b>Justin Grigg</b> teaches amazing courses for ENS including one on using Google Earth as a mechanism for distributing information. The course title is `<i>Utilizing Geospatial Technology to Deliver Field Data</i>` which sounds hard but isn't.
<br>
The Science Center is hard to miss. But for reference, a picture of the main facade is included below.
<br>
<img src="http://people.alfred.edu/~griggj/SciCtrSmall.jpg">
```

produces a Placemark that, when open, looks like the image on the next page.

*(Note the Name of my Placemark was ‘Science Center’. GE inserts and bolds the name automatically.)*

Keep in mind referenced images need to be stored in a location accessible to the public. The solution provided by AU is your `public_html` folder on the U drive. When you place a file there the path will be http://people.alfred.edu/~yourAUalias/name_of_file
Finally, the size (pixels wide, pixels high) of the image matters. If you put a dimensionally large image in, it may be hard to work with / view in the Placemark. Consider the following. On a Windows machine, go to Start > All Programs> Accessories > Paint and use the “Stretch/Skew...” option in the Image menu to resize the image.