

HOW TO CREATE A CTA IN HTML LAYER

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ARVAL
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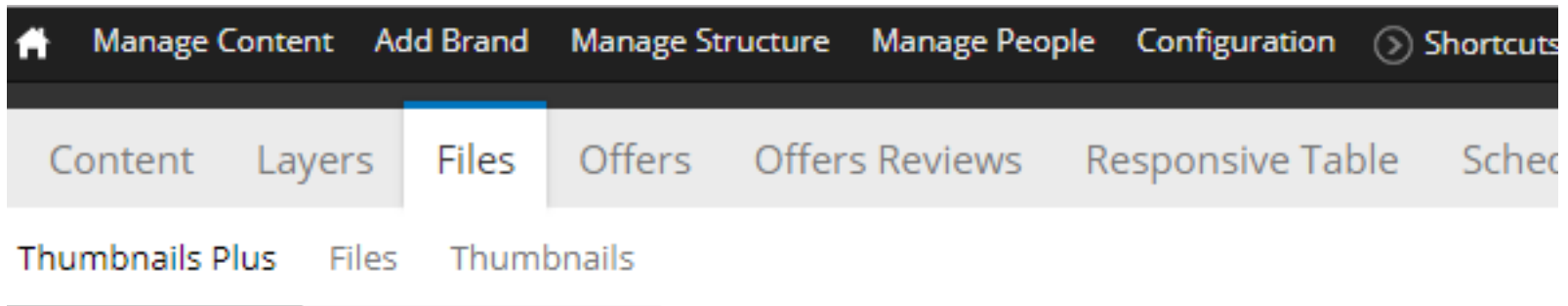
We care about cars. We care about you.

1) Create your CTA

The first step is to create an image which will be your button (CTA) as a jpeg.
For example :



Add this image to your media library on your website:



File name

Type

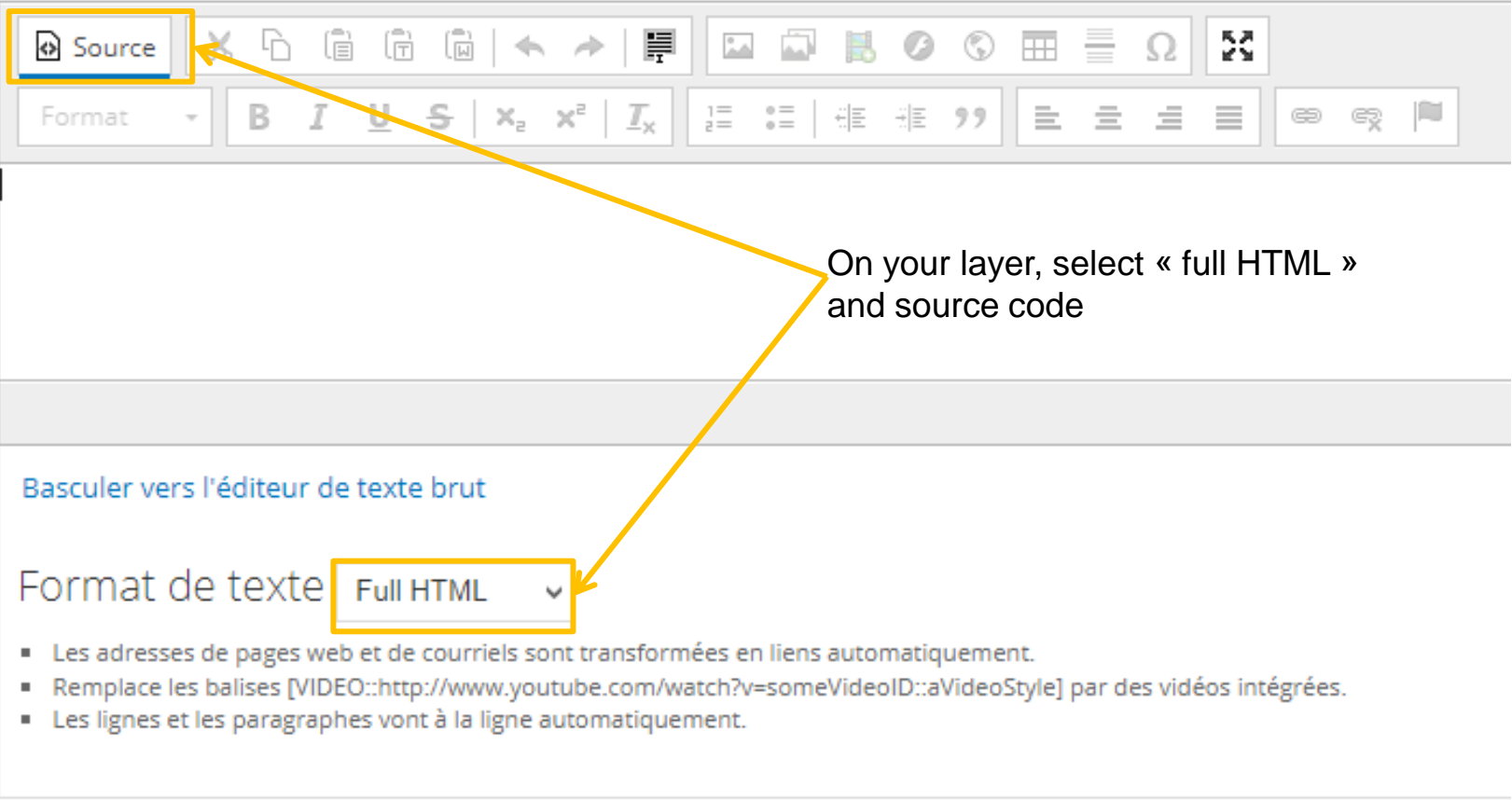
Scheme

Operations



2) Create a HTML layer

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The screenshot shows a rich text editor interface. At the top, there is a toolbar with various icons. The 'Source' button, which has a document icon with a code symbol, is highlighted with a yellow box. Below the toolbar is a 'Format' dropdown menu. The 'Format de texte' dropdown menu is also highlighted with a yellow box and shows 'Full HTML' selected. A yellow arrow points from the 'Source' button to the 'Full HTML' option in the dropdown menu. Below the dropdown menu, there is a list of bullet points describing the 'Full HTML' format.

On your layer, select « full HTML » and source code

Basculer vers l'éditeur de texte brut

Format de texte Full HTML

- Les adresses de pages web et de courriels sont transformées en liens automatiquement.
- Remplace les balises [VIDEO::http://www.youtube.com/watch?v=someVideoID::aVideoStyle] par des vidéos intégrées.
- Les lignes et les paragraphes vont à la ligne automatiquement.

3) Insert on your layer this HTML code

Copy past this text on your layer :

```
<p class="rtecenter">  
    <a href="https://www.arval.be/fr/renting/ford/fiesta"></a>
```

In red : your redirection link (where your CTA is going)

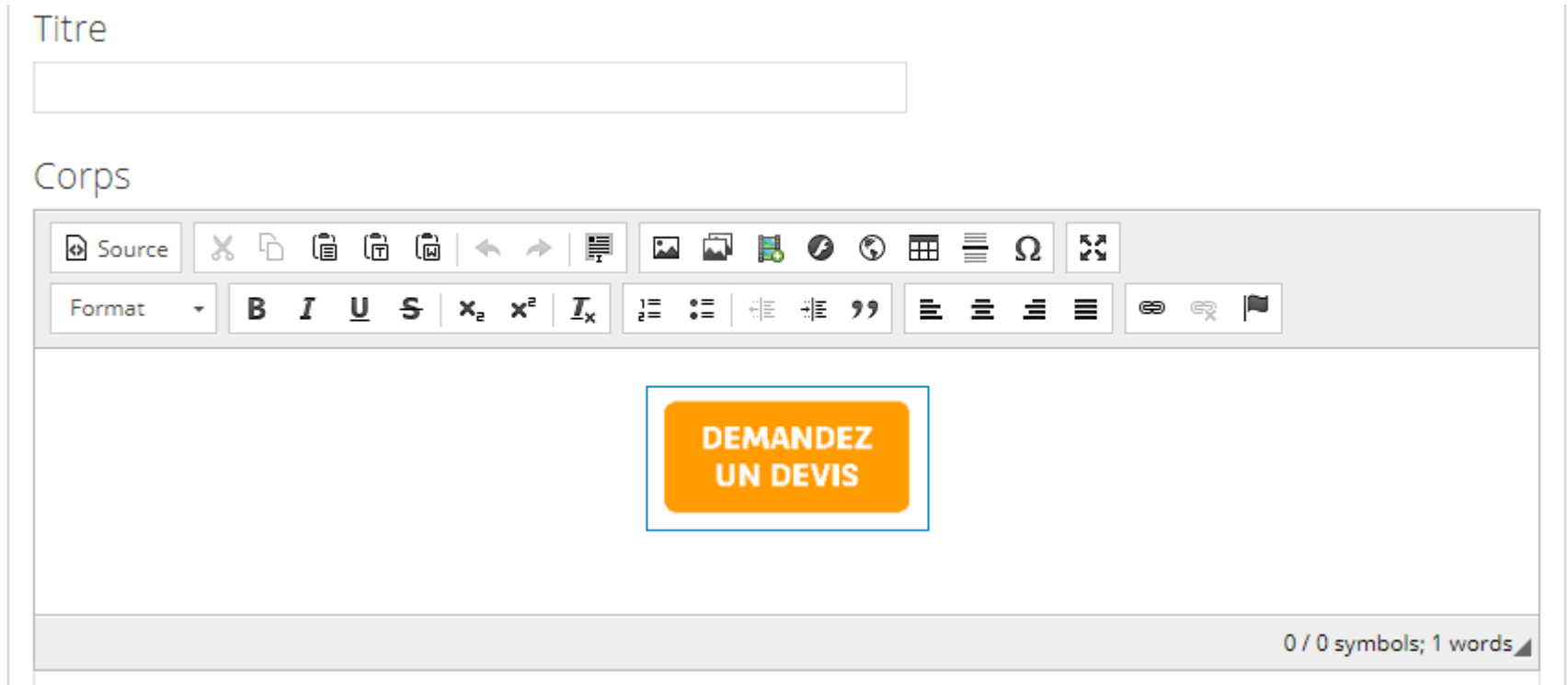
In blue : the URL of your image, where the CTA is sourced

<https://frweb.pre.arval.com/file/ctatestpng>

4) Then, unselect the source code mode, and save

Titre

Corps



0 / 0 symbols; 1 words