

## Basic Concept

Specify the type of content you want to edit (using a meta tag) and the location where the replacement will take place (using a variable).

## Variable Types

text	Single line of text
textarea	Multi-line text box
html	WYSIWYG editor for HTML
image	Image upload button
color	Color picker
font	Dropdown list of fonts
widget	Form Builder or HTML block
dropdown	Dropdown list of items
upload	File upload form
background	Upload + color picker

## Meta Parameters & Values

name	Type and name of your field
content	Default content used to fill your field
description	Optional description of your field

## Using Python in Templates

Python operators and functions can be called using the Python scripting language. Just enclose your Python script between brackets and percent signs like this:

```
{% YOUR CODE %}
```

## Allowed Python Operators

if	Start conditional statement
endif	End conditional statement
else	Continue conditional
elif	Continue and add another conditional rule
for	Loop through items
endfor	End loop

### Additional Resources (links):

- ▶ [Performable FAQ](#)
- ▶ [Creating a Custom Template](#)
- ▶ [What is Dynamic Content?](#)
- ▶ [Using Geotargeting](#)



Performable Markup Language (PML)  
Cheatsheet v1.0. Updated Oct 2010

## Basic Example

Place the following meta tag in the <head> section of your template:

```
<meta name="text:Headline" content="Welcome to our site" />
```

Place the following variable where you want to edit:

```
{{ text:Headline }}
```

## Example: Creating a Font and Color Scheme

Meta tags:

```
<meta name="color:Page Background Color" content="#FFFFFF" />
<meta name="color:Page Font Color" content="#4B4B4B" />
<meta name="font:Page Font" content="Arial,Helvetica,Georgia" />
```

Put this between a <style> tag before the closing </head> tag:

```
body {
  background-color: {{ color:Page Background Color }};
  color: {{ color:Page Font Color }};
  font-family: {{ font:Page Font }}, "sans serif";
}
```

## Example: Adding a Form Builder Widget

Meta tag:

```
<meta name="widget:Form" content="__use_default_form__" />
```

Put this between the <body> tags of your page:

```
{{widget:Form}}
```

**Note:** there is no need to wrap the widget variable in <form> tags. Form Builder will generate all the necessary HTML and JavaScript it needs to function properly.

## Append & Info Variables

{{CustomCSS}}	Styles added in the "Advanced Options" screen
{{CustomJS}}	Scripts added in the "Advanced Options" screen
{{VersionID}}	Permanent ID of this page and variation

## SEO Variables

{{MetaDescription}}	Short description of the page
{{MetaKeywords}}	Keywords that describe the page
{{Favicon}}	Favicon URL for your site

## Dynamic Content Variables

{{URL}}	Full URL of this page
{{FormURL}}	Destination URL for a submitted form
{{QueryString}}	A URL-encode version of the entire query string, if any
{{Query.param}}	Used to pass individual query parameters
{{VisitorCountry}}	Display the visitor's country
{{VisitorRegion}}	Display the visitor's region/state
{{VisitorCity}}	Display the visitor's city
{{VisitorIP}}	Display the visitor's IP address