

Authoring 201: Custom Formatting & Layouts

06/11/2025 10:51 am EDT



Optimize your content for maximum impact! 🛠️ Building on the foundations from Authoring 101, learn advanced content customization techniques to create visually stunning, well-structured articles that engage readers.



Ready to fly?

Sign up here: <https://knowledgeowl.onfastspring.com/owlcademy>



Interested, but unable to make these dates?

If you'd like to be notified when we're offering this workshop again, please join our waitlist using this form.

What you'll learn

- Work with the editor Code View to override the WYSIWYG and format HTML and styling the way you want
- Explore techniques for adding side-by-side images
- Customize elements like alerts, styled lists, and visual callouts to better align with your brand
- Tweak the layout of specific articles or category landing pages
- Manually add custom elements, like tabs, to enhance your reader's experience while retaining full control over your content
- Dive deep into custom content categories and merge codes, the ultimate way to control your category layout

Perfect for content creators who want to take their content presentation and layout skills to the next level to create a more unique reader experience!

Meet your owl instructors

[Marybeth Alexander](#) is KnowledgeOwl's **Founder & Chief Executive Owl**. She's helped people create and manage their knowledge base websites for over a decade.

[Kate Mueller](#) is KnowledgeOwl's **Documentation Goddess & Resident Cheesemonger** and host of [The Not-Boring Tech Writer](#) podcast. She's a seasoned technical writer who's written and maintained documentation for companies in broadcasting, financial services, IT, and software for 15+ years.

Together, they bring decades of experience solving knowledge management challenges with KnowledgeOwl's

signature helpfulness.
