

EXAMPLE - COMPLEX CHANGES IN A BLOCK OF TEXT

BAD MARKUP (BASIC)

Dogs are the best pets. They will love you and serve you for their whole life. A dog will be your best friend, run around the house all day and make you happy.

BAD MARKUP (ADVANCED)

~~Dogs are~~ the best pets. They ~~will love you~~ and ~~serve you~~ for ~~their~~ whole life. A ~~dog~~ will be your ~~best friend~~, ~~run~~ around the house all day and make you ~~happy~~.

GOOD MARKUP (BASIC)

Dogs are the best pets. They will love you and serve you for their whole life. A dog will be your best friend, run around the house all day and make you happy.

GOOD MARKUP (ADVANCED)

~~Dogs are the best pets. They will love you and serve you for their whole life. A dog will be your best friend, run around the house all day and make you happy.~~

INTENDED RESULT

Cats have always been the best pets. They let you love them and serve them for your whole life. A cat will be your god, sleep around the house all day and make you adore her.

INTENDED RESULT

Cats have always been the best pets. They let you love them and serve them for your whole life. A cat will be your god, sleep around the house all day and make you adore her.