WYSIWYG stands for “What You See Is What You Get.” It refers to a type of user interface that allows users to see how their content will look as they create it. In the context of web design, WYSIWYG editors allow users to design web pages visually, without having to write code.

With a WYSIWYG editor, users can add text, images, videos, and other elements to their web pages, and see exactly how the page will look as they create it. The editor usually provides a visual representation of the page, which the user can modify by dragging and dropping elements or by using a toolbar to format the content.

WYSIWYG editors are commonly used in website builders, content management systems, and email marketing software. They allow users with little or no coding knowledge to create professional-looking web pages and emails, without having to hire a web developer.

However, WYSIWYG editors have some limitations. They may not offer as much control over the code as manual coding does, and they may generate bloated or inefficient code. Additionally, the visual representation may not always match the final output exactly, especially across different devices and browsers. Nonetheless, WYSIWYG editors are a popular and convenient tool for creating web content for many users.

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