

# HTML to BEE Converter Intro Guide

Welcome to the HTML to BEE Converter introduction guide. This short guide will support you while using the Converter Tool *alpha test*.

Before diving into the step-by-step tutorial, we have gathered some useful questions to help you better understand the tool you're about to use.

## **What is it?**

The HTML to BEE converter is an online tool built to convert HTML email templates into the BEE JSON format easily.

## **Why are you working on this tool?**

With this online tool, we aim to simplify the migration of existing HTML email messages to the native BEE format, so you won't have to recreate legacy templates from scratch in the BEE editor.

## **What are the benefits of this tool?**

This tool will streamline the conversion process and save you (and your users) a lot of time with legacy assets.

## **How does it work?**

The HTML to BEE Converter tool leverages a machine learning algorithm to map, and classify all the content elements available in the email, label them, and then *translate* them into the BEE format.

## **Is the tool compatible with all browsers?**

No, the HTML to BEE Converter is currently available on Chrome only.

## **What's the accuracy rate of this tool?**

We do not currently have an overall accuracy rate, as the tool is experimental and in its initial *alpha* version. However, since the converter is based on a sophisticated Machine Learning algorithm, the classification and conversion will become more and more accurate as many users start using it.

## **When can a row, content, or column be considered "accurate"?**

The machine learning algorithm that runs behind the scenes estimates the accuracy rate for each classification. However, **since the algorithm is still “training,” we ultimately rely on humans to determine whether the mapping is successful.**

### **Can I import any HTML template into this tool?**

No, our tool doesn't convert dynamically created HTML documents that leverage JavaScript to render content. We currently support static HTML and CSS content only.

### **Do you store any of the templates I convert?**

For the duration of this *alpha test*, we will store the uploaded HTML templates to troubleshoot and fix bugs so that our engineers can perform additional tests on existing files.

Templates will be accessible to us for the whole duration of the *alpha test* and will be deleted after **60 days** after the end of this program.

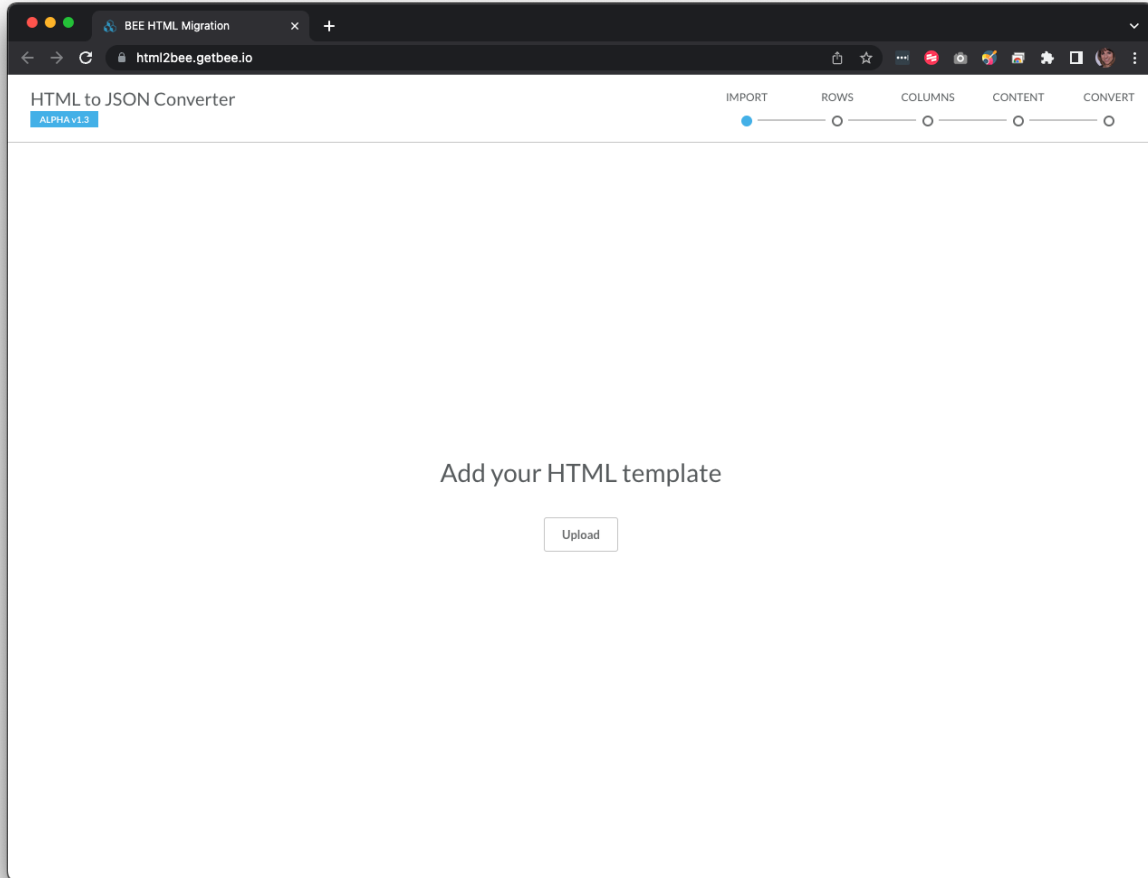
During the *alpha test*, we won't store any user information. If you have any concerns about data and users' information, feel free to contact us directly at [beta-feedback@beefree.io](mailto:beta-feedback@beefree.io) at any time.

### **I have feedback or a bug to report. Who shall I get in touch with?**

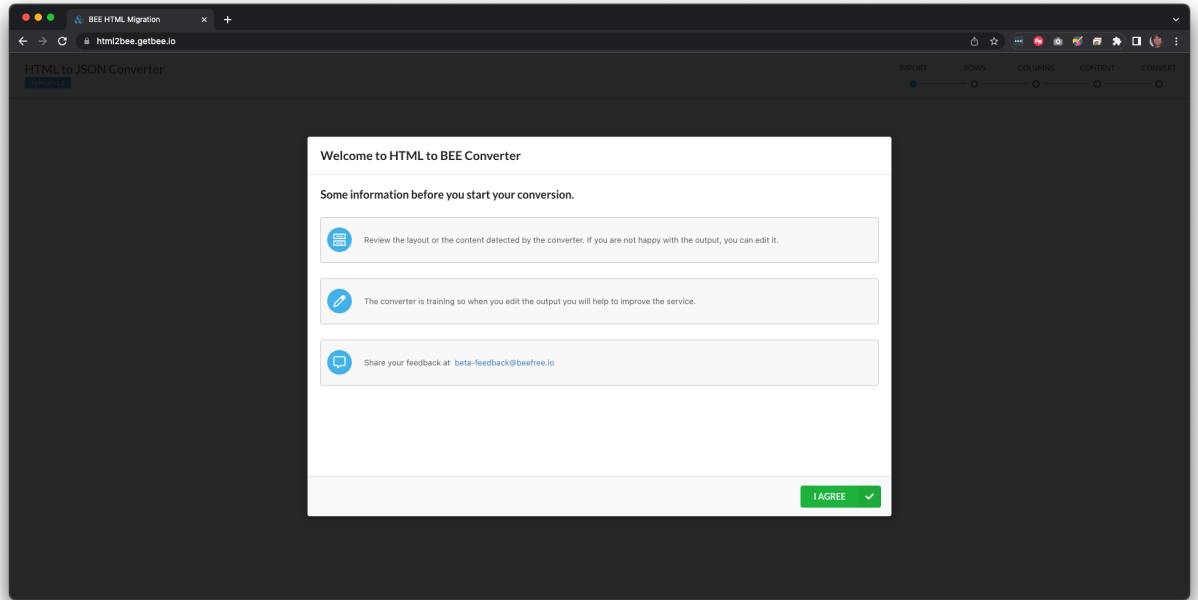
The HTML to BEE Converter is an *alpha test*. Therefore, some hiccups may happen along the way. If you want to contact us to report a bug or provide feedback, drop us an email at [beta-feedback@beefree.io](mailto:beta-feedback@beefree.io).

1. Navigate to <https://html2bee.getbee.io/>

This is what the converter looks like in the browser:



- **Upload your HTML file:** By clicking on *Upload*, you will be able to import them into the converter.



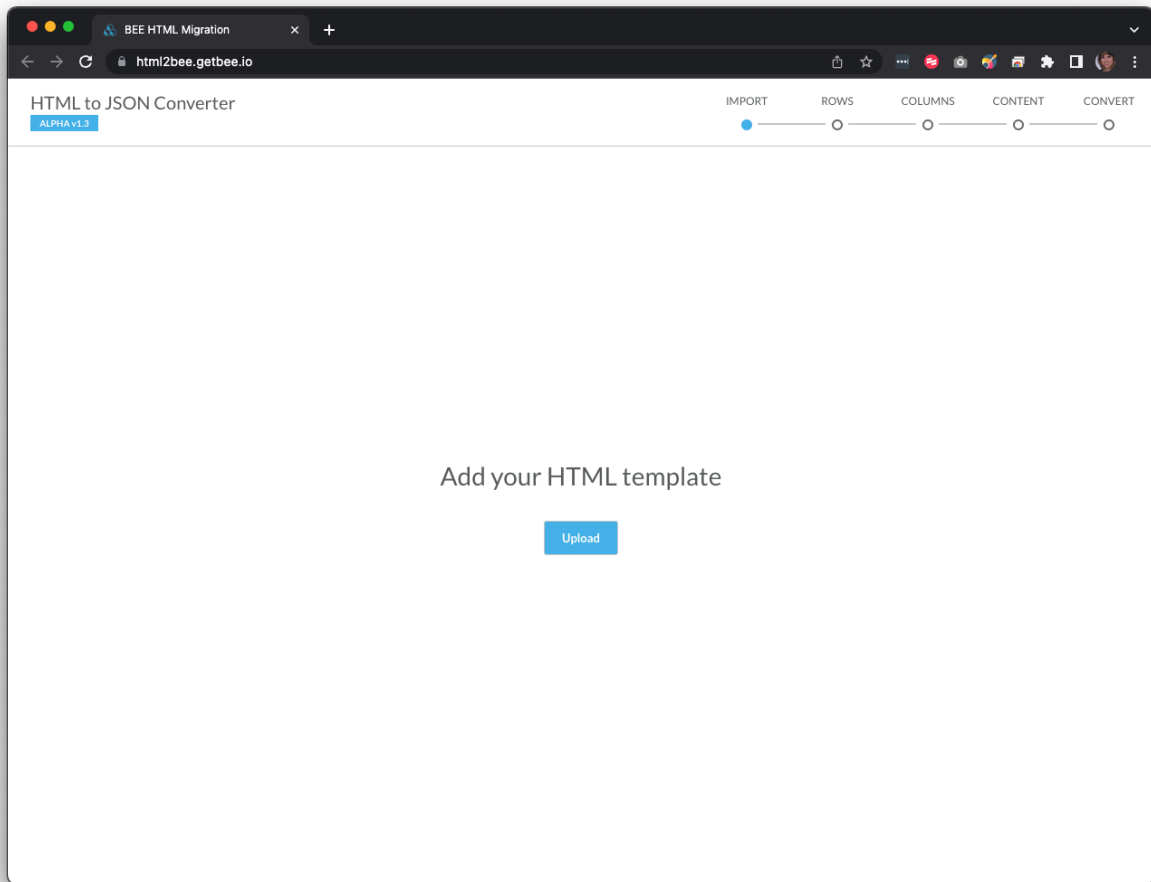
Before you start, you also have a recap of the actions you can take while using the converter.

At the top of the page, there is a bar with all the steps that will guide you through the HTML to JSON conversion:

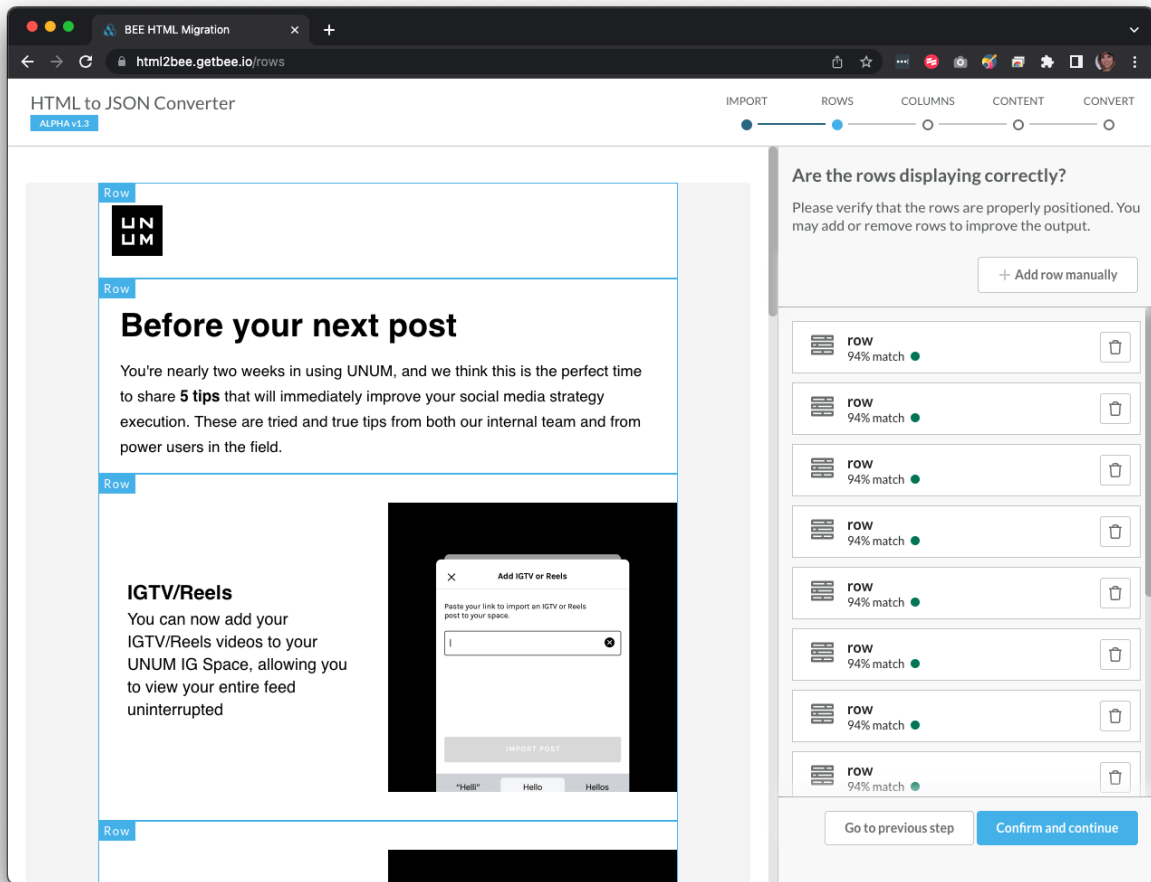


- **Import:** Where you upload your HTML;
- **Rows:** Classifies the rows available in the template;
- **Columns:** Classifies the columns within the rows;
- **Content:** Classifies the content elements within the columns;
- **Convert:** The final step is where you can export the converted file.

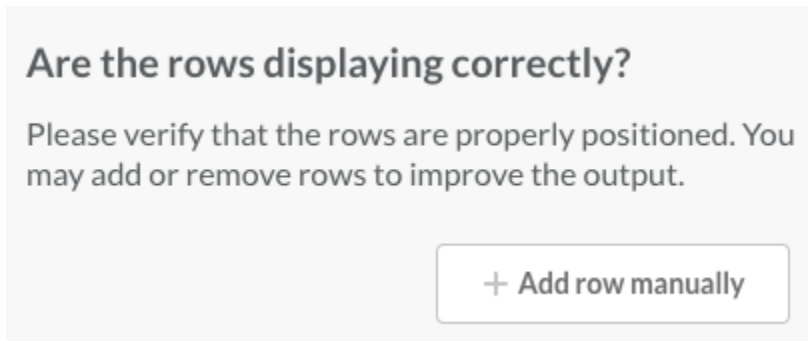
2. To upload your first HTML template, click "*Upload*" select the HTML file from your computer, then click upload.



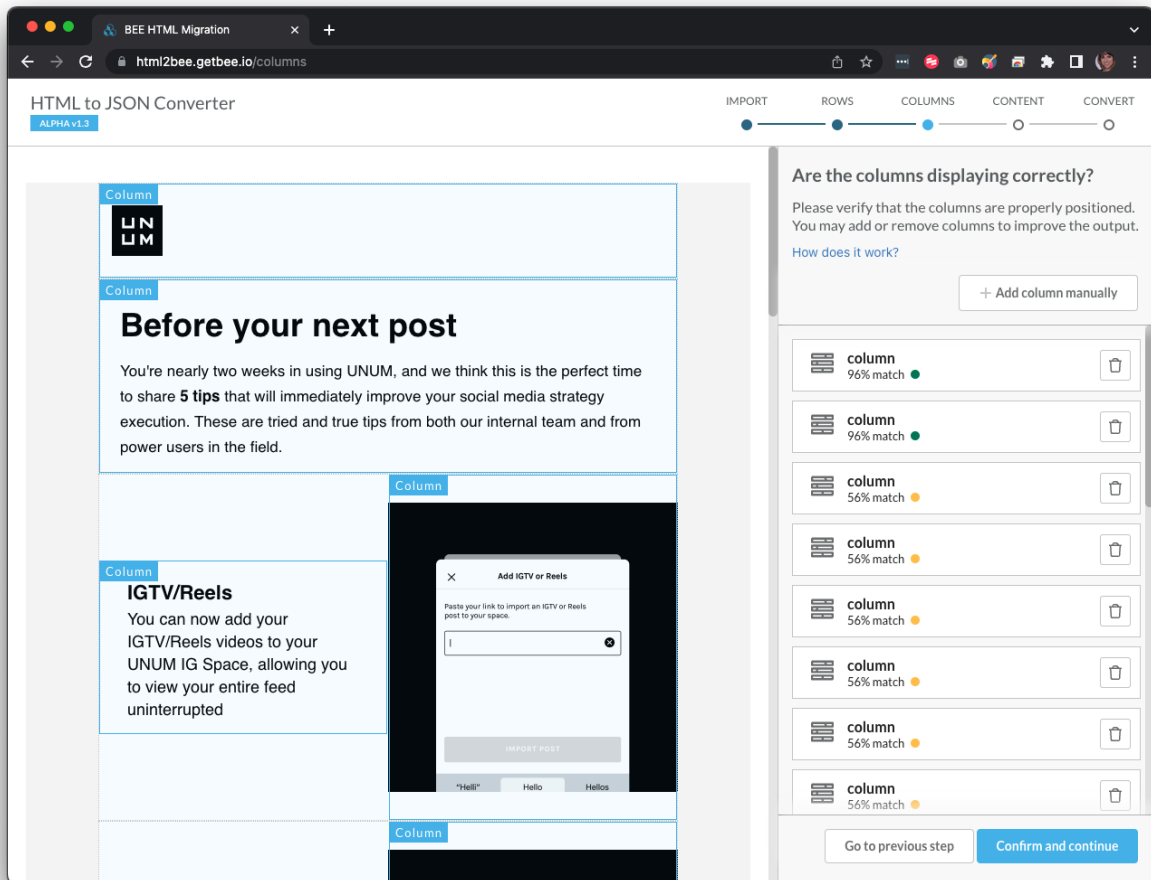
3. Once the HTML file is uploaded, you should be able to display it in the content mapping area. The tool will automatically highlight the rows that define the layout you uploaded.



We recommend reviewing the mapping and ensuring all the rows are correctly displayed. If something is missing, you can add a row manually by clicking on “+ Add row manually”



5. Your next step is “Columns.”



Ensure, and check all columns are recognized. If some columns are not classified, the converter won't be able to import them. If that's the case, you will need to add them manually.

6. If you are happy with the results and all the columns have a high match, click on "Confirm and continue."

6.1 If some columns aren't recognized, you can add them manually by clicking "Add column manually."

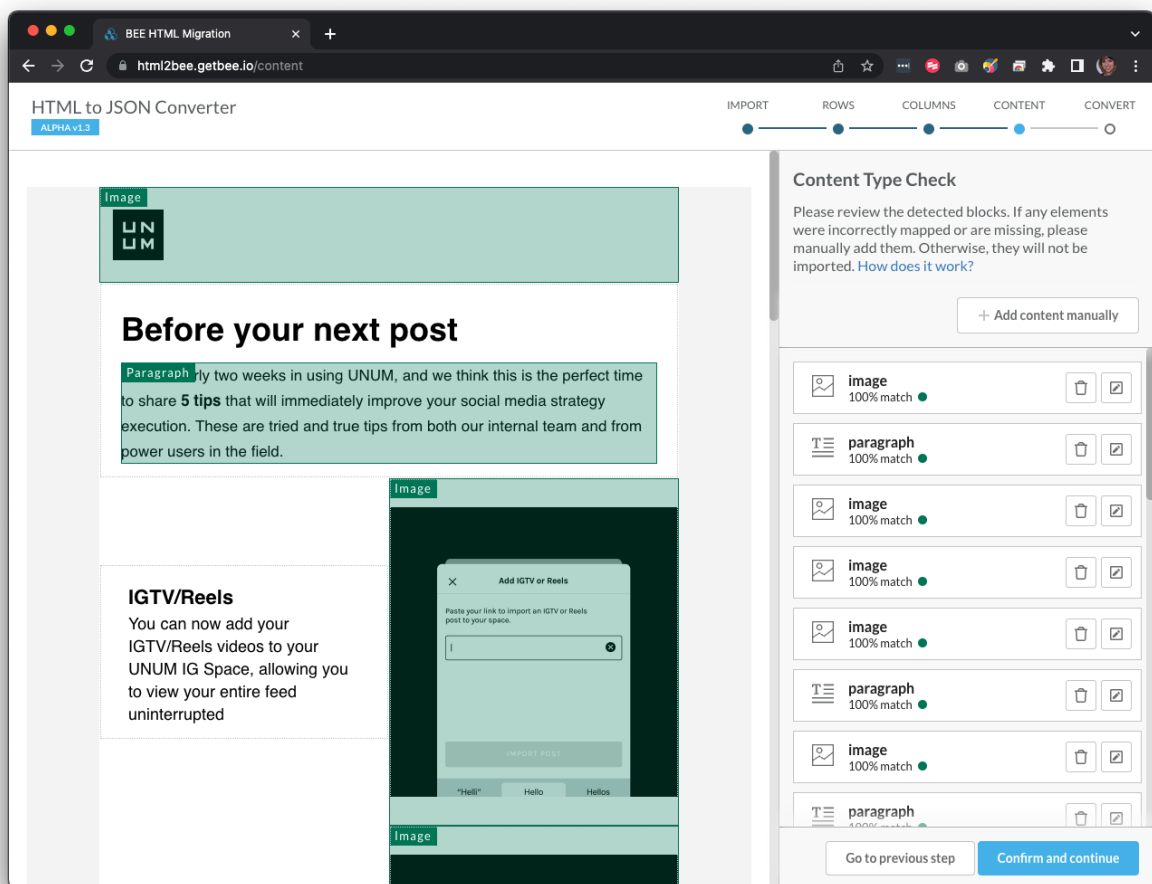
## Are the columns displaying correctly?

Please verify that the columns are properly positioned. You may add or remove columns to improve the output.

[How does it work?](#)

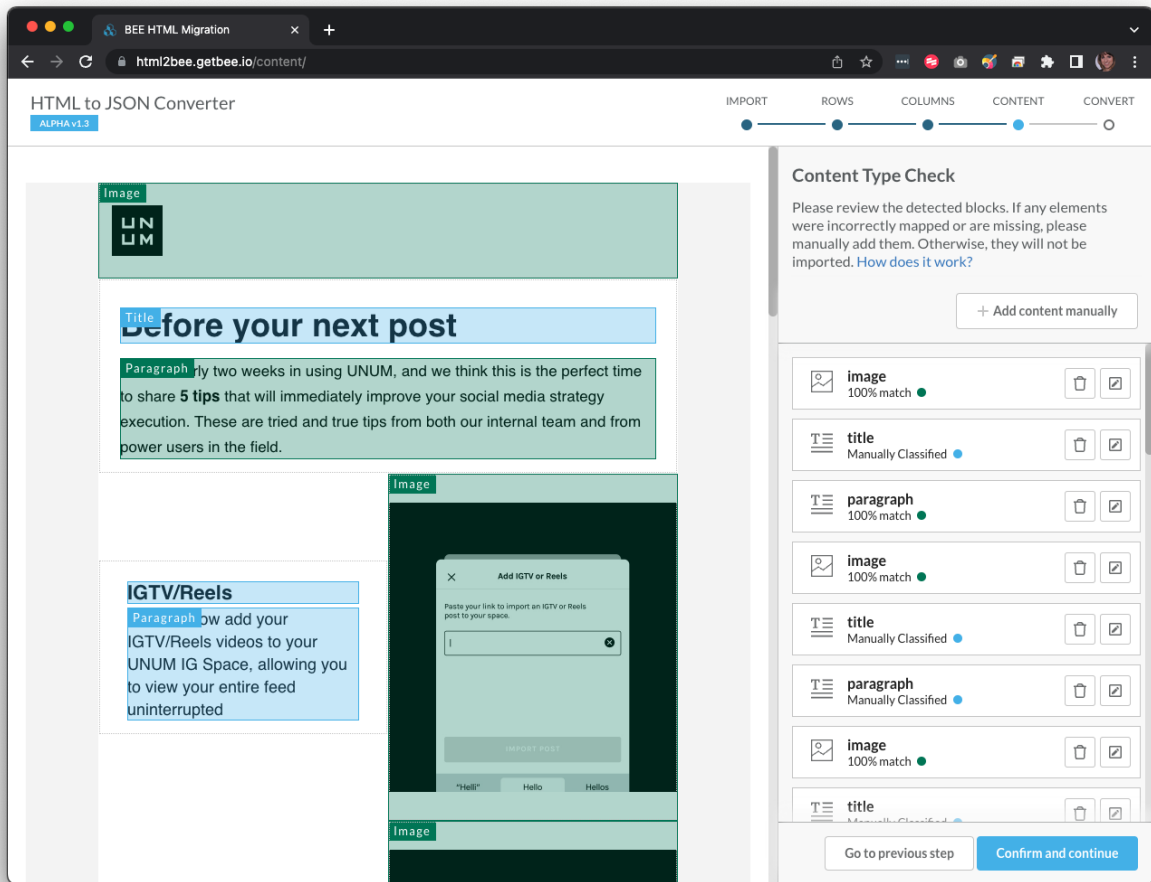
+ Add column manually

7. Our last step in the conversion process will be dedicated to “Content.”



The screenshot shows the 'HTML to JSON Converter' interface. The main content area displays a webpage with various elements: an image of a logo, a heading 'Before your next post', a paragraph of text, an 'IGTV/Reels' section with a video player, and another image. The right sidebar is titled 'Content Type Check' and lists detected blocks with their match percentages: five 'image' blocks (100% match) and three 'paragraph' blocks (100% match). Each block has a trash icon and a checkmark icon. At the bottom of the sidebar, there are buttons for 'Go to previous step' and 'Confirm and continue'.

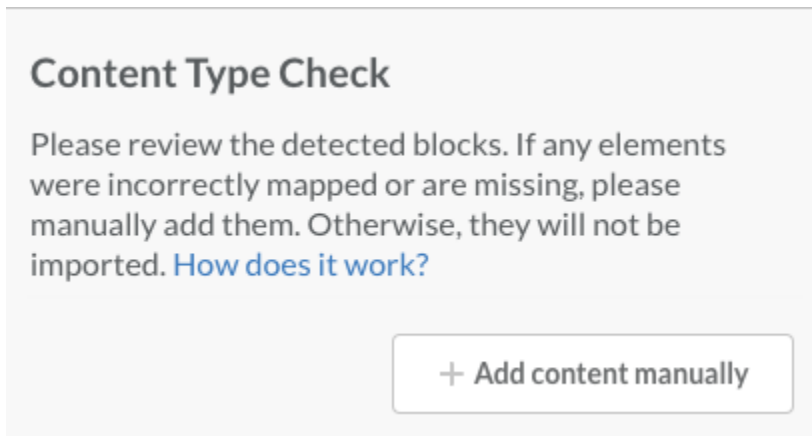
Ensure, and check all content elements are recognized. **If some contents are not classified, the converter won't be able to import them.** If that's the case, you will need to add them manually. We highly recommend checking the content types to increase the accuracy of the output.



Manually classified contents are highlighted in blue.

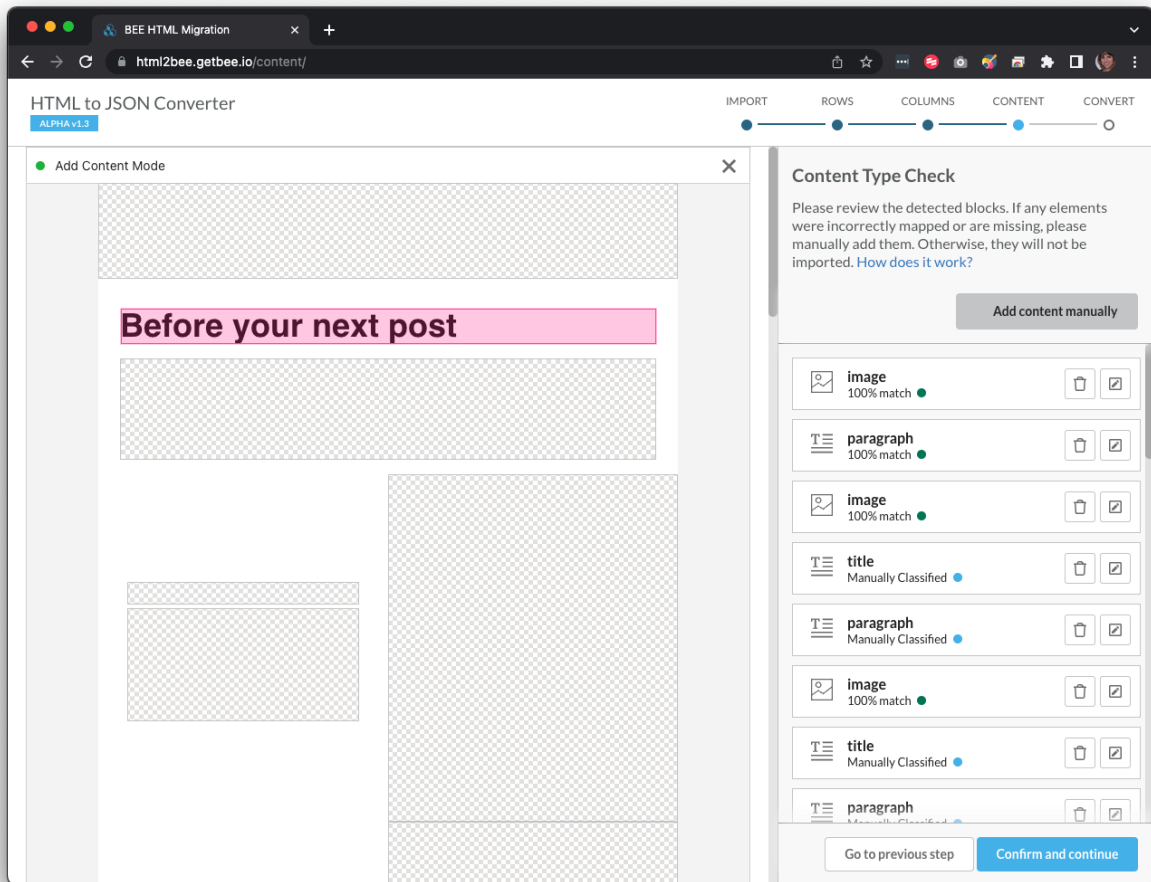
**Please note: Staggered tables and tabular data will be currently mapped as HTML.**

8. Click "Add content manually" to include missing elements.

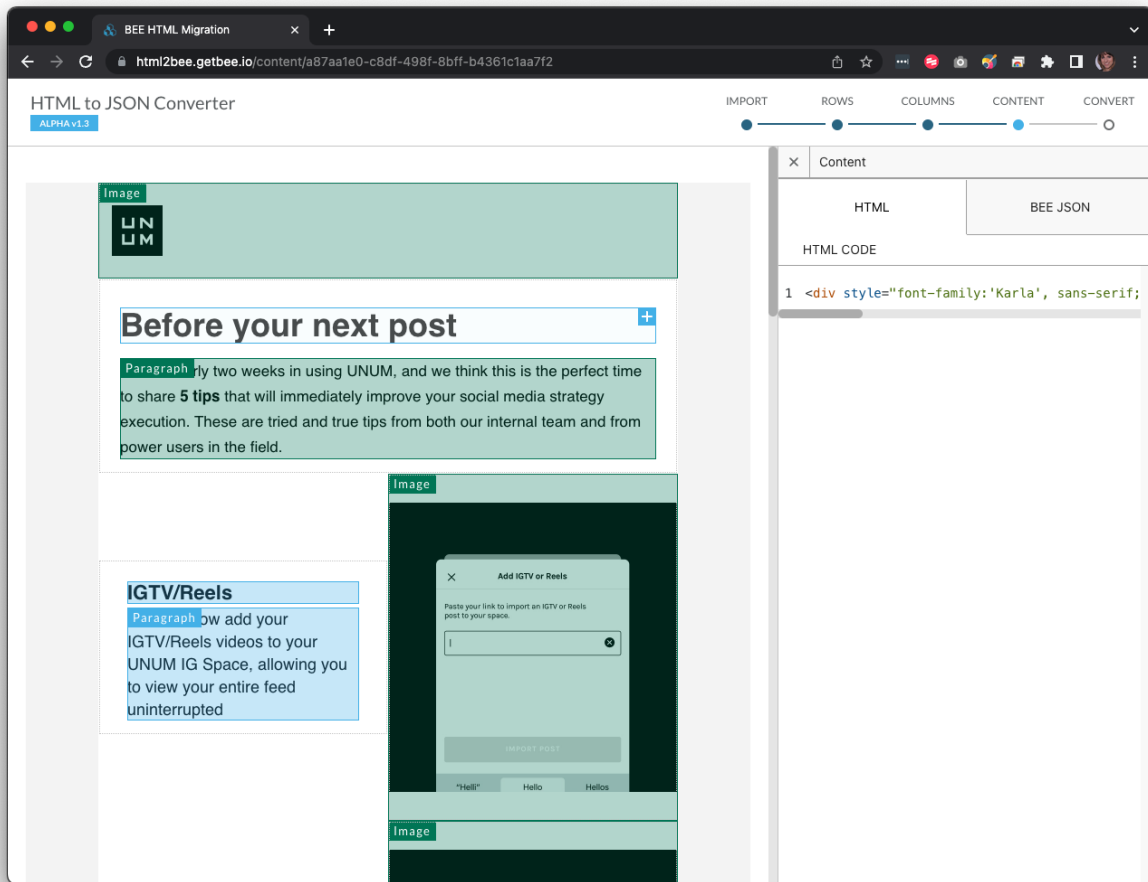


8.1 When the stage is in “Add content Manually” mode, you can't select any previously selected content.

8.2 When in “Add content manually” mode, hover onto the element you need to classify. The element will be highlighted in pink.



Click on the + icon on the right corner of the selected area.



Then pick the correct content type.



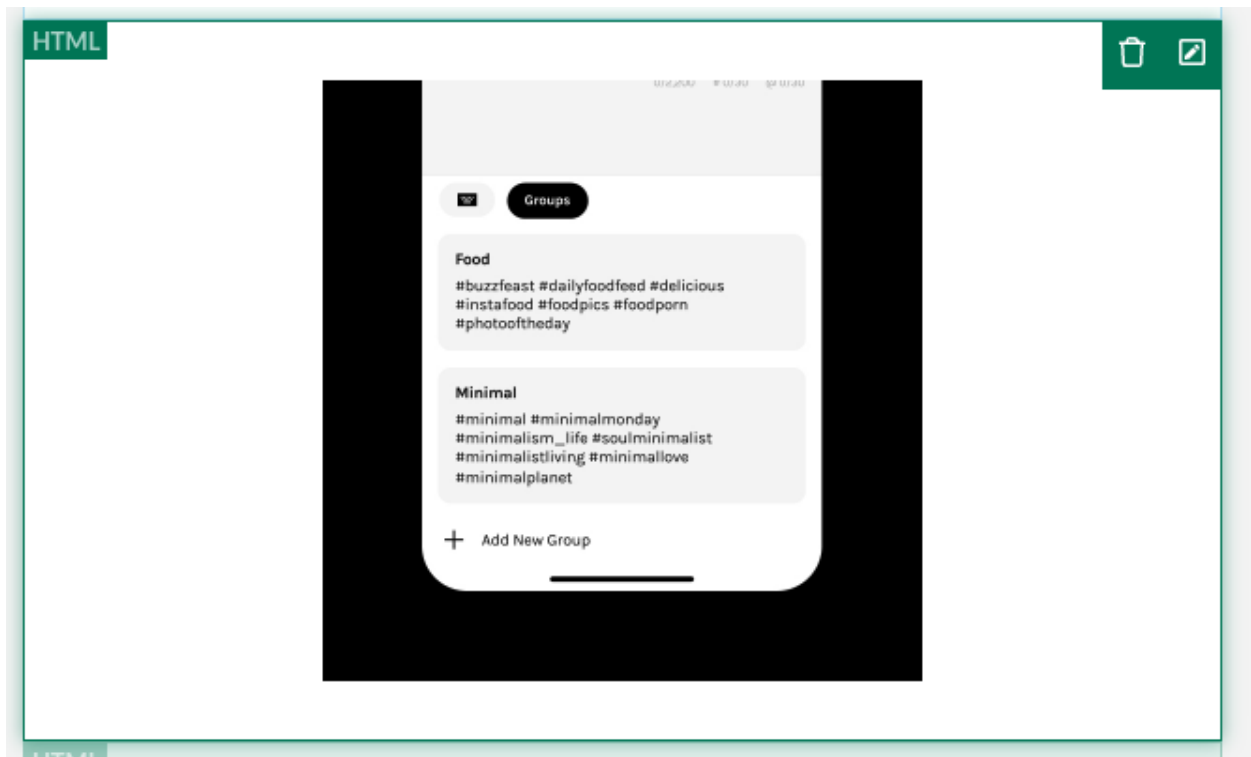
To edit or remove a mapped element, hover over the content then click on the Edit (pencil icon)



or Cancel (bin icon)



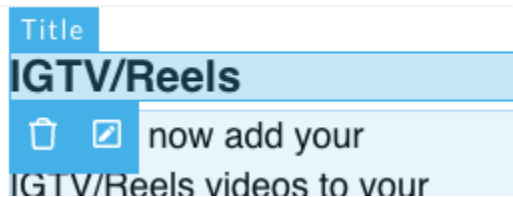
Next, click the [🖋️] icon to choose the content type.



Et voilà, the content has now been classified!

8.1.1 You can also classify elements manually in case they are wrongly assigned.

You can click on the “edit icon,”  the second icon on the right.



9. Once you are satisfied with the result, click on Confirm and Continue

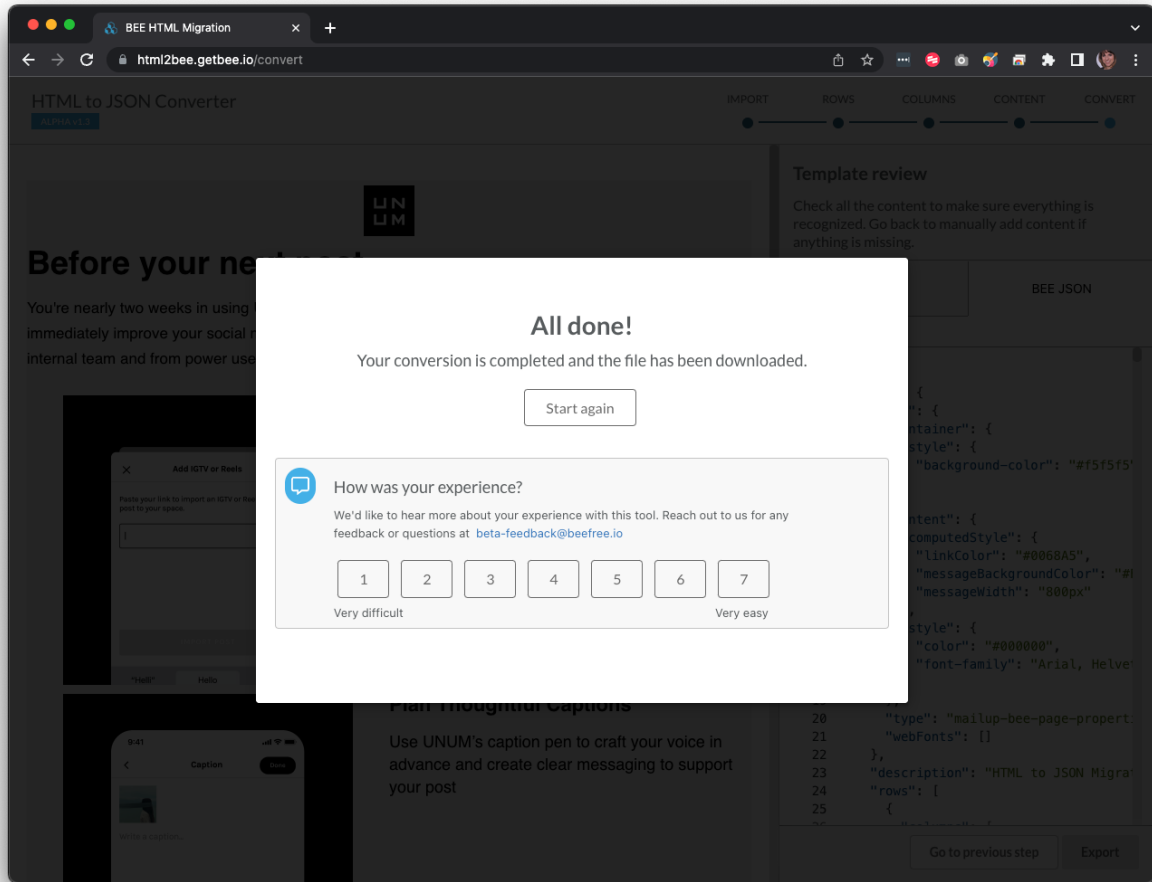
10. Final step, template review: check all the content to ensure everything is recognized. Go back to add content manually if anything is missing.

Below you can see the BEE JSON code, and the HTML code

The screenshot shows a web browser window with the URL `html2bee.getbee.io/convert`. The page title is "HTML to JSON Converter" and it includes a navigation bar with "IMPORT", "ROWS", "COLUMNS", "CONTENT", and "CONVERT" tabs. The main content area features a UNUM logo and a heading "Before your next post". Below this, there is a paragraph of text and two sections: "IGTV/Reels" with a video player and "Plan Thoughtful Captions" with a text input field. The right sidebar has a "Template review" section with a "BEE JSON" tab selected, showing a JSON code block. At the bottom of the sidebar, there are "Go to previous step" and "Export" buttons.

11. If you're ready, Click "Export".

Congrats! Your new BEE template will automatically download on your computer.



At the end of your session you will receive a confirmation screen. You can *Start again*, upload a new file, and rate your conversion experience (we highly recommend you do it so that we can improve the experience along the way).