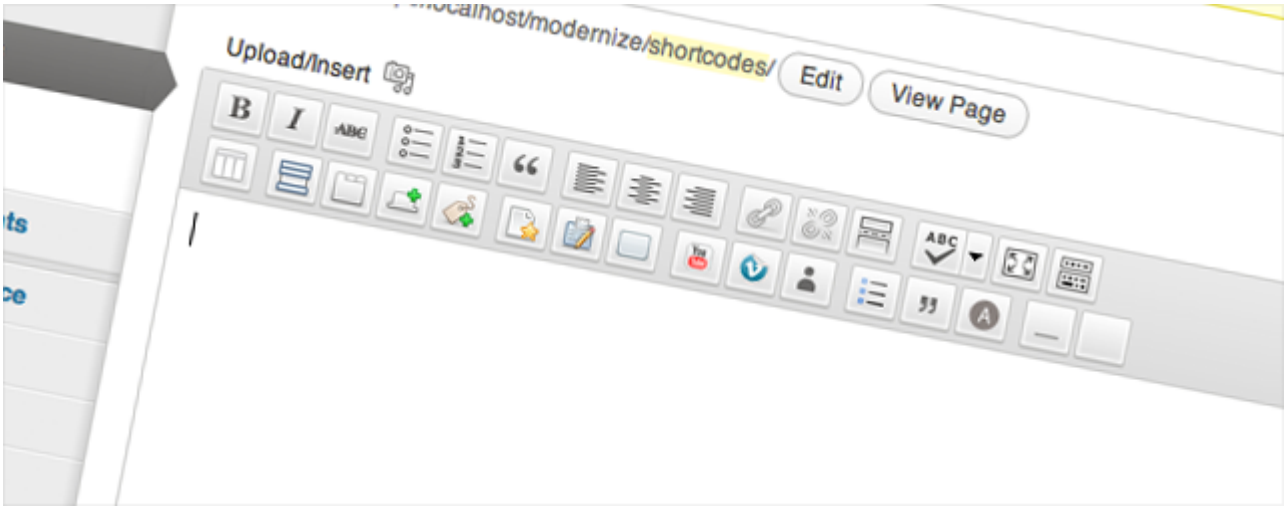
Shortcodes

You can easily use shortcodes via shortcodes built-in(via editor). Nice!
Or If you like using it as traditional way(hardcode). You can also do it!