

# CIS 300

## Web Design and Development

### Chapter 2 | HTML Basics

## Learning Outcomes

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- Understand and be able to explain semantic code
- Understand and be able to explain block vs. inline elements
- Understand and explain the basic anatomy of a web page
- Successfully utilize block-level elements to format the body of a web page
  - Headings
  - Paragraphs
  - Lists
  - Blockquotes
- Successfully use inline elements and phrase elements to configure text on a web page

## Learning Outcomes

3

- Successfully utilize special entity characters on a web page
  - Line breaks
  - Horizontal rules
- Successfully utilize new HTML5 elements on a web page
  - Header
  - Nav
  - Main
  - Footer
  - Article
  - Section
  - Aside

## Learning Outcomes

4

- Successfully use anchor elements to link from page to page
- Understand and use absolute, relative, and e-mail hyperlinks
- Understand the importance and be able to test a webpage for valid HTML syntax

## What is semantic code?

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- Semantics gives content on a web page meaning and structure by using the proper element(s).
- Semantic code describes the *value* of content on a page, regardless of the style or appearance of that content.
- Consider this:

```
<font size="6"><b>This is the page title</b></font>
```

VS

```
<h1>This is the page title</h1>
```

More information: [http://www.w3schools.com/html/html5\\_semantic\\_elements.asp](http://www.w3schools.com/html/html5_semantic_elements.asp)

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## Why is semantic code important?

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- Visually impaired people
- Search Engine Optimization (SEO)
- Faster to download
- Easier to update
- Easier to understand
- Allows Cascading Style Sheets to do its job

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## What is a Block-level Element?

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- Always begin on a new line
- Stack one on top of the other
- Occupies all available width (as far left and right as it can go)
- Can be nested inside one another
- Might wrap inline-level elements
- Common block-level elements:
  - Division Elements <div>
  - Heading Elements <h1>...<h6>
  - Paragraph Elements <p>
  - Form Elements <form>

More information: [http://www.w3schools.com/html/html\\_blocks.asp](http://www.w3schools.com/html/html_blocks.asp)

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## What is a Inline Element?

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- Does NOT start on a new line
- Does NOT stack, lines up one after the other (follows the flow of the document)
- Occupies only as much space as necessary
- Can be nested inside one another
- Can't wrap block-level elements
- Common inline elements:
  - Span Elements <span>
  - Anchor Elements <a>
  - Image Elements <img>

More information: [http://www.w3schools.com/html/html\\_blocks.asp](http://www.w3schools.com/html/html_blocks.asp)

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# Heading Element

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- Heading tags define HTML headings.
- `<h1>` defines the most important heading.
- `<h6>` defines the least important heading.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Heading Example</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>This is H1</h1>
11    <h2>This is H2</h2>
12    <h3>This is H3</h3>
13    <h4>This is H4</h4>
14    <h5>This is H5</h5>
15    <h6>This is H6</h6>
16  </body>
17
18 </html>

```

# This is H1

## This is H2

### This is H3

#### This is H4

##### This is H5

###### This is H6

More information: [http://www.w3schools.com/tags/tag\\_hn.asp](http://www.w3schools.com/tags/tag_hn.asp)

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# Paragraph Element

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- Paragraph tags define a paragraph.
- Groups sentences and sections of text together.
- Browsers add space before and after a paragraph tag.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Paragraph Example</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>Heading Level 1</h1>
11    <p>This is a sample paragraph.</p>
12
13  </body>
14
15 </html>

```

# Heading Level 1

This is a sample paragraph.

More information: [http://www.w3schools.com/html/html\\_paragraphs.asp](http://www.w3schools.com/html/html_paragraphs.asp)

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## Line Break Element

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- Stand-alone tag
- Called a void element in HTML5
- Causes the next element or text to be displayed on a new line

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Line Break Example</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>Heading Level 1</h1>
11    <p>This is a sample paragraph.
12      <br> This will now go on a new line.</p>
13
14  </body>
15
16 </html>

```

### Heading Level 1

This is a sample paragraph.  
This will now go on a new line.

More information: [http://www.w3schools.com/tags/tag\\_br.asp](http://www.w3schools.com/tags/tag_br.asp)

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## Horizontal Rule Element

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- Another void element
- Adds a horizontal line to the page
- In HTML5, it should be used to indicate a theme break at the paragraph level

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Line Break Example</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>Heading Level 1</h1>
11    <p>This is a sample paragraph.
12      <br> This will now go on a new line.</p>
13    <hr>
14
15  </body>
16
17 </html>
18
19

```

### Heading Level 1

This is a sample paragraph.  
This will now go on a new line.

---

More information: [http://www.w3schools.com/tags/tag\\_hr.asp](http://www.w3schools.com/tags/tag_hr.asp)

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# Blockquote Element

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- Indents a block of text adding special emphasis

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Blockquote Example</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>The Power of the Web</h1>
11    <p>According to Tim Berners-Lee:</p>
12    <blockquote>
13      The power of the Web is in its universality.
14    </blockquote>
15  </body>
16 </html>
17
18
```

## The Power of the Web

According to Tim Berners-Lee:

The power of the Web is in its universality.

More information: [http://www.w3schools.com/tags/tag\\_blockquote.asp](http://www.w3schools.com/tags/tag_blockquote.asp)

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# Phrase Elements

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- Indicate the context and meaning of the text
- Displayed inline with the text

Tag	Description
<em>	Renders as emphasized text
<strong>	Defines important text
<code>	Defines a piece of computer code
<samp>	Defines sample output from a computer program
<kbd>	Defines keyboard input
<var>	Defines a variable

## Proper Code Nesting:

<p>The <em>quick brown fox</em> jumped over the <strong>lazy dog</strong>.</p>

## What the browser shows:

The *quick brown fox* jumped over the **lazy dog**.

More information: [http://www.w3schools.com/tags/tag\\_strong.asp](http://www.w3schools.com/tags/tag_strong.asp)

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## Ordered Lists

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- Displays information in an ordered fashion
- Can contain a type attribute to determine ordering scheme of the list
  - Default is numerals
- `<li></li>` is used to identify each individual item in the list.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Heading and List</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>My Favorite Colors</h1>
11    <ol>
12      <li>Blue</li>
13      <li>Teal</li>
14      <li>Red</li>
15    </ol>
16  </body>
17 </html>
18
19
```

### My Favorite Colors

1. Blue
2. Teal
3. Red

More information: [http://www.w3schools.com/tags/tag\\_ol.asp](http://www.w3schools.com/tags/tag_ol.asp)

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## Ordered Lists – Type Attribute

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- Ordered Lists allows for 3 attributes:
  - Type
    - `<ol type="_">`
  - Allows the developer to change how ordered lists are displayed (numerals, uppercase/lowercase letters, and uppercase/lowercase & Roman numerals).

```

1 <!DOCTYPE html>
2 <html lang="en">
3   CIS300 - Arizona State University
4   <head>
5     <title>Heading and List</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>My Favorite Colors</h1>
11    <ol type="A">
12      <li>Blue</li>
13      <li>Teal</li>
14      <li>Red</li>
15    </ol>
16  </body>
17 </html>
18
19
```

### My Favorite Colors

- A. Blue
- B. Teal
- C. Red

More information: [http://www.w3schools.com/tags/att\\_ol\\_type.asp](http://www.w3schools.com/tags/att_ol_type.asp)

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## Ordered Lists – Start Attribute

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- Ordered Lists allows for 3 attributes:
  - Start
    - `<ol start=" _ ">`
    - Allows the developer to specify the position which they want the ordered list to start at.
    - For example: Start at the number "5" instead of "1".

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Heading and list</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>My Favorite Colors</h1>
11    <ol start="5">
12      <li>Blue</li>
13      <li>Teal</li>
14      <li>Red</li>
15    </ol>
16  </body>
17
18 </html>

```

### My Favorite Colors

5. Blue
6. Teal
7. Red

More information: [http://www.w3schools.com/tags/att\\_ol\\_start.asp](http://www.w3schools.com/tags/att_ol_start.asp)

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## Ordered Lists – Reversed Attribute

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- Ordered Lists allows for 3 attributes:
  - Reversed
    - `<ol reversed>`
    - Allows the developer to specify that the ordered list should be rendered in reverse order.
    - Example:  
3, 2, 1 instead of 1, 2, 3.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4   <head>
5     <title>Heading and list</title>
6     <meta charset="utf-8">
7   </head>
8
9   <body>
10    <h1>My Favorite Colors</h1>
11    <ol reversed>
12      <li>Blue</li>
13      <li>Teal</li>
14      <li>Red</li>
15    </ol>
16  </body>
17
18 </html>

```

### My Favorite Colors

3. Blue
2. Teal
1. Red

More information: [http://www.w3schools.com/tags/att\\_ol\\_reversed.asp](http://www.w3schools.com/tags/att_ol_reversed.asp)

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## Unordered Lists

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- Displays information in an unordered fashion using bullet points
- Uses the `<li></li>` element to identify each individual item in the list.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>Heading and List</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10  <h1>My Favorite Colors</h1>
11  <ul>
12    <li>Blue</li>
13    <li>Teal</li>
14    <li>Red</li>
15  </ul>
16 </body>
17
18 </html>

```

### My Favorite Colors

- Blue
- Teal
- Red

More information: [http://www.w3schools.com/tags/tag\\_ul.asp](http://www.w3schools.com/tags/tag_ul.asp)

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## Description Lists

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- Previously called “definition list” in HTML 4.0 and XHTML
- Can be used to:
  - Display terms/descriptions
  - Display questions/answers
- `<dt>` element contains term or name
- `<dd>` element contains definition or description. This is indented.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>Description List</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10  <h1>Sample Description List</h1>
11  <dl>
12    <dt>TCP</dt>
13    <dd>Transmission Control Protocol is a...</dd>
14    <dt>IP</dt>
15    <dd>Internet Protocol is the...</dd>
16    <dt>FTP</dt>
17    <dd>File Transfer Protocol is a...</dd>
18    <dt>HTTP</dt>
19    <dd>Hypertext Transfer Protocol is the...</dd>
20  </dl>
21 </body>
22
23 </html>
24

```

### Sample Description List

TCP  
Transmission Control Protocol is a...

IP  
Internet Protocol is the...

FTP  
File Transfer Protocol is a...

HTTP  
Hypertext Transfer Protocol is the...

More information: [http://www.w3schools.com/tags/tag\\_dl.asp](http://www.w3schools.com/tags/tag_dl.asp)

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## Special Entity Characters

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- Specific codes need to be used to display special types of characters.

Character	Entity Name	Code
"	Quotation mark	&quot;
©	Copyright symbol	&copy;
&	Ampersand	&amp;
[EMPTY SPACE]	Nonbraking space	&nbsp;
'	Right single quote	&rsquo;
-	Long dash	&mdash;
	Vertical Bar	&#124;
<	Less than sign	&lt;
>	Greater than sign	&gt;

### Example HTML:

&copy; Copyright 2016 CIS Corp. All rights reserved.

### Browser Output

© Copyright 2016 CIS Corp. All rights reserved.

More information: [http://www.w3schools.com/html/html\\_symbols.asp](http://www.w3schools.com/html/html_symbols.asp)

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## Division Element

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- Creates a specially formatted division or area on a web page.
- Div's are a block display element with space above and below.
- Div's can contain other block and inline elements.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>Div Example</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10
11   <div>
12     <p>This is a test</p>
13   </div>
14
15 </body>
16
17 </html>

```

This is a test

More information: [http://www.w3schools.com/tags/tag\\_div.asp](http://www.w3schools.com/tags/tag_div.asp)

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## Header HTML5 Element

23

- Contains the heading of a webpage.
- Specifies a header for a document or section.
- Should be used as a container for introductory content.
- Several <header> elements in one document.

```

1  <!DOCTYPE html>
2  <html lang="en">
3
4  <head>
5      <title>HTML5 Header Example</title>
6      <meta charset="utf-8">
7  </head>
8
9  <body>
10     <header>
11         <h1>Trillium Media Design</h1>
12     </header>
13
14 </body>
15
16 </html>
17

```

More information: [http://www.w3schools.com/tags/tag\\_header.asp](http://www.w3schools.com/tags/tag_header.asp)

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## Navigation HTML5 Element

24

- Contains the main navigation of a web page.
- Defines a set of navigation links.
- Intended for large blocks of navigation links (for example the main navigation for the site).

```

1  <!DOCTYPE html>
2  <html lang="en">
3
4  <head>
5      <title>HTML5 Nav Example</title>
6      <meta charset="utf-8">
7  </head>
8
9  <body>
10
11     <header>
12         <h1>Trillium Media Design</h1>
13     </header>
14
15     <nav>
16         <a href="index.html">Home</a> &nbsp;&nbsp;&
17         <a href="services.html">Services</a> &nbsp;&nbsp;&
18         <a href="contact.html">Contact</a>
19     </nav>
20
21 </body>
22
23 </html>

```

More information: [http://www.w3schools.com/tags/tag\\_nav.asp](http://www.w3schools.com/tags/tag_nav.asp)

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## Main HTML5 Element

25

- Contains the main content of a web page.
- Content within `<main>` should be unique to the document & website.
- It should not contain any content that is repeated across documents such as sidebars, navigation links, copyright information, site logos, and search forms.

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>HTML5 Main Example</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10
11   <header>
12     <h1>Trillium Media Design</h1>
13   </header>
14
15   <nav>
16     <a href="index.html">Home</a> &nbsp;
17   </nav>
18
19   <main>
20     <h2>New Media and Web Design</h2>
21     <p>Trillium Media Design will bring your compa
22   </main>
23
24 </body>
25
26 </html>

```

More information: [http://www.w3schools.com/tags/tag\\_main.asp](http://www.w3schools.com/tags/tag_main.asp)

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## Footer HTML5 Element

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- Contains the footer of a web page
- Typically contains:
  - authorship information
  - copyright information
  - contact information
  - sitemap
  - back to top links
  - related documents

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>HTML5 Footer Example</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10
11   <header>
12     <h1>Trillium Media Design</h1>
13   </header>
14
15   <nav>
16     <a href="index.html">Home</a> &nbsp;
17   </nav>
18
19   <main>
20     <h2>New Media and Web Design</h2>
21     <p>Trillium Media Design will bring your company's Web p
22   </main>
23
24   <footer>
25     <small><i>Copyright &copy; 2016 Your Name Here</i></small>
26   </footer>
27
28 </body>
29
30 </html>
31

```

More information: [http://www.w3schools.com/tags/tag\\_footer.asp](http://www.w3schools.com/tags/tag_footer.asp)

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## Section HTML5 Element

27

- Indicates a “section” of a document, like chapters, headers, footers, or any other sections of the document.

```

18 <main>
19   <section>
20     <h1>WWF</h1>
21     <p>The World Wide Fund for Nature (WWF) is....</p>
22   </section>
23 </main>
24

```

More information: [http://www.w3schools.com/tags/tag\\_section.asp](http://www.w3schools.com/tags/tag_section.asp)

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## Article HTML5 Element

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- Indicates an independent entry that can stand on its own (like a blog entry).
- Some examples of when <article> can be used are:
  - Forum post
  - Blog post
  - News story
  - Comment

```

17
18 <main>
19   <article>
20     <h1>Google Chrome</h1>
21     <p>Google Chrome is a free.k</p>
22   </article>
23 </main>
24

```

More information: [http://www.w3schools.com/tags/tag\\_article.asp](http://www.w3schools.com/tags/tag_article.asp)

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## Aside HTML5 Element

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- Indicates a sidebar or other tangential piece of content.

```

18 <main>
19 <p>My family and I visited The Epcot center this summer.</p>
20
21 <aside>
22 <h4>Epcot Center</h4>
23 <p>The Epcot Center is a theme park in Disney World, Florida.</p>
24 </aside>
25 </main>
26

```

More information: [http://www.w3schools.com/tags/tag\\_aside.asp](http://www.w3schools.com/tags/tag_aside.asp)

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## Anchor Element

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- Inline display element
- Specifies a hyperlink reference (href) to a file, URL, or e-mail.
- The text between <a> and </a> is displayed on the web page.
- By default:
  - An unvisited link is underlined and blue
  - A visited link is underlined and purple
  - An active link is underlined and red

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5 <title>Anchor Example</title>
6 <meta charset="utf-8">
7 </head>
8
9 <body>
10 <a href="http://webdevbasics.net">Basics of Web Design Textbook Companion</a>
11 </body>
12
13 </html>
14

```

More information: [http://www.w3schools.com/tags/tag\\_a.asp](http://www.w3schools.com/tags/tag_a.asp)

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## Link References

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- Absolute Link References
  - Typically used to link to other websites
  - Example:
    - `<a href="http://www.example.com/theme.css">`
- Relative Link References
  - Used to link to pages on your own site relative to the current page.
  - Example:
    - `<a href="/themes/theme.css">`

More information: [http://www.w3schools.com/tags/tag\\_a.asp](http://www.w3schools.com/tags/tag_a.asp)

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## Links in New Browser Windows

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- Another `<a>` attribute is `target`
- Used to identify how the link should open

Value	Description
<code>_blank</code>	Opens the linked document in a new window or tab
<code>_self</code>	Opens the linked document in the same frame as it was clicked (this is default)
<code>_parent</code>	Opens the linked document in the parent frame
<code>_top</code>	Opens the linked document in the full body of the window
<code>framename</code>	Opens the linked document in a named frame

More information: [http://www.w3schools.com/tags/tag\\_a.asp](http://www.w3schools.com/tags/tag_a.asp)

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## Email Links

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- Uses “mailto:” in the anchor href
- Automatically launches the default mail program on the computer

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <title>E-mail Example</title>
6   <meta charset="utf-8">
7 </head>
8
9 <body>
10  <a href="mailto:test@asu.edu">Joe Student</a>
11 </body>
12
13 </html>

```

[Joe Student](mailto:test@asu.edu)

## HTML Syntax Validation

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- Remember, valid code means your web page is more consistent when opened by various browsers
- W3C HTML Validation Tool
  - <http://validator.w3.org>
- Additional HTML5 Validation Tool
  - <http://html5.validator.nu>



**See you in the next video!**