# Writing custom HTML Helpers for ASP.NET MVC

## Transitioning from webforms

Server controls

HTML/CSS/JS

## How to begin

HTML/CSS/JS

## Writing the spec

Rough draft

Syntactic sugar

## Giving options

Parameters

HtmlAttributes & Merging

Standard vs Fluent

## Fluent API

Method chaining

Restricting the flow of options

## Final Results

Using the helper

## Complexity and decisions

Considerations for writing a helper

Target usage

Reusability