✤ Rails provides many **view helpers** so you can write HTML tags in Ruby!

```
<%= link_to "Google", "http://google.com" %>
<a href="http://google.com">Google</a>
```

```
<%= image_tag "starwars.jpg" %>
<img src="/assets/starwars.jpg">
```

✤ There are also **URL helpers** that help you generate the paths to all the URLs in your application, so you don't have to remember them. Find out what routes are in your application using **rake routes**, then use the prefix to determine the URL helper, which is always the **prefix + _url**

```
     Prefix Verb   URI Pattern              Controller#Action
     movies GET    /movies(.:format)        movies#index
            POST   /movies(.:format)        movies#create
 new_movie GET    /movies/new(.:format)    movies#new
edit_movie GET    /movies/:id/edit(.:format) movies#edit
     movie GET    /movies/:id(.:format)    movies#show
            PATCH  /movies/:id(.:format)    movies#update
            PUT    /movies/:id(.:format)    movies#update
            DELETE /movies/:id(.:format)    movies#destroy
      root GET    /                        movies#index
```

Read this as:

The URL to my movies#index page (the list of all the movies) is **/movies**, and the URL helper is **movies_url**.

The URL to my movies#show page (a single movie's page) is **/movies/:id (e.g. /movies/123)**, and the URL helper is **movie_url(123)**.

The URL to my movies#new page (the form to input a new movie) is **/movies/new**, and the URL helper is **new_movie_url**.

✤ There are also **form helpers** that help you write forms and their inputs without having to remember the crazy HTML.

```
<%= form_for @actor do |form| %>
  <%= form.label :name %>
  <%= form.text_field :name %>
  <%= form.button 'Create Actor' %>
<% end %>
```

```
<form action="/movies" method="POST">
  <label for="name">Name</label>
  <input type="name" id="name">
  <button type="submit">Create Movie</button>
</form>
```

With Rails helpers   **HTML equivalent**

```
<%= form_for @actor do |form| %>
  <div class="form-group">
    <%= form.label :name %>
    <%= form.text_field :name, class: "form-control" %>
  </div>
  <%= form.button 'Create Actor', class: "btn btn-success" %>
<% end %>
```

With Bootstrap