Markup guidelines

1. **HTML5 specification of**

Document type: It complies with the latest specification of HTML5. Basically, It aims to make the document more structured while maintaining the strictness of XHTML 1.0 Strict.

We carefully consider the backward compatibility of web browsers.

1. **HTML5** plans to add tags list

<Article> <aside> <audio> <canvas> <command> <datalist> <details> <embed> <figcaption> <figure> <footer> <header> <hgroup>

<Keygen> <mark> <menu> <meter> <nav> <output> <progress> <section> <source> <summary> <time> <video> <rp> <rt> <ruby> <wbr>

1. **HTML5** Deprecated Tag List

<Acronym> <applet> <basefont> <bgsound> <big> <blink> <center> <dir> <font> <frame> <frameset> <isindex> <listing> <marquee>

<Nobr> <noembed> <noframes> <plaintext> <rb> <spacer> <strike> <tt> <u> <xmp>

1. **HTML5 rules**

|  |  |
| --- | --- |
| · Describe all HTML element names and attribute names in lowercase letters.  Attribute values and text may contain uppercase letters.  Incorrect: <P> → positive: <p> | • - Use the lang attribute to specify the language code.  Positive: *lang = "ja"* |
| · Write end tags for all non-empty elements.  Incorrect: <p> hogehoge → positive: <p> hogehoge </p> | • When you want to insert a delimiter Describe without including "-" in comment.  Incorrect: *<! ---------->* → Positive: *<!-- ====== -->* |
| · Skip slash of empty element.  Incorrect: <br /> → Positive: <br> | • Encode all "<" and "&". ">" Should also be encoded.  Incorrect: love & peace → positive: love & amp; peace |
| · Enclose all attribute values ​​with quotation marks ( ").  Incorrect: *height = 55* → positive: *height = "55"* | · The default type attribute is omitted.  Incorrect: *<script type = "text / javascript" src = "xxx.js"> </ script>*  Correct: *<script src = "xxx.js"> </ script>* |

1. **Basic layout · Navigation structure**

The basic content width is 1170 px.

\* In the case of HTML5, properly replace some areas from the div. (Tags are listed in parentheses)

■ Header area (navigation) (Header)

Global navigation is enclosed with Class name " .navbar". (Nav)

Whether to include navigation in the header is optional. ※ By design.

■ Bread crumb navi area

The part enclosed with the class name ".breadcrumbs" is the content area.

***Example description:*** *Site name Home> Company information> Corporate philosophy*

■ HTML <section>

The <section> tag defines sections in a document, such as chapters, headers, footers, or any other sections of the document.

***Example:***

*<section>*

*<h1>WWF</h1>*

*<p>The World Wide Fund for Nature (WWF) is....</p>*

*</section>*

ID names "#namesection " or “. namesection “ to be described later as content areas

When enclosing, use “.container”, “container\_fluid” or “row”( use bootstrap).

■ side navigation

The part enclosed with the ID name "#side" is a side navigationo (or use row and col\_x\_x in bootsatrap).

Or you use **<aside> tag**

***Example:***

*<aside>  
  <h4>Epcot Center</h4>  
  <p>The Epcot Center is a theme park in Disney World, Florida.</p>  
</aside>*

Consider the width considering the size of the banner to be posted. (Aside)

Example: 250px, 300px

■ Footer area

Let the part enclosed with the ID name "# footer" be the footer area. (Footer)

· The leftmost (first item) is always the top page of the site. Notation is taken into consideration of SEO,

"Site name + Home". (Design is given priority)

· When processing an asymmetric inequality sign ">" etc. as an image on the separator,

When used as a background of a tag, inconvenience does not occur when CSS is turned off.

1. **New Semantic Elements in HTML5**

|  |  |
| --- | --- |
| * <article> * <aside> * <details> * <figcaption> * <figure> * <footer> * <header> * <main> * <mark> * <nav> * <section> * <summary> * <time> | C:\Users\Administrator\Desktop\28-11-2016 1-29-01 AM.png |

Please view folder : temp\_rules, or read more http://www.w3schools.com/html/html5\_semantic\_elements.asp

1. **DOCTYPE HTML5**

<! DOCTYPE html>

1. **How to write the head element with an awareness of SEO**

*. Title*

*. Description*

*. Keywords (As of February 2009 there is not much impact like SEO)*

*. Load CSS file*

*. Fabicon*

***Ex:***

*<title>Title for the page in search-engine results </title>*

*<meta name="description" content="...">*

*<meta name="keywords" content="...">*

*<meta name="author" content="...">*

**\* JS file reading, due to display speed etc.,**

It is preferable to put it in front of </ body> as much as possible rather than <head> element.

1. **meta tag**

Be sure to include the <meta> tag in the <head> element, and specify attributes related to the entire file.

· Identify the character code you are using, and prevent malfunctions when the browser automatically determines.

· Manage it externally by using extended functions such as JavaScript and CSS.

**HTML5 ※** slash of empty element is unnecessary.

<meta charset = "utf-8"> **Description**

Testimonials of the relevant page described in the order of **110** characters.

***Description example:***

*<meta name = "description" content = "CYBRIDGE is a potential site for concept making and branding websites . We will produce high-quality websites from planning to design, development, management and operation, understanding the elements involved "/>*

\* If the explanatory note for each page is difficult, describe the introduction sentence of that site on every page. **Keywords**

Add about 5 to 10 keywords related to the page in (comma separated).

Description example*: Meta name keywords content WEB Production Company, Production Company, Website Construction, WEB Design Website Production, Search Engine Measures, SEO* /

\* If the keyword for each page is difficult, describe the keyword of the site on every page. **Viewport**

When optimizing the page for smartphones and tablets, in general the following will be described.

*<meta name = "viewport" content = "width = device - width, maximum - scale = 1.0, initial - scale = 1.0, user - scalable = 0">*

1. **OGP**

<meta property = "og: title " content = " page title"> (required)

<meta property = "og: type " content = " page type"> (required)

***OGP***

<meta property = og: type content = Bae Jitaipu> (required)

<meta property = "og: url " content = " site URL"> (required)

<meta property = "og: image " content = " display image"> (required)

<meta property = "og: site\_name" content = "site name">

<meta property = "og: locale" content = "ja \_ JP">

***Petition Description***

<meta property = "og: description" content = "Page description">

<meta property = "fb: app\_id" content = "application ID">

1. **Other meta tags**

If necessary, describe the meta tags listed in the following examples.

*Control of search robot*

<meta name = "robots" content = "noindex, nofollow">

*Author of the document*

<meta name = "author" content = "Cybody Corporation" lang = "ja" >

*Copyright*

<meta name = "copyright" content = "COPYRIGHT & copy; CYBRiDGE CORPORATION." >

*Cache control and expiration setting*

<meta http-equiv = "pragma" content = "no-cache">

<meta http-equiv = "cache-control" content = "no-cache">

<meta http-equiv = "expires" content = "Sat, 31 Aug 2012 17: 35: 42 GMT">

1. **title tag**

Be sure to describe the <title> tag of the file in the <head> element.

Describe the page title according to the contents of the contents of the page and describe it from the lower directory to the site top page in ascending order

Describe the page title in accordance with the contents of the contents of the page, and describe it in ascending order from the subordinate directory to the site top page.

"Half size space", "| (half size)" "half size space" is described between the directory and the directory.

*Considering SEO, describe a unique title as possible for each page.*

***Description example***

*<Title> Business Information | Sybridge Corporation </ title>*

1. **link tag**

Used for home, help page, descriptions of Fabicon, etc., and designation of mobile and RSS etc if necessary.

**Required**

home: <link rel = "index contents" href = "/" title = "Home">

Fabicon: <link rel = "shortcut icon" type = "image / x - icon" href = "/ img / favicon.ico">

**Any**

help: <link rel = "help" href = "/ help /" title = "Help">

mobile:<link rel = "alternate" media = "handheld" href = "http://www.cybridge.jp/m/">

RSS: <link rel = "alternate" type = "application / rss + xml" title = "RSS 2.0" href = "http://www.cybridge.jp/index.xml">

Page feed: <link rel = "prev" href = "/ news / 229-0" /> <link rel = "next" href = "/ news / 229-2">

Image toolbar hidden: <meta http-equiv = "imagetoolbar" content = "no">

Multilingual:<link rel = "alternate" hreflang = "ja" href = "Japanese URL" /> <link rel = "alternate" hreflang = "en" href = "English URL" >

Icon for smartphone:<link rel = "apple-touch-icon-precomposed" href = "/ img / apple-touch-icon.png" >

1. **External file**

Javascript, CSS, etc. are not described in the <head> tag but are converted into external files.

Even in HTML5, the type attribute mandatory description. Do not use @import to load CSS.

**CSS**

<link href = "/css/style.css" rel="stylesheet" type="text/css" media = "all" >

**Javascript**

<script src = "/js/common.js"> </script>

When reading from external site

If it is displayed in https, if an http is described, an error alert is displayed, so "//" is displayed.

<script src = "// ajax.googleapis.com/ajax/libs/jquery/1.8.3/jquery.min.js"> </ script>

1. **h tag (heading)**

Use <h1> tag for text and image to be the page title.

The lower page is not the site name but the <h1> tag is used for the text or image which is the contents of the content.

Underlayer Is not the site name, Text or image to be the contents Use tags. Hierarchically, h tags are attached in the order of <h1> <h2> <h3> <h4> <h5> <h6>. If it is not as important as SEO, such as a side menu, it is preferable to start with basic <h3>.

※ In case of HTML5, treat the h tag more precisely by conscious of the outline structure.

Since it is desirable to mark up the headline with <section> as much as possible and mark it up with <h1>, basically it conforms to that.

Since there is no possibility that Google will judge spam at all in the future, whether to describe as conventionally (h1 to h6) is to judge according to the case

1. **Table tag**

The "align", "bgcolor", "border", "cellpadding", "cellspacing", "frame", "rules", "summary", and "width" attributes are not supported in HTML5.

It is desirable to describe each child element as finely as possible. (Such as <thead> <tbody>)

In situations where coding by CSS is difficult (such as HTML mail) layout by table is prohibited.

Even when using the table tag for the layout, the number of times of nesting (putting more table tags in table) up to 2 times.

1. **Img tag**

Be sure to describe the alt attribute. Also in HTML 5, description is indispensable for improving accessibility. The following attributes: align, border, hspace, and vspace are not supported in HTML5.

For **alt** attribute

· Describe appropriate alternative text.

· If it is a simple chart, simply describe the meaning of the chart.

- When embedding a text image, describe its contents.

· In the case of a transparent GIF (spacer) or a one-point type image with no meaning, the attribute value is blank "alt =" ".

The description of the width / height attribute is optional. \* As much as possible within the site.

(There is a case that size specification becomes meaningless in optimization to each device by responsive, there is a case that maintenance performance is deteriorated

For reasons such as almost no influence on the rendering speed in the current browser)

1. **Title attribute**

The title attribute to the a tag etc. has no SEO effect, and if the meaning of the link destination does not match, there is a possibility that it may be subject to deduction, It is not necessary unless there is a special reason It is not necessary unless there is a special reason.

However, this is not the case if you put it in a markup-like intention or put a narrow explanation as below.

<a href="http://examples.jp/" title=" SEO countermeasure"> http://examples.jp </a>

1. **Accesskey attribute**

The accesskey attribute in a tag etc does not need to be described unless there is a request for strict usability and accessibility.

<a href="/" accesskey="h"> Home </a>

The accesskey attribute specifies a shortcut key to activate/focus an element.

***Note:****The shortcut is varying in different browsers:*

* IE, Chrome, Safari, Opera 15+: [ALT] + *accesskey*
* Opera prior version 15: [SHIFT] [ESC] + *accesskey*
* Firefox: [ALT] [SHIFT] + *accesskey*

1. **Open in a new window**

In XHTML 1.0 Strict, setting target = "\_ blank" for a tag will result in "invalid" (nonconformity).

In HTML 5, there are things useful for inline frames etc, so it is not deprecated so we decide to use it properly

In HTML 5, there are things that are useful for inline frames, etc., it is not deprecated, so use is judged appropriately.

Today, I also think about the background that tab browsers are popular in general,

If W3C compliance is not the top priority case, use the basic target = "\_ blank" for external links.

1. **Display image**

■ Case displayed with img tag

· Images with non-display and problems when CSS is turned off, such as logo

· Banner image

Image that the client may modify

· JPEG photos

■ Case to display with CSS Sprite

When you want to increase the rendering speed by reducing the number of requests to images

· When HTML code such as icon image is written in CSS makes it simple

· When you want to realize rollover of button images with something other than opacity of CSS

· When you want to realize the rollover of button images with something other than opacity on CSS

Notes on image replacement

\* Currently, Google replaces CSS image replacement is deprecated.

\* If there is no difference between the character information that the user sees and the character information that Googlebot sees, the basic is no problem.

1. **Elements that meaning in the XHTML and HTML5 has been changed**

Since each element such as <b> <i> <strong> <em> <small> <hr> etc. has its meaning changed in HTML 5, Please confirm the contents well when using

In principle, describe in-site link settings and file references as root-relative paths.

When setting links to other domains or external sites, it is described with full path (absolute path).

1. **Root relative path**

A description method indicating the path from the root directory of the site (the top level of http://www.nais-c.com) to the document. The path starts with "/" and describes the target document. In principle, do not use relative paths ( "../profile/")

**Example**: If you want to set up a link to <http://www.cybridge.jp/business/>

<a href="/business/"> Business description </a>

1. **Full path**

A description method indicating the complete URL of the document (commonly referred to as "website address"). Although it is a description method called "absolute path" accurately, since there are many differences in recognition for "absolute path" depending on the production side, Dare to call "full path".

**Example:** If you want to set up a link to <http://www.cybridge.jp/business/>

*<a href="http://www.cybridge.jp/business/"> </a>*

**Supplement**

|  |  |  |
| --- | --- | --- |
| Absolute **URL** | Absolute path notation of relative **URI** | Relative path notation of relative **URI** |
| Http://www.cybridge.jp | /hogehoge.html | Foo / bar.html |
| Http://www.cybridge.jp/business/ | / Search? Q =% 42 oofy | ./hogehoge.html |

1. **Indentation of html**

In order to describe the structure of the document in an easy-to-understand manner, the HTML source code uses the tab key indent and line feed.

※ Indent width (tab width) is 4 half-width characters

※ Indent width (tab width) is 4 half-width characters. Change line type to "LF (Unix)".

**Description example**

<div class = "section">

<table>

<tr>

<td> Text </ td>

</ tr>

</ table>

</ div>

1. **HTML comments**

Insert the optimal comment "<! --" "-->" according to the structure so that the changed part (range) can be easily specified at the time of maintenance.

</div> To make it clear which area the end is, write a comment at the end of the description of each area.

It is necessary especially for </div> for layout which is difficult to identify, but it is not necessary for places where you can see breadcrumbs etc. as soon as you see it.

Do not write unnecessary comments in HTML.

**Description example**

<div class= "container">

</div>

*<! -- container -->*