## Characteristics of PHP

Five important characteristics make PHP's practical nature possible -

- Simplicity
- Efficiency
- Security
- Flexibility
- Familiarity

## "Hello World" Script in PHP

To get a feel for PHP, first start with simple PHP scripts. Since "Hello, World!" is an essential example, first we will create a friendly little "Hello, World!" script.

As mentioned earlier, PHP is embedded in HTML. That means that in amongst your normal HTML (or XHTML if you're cutting-edge) you'll have PHP statements like this -