

Conversational Semantics for the Web

Aaron Gustafson

[@AaronGustafson](#)

slideshare.net/AaronGustafson



I'm `really` happy to see you.



Powerful Phrases

Emphasis

I'm `really` happy to see you.

Emphasis

I'm `really` happy to see you.

Strong Importance

Please fill out the form below to contact us.
All fields are required.

I'm *really* happy to see you.

Please fill out the form below to contact us. **All fields are required.**

Alternate Voice or Mood

It's a terrible movie and it made \$200 million.

Go figure!

She is admired for her energy and *lang="fr">joie de vivre*.

Stylistically Offset

For 12 years and running, over 100,000 companies have adopted the `Basecamp` way of working. Not just tried, but signed up, said “ah-ha!”, and never looked back. There’s nothing else like `Basecamp`.

Abbreviations & Acronyms

`<abbr title="Hypertext Markup Language">HTML</abbr>` is the standard markup language for creating web pages and web applications.

Abbreviations & Acronyms

`<dfn id="dfn-html">Hypertext Markup Language (HTML)</dfn>` is the standard markup language for creating web pages and web applications.

Generic Phrasing

There is `nothing particularly interesting` in this sentence.



Mindful Links

Connecting Content

I wrote the book `
<cite>Adaptive Web Design</cite>`. If you like this talk,
you'll find in-depth information about semantics (and a whole
lot more) in there.

Connecting Content

To illustrate the concept of layering styles, perhaps it's best to start at the beginning: with no style applied.

`Figure 3.3` shows the lodging article in Safari with only the default browser styles applied.

...

```
<figure id="figure-3-3">
```

...

```
</figure>
```

Creating Context

```
<a href="..." hreflang="es"><b class="hidden">Lea esta página en  
</b>Español</a>
```


Creating Context

```
<a href="giant.mp4" type="video/mp4">Download this movie</a>
```

Triggering Actions

```
<a href="giant.mp4" type="video/mp4" download>Download this  
movie</a>
```

Connecting Tools

`Send me an email`

`Call Comcast Customer Service`

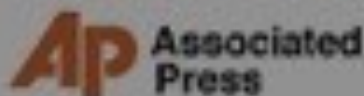


Effective Organization

Associated Press

Book Is Inside Look at War on Terror

By PETE YOST 09.07.07, 3:25 PM ET



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WASHINGTON -Vice President Dick Cheney and other Bush administration officials "blew through" legal constraints they didn't like and weakened the presidency with a go-it-alone approach in the war on terror, a former Justice Department official writes in a new book.

In "The Terror Presidency," former assistant attorney general Jack Goldsmith details what he calls "one of the underappreciated stories in the war on terrorism: the daily clash inside the Bush administration between fear of another attack - which drives officials into doing whatever they can to prevent it - and the countervailing fear of violating the law, which checks their urge toward prevention."

Goldsmith rescinded two legal memos written by attorneys who previously ran the Office of Legal Counsel, which he

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Andrew Teufel
 Director of Research, Fisher Investments

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Help Exit Default Close	
Thursday, June 22, 2006 4:12 PM EDT	Edit Index
Watch List	
SLURRY 94.25 94.07	
MGP 20.47 20.21	
TALK 8.05 8.18	
CSCO 18.75 18.34	
<small>Prices are delayed by at least 15 minutes.</small>	
Watch List News	
The Rough King On the Business	
Booking Up in India	
Tech-Tone	
<small>Edit Index</small>	
Events Calendar	
06/05/06 CSCO Conference Call	
06/05/06 CSCO Conference Call	
06/05/06 CSCO Earnings Release	
<small>Edit Index</small>	
Authors	
Rich Karlgaard	
Why isn't Social Dead?	
About The Firm	

Moving Focus

<p>This twist is what John Harsanyi—an early game theorist—refers to as the “Veil of Ignorance” and what Rawls found, time and time again, was that individuals participating in the experiment would gravitate toward creating the most egalitarian societies.</p>

Moving Focus

```
<div class="scrollable" tabindex="0">
```

This element contains a bunch of content and scrolls. This
element contains a bunch of content and scrolls. This element
contains a bunch of content and scrolls. This element contains
a bunch of content and scrolls. This element contains a bunch
of content and scrolls. This element contains a bunch of
content and scrolls. This element contains a bunch of content
and scrolls. This element contains a bunch of content and
scrolls. This element contains a bunch of content and scrolls.

</div>

Headings

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

...

```
<h2>This titles a section</h2>
```

...

```
<h3>This titles a subsection</h3>
```

...

etc.

Accessible Rich Internet Applications

Navigation Region

```
<div id="nav" role="navigation">
  <ul>
    <li>
      <a href="/about/"><b class="hidden">A Bit </b>About<b
class="hidden"> Me</b></a>
    </li>
    ...
  </ul>
</div>
```

ARIA Landmark Roles

- banner
- navigation
- search
- main
- complementary
- contentinfo

2015

24 ways is the advent calendar for web geeks. For twenty-four days each December we publish a daily dose of web design and development goodness to bring you all a little Christmas cheer. [Learn more](#)

24 Solve the Hard Problems

Drew McLellan brings our 2015 calendar to a motivational close with some encouragement for the year ahead. Year's end is a time for reflection *and* finding new purpose and enthusiasm for what we do. By tackling the thorniest design and development problems, we can make the greatest impact – and have the most fun. Merry Christmas and a happy New Year!

[11 comments](#)

23 Blow Your Own Trumpet

Andy Clarke encourages us to have confidence in the way we communicate with potential clients. Being open and genuine, and providing an insight into what working with you will be like can help prospective clients choose you over your competitors. So before you refresh your glass, refresh your website's copy!

[No comments](#)

22 How Tabs Should Work

Remy Sharp picks that old chestnut – tabs – and roasts it afresh on the open fire of JavaScript to see how a fully navigable, accessible and clickable set of tabs can work. Everybody knows some scripting and some CSS can help to make your website bright. Although it's been said many times, many ways, please be careful to do it right.

[16 comments](#)

21 What's Ahead for Your Data in 2016?

Heather Burns outlines the most important international legal issues whose effects will ripple through our work on the web in 2016 and beyond. Like the Ghost of Christmas Yet To Come, these trade agreements have approached slowly, gravely, silently. Perhaps now's the time to take action.

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```
<header class="banner" role="banner" id="top">  
  <h1 class="banner_logo"><a href="/" rel="home">  
    24 ways <span>to impress your friends</span></a></h1>  
</header>
```

```
<main role="main">  
  ...  
</main>
```

```
<nav class="navigation" role="navigation" id="menu">
  <h1 class="hidden">Browse 24 ways</h1>
  <ul class="nav nav-topics">
    <li class="nav_item"><a href="/topics/business/"
      data-icon="&#x2655;">Business</a></li>
    ...
  </ul>
  ...
</nav>
```

```
<footer class="contentinfo" role="contentinfo">
  <p class="contentinfo_copyright">
    <small>© 2005-2016 24 ways and our authors.
    <a href="/about/#colophon">Colophon</a></small>
  </p>
  <p class="contentinfo_social">
    <a href="http://feeds.feedburner.com/24ways"
      rel="alternate">Grab our RSS feed</a>
    <a href="https://twitter.com/24ways" rel="me">Follow us
      on Twitter</a>
    <a href="/newsletter">Subscribe to our newsletter</a>
  </p>
</footer>
```


HTML Landmarks

- banner - first **header** element not inside a sectioning element
- navigation - **nav**
- search
- main - **main**
- complementary - **aside**
- contentinfo - first **footer** element not inside a sectioning element

```
<div>
```

```
  This is simply a generic division of content.
```

```
</div>
```

Alterna-divs

- **p** - a paragraph
- **ol** - a list of items whose order matters
- **ul** - an list of items whose order doesn't matter
- **li** - an item in a list
- **dl** - a list of items and their associated descriptions
- **dt** - terms to be described within a **dl**
- **dd** - description data within in a **dl**
- **figure** - referenced content (images, tables, etc.)
- **figcaption** - caption for a figure

Alterna-divs

- **article** - a piece of content that can stand on its own
- **section** - a section of a document or article
- **header** - preamble content for a document, article, or section
- **footer** - supplementary information for a document, article, or section
- **main** - the primary content of a document
- **nav** - navigational content
- **aside** - complementary content

Friendly Forms

What's your first name?
<input name="first_name">

```
<label for="first_name">What's your first name?</label>  
<input id="first_name" name="first_name">
```

```
<label>  
  What's your first name?  
  <input name="first_name">  
</label>
```



```
<label for="first_name">  
  What's your first name?  
  <input id="first_name" name="first_name">  
</label>
```

```
<label for="first_name">What's your first name?</label>  
<input id="first_name" name="first_name">
```

Use the right
field type

Free Response

```
<label for="first_name">What's Your First Name?</label>  
<input type="text" id="first_name" name="first_name">
```

Free Response: Email

```
<label for="email">What's Your Business Email Address?</label>  
<input type="email" id="email" name="email">
```

Appearance	Native Validation
Text Field	Maybe

Browsers **ignore**
what they don't
understand

Progressive Enhancement



S

Read Free at
<http://is.gd/awd1st>

**Available
Now!**

Free Response: URL

```
<label for="url">What's Your Website's URL?</label>  
<input type="url" id="url" name="url">
```

Appearance	Native Validation
Text Field	Maybe

**Don't introduce
unnecessary
complexity**

Phone Number:

Free Response: Telephone

```
<label for="tel">What's Your Business Phone Number?</label>  
<input type="tel" id="tel" name="business_phone">
```

Appearance	Native Validation
Text Field	No

**We should
work harder
so our users
don't have to**

Help users
avoid errors

**Enable common
information to be
auto-filled**

Keys for Auto-filling

```
<label for="name">What's Your Name?</label>  
<input id="name" name="name" required aria-required="true">
```

Don't Store All Values

```
<label for="passport">What's Your Passport Number?</label>  
<input id="passport" name="passport"  
      required aria-required="true"  
      autocomplete="off"  
>
```

Autofill Tokens

- name
- honorific-prefix
- given-name
- additional-name
- family-name
- honorific-suffix
- nickname
- username
- new-password
- current-password
- organization-title
- organization
- street-address
- address-line1
- address-line2
- address-line3
- address-level4
- address-level3
- address-level2
- address-level1
- country
- country-name
- postal-code
- cc-name
- cc-given-name
- cc-additional-name
- cc-family-name
- cc-number
- cc-exp
- cc-exp-month
- cc-exp-year
- cc-csc
- cc-type
- transaction-currency
- transaction-amount
- language
- bday
- bday-day
- bday-month
- bday-year
- sex
- url
- photo
- tel
- tel-country-code
- tel-national
- tel-area-code
- tel-local
- tel-local-prefix
- tel-local-suffix
- tel-extension
- email
- impp

```
<label for="shipping-mobile">Is there a mobile number we can  
  reach you on regarding delivery?</label>  
<input type="tel" id="shipping-mobile" name="shipping-mobile"  
  autocomplete="shipping mobile tel">
```

**Let users know
when a field is
required**

Required Fields

```
<p>Fields marked with a * are  
  <strong id="required">required</strong>.</p>
```

...

```
<label for="first_name">What's Your First Name?  
  <b role="presentation" class="required">*</b>  
</label>  
<input id="first_name" name="first_name"  
  required  
  aria-required="true"  
>
```

Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```

Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```


**Provide useful
hints** as to the
type of response
you're expecting

Suggesting a response

```
<label for="flight">What flight are you looking for?</label>  
<input id="flight" name="flight"  
  pattern="DL\d{2,}"  
  placeholder="e.g. DL5407"  
>
```

Validate **in the browser**

Browser Validated

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```

Browser Validated

```
<label for="email">What's Your Business Email Address?</label>  
<input type="email" id="email" name="email">
```

Browser Validated

```
<label for="flight">What flight are you looking for?</label>  
<input id="flight" name="flight"  
  pattern="DL\d{2,}"  
  placeholder="e.g. DL5407"  
>
```

Enter three numbers followed by two letters

1234444hshshs|



Please match the requested
format.

Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-describedby="email-error"  
  >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```


Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-errormessage="email-error"  
      >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```

Validate
on the server



```
<input type="hidden" name="price" value="399.99">
```




```
<input type="hidden" name="price" value="1">
```

Never trust
the client

Summarize server-side errors

There were errors with your form submission:

- Message is a required field
- Name is a required field
- Email is a required field


```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```



```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div role="alert">
  <p>There were errors with your form submission:</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-describedby="email-error"  
  >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```

Thank you!

@AaronGustafson

aaron-gustafson.com

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