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MIS 310 – HTML

Hyper Text Markup Language

- Describes structure (*semantics*)
 - Elements and Attributes
- Tags label content so browsers know how to render it
- XHTML 2.0 vs. HTML5

<p>I am learning about HTML</p>

HTML Element

Open tag

<p>

I am learning about HTML

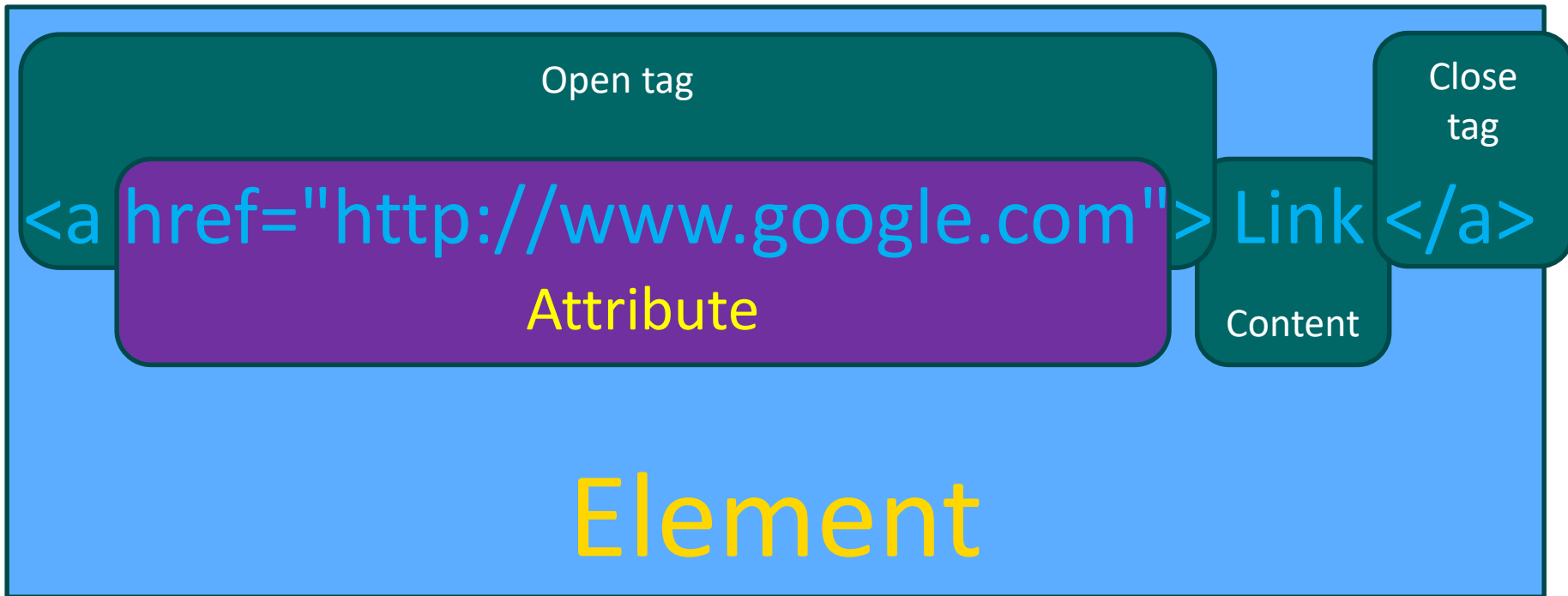
</p>

Close tag

Content

Element

HTML Attribute



Attributes are **name = value** pairs.

HTML Page

<!DOCTYPE html>

<html>

<head>

</head>

<body>

</body>

</html>

<!DOCTYPE html>

<html lang=en>

<head>

</head>

<body>

</body>

</html>

Two basic parts of web pages: head & body

HTML Page – Head

<head>

<meta charset="utf-8">

<title>Geoff's Page</title>

<link rel="stylesheet" href="css/g.css"

<script src="js/gms.js"

</head>

Standardize subfolders e.g.: images, scripts, styles, docs

Nesting

`<p>I like winter, spring, and fall
 But, I like
summer <i>best</i> of all.</p>`

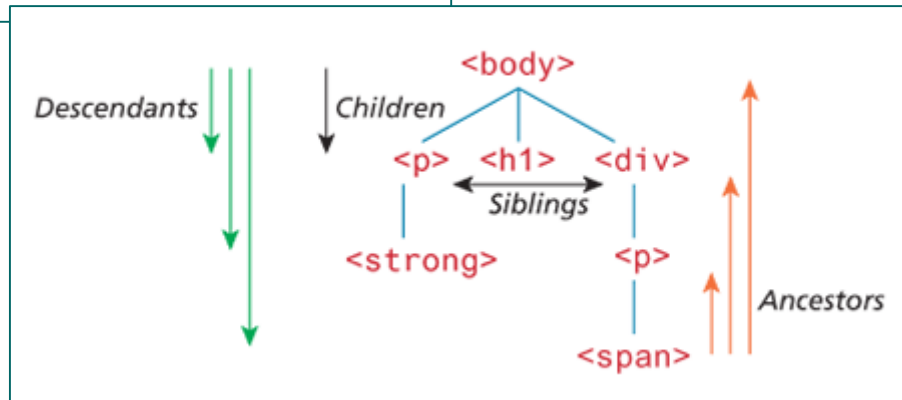
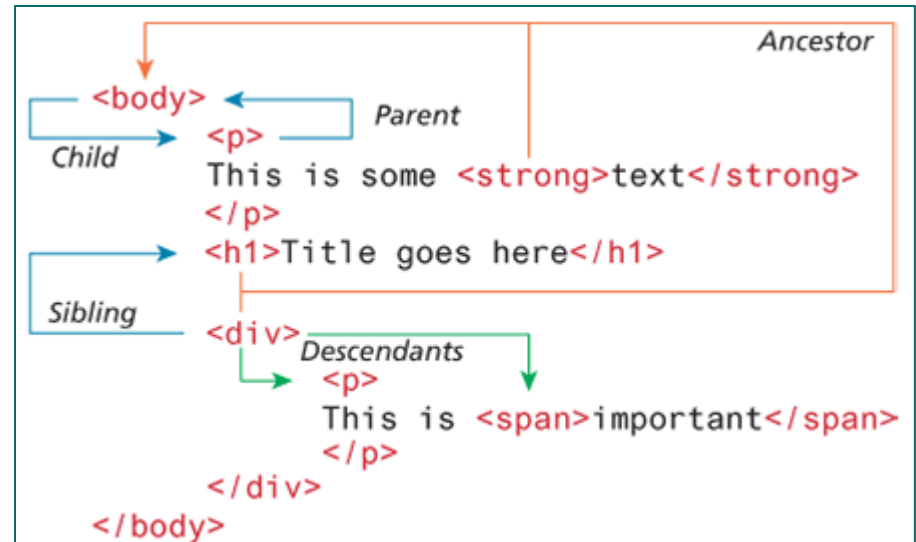
Text would display as:

I like winter, spring, and fall
But, I like summer ***best*** of all.

This would be incorrect: `<i>best</i>`

Document Object Model (DOM)

```
<body>
  <p>
    This is some <strong>text</strong>
  </p>
  <h1>Title goes here</h1>
  <div>
    <p>
      This is <span>important</span>
    </p>
  </div>
</body>
```

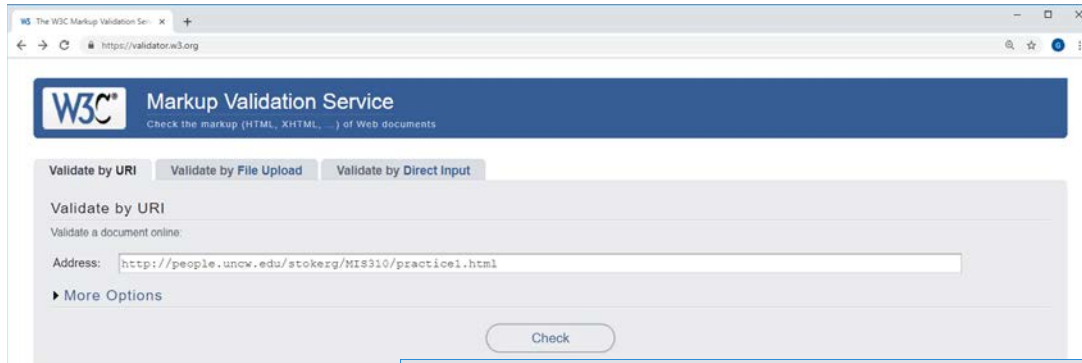


Semantic Markup

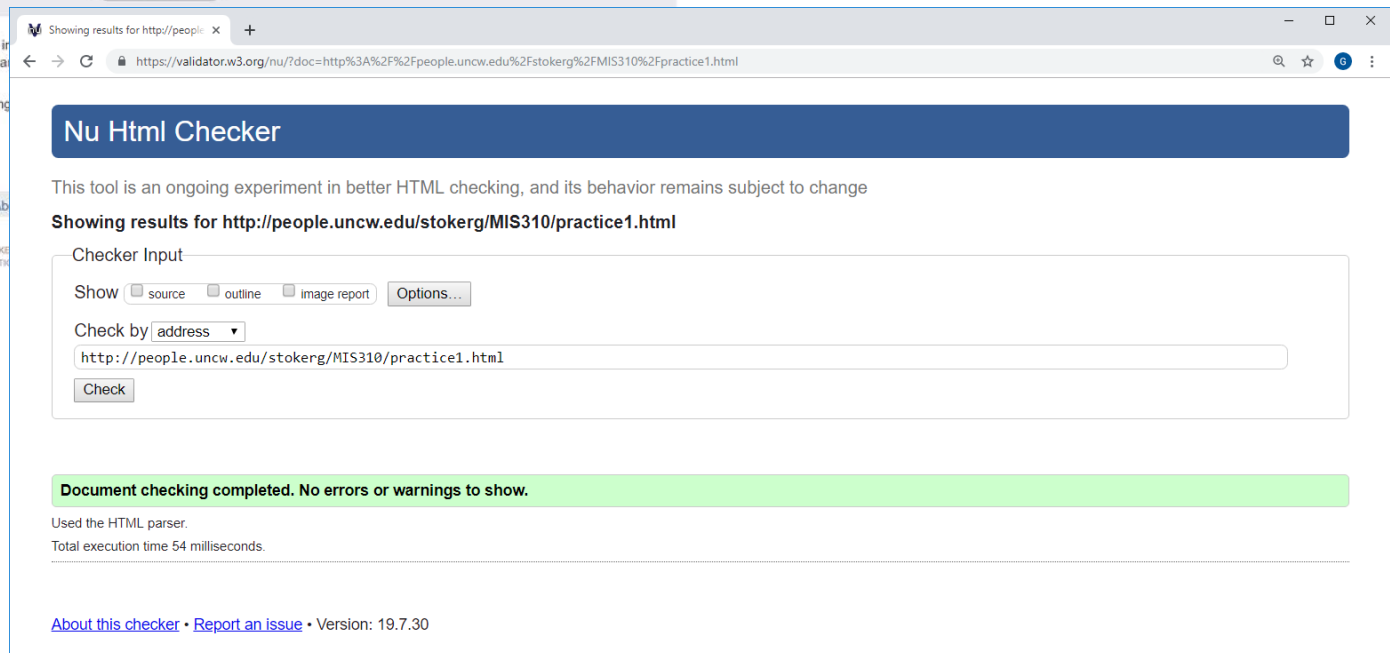
- Avoid Presentation Markup
 - Let CSS take care of how things look
- Use HTML to describe the content's structural semantics and not how to visually present it
- Why?
 - Maintainability
 - Performance
 - Accessibility [\(link\)](#)
 - Search Engine Optimization (SEO)

HTML Validation

<https://validator.w3.org/>



The screenshot shows the W3C Markup Validation Service homepage. At the top, there's a blue header with the W3C logo and the text "Markup Validation Service" and "Check the markup (HTML, XHTML, ...) of Web documents". Below this, there are three tabs: "Validate by URI", "Validate by File Upload", and "Validate by Direct Input". The "Validate by URI" tab is selected. Under this tab, there's a section "Validate by URI" with the text "Validate a document online:". Below this, there's a text input field labeled "Address:" containing the URL "http://people.uncw.edu/stokerz/MIS310/practice1.html". To the right of the input field is a "Check" button. Below the input field, there's a link "More Options".



The screenshot shows the Nu Html Checker results page. At the top, there's a blue header with the text "Nu Html Checker". Below this, there's a paragraph: "This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change". Below this, there's a section "Showing results for http://people.uncw.edu/stokerz/MIS310/practice1.html". Under this section, there's a "Checker Input" box. Inside this box, there's a "Show" section with three checkboxes: "source", "outline", and "image report", all of which are unchecked. To the right of these checkboxes is an "Options..." button. Below the "Show" section, there's a "Check by" dropdown menu set to "address". Below the dropdown menu is a text input field containing the URL "http://people.uncw.edu/stokerz/MIS310/practice1.html". To the right of the input field is a "Check" button. Below the "Checker Input" box, there's a green banner with the text "Document checking completed. No errors or warnings to show." Below the banner, there's a paragraph: "Used the HTML parser." and "Total execution time 54 milliseconds." At the bottom of the page, there's a footer with the text "About this checker • Report an issue • Version: 19.7.30".