# HTML: <strong>, <em> and <abbr>

If you have time, you should now read the *Code Formatting* and *Naming Conventions* documents which are available in Teams under Resources and ensure that your code adheres to the guidelines set out in each.

In this exercise you will create your another HTML website.

1. Download the *03a 2\_index.html* from Teams, Class Materials.
2. Save it on your computer, in your *websites* folder, in a folder named balloons..
3. Rename the file **index.html** and edit according to the instructions below.

In this exercise, we will enhance the *meaning* of the code with *attributes* and *semantic elements*.

1. Open *index.html* from your *balloons* folder in your code editor.
2. First, we will add the language attribute we saw in the presentation.
   * Locate the opening *html* tag in your code.
   * Add a **lang** attribute to it, with the *value*: **en**

## <html lang="en">

Save your page and view it in your browser. If you have added the attribute correctly, you should see no difference!

1. Next, we will mark some of the text as *important*. We will use the **strong** tag for this.
   * In your code, locate the paragraph that follows the *Where To Find Us* heading (Our workshop…)
   * We want to place the text “Visits are by appointment only” in a *strong* element.
   * Immediately before the word *Visits*, add an opening *strong* tag
   * Immediately after the word *only*, but before the *comma* that follows it, add a closing *strong* tag.
   * When done, your code should look something like this:

**<p>**Our workshop and showroom are located in Northampton Square, London. **<strong>**Visits are by appointment only**</strong>**, so please give us a call or send us an email before you come to see us.**</p>**

Save and view your page in your browser. Is the text being displayed as bold text?

1. Now, we will mark some words and phrases as having *emphatic stress*. We will use the **em** tag for this.
   * In your code, locate the second paragraph that follows the *What We Do* heading (From helium-filled party balloons…)
   * We want to give emphasis to the *types* of balloons that are mentioned in the text.
   * Within the paragraph, locate these 2 phrases and place each of them in an *em* element:
     + helium-filled party balloons
     + hot-air balloons
   * When done, your code should look like this:

**<p>**From **<em>**helium-filled party balloons**</em>** to **<em>**hot-air balloons**</em>**, we have it covered. So, whether you are celebrating a birthday or flying across the channel, give us a call!**</p>**

Note how the word **to** between the 2 phrases has not been included in the *em* tag.

* + Save and view your page in your browser. Are the 2 phrases being displayed as italic text?

1. Finally, we will provide an expansion for the fictitious acronym used in the *What We Do* section (BBEI)
   * In your code, locate the *IBEA* acronym which appears in the second paragraph following the *What We Do* heading
   * Add an **abbr** element which surrounds the acronym:

**<p>**Our engineers are all **<abbr>**BBEI**</abbr>** accredited....**</p>**

* + Now add a **title** attribute to the *abbr* opening tag:

**<p>**Our engineers are all **<abbr** title=""**>**BBEI**</abbr>** accredited....**</p>**

* + Now add the expansion of the acronym to the *title* attribute’s *value*. The acronym stands for: *Bespoke Balloon Engineers Institute*

|  |
| --- |
| **<p>**Our engineers are all  **<abbr** title="Bespoke Balloon Engineers Institute"**>**BBEI**</abbr>** accredited....**</p>** |

* + Save your page and view it in your browser.
  + Try holding your mouse over the acronym… You should see the acronym’s expansion displayed as a tool-tip.
  + If you are using Firefox, there should also be a dotted line displayed below the acronym
    - Note, not all browsers apply this default style to the abbr tag

1. For reference, the completed page should look something like this:

Graphical user interface, text, application, email

Description automatically generated