



UNIT II.

HTML FOR CONTENT STRUCTURE

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Intended Learning Outcomes



1.

explain the purpose of each section (head, body, and footer) in a web page;



2.

describe the importance of proper file extensions and naming conventions;



3

identify best practices for saving and organizing HTML files;



4

use basic HTML tags to structure the content of a webpage; and



5

view a created HTML webpage in different browsers to check compatibility.



Web Page Structure

<!DOCTYPE>

<html>

<head>

</head>

<body>

</body>

</html>

HTML Tags



- **HTML tags** are keywords (tag names) surrounded by **angle brackets** like `<html>`.
- HTML tags normally come in **pairs** like `<body>` and `</body>`
- The first tag in a pair is the **start tag**, the second tag is the end tag.
- The end tag is written like the start tag, with a **slash (/)** before the tag name.

HTML Tags



- Start and end tags are also called **opening** and **closing tags**
- The **element content** is everything inserted between the start and end tags.
- Some HTML tags have **empty content** (ex. `
` or `<hr />`)
- Empty tags are **closed in the start tag** (ex. `
`)



Basic HTML Tags


```
<!DOCTYPE html>
```

```
<html>
```

```
  <head>
```

```
    <meta charset="UTF-8">
```

```
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
    <title>Your Webpage Title</title>
```

```
  </head>
```

```
  <body>
```

```
    <!-- Your content goes here -->
```

```
  </body>
```

```
</html>
```

```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    Hello!, Welcome to HTML!
  </body>
</html>
```

Basic HTML Tags



- The **<!DOCTYPE html>** declaration specifies the version of HTML used (HTML5 in our case).
- The **<html>** and **</html>** elements are the root elements of an HTML page. They indicate the start and the end of the HTML document. These tags are written after the **<!DOCTYPE>** declaration
- The **<head>** and **</head>** elements contain all information about the html document. They are written inside the **<html>** and **</html>** tags.

Basic HTML Tags



- The **<title>** and **</title>** elements specify the title of the document. They are written inside the **<head>** and the **</head>** tags.
- The **<body>** and **</body>** elements contain all the visible content within the web page. They are written after the **<head>** and **</head>** tags inside the **<html>** and **</html>** tags.



Writing and Saving an HTML File

Let's try to build our first web page

- Open a **Text Editor** (Notepad) or **Source Code Editor** (Sublime Text) program.
- Save the file as **.html**. (File – save as – select HTML)
- Write your HTML codes
- Double click on the saved file, and it will be opened in your **default browser**.



ADDITIONAL HTML TAGS

```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    Hello! this is the first line
    Hello! this is the second line
    Hello! this is the third line
  </body>
</html>
```

The `
` tag

- To direct the browser to move the content to the start of a new line, we must use the `
` or the `line-break` tag.




```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    Hello! this is the first line <br />
    Hello! this is the second line <br />
    Hello! this is the third line
  </body>
</html>
```



```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    A man does what he must - in spite of personal
    consequences, in spite of obstacles and dangers
    and pressures - and that is the basis of all
    human morality. John F. Kennedy <br /> <br />

    I do the very best I know how - the very best
    I can; and I mean to keep on doing so until
    the end. Abraham Lincoln.
  </body>
</html>
```

The `<p>` and `</p>` tags



- The `<p>` and `</p>` or paragraph tags define a paragraph in HTML.
- By using the paragraph tag pair, the browser places the start of each paragraph on a new line and separates each paragraph with a space.


```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    <p>A man does what he must - in spite of personal
consequences, in spite of obstacles and dangers
and pressures - and that is the basis of all
human morality. John F. Kennedy </p>

    <p>I do the very best I know how - the very best
I can; and I mean to keep on doing so until
the end. Abraham Lincoln. </p>
  </body>
</html>
```



```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
```

Chapter 1: Getting Started with HTML

```
<p> Each day, users worldwide surf the web visiting sites
that present a wide range of content using text, images,
videos, and other forms of multimedia. To view web-based
content, users run a Web browser. Common web browsers
include Google Chrome and Mozilla Firefox. In the simplest
sense, a browser only knows how to retrieve a page from a
remote site (Web Server) and then to use the formatting
instructions the page contains to retrieve, format, and
display the needed content items, such as text, photos,
and video.</p>
```

```
</body>
</html>
```

The heading tag



- The **heading** tag defines a heading for a specific section in a web page.
- The size of the heading can be adjusted by using the different heading tags, **<h1>** to **<h6>**. **<h1>** will provide the largest heading size and **<h6>** will provide the smallest heading size.


```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>

    <h1> Chapter 1: Getting Started with HTML </h1>

    <p> Each day, users worldwide surf the web visiting sites
    that present a wide range of content using text, images,
    videos, and other forms of multimedia. To view web-based
    content, users run a Web browser. Common web browsers
    include Google Chrome and Mozilla Firefox. In the simplest
    sense, a browser only knows how to retrieve a page from a
    remote site (Web Server) and then to use the formatting
    instructions the page contains to retrieve, format, and
    display the needed content items, such as text, photos,
    and video.</p>

  </body>
</html>
```

The `` and `` tags



- The `` and `` or **bold** tags are used to display specific text using a bold font.
- When the browser encounters a `` tag, the browser will start its use of a bold font to display the page text. When the browser later encounters the `` tag, it will turn off bolding.


```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>

    <h1> Chapter 1: Getting Started with HTML </h1>

    <p> Each day, users worldwide surf the web visiting sites
    that present a wide range of content using text, images,
    videos, and other forms of multimedia. To view web-based
    content, users run a <b> Web browser </b>. Common web browsers
    include Google Chrome and Mozilla Firefox. In the simplest
    sense, a browser only knows how to retrieve a page from a
    remote site (Web Server) and then to use the formatting
    instructions the page contains to retrieve, format, and
    display the needed content items, such as text, photos,
    and video.</p>

  </body>
</html>
```

```
<!DOCTYPE html>
```

```
<html>
```

```
  <head>
```

```
    <title> HTML Page</title>
```

```
  </head>
```

```
  <body>
```

Abraham Lincoln once said "Tact is the ability to describe others as they see themselves".

```
  </body>
```

```
</html>
```


The `<i>` and `</i>` tags

- The `<i>` and `</i>` or ***italic*** tags are used to display specific text using an italic font.




```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>

    Abraham Lincoln once said <i> "Tact is the ability to describe others
    as they see themselves" </i>.

  </body>
</html>
```

Centering Content

- You can use `<center>` tag to put any content in the center of the page or any table cell



```
<!DOCTYPE html>
<html>

  <head>
    <title>Centring Content Example</title>
  </head>

  <body>
    <p>This text is not in the center.</p>

    <center>
      <p>This text is in the center.</p>
    </center>
  </body>

</html>
```

The `<hr />` tag

- The `<hr />` or the **horizontal** rule tag is used to insert a horizontal line in the web page.




```
<!DOCTYPE html>
<html>
  <head>
    <title> HTML Page</title>
  </head>
  <body>
    <h1> George Washington </h1>
    <hr />
    <p> It is better to offer no excuse than a bad one </p>
  </body>
</html>
```

HTML Tag vs. Element



Example:

- **<p>** starting tag
- **</p>** closing tag
- **<p>**This is paragraph**</p>** is a paragraph element.
- So here **<p>....</p>** is an HTML element, **<h1>...</h1>** is another HTML element. There are some HTML elements which don't need to be closed, such as **<img.../>**, **<hr />** and **
** elements. These are known as **void elements** or **empty contents**.

HTML – Formatting

- Italic text
- Bold text
- Underlined text
- Strike Text
- Superscript Text
- Subscript text





Using a Browser to View a Web Page



BOARD WORK EXERCISE 1



Instructions

- The title should be **"Board Work 1"**
- Create an HTML file that will produce the same output as shown here.



Output

Hello BSIT students

Hello BSIT students

Hello BSIT students

Hello BSIT students

Hello BSIT students

This is **Web Systems and Technologies 1**

LABORATORY 1



Instructions

Create a folder named "**ITWS01_laboratoryExercises**" for all your laboratory activities in this course. Follow the instructions carefully.

- Using a **Source Code Editor**, create an HTML file that will produce the same output as shown on the next slide.
- The title should be "**Laboratory 1**"
- Save the file as **Laboratory1.html**

Internet and the World Wide Web

Many people use the terms **Internet** and the **World Wide Web** interchangeably, but in fact, the two terms are not synonymous. The Internet and the Web are two separated but related things.

The **Internet** is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with other computers as long as they are both connected to the internet. Information can travel via the internet via a variety of languages called "*Protocols*".

The **World Wide Web** or simply "*Web*", is a way of accessing information over the medium of the internet. It is an information-sharing model that is built on top of the internet. The Web uses the **HTTP protocol**, only one of the languages spoken over the internet, to transmit data.

LABORATORY 2



Directions

Create a simple personal website using HTML. Start by organizing your content to include your personal information, portfolio, and contact details. Apply basic HTML tags to structure this content effectively. Finally, test your website on different browsers to ensure compatibility and a consistent user experience across platforms.

Instructions

1. On your root folder named **ITWS01_laboratoryExercises**, create a new folder named Personal_Website.
2. Inside **personal_website**, create these subfolders:
 - images/ (for pictures and other media)
 - css/ (for stylesheets)
3. Open your text editor (e.g., Notepad, Sublime Text, Visual Studio Code).
4. In the **personal_website** folder, create a new file and name it **index.html**.
5. Write the basic structure of the HTML document. You may consider the template shown in the next slide.
6. Open your website in at least **three different browsers** (Google Chrome, Mozilla Firefox, Microsoft Edge).
7. Check if all elements appear correctly. Identify any issues with layout or text alignment that may differ between browsers.

Welcome to My Personal Website

Hi, I'm Diego, a web developer and tech enthusiast.

About Me

I am passionate about coding and design. I enjoy creating websites that are both functional and aesthetically pleasing.

My Portfolio

Project 1 - Website Design

Project 2 - E-commerce Website

Project 3 - Blogging Platform

Contact Me

Email: diego@example.com

Phone: (123) 456-7890

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**THANK
YOU**

