**Shiny HTML tags**

HTML tags are code from the HTML markup language that help define the appearance, layout, and behavior of the text of a webpage. This provides structure to your webpage. See Chapter 13 of Mastering Shiny for a [basic introduction to HTML](https://mastering-shiny.org/advanced-ui.html#introduction-to-html).

Shiny has some built-in functions for some of the most common HTML tags so you can customize the look of your Shiny app. These functions are listed below, along with the HTML equivalent.

**function HTML5 equivalent creates**

p() <p></p> A paragraph of text

h1() <h1></h1> A first level header

h2() <h2></h2> A second level header

h3() <h3></h3> A third level header

h4() <h4></h4> A fourth level header

h5() <h5></h5> A fifth level header

h6() <h6></h6> A sixth level header

a() <a></a> A hyper link

br() <br> A line break (e.g. a blank line)

div() <div></div> A division of text with a uniform style

span() <span></span> An in-line division of text with a uniform style

pre() <pre></pre> Text ‘as is’ in a fixed width font

code() <code></code> A formatted block of code

img() <img></img> An image (linked or local)

strong() <strong></strong> Bold text

em() <em></em> Italicized text

Less common tags can be found in the tags object list of functions. This object contains functions for a total of 110 tags. You can use these tag functions via dollar sign notation (i.e., tags$function()). Explore that list and see more tags in action at the [Shiny HTML Tags Glossary](https://shiny.rstudio.com/articles/tag-glossary.html) page.