



# Semantic Markup

HTML course: Lesson 2



# Lesson Plan

1

What is HTML and what does it consist of?

2

HTML document structure

3

Basic metrics for evaluating HTML

4

Emmet – the essential toolkit for web-developers

5

Project's quality criteria

# HTML5 HyperText Markup Language

HTML - HyperText Markup Language

```
👉 <body>
 👉 <h1>Heading</h1>

 👉 <p>This is a paragraph.</p>

 👉 

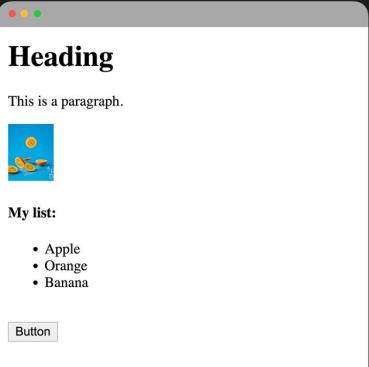
 👉 <div class="my-list">
 👉 <h4>My list:</h4>

 👉   <ul>
   👉   <li>Apple</li>
   👉   <li>Orange</li>
   👉   <li>Banana</li>
  </ul>
</div>

 👉 <br>

 👉 <button onclick="alert('Submit')">Button</button>
</body>
```

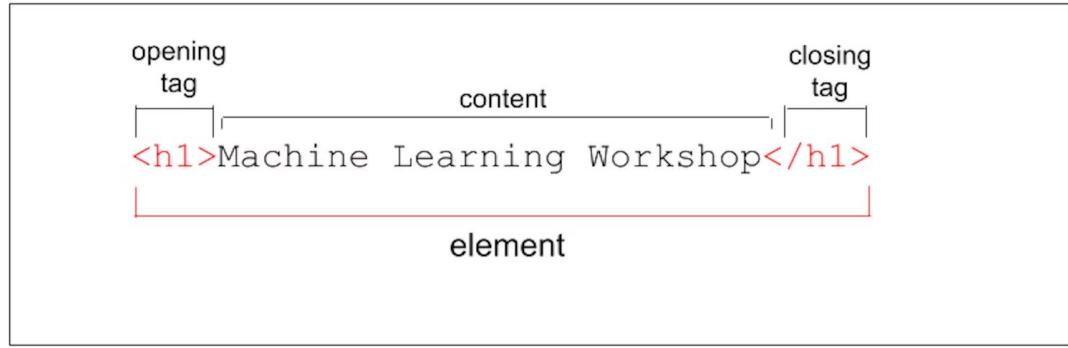
→



– is the standard markup language for describing the structure of documents displayed on the web



# HTML consists of elements



## Element: Consists of tags and content

Browsers do not display tags; tags are used to interpret the content of the page.

```
1  <!DOCTYPE html>
2  <html>
3      <head>
4          <title>Example</title>
5          <link rel="stylesheet" href="st
6      </head>
7      <body>
8          <h1>
9              <a href="/">Header</a>
10         </h1>
11         <nav>
12             <a href="one/">One</a>
13             <a href="two/">Two</a>
14             <a href="three/">Three</a>
15         </nav>
```

# Types of Elements by Tag

---

## ● void elements

- Consist of a single tag
  - Do not contain text or nested elements
- 

```
<br>, <col>, <embed>, <hr>,
<img>, <input>, <link>,
<meta>, <source>, <track>,
<wbr>
```

## ● replaced elements

- Information for display is taken from their attributes
- 

```
<iframe>, <video>, <embed>

<input type="range"/>
```

## ● non-replaced elements

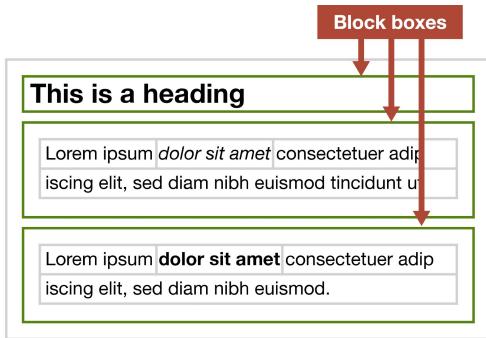
- Have opening and closing tags;
  - may contain content and other elements
- 

```
<p>
This paragraph has some
<strong> strong </strong>
content
</p>
```

# Types of Elements by Type

## Block Elements

<header>, <footer>  
<h1>, <p>, <div>  
<ul>, <ol> ...



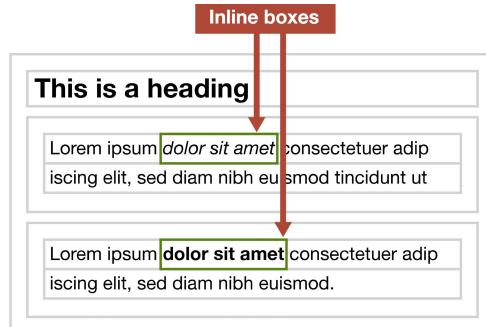
Occupy the full width of the page (or the available space of the parent)

Cannot be nested within inline elements, but can be nested within block elements

<p> and <h1>-<h6> cannot contain block elements, only inline elements

## Inline Elements

<a>  
<span>  
<em>, <img> ...



Occupy only as much space as their content

Can contain only data (text) and other inline elements, but <a> can contain block elements

Used to highlight a piece of text within a block element

## HTML

# Attributes



Attributes provide additional information about an element that you do not want to display in the content.

An attribute must always have:

- A space between it and the element name (or the previous attribute if the element already has one or more attributes)
- Attribute name, followed by an equals sign
- Attribute value, enclosed in quotes
- The order of attributes does not matter

Types of

# Attributes

## global

Can be applied to any element

```
<p class="box error">Setting 'box' class</p>
```

## required

Without them, the element is invalid

```

```

## boolean

Do not require a value

```
<button disabled>You can't click here</button>
```

## custom

Can be created for later use in JS with  
the **dataset[name]** property  
*data-your-name*

```
<button data-learning="workshop">Click</button>
```

Most Used

# Attributes

<b>href</b>	<a>	URL for the link
<b>target="_blank"</b>	<a>	Opens the link in a new window
<b>class</b>	all	Used with CSS to style elements
<b>id</b>	all	The value must be unique on the page; used for linking to blocks on the same page
<b>alt / src</b>	<img>	Alternative text if the image cannot be displayed / Path to the image, required for the image to display
<b>width/height</b>	<img>, <iframe>	Sets default width/height for images, which can be overridden in CSS
<b>style</b>	all	Defines styles that override previously set CSS file styles

## Attribute

# class

Used for styling with CSS

- Class name can be arbitrary
- A good class name should answer the question, "**What does this element do?**"
- Do not name classes **by content, style, or tag**, as they may change
- **Avoid using numbers** in class names; the order of blocks may change
- Use only **English words, no transliteration**
- Written in **lowercase**
- No spaces in class names; use **hyphens** for compound class names
- Preferably no **more than three words** in a class name
- An element can have many classes

## Examples

# class

Not recommended	Best practices
class="krasnaya-knopka"	class="error-button"
class="PageHeader"	class="page-header"
class="first-heading"	class="main-heading"
class="section-main-important-text"	class="primary-text"
class="green-heading"	class="section-heading"
class="text-two"	class="default-text news-text"

# Comments in HTML

```
<div>
  <!-- HTML Comment
  This comment will not be seen in the browser window but
  is sent to the browser which can add to the delay of a
  page load. -->
```

- Invisible to the user
- Explanations in the code for yourself or colleagues
- Hide blocks of code from the page without deleting them from the file
- Cannot nest comments within each other
- To quickly comment/uncomment a line or block of code, use **Ctrl + /** or **Cmd + /** in most editors
- Often used to mark the beginning of a large piece of code and explain its purpose
- Visible in the browser's developer tools, so write only what anyone can see



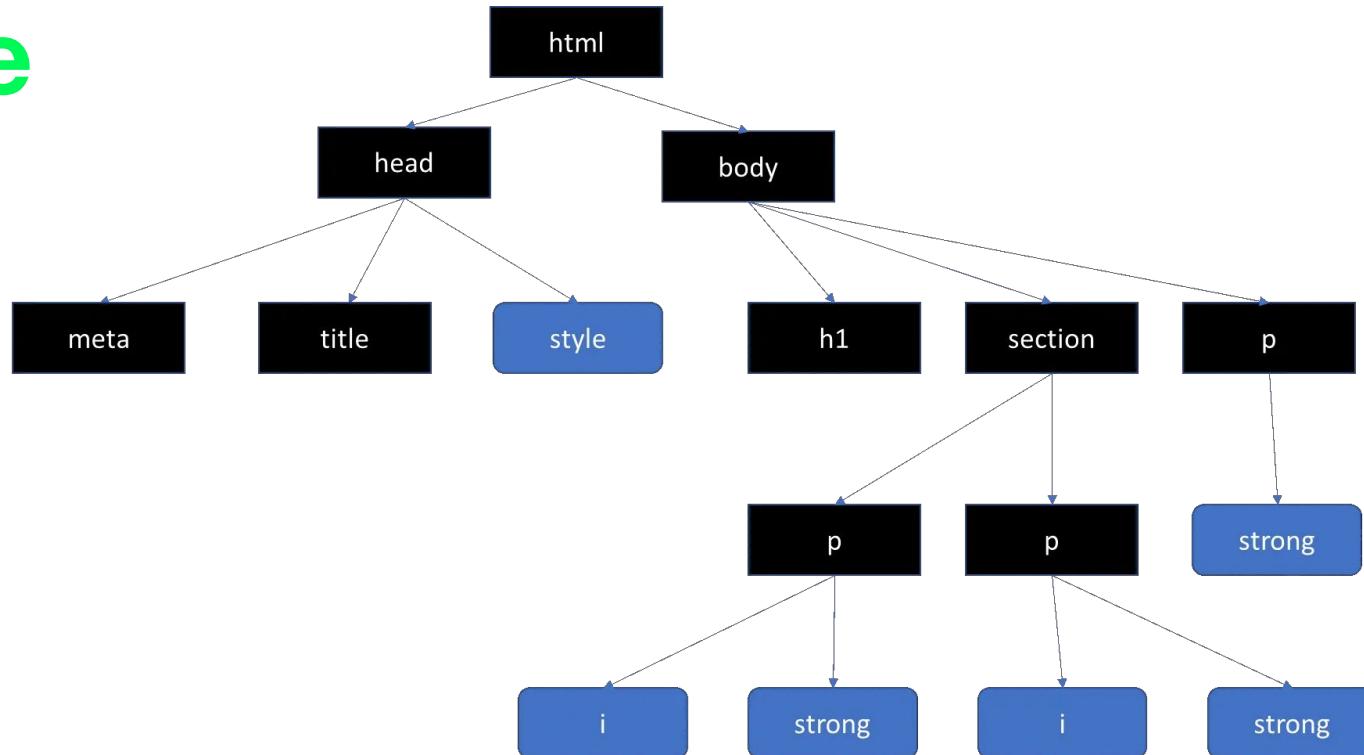
# Anatomy of an HTML Document

1. Doctype: Historical artifact
  2. Root Element
  3. Element for connecting resources not visible on the page
  4. Element that sets the document's UTF-8 encoding
  5. Element for the page title (displayed in the browser tab or bookmarks)
  6. Element for the content of the entire page
- 



# DOM

## tree



# Basic Metrics for Evaluating HTML

1

Semantics

2

Heading Hierarchy

3

Validity

4

Accessibility (a11y)

# 1 Semantics

- Using tags for their intended purpose.
  1. Cannot be checked automatically
  2. Why use it:
    - a. Search engines and SEO
    - b. Accessibility through screen readers and reading mode
    - c. Code clarity
    - d. Developer's proficiency

# reading mode

W Book - Wikipedia

en.wikipedia.org/wiki/Book

Not logged in Talk Contributions Create account

Log in

Article Talk

Read View source More Search Wikipedia

From Wikipedia, the free encyclopedia

For other uses, see [Book \(disambiguation\)](#).



Books

A

Literature

Major forms

Main page  
Contents  
Featured content  
Current events  
Random article  
Donate to Wikipedia  
Wikipedia store

Interaction  
Help  
About Wikipedia  
Community portal  
Recent changes  
Contact page

Tools  
What links here  
Related changes  
Upload file  
Special pages  
Permanent link  
Page information  
Wikidata item  
Cite this page

W Book - Wikipedia :: Reader View

Search or enter an address



A **book** is a set of written, printed, illustrated, or blank sheets, made of [ink](#), [paper](#), [parchment](#), or other materials, fastened together to hinge at one side. A single sheet within a book is a [leaf](#), and each side of a leaf is a [page](#). A set of text-filled or illustrated pages produced in electronic format is known as an [electronic book](#), or [e-book](#).

Books may also refer to works of literature, or a main division of such a work. In [library and information science](#), a book is called a [monograph](#), to distinguish it from serial [periodicals](#) such as [magazines](#), [journals](#), or [newspapers](#). The body of all written works including books is [literature](#). In [novels](#) and sometimes other types of books (for example, biographies), a book may be divided into several large sections, also called books (Book 1, Book 2, Book 3, and so on). An avid reader of books is a [bibliophile](#) or colloquially,

# Base Tags

# <header> - page or block header

The header features a dark blue navigation bar with links for Shop, Collection, Blog, and Contact. A top banner reads "Serenity Medical Group main A Communities Together" with a "New" badge. On the right, there are user icons for medical.admin@email.com and a phone number +02-856 789 4563.

Pharmify logo, search bar, and navigation menu items: Home Pages, About Us, Pages, Products, shopping cart (1), user profile, and heart.

# <footer> - page or block footer

The footer has a blue background. It includes the Pharmify logo, a short paragraph about the company, social media links (Twitter, Instagram, Facebook, YouTube, LinkedIn), and a newsletter sign-up form.

**Company**

- About
- Plans
- Services
- Products
- Privacy Policy
- Terms Of Use

**Help & Support**

- Support
- Locate Us
- Contact Us
- Login
- FAQ

**Services Cities**

- New York
- Los Angeles
- Chicago
- Houston
- Washington

**Newsletter**

Subscribe our Newsletter to get the latest news and insights

Enter Your Email

By subscribing, you accept the Privacy Policy

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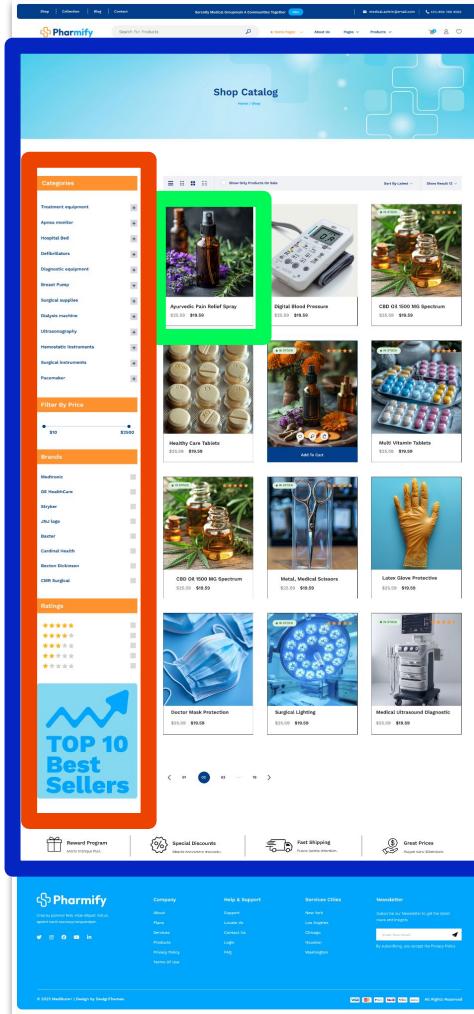
Payment method icons: VISA, MasterCard, PayPal, Skrill, Payeer, Amazon Pay. All Rights Reserved

# <main>

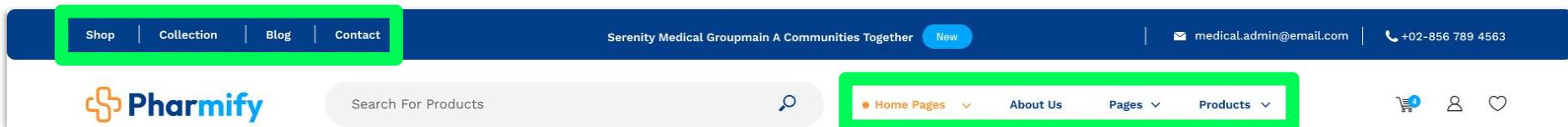
- unique page content  
between header and footer

## <img> - image

## <aside> - sidebar

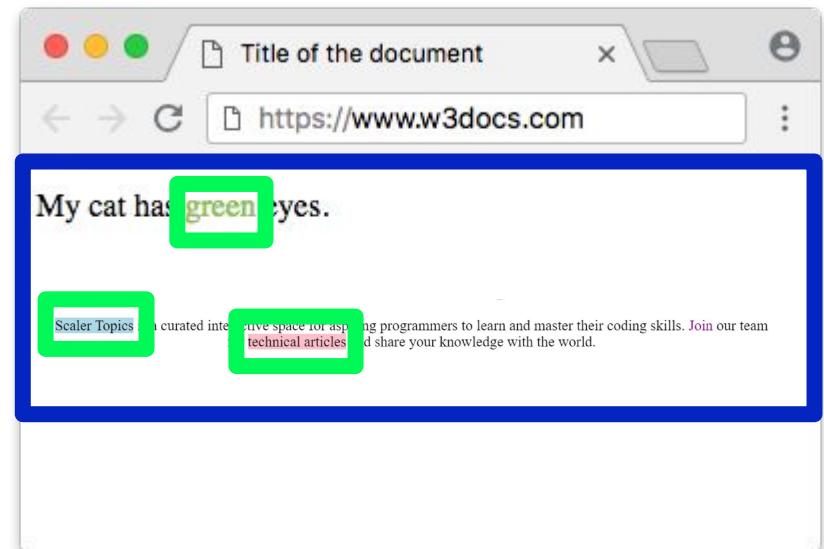


# <nav> - page navigation



# <span> - inline container for styling

# <div> - block container for grouping elements



**<h1>**

**<h2>**

**<h3>**

**<h4>**

**<h5>**

**<h6> - headings**

**<p> - text**

headline 1

**Work Sans**

headline 2

**Work Sans**

headline 3

**Work Sans**

headline 4

**Work Sans**

headline 5

**Work Sans**

headline 6

**Work Sans**

headline 7

**Work Sans**

body text

Apparently we had reached  
a great height in the atmosphere,  
for the sky was a dead black

heading

**Work Sans**

**<ul> - unordered list**

**<ol> - ordered list**

**<li> - list item**



Cras eu pulvinar felis, vitae aliquet metus.  
aptent taciti sociosqu torquentper.



#### Company

- [About](#)
- [Plans](#)
- [Services](#)
- [Products](#)
- [Privacy Policy](#)
- [Terms Of Use](#)

#### Help & Support

- [Support](#)
- [Locate Us](#)
- [Contact Us](#)
- [Login](#)
- [FAQ](#)

Bullets and List

Ordered list –

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five

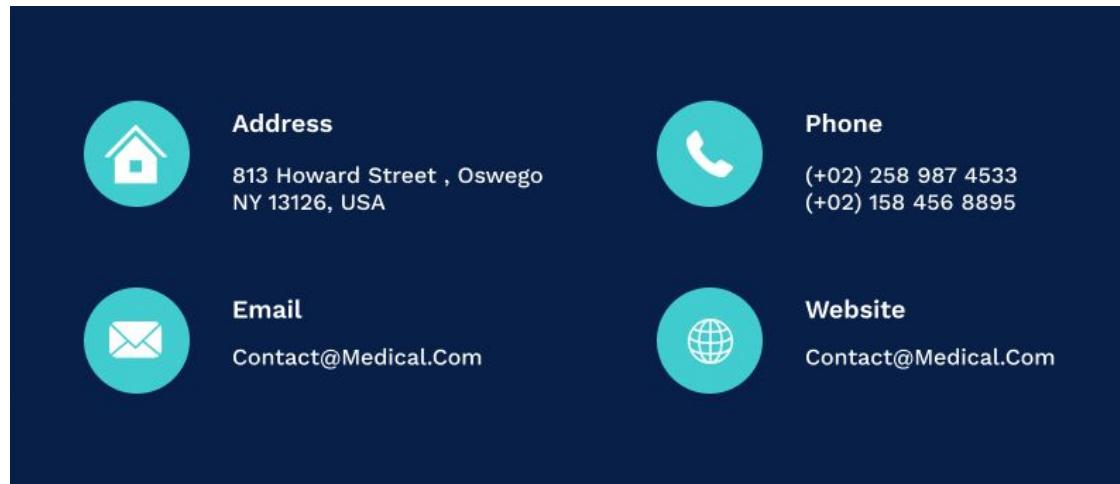
Unordered list –

- Red
- Blue
- White
- Yellow
- Green

**<dl> - description list**

**<dt> - term/name**

**<dd> - description of this term/name**



# <a> - link

The screenshot shows a top navigation bar with a dark blue background. On the left, there are four links: "Shop", "Collection", "Blog", and "Contact". In the center, the text "Serenity Medical Group main A Communities Together" is displayed, followed by a "New" button. On the right, there is an email link "medical.admin@email.com" and a phone number "+02-856 789 4563". Below this, the main header features the "Pharmify" logo with a stylized orange cross icon. To the right of the logo is a search bar with the placeholder "Search For Products" and a magnifying glass icon. Further right are three dropdown menus: "Home Pages", "About Us", and "Products". On the far right is a green button bar containing icons for a shopping cart (with a notification), user profile, and heart.

# <button>

The screenshot shows a footer section with a blue background. On the left, the "Pharmify" logo is displayed. Below it is a short paragraph of text: "Cras eu pulvinar felis, vitae aliquet metus. aptent taciti sociosqu torquentper.". Underneath is a row of social media icons for Twitter, Instagram, Facebook, YouTube, and LinkedIn, all enclosed in a red rectangular border. To the right are three columns, each with a red rectangular border around its content area. The first column, titled "Company", lists "About", "Plans", "Services", "Products", "Privacy Policy", and "Terms Of Use". The second column, titled "Help & Support", lists "Support", "Locate Us", "Contact Us", "Login", and "FAQ". The third column, titled "Services Cities", lists "New York", "Los Angeles", "Chicago", "Houston", and "Washington". On the far right, there is a "Newsletter" section with a text input field "Enter Your Email" and a green "Subscribe" button with a paper airplane icon. Below this, a note states "By subscribing, you accept the Privacy Policy". At the very bottom, there is a copyright notice "© 2023 Medikure+ | Design by DesignThemes.", a row of payment method icons (VISA, MasterCard, PayPal, Skrill, Payoneer, Amazon Pay), and a final "All Rights Reserved" statement.

## <section> - logical block

## <article> - independent content unit



Sold

Blood Pressure Monitor

\$25.59 - \$19.59

Add To Cart



Modern Stethoscope

\$25.59 - \$19.59

Add To Cart



Ultraviolet Sterilizer

\$25.59 - \$19.59

Add To Cart



New

Blood Glucose Meter

\$25.59 - \$19.59

Add To Cart



Patient Monitor

\$25.59 - \$19.59

Add To Cart

**<table>**

**<tr> - table row**

**<td> - table cell**

<b>Range</b>	-199.99 to 199.99 C
<b>Resolutions</b>	0.01 C
<b>Accuracy</b>	GB Dedicated Graphic Accuracy (NVIDIA - Open GL 4.0)
<b>Battery</b>	5000mAh ( More Driven by the amount of data )
<b>Dimensions</b>	HD Screen (1920×1080 with 100% desktop Scaling)

**<details>** - additional details, user can open and close

**<summary>** - visible heading for the **<details>**

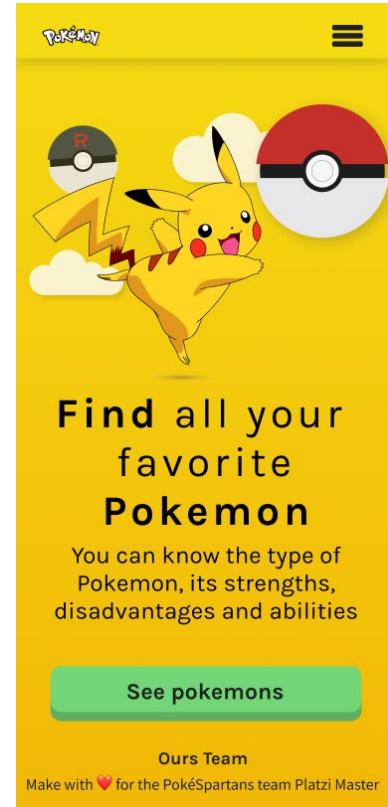
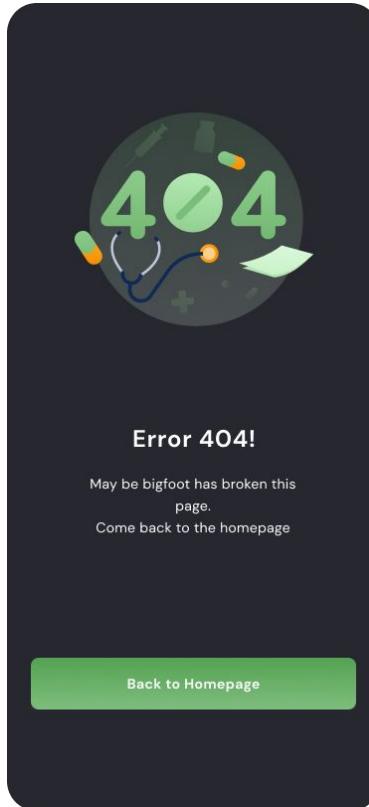
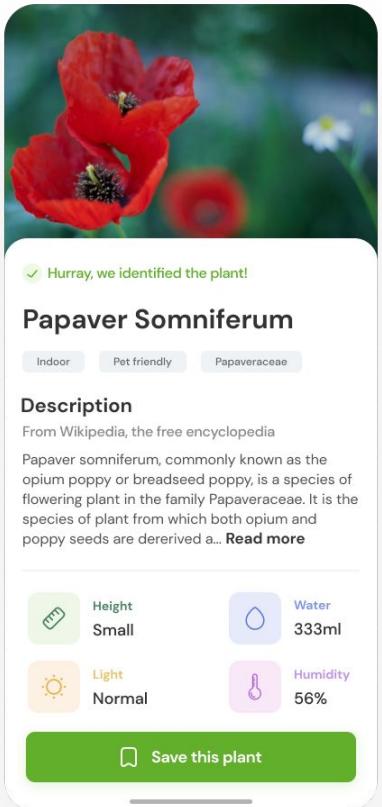
Quality Services Provided At Affordable Rates ? 

Minimum Prices For The Maximum Output Advertise Anything ? 

From The Lowest To The Highest In Advertising Services ? 

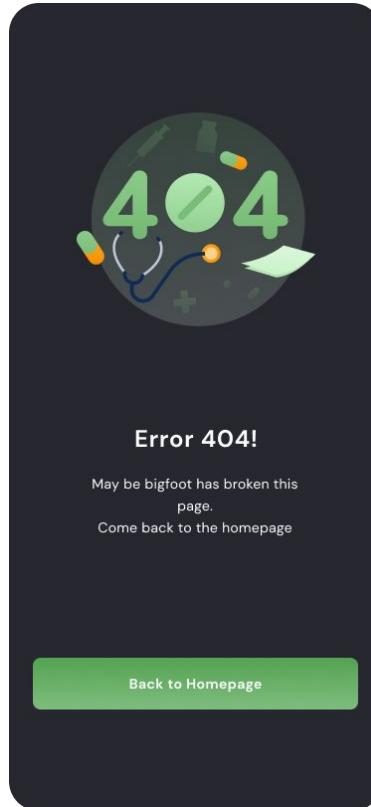
Advertising That Makes All The Difference Leaping Over Boundaries? 

Integer vel dolor a tellus vehicula malesuada eu eget tortor. Morbi aliquet dolor vel varius imperdiet. Aenean condimentum arcu non sem aliquam, at sagittis metus congue. Praesent ut aliquam sem. Suspendisse potenti. Suspendisse tincidunt diam et ex rutrum volutpat. Aliquam et nisl ullamcorper, bibendum justo nec, pellentesque magna. Donec venenatis consectetur elit ut blandit. Suspendisse ut velit ac ex fermentum auctor. Praesent consequat semper condimentum. Donec laoreet lectus magna, vitae pellentesque dolor vehicula.





<button>



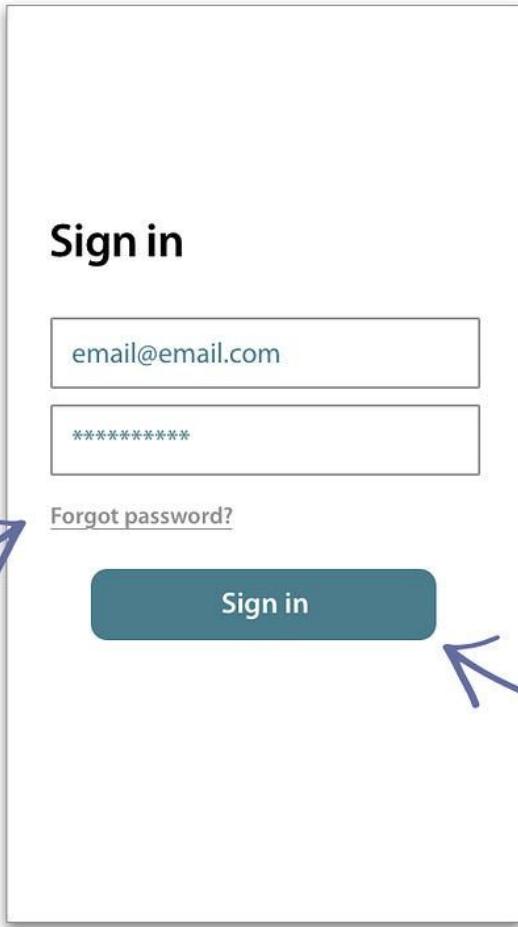
<a>



<a>  
<button>



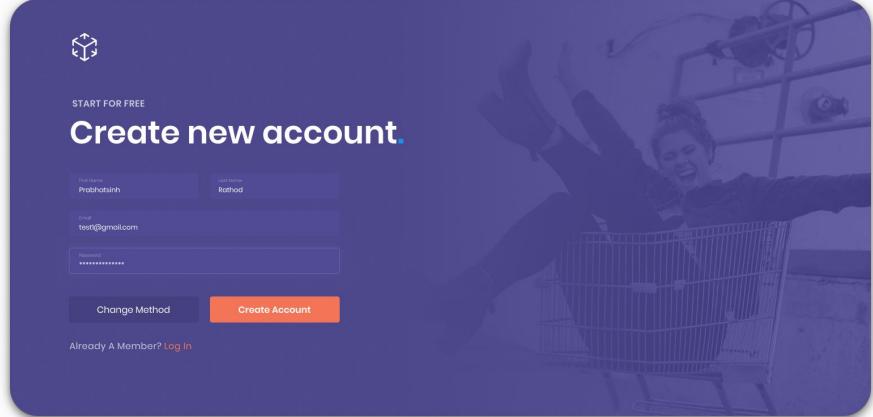
<a>



a  
vs  
**button**

**Link** - we need to go to another page or to another place on the same page

**Button** – something should happen in the same place on the page



Where *art* meets meta-modernity

Rotterdam Art Museum brings you the most astonishing and authentic artworks from all across Europe and South America. Our sole mission is to instigate appreciation for art in people's minds and hearts :)

[Explore exhibitions](#) [More about us](#)

A painting of a woman with light-colored hair, wearing a white headscarf and a yellow dress. She is holding a blue bowl in her hands and looking upwards. The painting has a classic, somewhat melancholic feel. In the bottom right corner of the image, there is a small caption: "In-focus: Katherine Crawford '1698".

 **DolphinVPN**

[About](#) [Features](#) [Pricing](#) [Testimonials](#) [Help](#) [Sign In](#) [Sign Up](#)

**Want anything to be easy with **DolphinVPN**.**

Provide a network for all your needs with ease and fun using DolphinVPN discover interesting features from us.

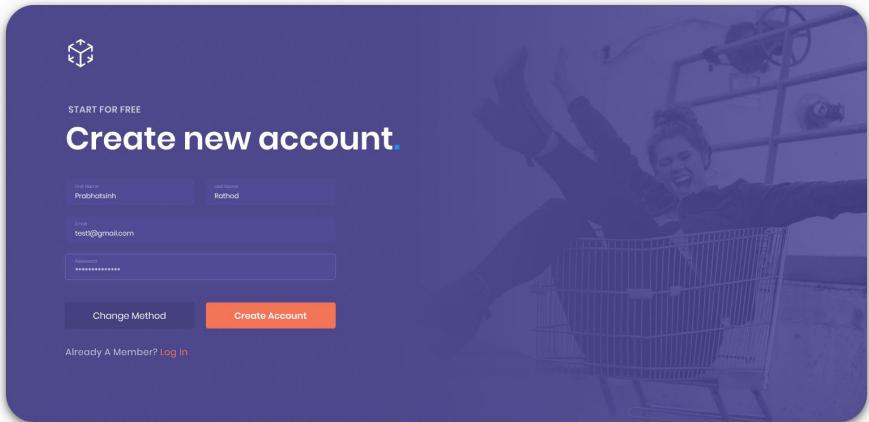
[Get Started](#)

An illustration of a person wearing a red t-shirt, glasses, and a blue headphones. They are sitting at a desk with a laptop, pointing at it. Various icons like a lock, play button, chart, and letter N are floating around them, suggesting a digital or network environment.

**The Crown**

A promotional image for the TV show "The Crown". It features Queen Elizabeth II in profile, wearing a crown and a dark dress. To her left is Prince Philip, and to her right are other members of the royal family. The background is dark and dramatic. On the left side, there is a "Watchlist" button with a plus sign. On the right side, there is a "Watch Now" button. There are also navigation arrows at the top and bottom right.

<button>



Where *art* meets meta-modernity

Rotterdam Art Museum brings you the most astonishing and authentic artworks from all across Europe and South America. Our sole mission is to instigate appreciation for art in people's minds and hearts :)

Explore exhibitions

More about us

<a>



DolphinVPN

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Sign In Sign Up

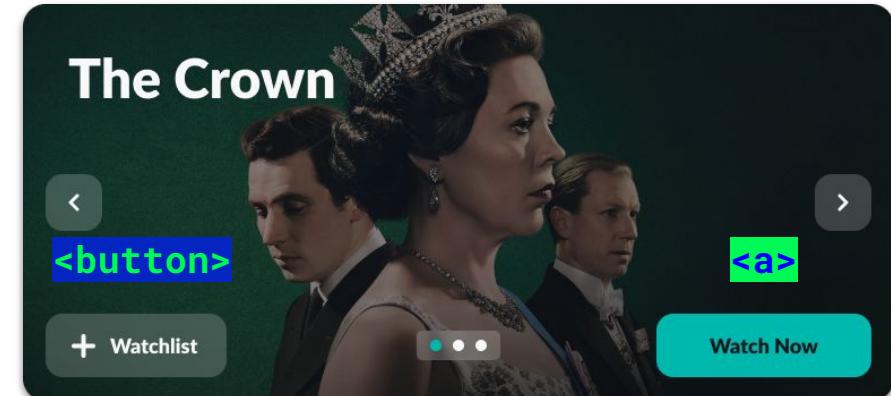
<button>

## Want anything to be easy with **DolphinVPN**.

Provide a network for all your needs with ease and fun using DolphinVPN discover interesting features from us.

Get Started

<a>



# 2 hierarchy of headings

– Creating a hierarchy of headings, which should look like a book's table of contents

1. Main content
2. Why think about it:
  - a. Reasons similar to semantics
3. If the page lacks visual headings, add hidden ones

# Contents

<b>Chapter 1-Basic of InDesign .....</b>	<b>1</b>
History of InDesign .....	1
InDesign in Ancient Greek .....	1
The Birth of InDesign .....	1
The Death of InDesign .....	2
The Best Publishing Software .....	2
What About Quark.....	3
What About Office.....	3
Why Use inDesign? .....	3
I Love InDesign.....	4
I Also Love Photoshop .....	4
Who Create InDesign? .....	4
<b>Chapter 2-Typography.....</b>	<b>5</b>
Definition of Typography .....	5
Typography is Text In Visual.....	5
Typhography as Art.....	5
Dealing With Typography .....	6
Mr. Typhography Himself.....	6

<h1>InDesign book</h1>

<h2>Basics of InDesign</h2>

<h3>History of InDesign</h3>

<h4>InDesign in Ancient Greek</h4>

<h4>The Birth of InDesign</h4>

<h4>The Death of InDesign</h4>

<h3>The best publishing software</h3>

<h4>What about Quark</h4>

<h4>What about Office</h4>

<h3>Whu use InDesign?</h3>

<h4>I love InDesign</h4>

<h4>I also love Photoshop</h4>

<h3>Who Create InDesign?</h3>

<h2>Typography</h2>

<h3>Defenition of Typography</h3>

<h4>Typography is Text in Visual</h4>

<h4>Typography is Art</h4>

<h3>Dealing with Typography</h3>

<h4>Mr.Typography Himself</h4>



ABOUT US  
**REDEFINING ENTERPRISE COMMUNICATIONS**

CIT is committed to redefining enterprise communications, providing clients with the services and capabilities that drive productivity across their organizations. Our Tier 1<sup>®</sup> network, ranked in the top five worldwide, connects our clients to any location in the world using application in the cloud. We offer a comprehensive portfolio of wide area networking, internet, managed services

MORE ABOUT US

WHAT WE PROVIDE

Our focus is simple to ensure a transparent path of control while reducing costs, improving productivity and decreasing profit objectives.



h1

h2

h3

h2

h3

## 1. Connecting the world

**1. Core technologies inc. – communication services for your business**

## 2. About us

### 3. Redefining enterprise communications

## 2. What we provide

### 3. Managed services

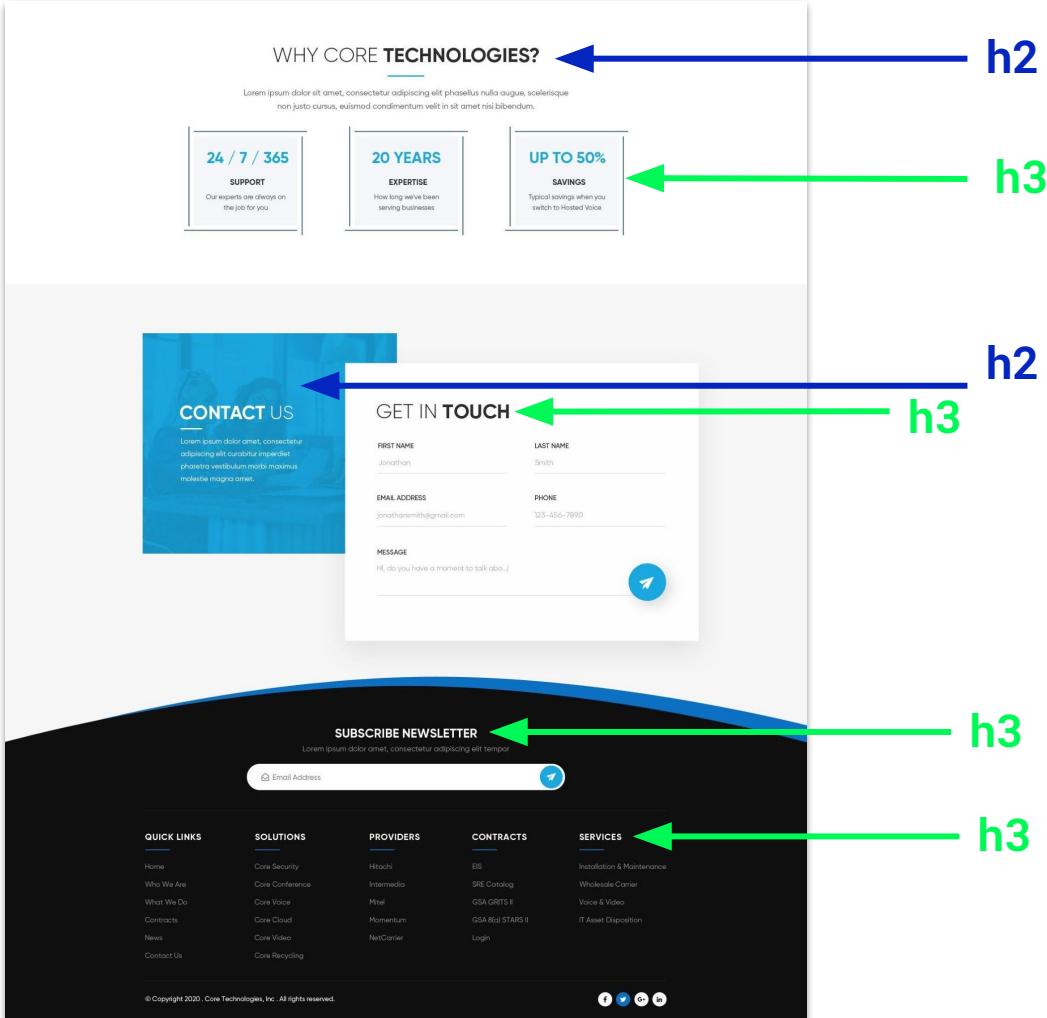
### 3. Voice and data

### 3. Colocated hosting

### 3. Cloud

### 3. Cable and wiring

### 3. Satellite



2. Why core technologies?

3. Support

3. Experties

3. Savings

2. Contact us

3. Get in touch

3. Subscribe newsletter

**2. Site navigation**

3. Quick links

3. Solutions

3. Providers

3. Contracts

3. Services

# 3 Validity

- Conformity to standards (specification)

**The World Wide Web Consortium(W3C)** is an international community that develops open standards for the Internet.

1. Correct order of opening and closing tags
2. Presence of closing tags
3. All required attributes
4. Proper use of tags within other tags

## 1. Correct order of opening and closing tags

<p> Lorem ipsum <a> dolor set </p> </a>



<p> Lorem ipsum <a> dolor set </a> </p>



<p> Lorem ipsum</p> <a> dolor set </a>



## 2. Presence of closing tags

```
<li> Lorem ipsum dolor set  
<li> Lorem ipsum dolor set
```



```
<li> Lorem ipsum dolor set </li>  
<li> Lorem ipsum dolor set </li>
```



```
  
<input type="text">
```



### 3. Availability of all required attributes









<a> Lorem ipsum </a>



<div id="value01"></div>  
<section id="value01"></section>



## 4. Proper use of tags within other tags

<span> Lorem ipsum <div> dolor sit </div> </span>



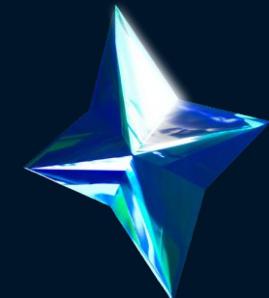
<div> Lorem ipsum <span> dolor sit </span> </div>



```
<ul> Lorem ipsum  
    <p> dolor sit </p>  
</ul>
```



```
<ul> Lorem ipsum  
    <li> <p> dolor sit </p> </li>  
</ul>
```



# 4 Accessibility

Ensures the website is usable for people with additional needs

1. Often overlooked
2. If you follow the other three rules, accessibility will be achieved automatically
3. Can be checked using Chrome's audits for accessibility, which also provide fixes
4. Ensures people can use your site with a keyboard and screen reader

# Emmet

is a plugin for many  
popular text editors  
which greatly improves  
HTML & CSS workflow

Marks up an entire site with a single  
line of code

Save your time

```
header>(nav>ul>li*5>a>lorem1)^main>(h1>lorem5^section*5>h2>lorem3^p*3>lorem15)^footer>p>lorem10^a>lorem1
```

```
<header>
  <nav>
    <ul>
      <li><a href="">Lorem.</a></li>
      <li><a href="">Beatae.</a></li>
      <li><a href="">Officiis.</a></li>
      <li><a href="">Qui!.</a></li>
      <li><a href="">Aut?.</a></li>
    </ul>
  </nav>
</header>
<main>
  <h1>Lorem ipsum dolor sit amet.</h1>
  <section>
    <h2>Lorem, ipsum dolor.</h2>
    <p>Lorem ipsum dolor sit amet consectetur adipisicing elit. Repellat et consequuntur reprehenderit autem maxime esse?</p>
    <p>Temporibus excepturi eius, atque, illo doloremque unde explicabo corrupti quibusdam molestias, accusantium voluptas qui mollitia.</p>
    <p>Dolores maiores molestias aliquid quasi quibusdam dolorum labore ullam est. Doloremque unde voluptate quis labore!</p>
  </section>
  <section>
    <h2>Rerum, atque voluptate.</h2>
    <p>Lorem ipsum dolor sit, amet consectetur adipisicing elit. Reiciendis rem quos necessitatibus maiores amet. Obcaecati.</p>
    <p>Reiciendis et numquam repellendus quia quibusdam asperiores at deleniti dolore. Aliquid, amet pariatur. Delectus, cum?</p>
    <p>Sed id, aut nam odit dolore architecto, pariatur, nulla repellendus eveniet ipsum consectetur rerum quo.</p>
  </section>
  <section>
    <h2>Sapiente, ipsum magni?</h2>
    <p>Lorem ipsum dolor, sit amet consectetur adipisicing elit. Necessitatibus eaque perspiciatis laborum ducimus recusandae commodi.</p>
    <p>Quasi beatae rem dolorum fugiat obcaecati laudantium illum tempore provident? Harum voluptatem reiciendis recusandae magni.</p>
    <p>Obcaecati delectus nemo commodi iste quam aperiam voluptatum recusandae nostrum ipsam nesciunt est, tempore vitae.</p>
  </section>
  <section>
    <h2>Error, ipsa aliquid!</h2>
    <p>Lorem ipsum dolor sit amet consectetur adipisicing elit. Unde, soluta dolore eum facilis placeat obcaecati.</p>
    <p>Ab, unde? Assumenda recusandae repellat veritatis eveniet voluptas aliquam dolorem, culpa facere dolore architecto consequuntur.</p>
    <p>Culpa ducimus tempora repudiandae dicta ea inventore. Consectetur nesciunt repellat corrupti saepe debitis nulla recusandae!</p>
  </section>
  <section>
    <h2>Dignissimos, magni ipsa?</h2>
    <p>Lorem ipsum dolor sit amet consectetur adipisicing elit. In aut suscipit hic fugit dignissimos quo?</p>
    <p>Aliquam tenetur iusto sapiente maiores saepe animi obcaecati cumque aspernatur laudantium quasi quod, temporibus excepturi.</p>
    <p>Iusto maiores odio est nobis aperiam a et dolorem culpa eaque distinctio eius, error quod.</p>
  </section>
</main>
<footer>
  <p>Lorem ipsum dolor, sit amet consectetur adipisicing elit. Sit, ea!</p>
  <a href="">Lorem.</a>
</footer>
```

structure of

# Emmet

!	Basic site structure	<!DOCTYPE html> <html lang="en"> ... </html>
#example	id	<div id="page"></div>
.example	class	<div class="logo"></div>
p*2	Number of elements	<p></p> <p></p>
ul>li	Nesting	<ul> <li></li> </ul>
a[href="index.html"]	Attribute	<a href="index.html"></a>
a{Click me}	Text	<a>Click me</a>

## Rules

# Emmet

Class without a tag = <div> with class	.wrap>.content = div.wrap>div.content
If an element has nesting rules, they apply automatically	ul>.item*3 = ul>li.item*3
<ul style="list-style-type: none"><li>• li for ul and ol</li></ul>	ol>.item = ol>li.item
<ul style="list-style-type: none"><li>• tr for table, tbody, thead and tfoot</li></ul>	table>.row = table>tr.row
<ul style="list-style-type: none"><li>• td for tr</li></ul>	table>tr>.cell = table>tr>td.cell
<ul style="list-style-type: none"><li>• option for select and optgroup</li></ul>	select>.select-item*5 = select>option.select-item*5
Follow nesting rules by element types	em>.info = em>span.info div

# Quality Criteria for **HTML** Course

- ♥ The document must begin with <!DOCTYPE HTML>.
- ♥ Each page must have the lang attribute set according to the page's language.
- ♥ The document must have a specified encoding.
- ♥ Title Tag must be set on all pages.
- ♥ No critical markup errors.
- ♥ Semantic Markup
- ♥ The markup must be valid.
- ♥ All pages should be linked and checked for broken links.
- ♥ Each page must have an <h1> tag that is different from the page title.
- ♥ Use the minimum possible number of HTML elements.
- ♥ The logo on internal pages should lead to the home page.
- ♥ External links should have the attribute target="\_blank".
- ♥ The heading tree structure is maintained.
- ♥ Description meta tag must be set

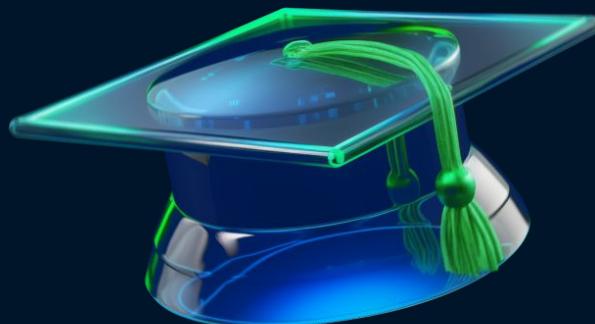
When developing a website, there are many conditions that must be met to ensure the site displays correctly.

- ♥ Mandatory for passing the course
- ♥ Required for the highest grade
- ♥ Optional

- 4.2 The root document should have folders like css, img, js.
- 4.3 The main page should be named index.html.
- 4.4 File names and extensions should be lowercase without spaces.
- 4.5 Files should be uniformly formatted.

# What We Learned Today

1. What HTML is
2. HTML syntax:
  - Element
  - Tag
  - Attribute
3. How to choose tags
4. Basic metrics for markup evaluation:
  - Validity
  - Semantics
  - Heading hierarchy
  - Accessibility
5. Emmet – abbreviation language



# Homework

1. Markup of Figma template
  - tags
  - attributes
  - classes
2. Practice Emmet
3. Check your site markup Validation and Heading hierarchy





**QUESTIONS?**



**Please fill out the feedback form**  
**It's very important for us**



**THANK YOU!**  
**Have a good evening!**