



# [1-1]

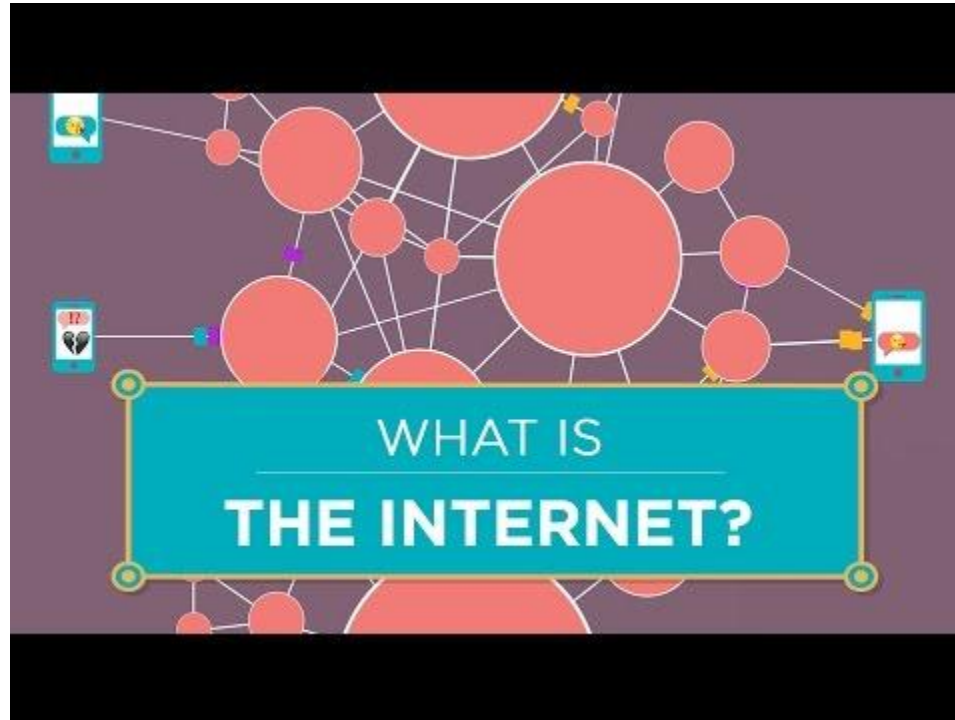
---

## Introduction to HTML

# What is the internet?

---

J



# What is the world wide web?

---

J



# HTML or How To Make Lasagna

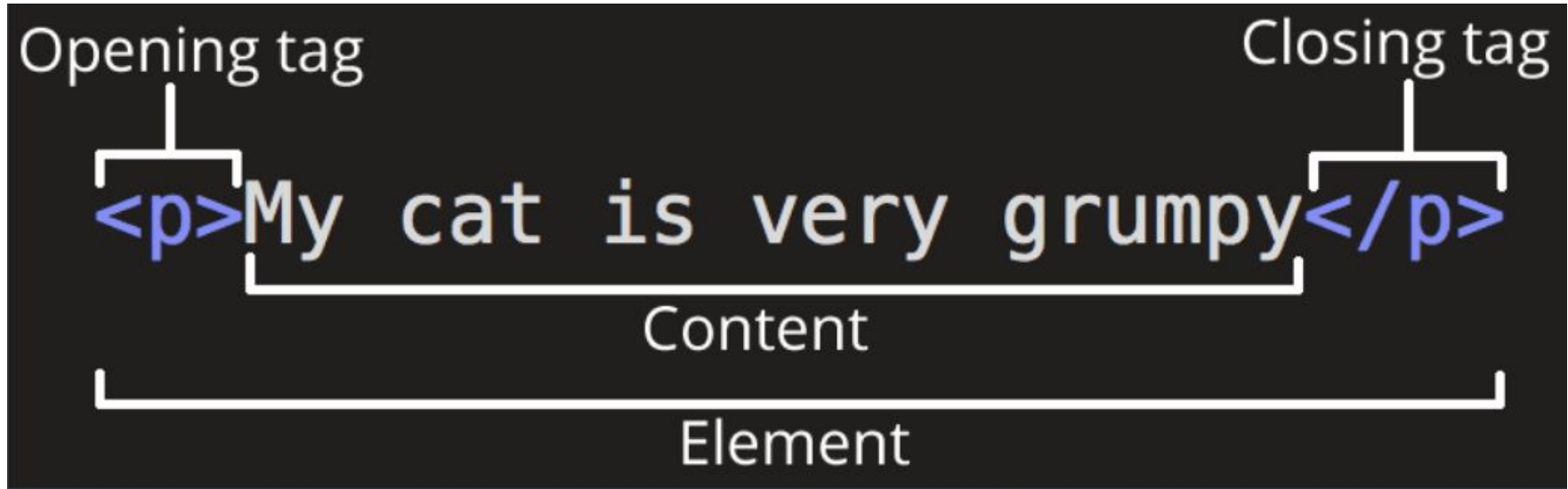


*\*actually it's HyperText Markup Language*

**HTML** is a fairly simple language made up of elements, which can be applied to pieces of text to give them different *meaning* in a document.

- Heading
- Paragraph
- List
- Table
- Image
- Header
- Navigation
- Section
- Footer

# Anatomy of an HTML element



# Anatomy of an HTML element



Attribute

`<p class="editor-note">My cat is very grumpy</p>`

<code>&lt;p&gt;</code>	HTML element (tag)
<code>class</code>	HTML attribute
<code>editor-note</code>	Value of class attribute
<code>My cat is very grumpy</code>	Content of <code>&lt;p&gt;</code> element

# Basic HTML Template

---



This is what a basic HTML template looks like.

[https://www.w3schools.com/tags/tag\\_doctype.asp](https://www.w3schools.com/tags/tag_doctype.asp)

```
<!DOCTYPE html>

<html>

  <head>
    <title>A Basic HTML Template</title>
  </head>

  <body>
    <!-- all content here -->
  </body>

</html>
```

# Choose the Right tag for the Job



- Tags should be chosen based on the semantic value of the content
- Tags should NEVER ever be chosen based on presentation, or look.

This means that these tags are essentially off-limits:

`<big>`

`<small>`

`<i>`

`<b>`

`<center>`

`<font>`

`<br />`

`<hr />`



# Choose the Right tag for the Job

---



Anytime you catch yourself thinking

*“I should use <tag> because I need it to look like ...”*



# Semantic HTML = Google

---

J

Semantic HTML pleases Google. It is easier for it to crawl and index your site.  
This means

- a better ranking in search results.
- Less of a need to “game” the Google algorithm with SEO shenanigans.

# Semantic HTML = Accessibility

J



Source: <http://blogs.actuate.com/wp-content/uploads/2015/04/visualimpairmentstats.png>

- 22% of Canadians over the age of 15 live with *at least* one disability (6.2 million).
- 26% of Americans have some type of disability. (61 million).

Policies and laws worldwide exist and will become more and more important in the future.

<https://www.w3.org/WAI/policies/>

**Fines of up to \$250,000 **

# Semantic HTML = Accessibility

---



Always write good HTML



# Choose the Right tag for the Job



## Block-level elements

<h1>

<h2>

<h3>

<h4>

<h5>

<h6>

<p>

<ul>

<ol>

<li>

<blockquote>

<table>

<form>

<div>

# Choose the Right tag for the Job

---



## Inline elements

`<img>`

`<a>`

`<span>`

`<button>`

`<input>`

`<label>`

`<select>`

`<textarea>`

`<abbr>`

`<map>`

# Choose the Right tag for the Job

J

## HTML 5 Semantic tags

<header>

<footer>

<nav>

<article>

<main>

<aside>

<section>

<summary>

<figure>

<time>

<map>

<figcaption>

