# HTML TAGS

# HTML TAGS

HTML tags are the fundamental building blocks of an HTML document. They are used to structure and format content on a webpage.
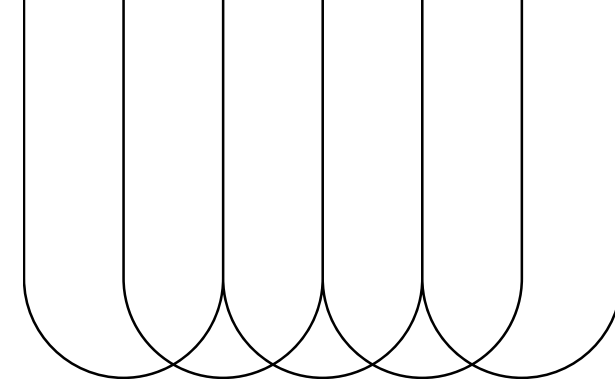
Tags define all elements of the document, i.e. they give meaning to the plain text of HTML

- HTML tags are surrounded by the two characters < and > (They are called angle brackets)
- The tag name can either start from an alphabet or an underscore( _ )
- HTML tags are not case sensitive, <p> means the same as <P>

**Examples:**

<html></html>, <head></head>, <title></title>, <body></body>, <p></p>, <img />

# PAIRED & UNPAIRED TAGS

## Paired Tags

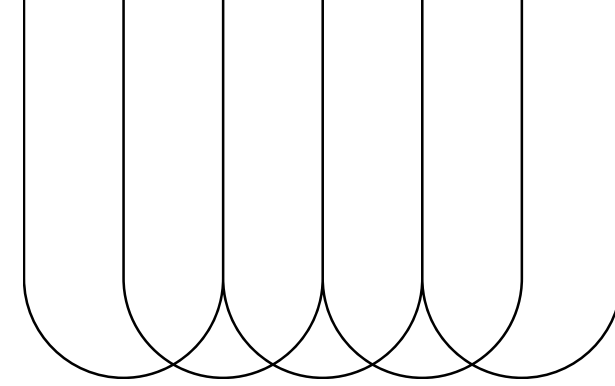Paired tags, also called container tags, consist of an opening tag and a closing tag.

**Structure**

- **Opening Tag :** The opening tag starts with < and ends with >. For example, <p>
- **Cloasing Tag :** The closing tag also starts with < but includes a forward slash / before the tag name, and ends with >. For example, </p>.
- **Element Content:** Content enclosed within opening and closing tags.

**Examples:**

<p>This is content</p>

Here, <p> is the opening tag, and </p> is the closing tag. and This is content is Element Content

# PAIRED & UNPAIRED TAGS

## Un-paired Tags

Unpaired tags, also known as self-closing or empty tags, do not require a closing tag.

Self-closing tags typically end with a / inside the tag itself, though in modern HTML (HTML5), the / is not strictly required in most cases, but it is still allowed for compatibility with older versions of HTML (XHTML).

### Structure

- **Unpaired Tag :**

### Examples:

<img src="image.jpg" alt="An image" />

Here, the <img> tag is a self-closing tag. It does not need a closing </img> tag.
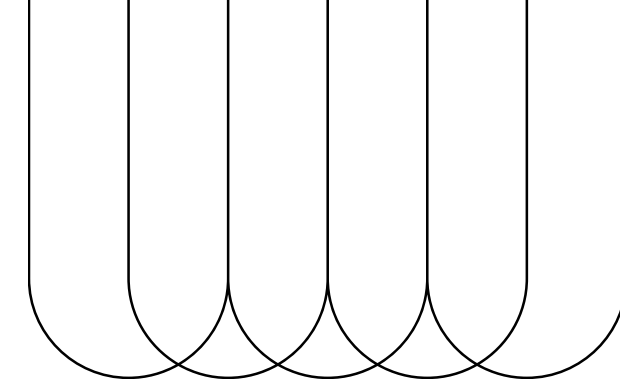
# COMMONLY USED TAGS

## Document Structure Tags

Document structure tags are used in HTML to define the organization of a webpage's content. These tags help browsers render content correctly and assist search engines and assistive technologies in understanding the document's structure.

```html
<!DOCTYPE html>
<html lang="en">
    <head>
        <!-- Metadata, Document Title, style and script -->
    </head>
    <body>
        <!-- All visible contents -->
    </body>
</html>
```

# DOCUMENT STRUCTURE TAGS

## <!DOCTYPE html>

Declares the document type and version of HTML being used. Since we're using HTML 5 we just need to write html in doctype

For older HTML documents, this tag was written as:

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">

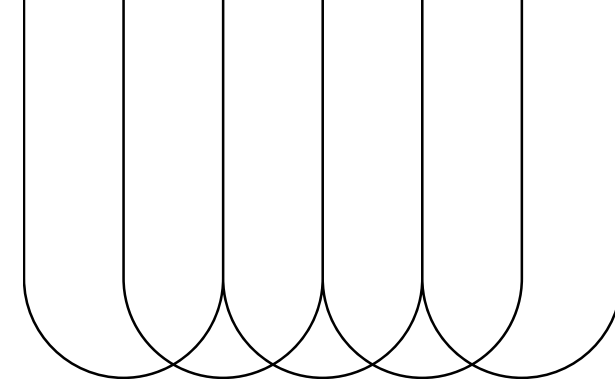## <html> Tag

The <html> tag is the root element that wraps all the content on the page.

It also accept a language attribute that tells browsers the language our website is built in

## <head> Tag

The <head> Contains meta-information about the document, such as title of the webpage, links to stylesheets, scripts, and other resources.
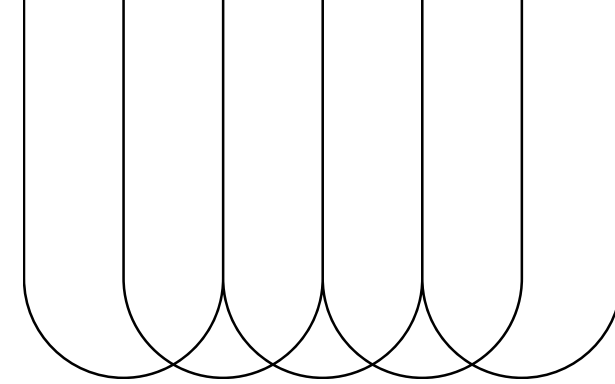
# DOCUMENT STRUCTURE TAGS

## ‹body› Tag

The ‹body› tag contains the main content of the page, and everything within this tag is displayed in the browser.

## HTML Meta Tags

Meta tags in HTML are used to provide metadata (data about data) about the webpage. They are placed within the ‹head› section of the HTML document.

Meta tags can influence how your website appears in search engines, control the behavior of your web page, or specify things like the title, description, author and character set used in the document.

# HTML META TAGS

## Character Set (charset)

Defines the character encoding for the document (important for handling non-ASCII characters).

**Syntax :** <meta charset="UTF-8">  <!-- UTF-8 is now default character encoding in all browsers -->

## Viewport

It sets the viewport to scale the page to the screen width. Useful for responsive design.

**Syntax :** <meta name="viewport" content="width=device-width, initial-scale=1.0">

## Description

It provides a short description of the page content. Search engines often use this in search results.

**Syntax :** <meta name="description" content="Meta tags and its role in html">

# HTML META TAGS

## Keywords

Specifies keywords that describe the page content. While its importance for SEO has decreased over time, it's still used by some search engines.

**Syntax :** <meta name="keywords" content="Meta Tags, Keywords, HTML">

## Author

Specifies the name of the author of the document.

**Syntax :** <meta name="author" content="indixpert.com, Anand Singh">

## Robots

Tells search engines how to index or follow links on the page. It can be used to prevent certain pages from being indexed or followed.

**Syntax :** <meta name="robots" content="index || noindex, follow || nofollow">

# HTML META TAGS

## Open Graph (OG) Tags

Used to improve how your content appears when shared on social media platforms like Facebook, Twitter, and LinkedIn

**Syntax :**

```
<meta property="og:title" content="HTML Meta Tags">

<meta property="og:description" content="Meta tags and its role in html">

<meta property="og:image" content="https://www.indixpert.com/images/logo/indixpert-logo.svg">

<meta property="og:url" content="https://www.indixpert.com/">
```

# FAVICON

A favicon is a small icon that appears next to your website's title in browser tabs. It helps in branding and easy identification among multiple tabs.

## How to add favicon to your site?

We use <link> tag to add favicon in our page. We include multiple favicons in different sizes and formats to ensure that it works well across different devices and platforms.
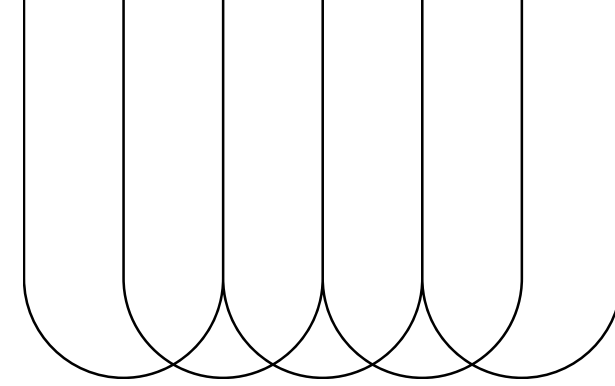
**Syntax:**

```
<!-- Standard Favicon -->
<link rel="icon" href="favicon.ico" type="image/x-icon">

<!-- PNG Favicon for higher resolution displays -->
<link rel="icon" href="favicon-32x32.png" type="image/png" sizes="32x32">
<link rel="icon" href="favicon-48x48.png" type="image/png" sizes="48x48">

<!-- Apple Touch Icon (for iOS devices) -->
<link rel="apple-touch-icon" href="apple-icon-180x180.png" sizes="180x180">

<!-- Android Home Screen Icon -->
<link rel="icon" href="android-icon-192x192.png" sizes="192x192">
```

# CONCLUSION

HTML tags are the essential to structure and format content on a webpage.

Types of HTML Tags (Paired & Unpaired)

HTML element is a fundamental building block of a webpage and defined by opening tag, optional content and a closing tag

Types of HTML Elements (Block Elements, Inline Elements, Empty or Self Closing Elements and Nested Elements)

Some Common Tags (Document Structure Tags and Meta Tags)

Document Structure Tags (!DOCTYPE, html, head, body)

HTML Meta Tags (Charset, Viewport, Description, Keywords, Author, Robots, Open Graph)

Favicon

# THANK YOU

**indiXpert**

PHONE NUMBER

**(+91) 778 899 2897**

WEBSITE

**www.indixpert.com**