HTML: A few simple rules

1. **HTML tags almost always come in pairs, first an opening tag and then a closing tag:**
   <p> </p>

2. **Content goes in between those tags:**
   <p>This is a paragraph.</p>

3. **There are two major exceptions to this rule:**
   Image tags: <img src="http://flickr.com/somephotolink.jpg">
   The content is the source ("src") link and an image tag does not have a closing tag.

4. **Tags should be nested instead of straddling:**
   Correct: <article><p></p></article>
   Incorrect: <article><p></article></p>

5. **Choose semantic, appropriate tags**
   <p> describes a paragraph
   <h1> describes a heading (also called a title or headline)

6. **Tags can be used more than once on a single page.**

HTML5 documents begin with this basic structure:

<!DOCTYPE HTML>   **Document is written in HTML5

<html>   **Begin HTML

 <head>   **Begin metadata section
  <title>   **Displays at top of browser
   Untitled Document   window (or in a tab)
  </title>   **End metadata
 </head>

 <body>   **Begin page content
 </body>   **End page content

</html>   **End HTML

Any metadata you have—a link to a CSS stylesheet, for example—goes in the <head>. Visual content goes between the <body> tags.

In other words: <head> is not the same thing as <header>! Some common tags:

TEXT-RELATED TAGS

<h1> </h1>
- A **heading**. These go from h1 to h6, in order of importance.
<p> </p>
- A **paragraph**

- Inserts a **line break** — this tag opens and closes itself
<img src="TK.jpg" alt="text description of the image">
- Inserts an **image**. The location of the image—simply the name of the image in the same folder, or the direct path to the image, or the full URL of an image—goes inside the quotation marks.
This is the linked text
- **A link.** The destination of the link (http://nytimes.com) goes inside the quotation marks; the words or image you want to link (The New York Times) go between the two tags.

- An **unordered list**. This is also commonly used for navigation. (With styling, you can line them along a tab.)

- An **ordered list**.

- A **list item** within an ordered or unordered list. announced the beginning of the list as a whole; announces each individual item.

- Describes inline, important or emphasized text

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<blockquote> </blockquote>
- Indicates a **block quote**

Other tags:

MAJOR SECTIONS

- Goes at the top of a page. Think top navigation, banners, logos. Something that might appear at the top of every page on the website.

<nav> </nav>
- Goes inside the header area. Specifically contains navigation links. Usually, but not exclusively, at the top of the page.

<article> </article>
- Designates any block of text that could be classified as an article. Think news articles, blog posts, daily updates, etc.

<section></section>
- Designates sections of content *within* an article. Think about the way Wikipedia works—one main article, and then sections within that, like "early work" or "posthumous work."

<footer> </footer>
- The bookend to the header. Some common things that go here are contact information, privacy policy, job listings, and other site navigation. These are things that, generally speaking, appear on every page of the site.

TABLES

<table> </table>
- Creates a table — for example to show test results

<tr> </tr>
- Creates a row within a table

<td> </td>
- Creates a cell within the row within the table.