Introduction to HTML
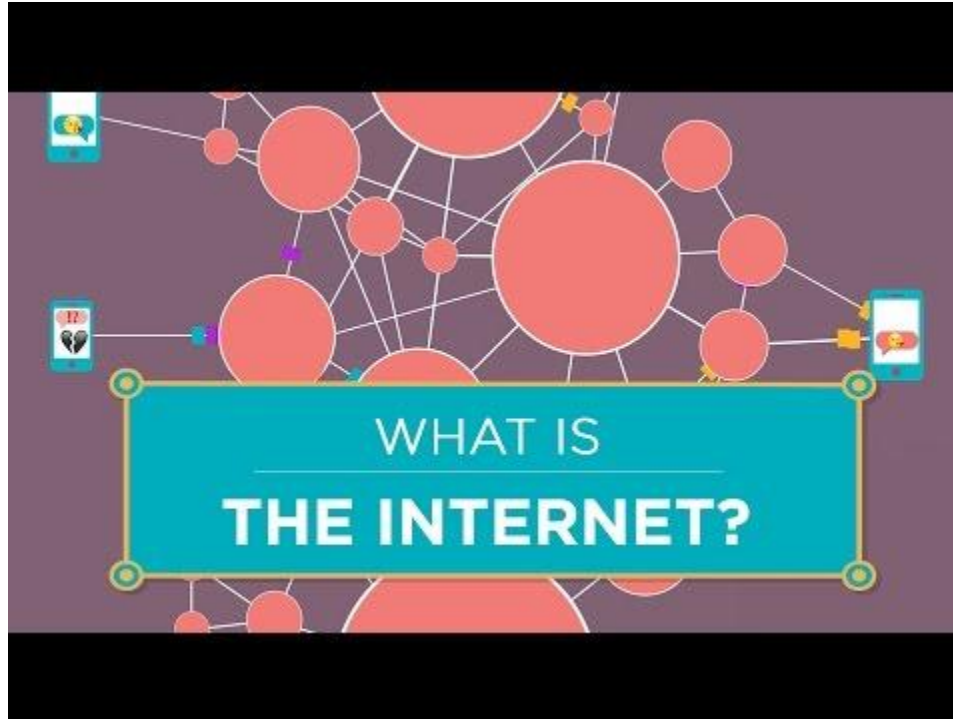
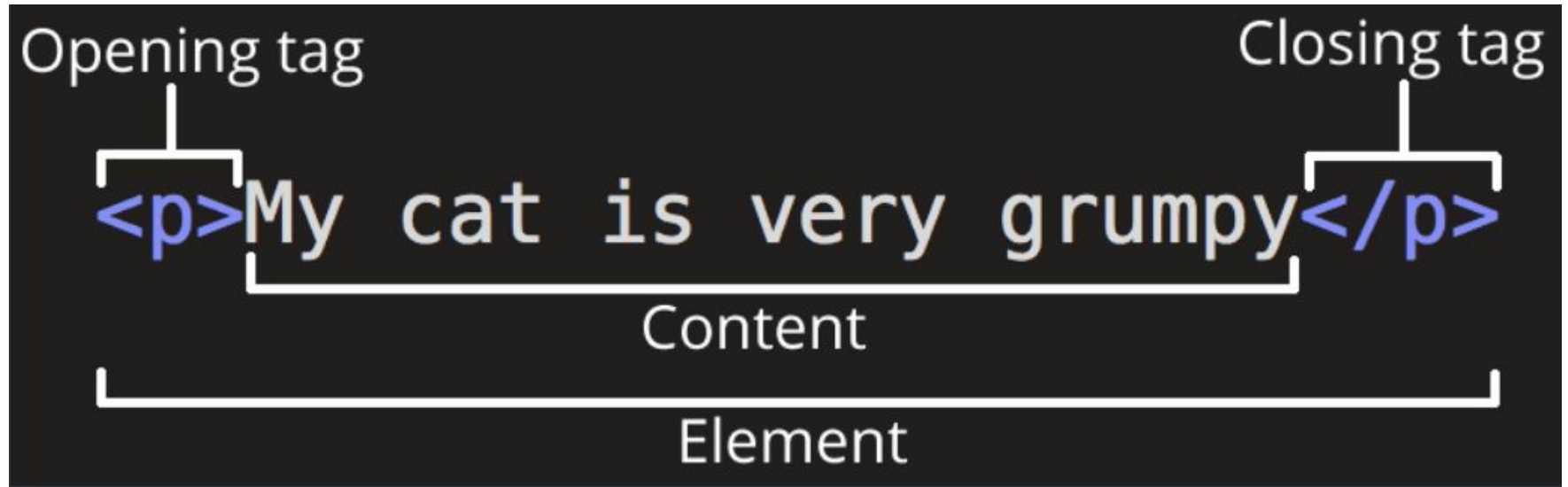# What is the internet?

What is the world wide web?

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>`

<p>	HTML element (tag)
class	HTML attribute
editor-note	Value of class attribute
My cat is very grumpy	Content of <p> element

Basic HTML Template

This is what a basic HTML template looks like.

```
<!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>	

<hr />

Choose the Right tag for the Job

Anytime you catch yourself thinking

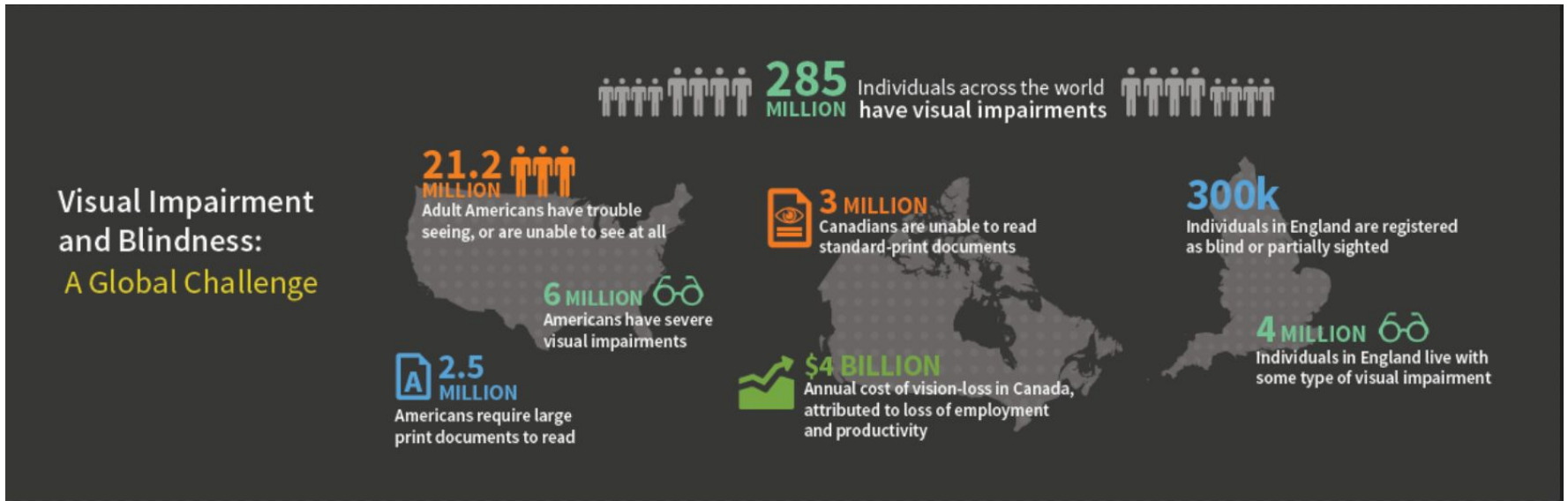*"I should use <tag> because I need it to look like ..."*

✋

Semantic HTML = Google❤️

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❤️

Visual Impairment and Blindness: A Global Challenge

285 MILLION Individuals across the world have visual impairments

21.2 MILLION Adult Americans have trouble seeing, or are unable to see at all

6 MILLION Americans have severe visual impairments

2.5 MILLION Americans require large print documents to read

3 MILLION Canadians are unable to read standard-print documents

$4 BILLION Annual cost of vision-loss in Canada, attributed to loss of employment and productivity

300k Individuals in England are registered as blind or partially sighted

4 MILLION Individuals in England live with some type of visual impairment

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).

Semantic HTML = Accessibility❤️

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>

			<blockquote>	<table>

<form>	<div>

Source: HTML block level, inline elements - HTML tutorials

Choose the Right tag for the Job

Inline elements

<img>   <a>   <span>   <button>

<input>   <label>   <select>   <textarea>

<abbr>   <map>

Source: HTML block level, inline elements - HTML tutorials

Choose the Right tag for the Job

HTML 5 Semantic tags

<header>	<footer>	<nav>	<article>
<main>	<aside>	<section>	<summary>
<figure>	<time>	<map>	<figcaption>

Source: Semantic HTML5 Elements Explained