HTML

Hypertext Markup Language is used to display content on a web page.
Look for angle brackets < > !

General Page Structure

Two major sections:
- **Head**
  - Contains important **metadata**.
- **Body**
  - All content that is seen on this page.

Tag structure

- HTML is made up of **tags**.
- Each tag does something different.
- Most have an opening and closing tag.

Example:

<h1>Content</h1> → *largest text*

```
<!DOCTYPE html>
<html>
<head>
<title>Data Science</title>
<meta charset="UTF-8">
</head>
<body>
<h1>Data Science</h1>
<p><em>The process of using <b>data</b> to answer questions.</em></p>
</body>
</html>
```

Tag Attributes

Some tags need more information in order to work. In order to do this, you need to use **attributes**.

Example:

<img src="URL">

Note: The image tag doesn't need a closing tag!

Important Metadata Tags and Attributes

Tags:
- <title>?</title>
- <mate name = "?" content = "?">
- <link rel = "?" href = "?">

Attributes:
- alt = "description"
- lang = "?"

Accessibility

We want to make sure our websites are **accessible** to as many people as possible!

Accessibility Considerations:
- Low-bandwidth users (people with little bandwidth or unstable internet connections).
- Visually impaired users (use screen readers to surf the web).
- Low English proficiency users (content displayed must be understandable).