

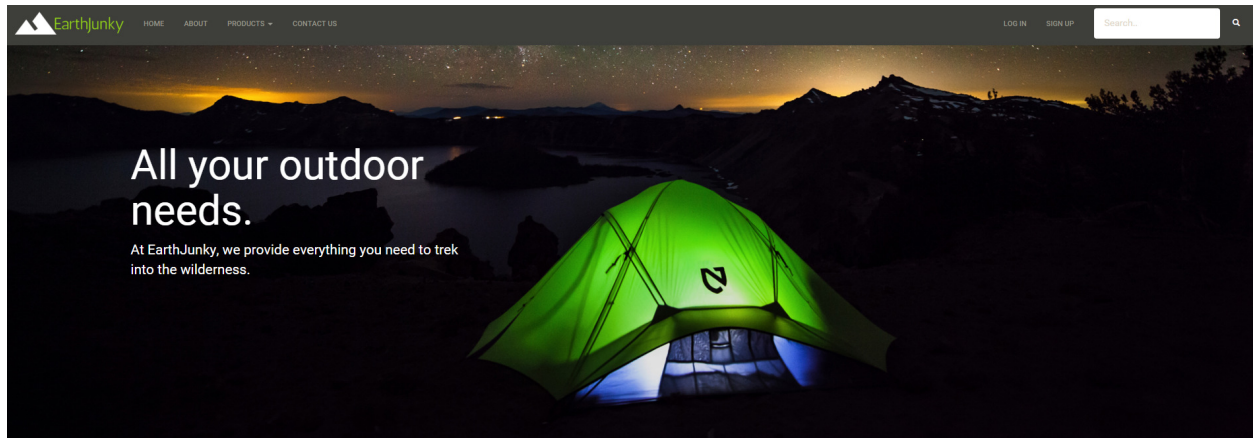
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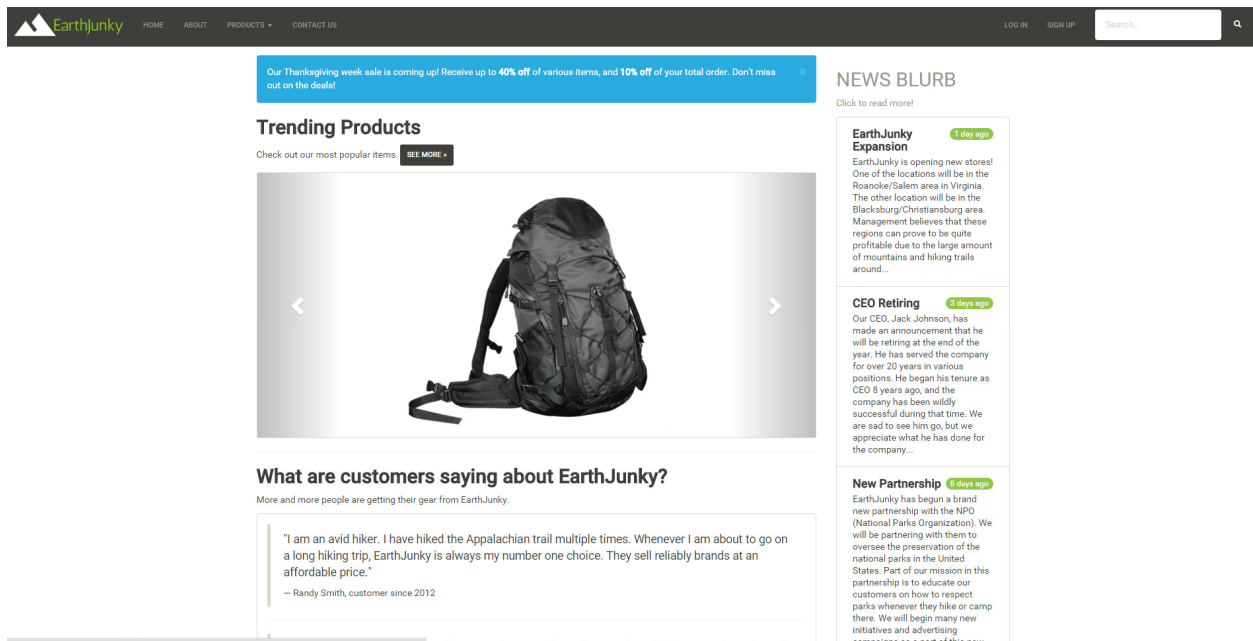
I. What is Bootstrap?

In this tutorial, you will be learning how to create a home page for a retail business using Bootstrap, the popular front-end framework. Bootstrap was created by Twitter, and is an intuitive way to quickly create visually attractive websites. If you have ever tried to develop using HTML, CSS, and JavaScript, then you understand how long and tedious it can be to create a visually stunning website. The HTML skeleton may not take too long, but using CSS and JavaScript together to make the HTML frame look like an actual commercial-grade website can take an insane amount of time. Instead of creating from scratch, a viable option you have is to use a front-end framework like Bootstrap. It basically comes with a grid system and a set of pre-formatted elements that can allow you to do almost anything you want to in your website.

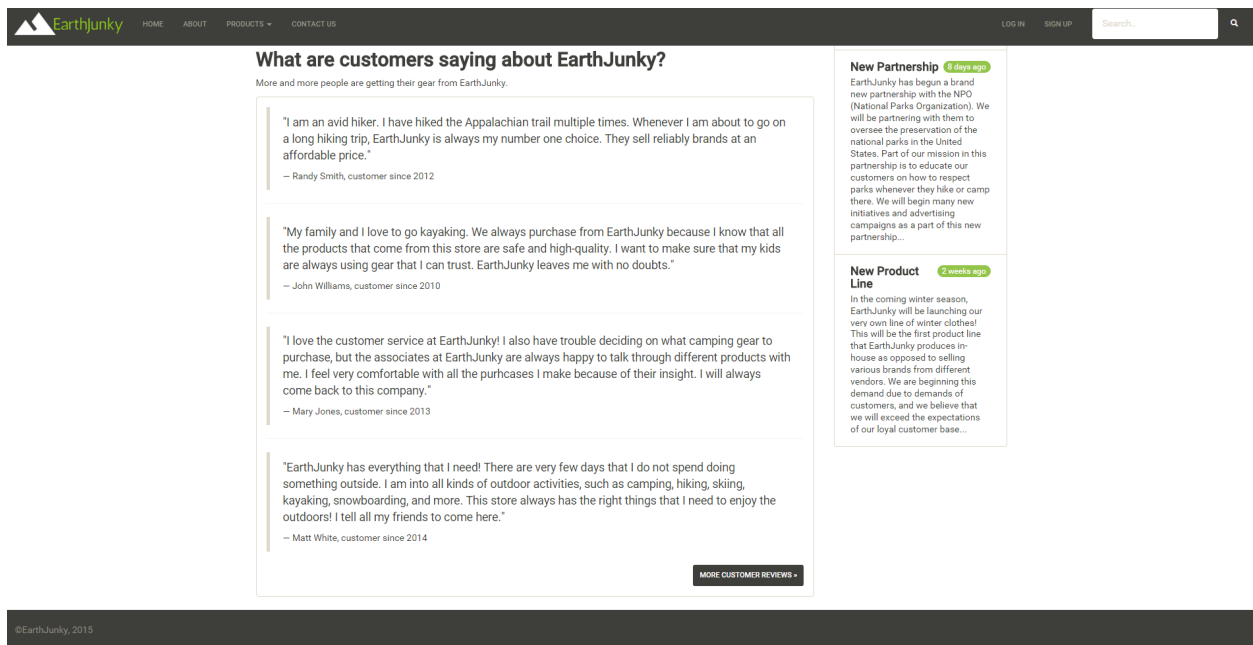
The fictitious business that we will be creating a home page for is EarthJunky. This is a retailer that sells outdoor equipment (camping, climbing, etc.) both online and in physical stores. Our design of the page will reflect the needs of a business like this. At the end of the tutorial, you will have designed a home page that looks like this:



Top of the page



Middle section

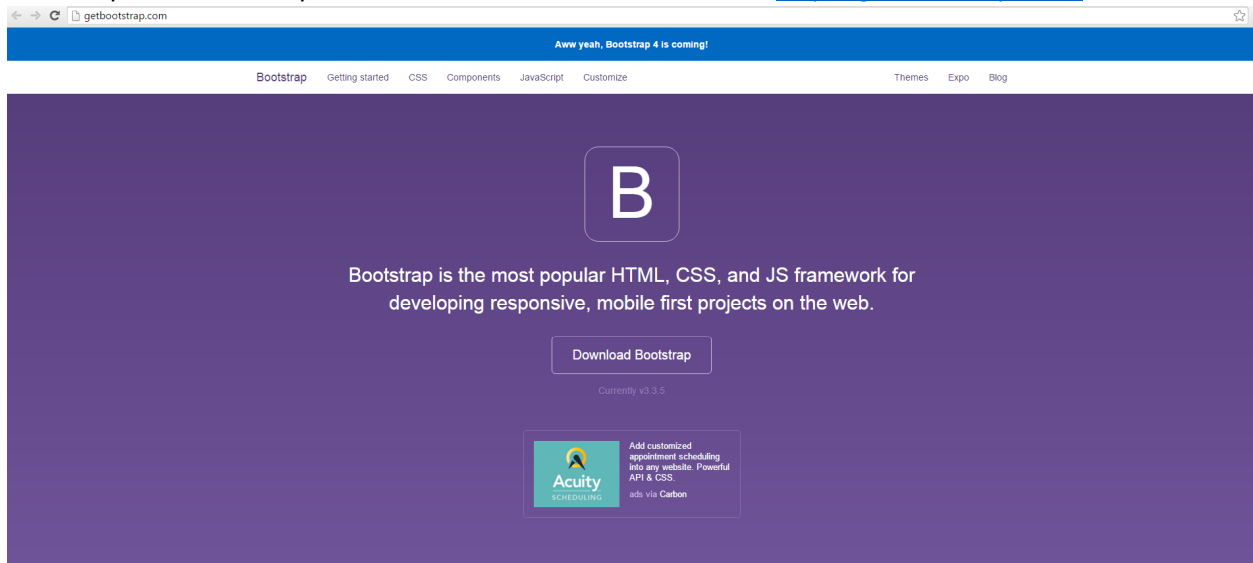


Bottom of the page

Note: In order to learn Bootstrap, you need to have a foundation in HTML, CSS, JavaScript, and jQuery.

II. Installing and Setting up Bootstrap

Bootstrap is a free and open-source framework. It is available at <http://getbootstrap.com/>.



Getbootstrap home page

Designed for everyone everywhere

Click on the download button and then download the Bootstrap option (not Source code or SASS). Unzip the file and save it somewhere handy. To give you a better understanding, here are the folders that are included when you download Bootstrap:

<input type="checkbox"/>	Name	Date modified	Type	Size
<input type="checkbox"/>	css	10/19/2015 8:20 PM	File folder	
<input type="checkbox"/>	fonts	10/19/2015 8:20 PM	File folder	
<input type="checkbox"/>	js	10/19/2015 8:20 PM	File folder	

- The *css* folder contains the Bootstrap CSS file that you will reference in your HTML page. It covers most of the functionality of Bootstrap by itself.
- The *fonts* folder contains fonts and icons available in Bootstrap.
- The *js* folder contains the Bootstrap JavaScript file that is used to make various items such as dropdown menus and modal dialogs work.

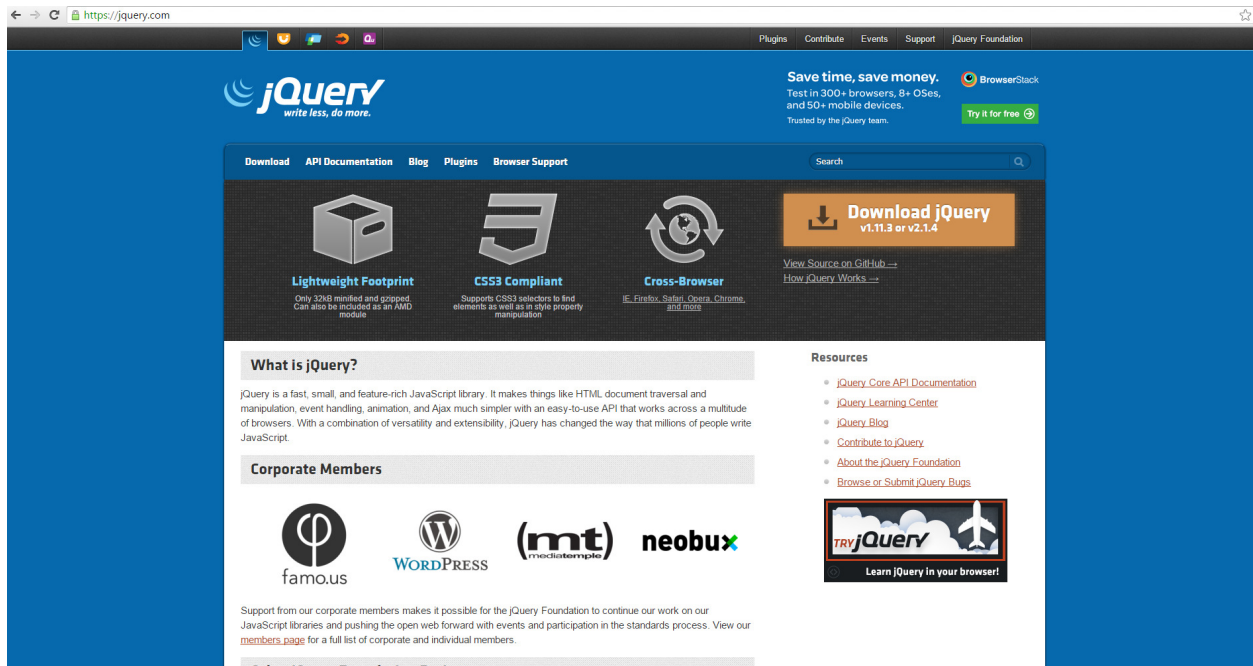
Note: You may notice that in the *css* folder, there is a file called *bootstrap.css* and another called *bootstrap.min.css*. These are functionally the same, and are merely formatted differently. *Bootstrap.css* is formatted in an editing-friendly way, meaning that it has things such as line breaks and tabs. *Bootstrap.min.css* is compressed as much as possible to reduce bandwidth, meaning that it has no spaces, tabs, or line breaks, and is nearly impossible to read and understand. In production, reference the *bootstrap.min.css* file because it downloads more quickly.

In order to use Bootstrap, you will need to create a web development environment. This is quite simple compared to many other types of software development. You will need the following:

- Browser – you probably already have one. I recommend using Google Chrome, but Firefox and Safari are also good options. Try not to use Internet Explorer, as this browser has many different issues with modern web development standards.
- Text editor – this is where you edit the HTML, CSS, and JavaScript. There are many text editors available online. I recommend using Notepad++ or Sublime. You may also use an IDE like Visual Studio.
- Web server – to host the web page that you create. Some good options are XAMPP (Apache), WAMP (Apache), or Node.js, all of which are freely available on the web.

Once you have your web development environment, then create a new working folder for this tutorial. Copy and paste the Bootstrap folders into your working folder.

Before you begin writing HTML, you need to do one more thing. The Bootstrap JavaScript files rely on jQuery, so you need to download jQuery from <https://jquery.com/> and place it in your working folder.



jQuery.com

You are now almost ready to begin coding web pages using the Bootstrap framework. Using your text editor, create a page called *index.html* and place it in the working folder. This will ultimately become the home page for EarthJunky. The file structure for your working folder should look like this (I have gone ahead and added an *images* folder for the images we will use later):

<input type="checkbox"/> Name	Date modified	Type	Size
<input type="checkbox"/> css	10/25/2015 9:51 AM	File folder	
<input type="checkbox"/> fonts	10/25/2015 12:26 ...	File folder	
<input type="checkbox"/> images	10/25/2015 11:24 ...	File folder	
<input type="checkbox"/> jQuery	10/25/2015 12:57 ...	File folder	
<input type="checkbox"/> js	10/25/2015 12:57 ...	File folder	
<input type="checkbox"/> index.html	10/25/2015 2:00 PM	Firefox HTML Doc...	12 KB

In your HTML page, you need to create references for the Bootstrap CSS file, jQuery, and the Bootstrap JS file. The head of your page should look like this:

```

1 <!DOCTYPE html>
2 <html>
3 <head>
4     <title>EarthJunky</title>
5     <link href="css/bootstrap.min.css" rel="stylesheet" type="text/css"/>
6     <script src="jQuery/jquery-2.1.4.min.js"></script>
7     <script src="js/bootstrap.min.js"></script>
8 </head>

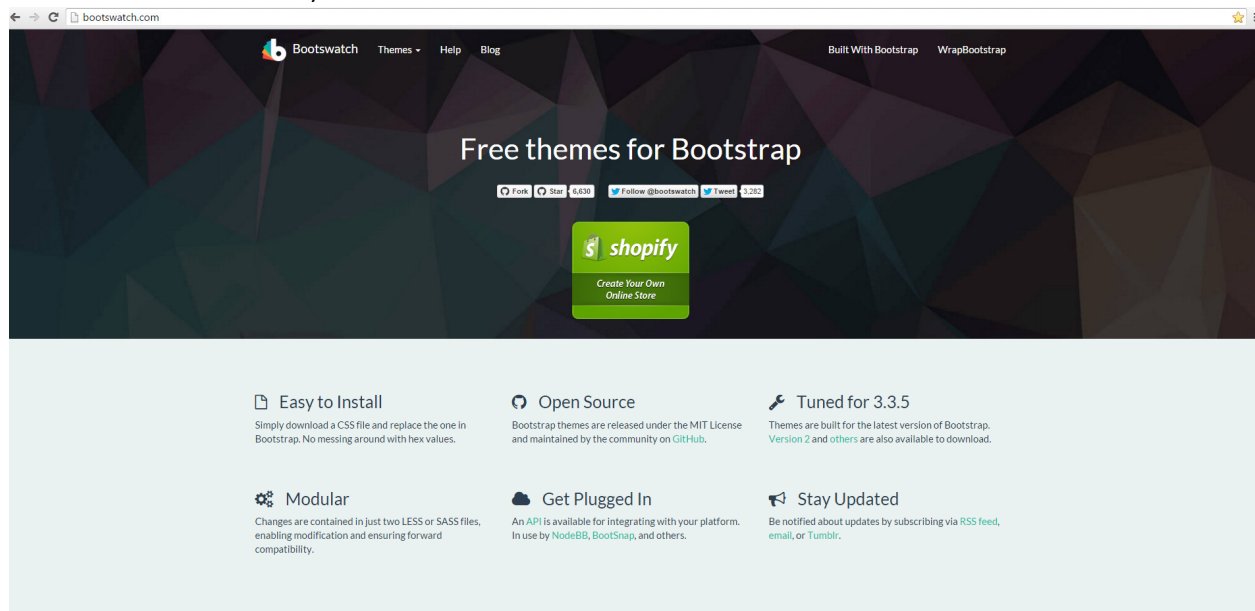
```

Note: Bootstrap and jQuery may be updated over time, so the versions used in this tutorial may not be up to date. You should also be sure to periodically download the updated versions of these frameworks to your website folder. Another option would be to create a reference to an automatically updated version on a remote web server.

III. Customizing Bootstrap

Before you begin coding the home page shown earlier, you need to be aware of the different customization options for Bootstrap. When you downloaded Bootstrap from <http://getbootstrap.com/>, you downloaded the vanilla version. Although the UI elements look very nice, it won't be very useful if you always use the same colors, fonts, and formats in the websites you create. There are a few different ways of customizing Bootstrap to create more unique websites:

- The simplest way is to download a Bootstrap theme or template online. There are many websites that offer free or premium themes. A few of them include <http://startbootstrap.com/>, <http://bootstrapzero.com>, and <http://bootstrappage.com>. In order to do this tutorial, you need to go to <http://bootswatch.com/> and download the Sandstone theme (the *bootstrap.min.css* is all that is needed).



Bootswatch.com

In order to install this theme, you simply need to replace the *bootstrap.min.css* file in your working folder with the one you just downloaded.

- The next option is to go to <http://getbootstrap.com/customize/> and enter in new values for the different variables that affect the theme. You will be changing things such as colors, fonts, paddings, etc. When you finish, you can download your newly created Bootstrap theme.

Customize Less variables to define colors, sizes and more inside your custom CSS stylesheets.

Colors

Gray and brand colors for use across Bootstrap.

@gray-base #000	@gray-darker lighten(@gray-base, 13.5%)	@gray-dark lighten(@gray-base, 20%)
@gray lighten(@gray-base, 33.5%)	@gray-light lighten(@gray-base, 46.7%)	@gray-lighter lighten(@gray-base, 93.5%)
@brand-primary darken(#428bca, 6.5%)	@brand-success #5cb85c	@brand-info #5bc0de
@brand-warning #f0ad4e	@brand-danger #d9534f	

Scaffolding

Settings for some of the most global styles.

@body-bg #fff Background color for <code><body></code> .	@text-color @gray-dark Global text color on <code><body></code> .	@link-color @brand-primary Global textual link color.
@link-hover-color darken(@link-color, 15%) Link hover color set via <code>darken()</code> function.	@link-hover-decoration underline Link hover decoration.	

Customizing Bootstrap variables

- Another option is to download the Bootstrap source code and edit the LESS variables and other files directly. LESS (Leaner CSS) is a preprocessor for CSS, and essentially allows you to turn CSS into a programming language. When compiled, LESS creates the Bootstrap files that you downloaded earlier. While this is certainly the most complicated option, it is also the most customizable. Implementing this method of customization is beyond the scope of this tutorial, but there is a step-by-step tutorial at <http://getbootstrap.com/getting-started/#grunt>.
- The last option to customize Bootstrap is quite simple, and it is one that we will also use in this tutorial. There will often be minor changes that you want to make to the theme you are using. To do this, you simply need to create your own CSS file and reference it *after* you reference the Bootstrap CSS file. This way, you can create your own CSS rules that will override the Bootstrap rules. For this tutorial, you need to create a *style.css* file to implement custom CSS rules for the home page. Place this file into the *css* folder of the working folder. After creating the file, alter the head element in the *index.html* page to look like this:

```

1 <!DOCTYPE html>
2 <html>
3 <head>
4   <title>EarthJunky</title>
5   <link href="css/bootstrap.min.css" rel="stylesheet" type="text/css"/>
6   <link href="css/style.css" rel="stylesheet" type="text/css"/>
7   <script src="jQuery/jquery-2.1.4.min.js"></script>
8   <script src="js/bootstrap.min.js"></script>
9 </head>

```

Now that you have the Sandstone theme and the *style.css* file ready to go, you are ready to begin coding the EarthJunky home page.

IV. Navigation Bar

Every website has some kind of navigation bar that identifies the website and allows users to navigate to different pages on the site, log in, search, and more. Bootstrap offers easy tools to create a navigation bar and change its behavior.

HTML5 introduced the `<nav>` tag, which is used to contain navigation bars. To use the Bootstrap navigation bar functionality, add the `navbar` and `navbar-primary` classes to the `<nav>` tag. By default, the navigation bar will become hidden once you begin scrolling down the webpage. In order to change this, you can add the `navbar-fixed-top` class to the `<nav>` tag.

```
<nav class="navbar navbar-default navbar-fixed-top">
```

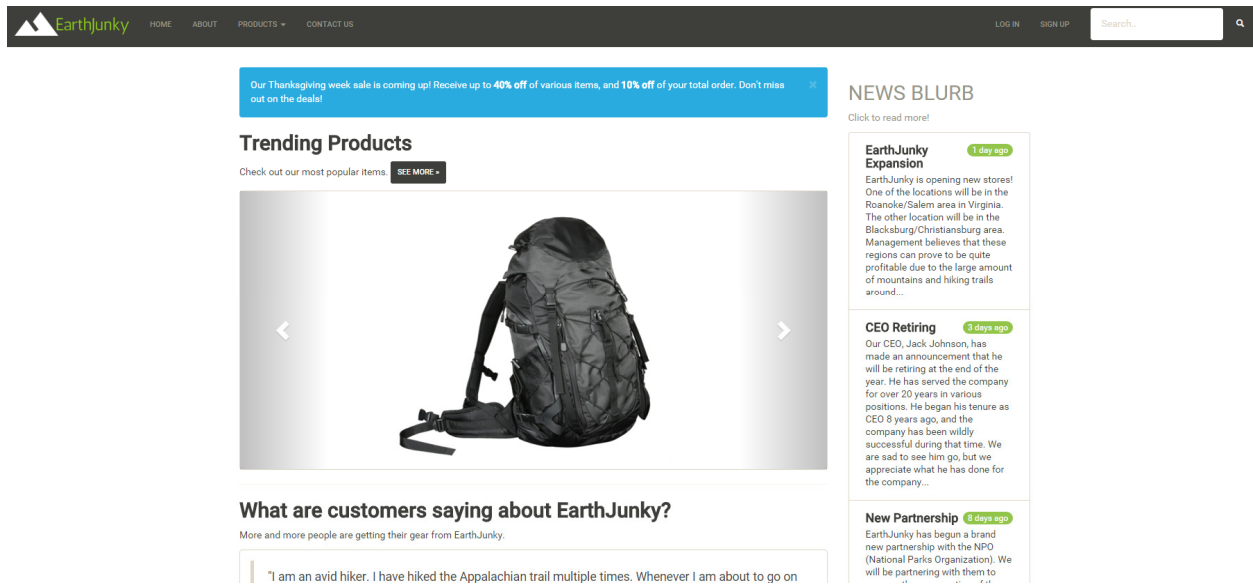
This ensures that the bar will always be at the top of the browser window no matter how much the user scrolls down. However, once you add this class, the very top of the rest of the `<body>` content will be hidden under the navigation bar. To compensate for this, you need to add the following code to the *style.css* file:

```

body {
  padding-top: 62px;
}

```

This ensures that no content in the body will be hidden under the navigation bar. Due to the `navbar-fixed-top` style, here is what the page will look like when the user scrolls the down:



In the style.css file, add the following code:

```
.navbar {
    margin-bottom: 0px;
    border-radius: 0px;
}
```

This changes the original Sandstone theme by removing the rounded borders of the navigation bar and removing additional space at the bottom of the bar.

After the `<nav>` tag, add a `<div>` tag with the `container-fluid` class:

```
<div class="container-fluid">
```

This creates a Bootstrap container that will be responsive to whatever size the browser window is. If the class is `container-fluid`, then the elements inside the container will be resized in direct proportion to the size of the browser. If the class is just `container`, then the elements inside the container will be resized in increments as the browser window changes sizes. The ability to respond to the browser window is one of the features that makes Bootstrap so useful.

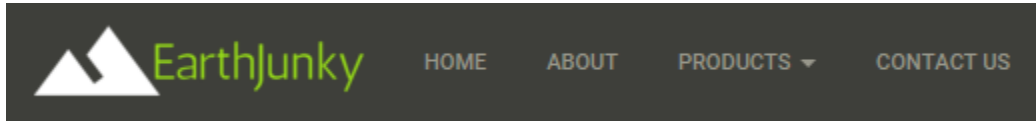
Next, add the `navbar-header <div>` tag. Within this `<div>`, an `<a>` tag with the class `navbar-brand` will be used to contain the company name or logo. In this case, we have a logo named `logo.png`. Here is the code to add it:

```
<div class="navbar-header">
  <a class="navbar-brand" href="#">
    
  </a>
```

You also need to make some custom adjustments in the *style.css* file. Begin with the following code, and modify it until the logo looks good:

```
.navbar-header img {  
    margin-top: -8px;  
    height: 35px;  
}
```

The logo should look something like this within the navigation bar (we will soon add the text):



If the browser window gets skinny enough, then the various elements within the navigation bar may begin to stack together in an unpleasant way. Bootstrap offers a mechanism to toggle the navigation bar using a button whenever the browser window gets too small. Insert the following code within the `navbar-header <div>` to use this mechanism:

```
<button type="button" class="navbar-toggle collapsed" data-toggle="collapse"  
    data-target="#navbarToCollapse" aria-expanded="false">  
    <span class="sr-only">Toggle navigation</span>  
    <span class="icon-bar"></span>  
    <span class="icon-bar"></span>  
    <span class="icon-bar"></span>  
</button>
```

The new attributes for the `<button>` element are what the Bootstrap JavaScript files use to collapse and un-collapse the menu whenever you click on the button. The `data-target` attribute is particularly important, because it indicates the content that the button will collapse. In this case, the content will have to be named `#navbarToCollapse`. In order to make this feature work, you need to wrap the rest of the content in the navigation bar inside a `<div>` with the following classes and properties:

```
<div class="navbar-collapse collapse" id="navbarToCollapse" aria-expanded="false">
```

The `aria-expanded` attribute has to do with the ARIA (Accessible Rich Internet Applications) recommendations. It allows screen readers to more easily interpret HTML markup for users with disabilities.

Once the browser window gets too small, the navigation bar will change:

Our Thanksgiving week sale is coming up! Receive up to **40% off** of various items, and **10% off** of your total order. Don't miss out on the deals!



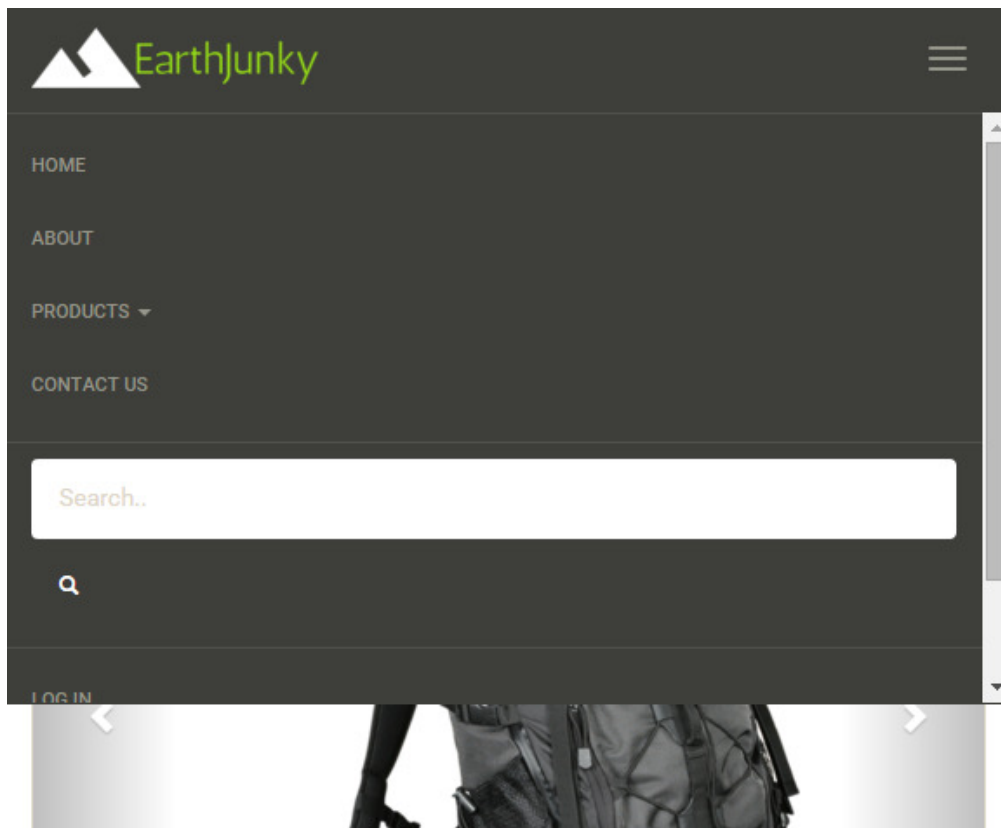
Trending Products

Check out our most popular items.

[SEE MORE »](#)



Once you click on the button on the far right, the rest of the navigation bar will show up in a vertical fashion:



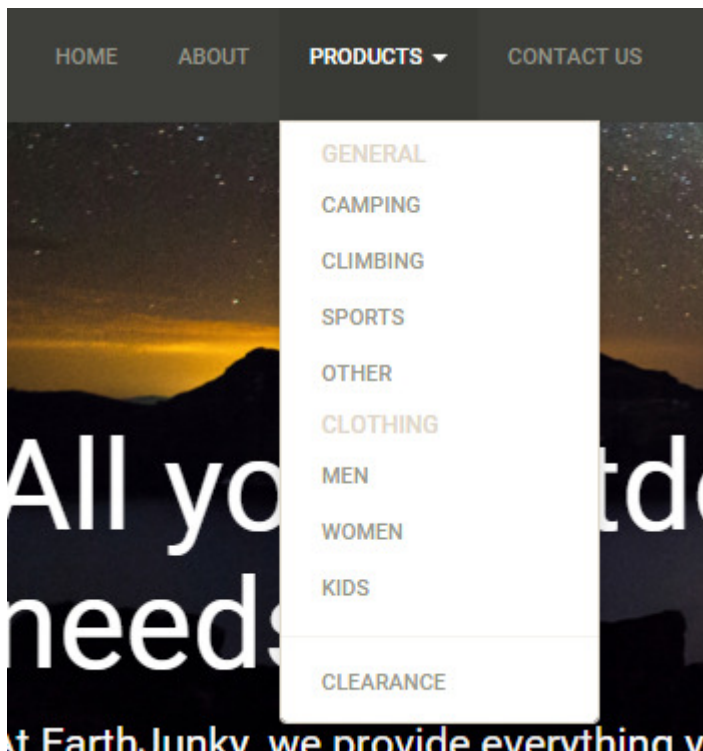
Navigation bar headings are placed inside of `` elements. To add a heading, create a new `` element and then an `<a>` element within that list item. Bootstrap offers a way for creating dropdown menus like you would see on many websites. In the home page for EarthJunky, a dropdown list is nested into a navigation header, but dropdown lists can be used nearly anywhere, and do not have to be confined within a navigation bar. The following code shows how to implement navigation headers as well as a dropdown menu within a navigation header:

```
<ul class="nav navbar-nav">
  <li><a href="#">Home</a></li>
  <li><a href="#">About</a></li>
  <li class="dropdown">
    <a href="#" class="dropdown-toggle" data-toggle="dropdown" role="
    button" aria-expanded="false">Products <span class="caret"></span></a>
    <ul class="dropdown-menu" role="menu">
      <li class="dropdown-header">General</li>
      <li><a href="#">Camping</a></li>
      <li><a href="#">Climbing</a></li>
      <li><a href="#">Sports</a></li>
      <li><a href="#">Other</a></li>
      <li class="dropdown-header">Clothing</li>
      <li><a href="#">Men</a></li>
      <li><a href="#">Women</a></li>
      <li><a href="#">Kids</a></li>
      <li class="divider"></li>
      <li><a href="#">Clearance</a></li>
    </ul>
    <li><a href="#">Contact Us</a></li>
  </li>
</ul>
```

Similar to the navigation bar-collapsing button, the `<a>` that nests the dropdown menu also has an additional attribute for the Bootstrap JavaScript file to interact with. The `` with class `caret` creates a small upside-down triangle much like you would see on a typical combo box. Within a dropdown menu, there is an option to use headers with the `dropdown-header` class and dividers with the `divider` class.

Note: The `role` attribute is another way to make web pages more accessible for those with disabilities.

Although it cannot be seen in screen captures, the navigation headers and dropdown menu items respond and change when they are hovered over. Here is what the headers and dropdown menu look like:



Many navigation bars include search boxes. Since we are creating a home page for an online retailer, a search box would be quite useful. In order to add a search bar, it is a matter of adding an HTML `<form>` element with a text input and submit button inside of it. The following code shows how to implement a search box with Bootstrap:

```
<form class="navbar-form navbar-right" role="search">
  <div class="form-group">
    <input type="text" class="form-control" placeholder="Search..">
  </div>
  <button type="submit" class="btn btn-default">
    <span class="glyphicon glyphicon-search"></span>
  </button>
</form>
```

While the `navbar-form` class makes sense, you may be wondering what the `navbar-right` class is for. This class aligns the search to the right of the navigation bar. If you use the `navbar-right` class, whatever element you use it on first will be the farthest to the right. Keep this in mind when trying to order navigation bar elements in a certain sequence.

Inside the button, there is a `` with the `glyphicon` class. This class is used to access a large variety of icons available in Bootstrap (over 200). The name of the specific icon is used as a class for the span as well. In this case, the `glyphicon-search` icon is used, which is a small magnifying glass. Here is what the final search box looks like in the navigation bar:



To finish out the navigation bar, add two more headings beside the search box: Log in and Sign up. These headings will be a little different than the other headings on the bar because they will be used to initiate modal dialogs. Whatever value you set for the `data-target` attribute, you are going to need it to create the actual modal dialogs. Use the following code to create these headings:

```
<ul class="nav navbar-nav navbar-right">
  <li><a href="#" data-toggle="modal" data-target="#login">Log In</a></li>
  <li><a href="#" data-toggle="modal" data-target="#signup">Sign Up</a></li>
</ul>
```

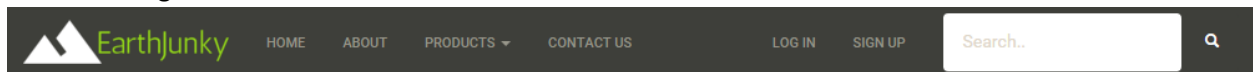
Here is the code for the entire navigation bar for the EarthJunky home page:

```

<nav class="navbar navbar-default navbar-fixed-top">
  <div class="container-fluid">
    <div class="navbar-header">
      <a class="navbar-brand" href="#">
        
      </a>
      <button type="button" class="navbar-toggle collapsed" data-toggle="collapse" data-target="#navbarToCollapse" aria-expanded="false">
        <span class="sr-only">Toggle navigation</span>
        <span class="icon-bar"></span>
        <span class="icon-bar"></span>
        <span class="icon-bar"></span>
      </button>
    </div>
    <div class="navbar-collapse collapse" id="navbarToCollapse" aria-expanded="false">
      <ul class="nav navbar-nav">
        <li><a href="#">Home</a></li>
        <li><a href="#">About</a></li>
        <li class="dropdown">
          <a href="#" class="dropdown-toggle" data-toggle="dropdown" role="button" aria-expanded="false">
            Products <span class="caret"></span></a>
          <ul class="dropdown-menu" role="menu">
            <li class="dropdown-header">General</li>
            <li><a href="#">Camping</a></li>
            <li><a href="#">Climbing</a></li>
            <li><a href="#">Sports</a></li>
            <li><a href="#">Other</a></li>
            <li class="dropdown-header">Clothing</li>
            <li><a href="#">Men</a></li>
            <li><a href="#">Women</a></li>
            <li><a href="#">Kids</a></li>
            <li class="divider"></li>
            <li><a href="#">Clearance</a></li>
          </ul>
        </li>
        <li><a href="#">Contact Us</a></li>
      </ul>
      <form class="navbar-form navbar-right" role="search">
        <div class="form-group">
          <input type="text" class="form-control" placeholder="Search..">
        </div>
        <button type="submit" class="btn btn-default">
          <span class="glyphicon glyphicon-search"></span>
        </button>
      </form>
      <ul class="nav navbar-nav navbar-right">
        <li><a href="#" data-toggle="modal" data-target="#login">Log In</a></li>
        <li><a href="#" data-toggle="modal" data-target="#signup">Sign Up</a></li>
      </ul>
    </div>
  </div>
</nav>

```

And the navigation bar should look like this:



V. Modal Dialogs

A modal dialog is essentially a popup box. Bootstrap provides valuable tools for working with modal dialogs and changing their behavior. Remember that in the previous section, you created two navigation headers, Log In and Sign Up, that will serve as links to modal dialogs. To get started, create a new `<div>` with class container to wrap the two modal dialogs that you will be creating.

In order to create a modal dialog, you need to create three `<div>` elements:

```
<div id="login" class="modal fade">
  <div class="modal-dialog">
    <div class="modal-content">
```

The first `<div>` should have the same id that was assigned to the `data-target` attribute of the Log In navigation header. It is responsible for controlling the backdrop, which by default is a semi-transparent black. The `fade` class makes the modal dialog fade in, giving it a professional look. The second `<div>` controls the dialog box itself, and the third `<div>` controls the content of the box.

The content of the modal dialog can be broken into the header and the body. For the Log In box, you need to add a title, a form, and a couple other text elements. The code to create the content for the Log In box is provided below:

```
<div class="modal-header">
  <button type="button" class="close" data-dismiss="modal">
    <span aria-hidden="true">&times;</span>
    <span class="sr-only">Close</span>
  </button>
  <h4 class="modal-title">Log In</h4>
</div>
<div class="modal-body">
  <form>
    <div class="form-group">
      <label for="email">Email Address</label>
      <input type="email" class="form-control" id="email"/>
    </div>
    <div class="form-group">
      <label for="password">Password</label>
      <input type="password" class="form-control" id="password"/>
    </div>
    <button type="submit" class="btn btn-success btn-block">Log In</button>
  </form>
  <hr class="separator">
  <a href="#">Forgot your password?</a>
  <p data-html="true"><br>Don't have an account?<a href="#" data-dismiss="modal" data-toggle="modal" data-target="#signup">&nbsp;Sign up here</a></p>
</div>
```

The button in the modal header is a tiny x in the right corner that allows the user to close the dialog box. After the form, a `<hr>` element with class `separator` is added to provide a break between the form and the text content. In the `<p>`, a link is included that sends the user to the Sign Up modal dialog. The `data-dismiss` attribute must be included to prevent both modal dialogs from being open at the same time.

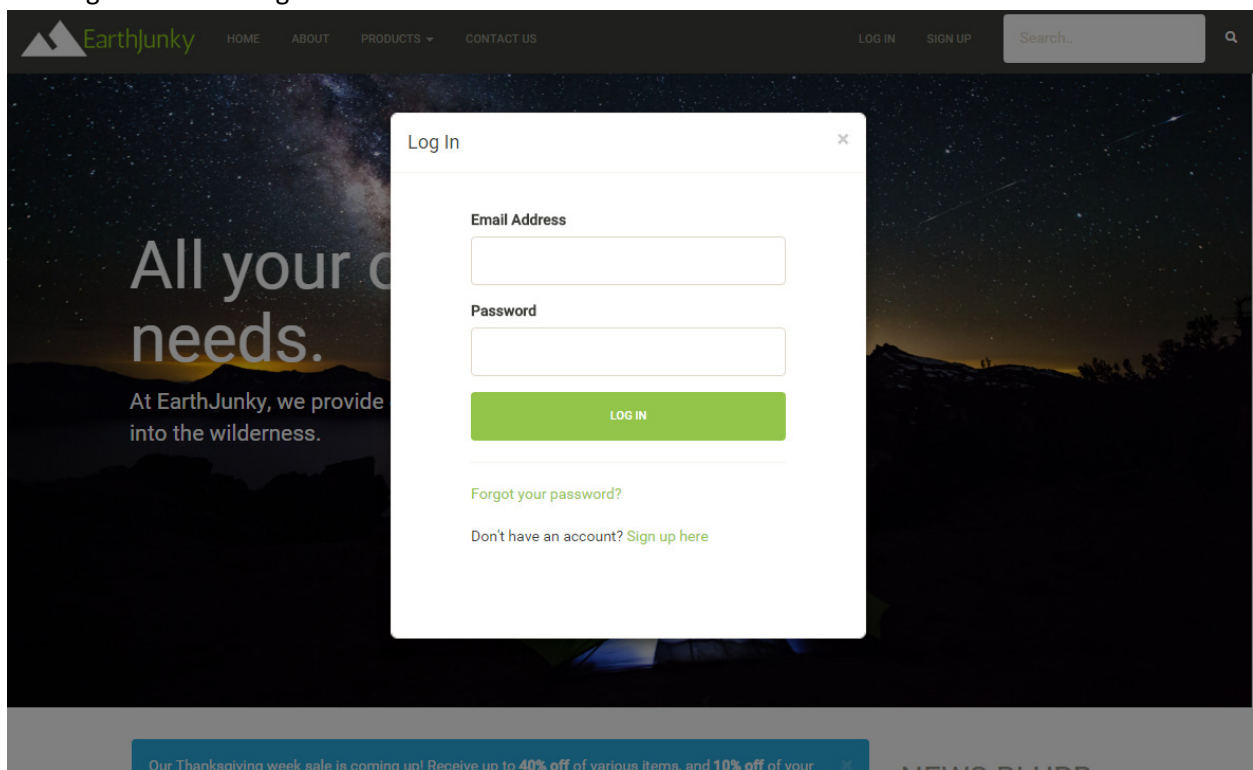
In order to control the position and size of the modal dialog, add the custom CSS to the `style.css` file:


```
div.modal-dialog {
  margin-top: 100px;
  width: 450px;
}
```

And add more custom CSS to manually control the margins of the modal content:

```
div.modal-body {
  margin: 20px 60px 60px 60px;
}
```

The Log In modal dialog:



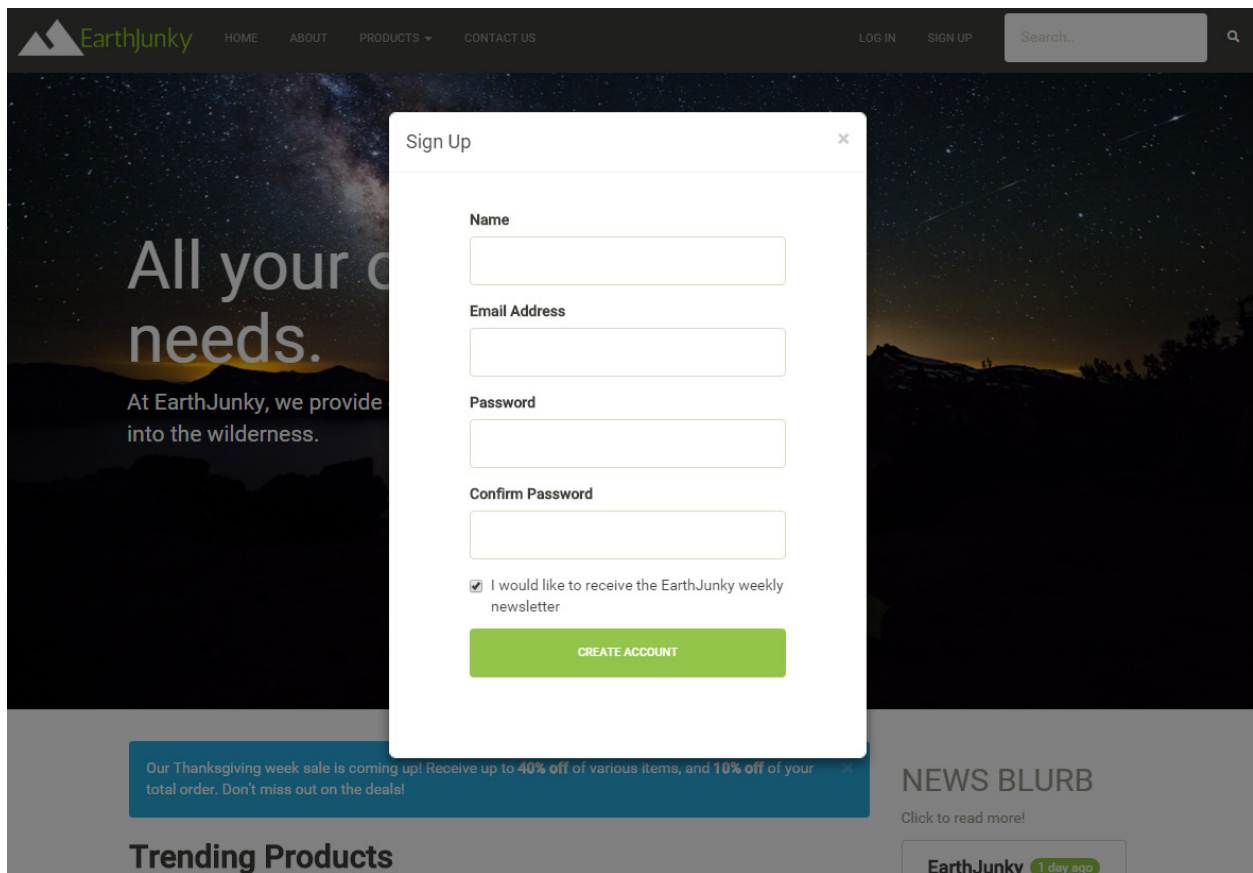
The Sign Up modal dialog is implemented in the same way as the Log In modal dialog. It should be contained within the same container `<div>` that the other dialog is in. Here is the code to create the entire dialog:

```

<div id="signup" class="modal fade">
  <div class="modal-dialog">
    <div class="modal-content">
      <div class="modal-header">
        <button type="button" class="close" data-dismiss="modal">
          <span aria-hidden="true">&times;</span>
          <span class="sr-only">Close</span>
        </button>
        <h4 class="modal-title">Sign Up</h4>
      </div>
      <div class="modal-body">
        <form>
          <div class="form-group">
            <label for="name">Name</label>
            <input type="text" class="form-control" id="name"/>
          </div>
          <div class="form-group">
            <label for="email">Email Address</label>
            <input type="email" class="form-control" id="email"/>
          </div>
          <div class="form-group">
            <label for="password">Password</label>
            <input type="password" class="form-control" id="password"/>
          </div>
          <div class="form-group">
            <label for="confirmpassword">Confirm Password</label>
            <input type="password" class="form-control" id="confirmpassword"/>
          </div>
          <div class="checkbox">
            <label>
              <input type="checkbox" checked>I would like to receive the EarthJunky
              weekly newsletter
            </label>
          </div>
          <button type="submit" class="btn btn-success btn-block">Create Account</button>
        </form>
      </div>
    </div>
  </div>
</div>

```

Notice that a checkbox form control is implemented differently than all the other controls in the form. The Sign Up modal dialog:



By default, modal dialogs disappear whenever the user clicks anywhere outside of the box. You can prevent this by changing the `data-backdrop` attribute of the modal-dialog to `static`.

VI. Jumbotron

Bootstrap's Jumbotron is a mechanism for showcasing the key content of your site. It is the content that will first catch the user's attention whenever they visit a page. It is quite simple to implement. The code to add the Jumbotron to the EarthJunkies home page is below:

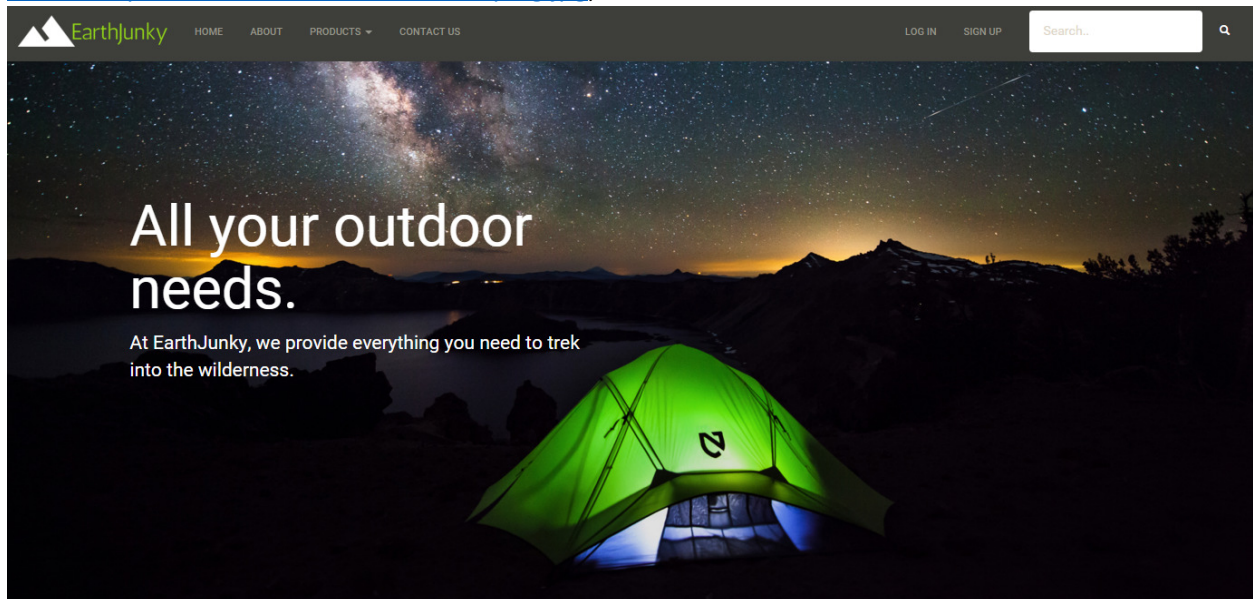
```
<div class="jumbotron">
  <div class="jumbotron-content">
    <h1>All your outdoor needs.</h1>
    <p>At EarthJunkies, we provide everything you need to trek into the wilderness.</p>
  </div>
</div>
```

Depending on how you utilize Bootstrap containers, the Jumbotron may or may not take up the full width of the browser window. In this case, it does. Any text elements placed in the `jumbotron-content` `<div>` will be very large.

While the markup required to implement the Jumbotron is not much, you need to add some custom CSS in order to add a background image:

```
div.jumbotron {  
    background-image: url("../images/camping.jpg");  
    background-size: cover;  
    background-position: center bottom;  
    height: 600px;  
    width: 100%;  
    color: #ffffff;  
}  
  
div.jumbotron-content {  
    margin-top: 100px;  
    margin-left: 10%;  
    width: 500px;  
}
```

This CSS changes the background of the Jumbotron to an image and changes the position of the text. The Jumbotron is pictured below (image - <http://nwcreation.net/caps/wp-content/uploads/2015/03/Creation-Camping.jpg>):



VII. Grid System

Essentially the rest of the page that you are building will be built with Bootstrap's grid system. In the system, a container is divided into 12 columns, which can be divided in any way. You will use rows and columns to add content to the home page in a clean and organized fashion. The best way to understand

the grid system is to see examples, so we will examine in detail the different sections under the Jumbotron.

The container under the Jumbotron is one row that is divided into two columns: the first is 9 columns wide and contains an alert, a product carousel, and customer reviews, and the other is 3 columns wide and contains the news blurb. Before adding the first element, the alert, add the following three `<div>` elements:

```
<div class="container">
  <div class="row">
    <div class="col-md-9">
```

The first `<div>` is the container that holds all of the content after the navigation bar and Jumbotron. The second `<div>` contains the row. And the third `<div>` creates a column that is 9 columns wide.

i. Alert

Sometimes, you need to alert the user, whether about something good or bad. Bootstrap provides an easy way to create alerts. Here is the code for the alert in the EarthJunky page:

```
<div class="alert alert-dismissible alert-info">
  <button type="button" class="close" data-dismiss="alert">
    <span aria-hidden="true">&times;</span>
    <span class="sr-only">Close</span>
  </button>
  Our Thanksgiving week sale is coming up! Receive up to <strong>40% off</strong> of various items, and <strong>10% off</strong> of your total order . Don't miss out on the deals!
</div>
```

The `alert-info` class controls the color of the alert. You can set this to `alert-primary`, `alert-success`, `alert-info`, `alert-warning`, or `alert-danger`. The `<button>` element is a small x in the right corner that allows the user to close the alert. The alert looks like this:



Our Thanksgiving week sale is coming up! Receive up to **40% off** of various items, and **10% off** of your total order. Don't miss out on the deals! ×

ii. Product Carousel

The carousel feature in Bootstrap allows you to display a series of images as slides that can change in response to a timer, a user click, or both. The carousel on the EarthJunky page is contained within a panel. Panels are just `<div>` elements that Bootstrap formats to look like a tile or section. Carousels in Bootstrap can contain different kinds of buttons for the user to change the picture being displayed. The

product carousel will feature arrows on the left and right side of the carousel that serve as previous and next buttons.

Before coding the product carousel, add the following code to create some context for the carousel in the web page:

```
<h2><strong>Trending Products</strong></h2>
<p>Check out our most popular items.
  <button class="btn btn-default btn-sm" role="button">See more &raquo;</
  button>
</p>
```

`»` adds a symbol of arrows pointing to the right. This section looks like this on the page:

Trending Products

Check out our most popular items.

SEE MORE »

On to the product carousel. The images used in the carousel are located at:

- <https://www.bigagnes.com/resources/products/Tensleep%20Station%20Tent-zm.jpg>
- <http://www.boatstogo.com/images/Kayaks/inflatable-kayak-OK420/inflatable-kayak-OK396-main.JPG>
- http://pngimg.com/upload/backpack_PNG6341.png

The code to implement the carousel is below:

```

<div class="panel panel-default">
  <div id="productcarousel" class="carousel slide" data-ride="carousel"
    data-interval="3000">
    <div class="carousel-inner">
      <div class="item active">
        
      </div>
      <div class="item">
        
      </div>
      <div class="item">
        
      </div>
    </div>
    <a class="left carousel-control" href="#productcarousel" role="button"
      " data-slide="prev">
      <span class="glyphicon glyphicon-chevron-left"></span>
    </a>
    <a class="right carousel-control" href="#productcarousel" role="
      button" data-slide="next">
      <span class="glyphicon glyphicon-chevron-right"></span>
    </a>
  </div>
</div>

```

In order for the carousel controls to work properly, the `href` property in the `carousel-control` `<a>` elements must match the `id` attribute of the `carousel` `<div>`. The `data-ride` attribute controls the speed at which the carousel moves on to the next image in milliseconds. One of the item `<div>` elements must also have the class `active` for the carousel to work.

Oftentimes, the images you use in a carousel are so drastically different in size that it makes the carousel look a little messy. You can add this custom CSS to address this issue:

```

#productcarousel img {
  height: 400px;
  margin-left: auto;
  margin-right: auto;
}

```

The product carousel:

Trending Products

Check out our most popular items.

SEE MORE »



iii. Customer Reviews

In this section, you will utilize a panel and the `<blockquote>` element to show customer reviews. First add some context to the section with the following code:

```
<hr class="separator">
<h2><strong>What are customers saying about EarthJunky?</strong></h2>
<p>More and more people are getting their gear from EarthJunky.
```

It looks like this:

What are customers saying about EarthJunky?

More and more people are getting their gear from EarthJunky.

This section is quite simple to implement. There are no special classes for the `<blockquote>` element; Bootstrap already formats the element and uses the `<small>` tag within the `<blockquote>` element to indicate the person who said the quote. The customer review section is still inside of the `col-9-md` class, so it will have the same width as the product carousel. Here is the code:


```

<div class="panel panel-default">
  <div class="panel-body">
    <blockquote>
      <p>"I am an avid hiker. I have hiked the Appalachian trail multiple times. Whenever I am about to go on a long hiking trip, EarthJunky is always my number one choice. They sell reliably brands at an affordable price."</p>
      <small>Randy Smith, customer since 2012</small>
    </blockquote>
    <hr class="separator">
    <blockquote>
      <p>"My family and I love to go kayaking. We always purchase from EarthJunky because I know that all the products that come from this store are safe and high-quality. I want to make sure that my kids are always using gear that I can trust. EarthJunky leaves me with no doubts."</p>
      <small>John Williams, customer since 2010</small>
    </blockquote>
    <hr class="separator">
    <blockquote>
      <p>"I love the customer service at EarthJunky! I also have trouble deciding on what camping gear to purchase, but the associates at EarthJunky are always happy to talk through different products with me. I feel very comfortable with all the purchases I make because of their insight. I will always come back to this company."</p>
      <small>Mary Jones, customer since 2013</small>
    </blockquote>
    <hr class="separator">
    <blockquote>
      <p>"EarthJunky has everything that I need! There are very few days that I do not spend doing something outside. I am into all kinds of outdoor activities, such as camping, hiking, skiing, kayaking, snowboarding, and more. This store always has the right things that I need to enjoy the outdoors! I tell all my friends to come here."</p>
      <small>Matt White, customer since 2014</small>
    </blockquote>
    <button class="btn btn-default btn-sm pull-right" role="button">More customer reviews &raquo;</button>
  </div>
</div>

```

With this result:

"I am an avid hiker. I have hiked the Appalachian trail multiple times. Whenever I am about to go on a long hiking trip, EarthJunky is always my number one choice. They sell reliably brands at an affordable price."

— Randy Smith, customer since 2012

"My family and I love to go kayaking. We always purchase from EarthJunky because I know that all the products that come from this store are safe and high-quality. I want to make sure that my kids are always using gear that I can trust. EarthJunky leaves me with no doubts."

— John Williams, customer since 2010

"I love the customer service at EarthJunky! I also have trouble deciding on what camping gear to purchase, but the associates at EarthJunky are always happy to talk through different products with me. I feel very comfortable with all the purchases I make because of their insight. I will always come back to this company."

— Mary Jones, customer since 2013

"EarthJunky has everything that I need! There are very few days that I do not spend doing something outside. I am into all kinds of outdoor activities, such as camping, hiking, skiing, kayaking, snowboarding, and more. This store always has the right things that I need to enjoy the outdoors! I tell all my friends to come here."

— Matt White, customer since 2014

[MORE CUSTOMER REVIEWS »](#)

iv. News Blurb

At this point, we are going to move from the 9-col column to the 3-col column in order to create the news blurb. The news blurb will be implemented via a Bootstrap list group, which is an elegant way to display a list of items. Here is the code to build the news blurb:

```

<div class="col-md-3">
  <h2 class="text-muted text-uppercase">News Blurbs</h2>
  <p class="text-muted">Click to read more!</p>
  <div class="list-group">
    <a class="list-group-item">
      <span class="badge">1 day ago</span>
      <h4 class="list-group-item-heading"><strong>EarthJunky Expansion</strong></h4>
      <p class="list-group-item-text">EarthJunky is opening new stores! One of the
        locations will be in the Roanoke/Salem area in Virginia. The other location
        will be in the Blacksburg/Christiansburg area. Management believes that these
        regions can prove to be quite profitable due to the large amount of mountains
        and hiking trails around...</p>
    </a>
    <a class="list-group-item">
      <span class="badge">3 days ago</span>
      <h4 class="list-group-item-heading"><strong>CEO Retiring</strong></h4>
      <p class="list-group-item-text">Our CEO, Jack Johnson, has made an announcement
        that he will be retiring at the end of the year. He has served the company for
        over 20 years in various positions. He began his tenure as CEO 8 years ago, and
        the company has been wildly successful during that time. We are sad to see him
        go, but we appreciate what he has done for the company...</p>
    </a>
    <a class="list-group-item">
      <span class="badge">8 days ago</span>
      <h4 class="list-group-item-heading"><strong>New Partnership</strong></h4>
      <p class="list-group-item-text">EarthJunky has begun a brand new partnership
        with the NPO (National Parks Organization). We will be partnering with them to
        oversee the preservation of the national parks in the United States. Part of
        our mission in this partnership is to educate our customers on how to respect
        parks whenever they hike or camp there. We will begin many new initiatives and
        advertising campaigns as a part of this new partnership...</p>
    </a>
    <a class="list-group-item">
      <span class="badge">2 weeks ago</span>
      <h4 class="list-group-item-heading"><strong>New Product Line</strong></h4>
      <p class="list-group-item-text">In the coming winter season, EarthJunky will be
        launching our very own line of winter clothes! This will be the first product
        line that EarthJunky produces in-house as opposed to selling various brands
        from different vendors. We are beginning this demand due to demands of
        customers, and we believe that we will exceed the expectations of our loyal
        customer base...</p>
    </a>
  </div>
</div>

```

The `<h2>` element at the top contains the `text-muted` class, which changes the color, and the `text-uppercase` class, which changes all the letters to uppercase. The `badge` class `` element offers a way to specially format numbers.

Here is what the News Blurbs look like:

NEWS BLURB

Click to read more!

EarthJunky Expansion

1 day ago

EarthJunky is opening new stores! One of the locations will be in the Roanoke/Salem area in Virginia. The other location will be in the Blacksburg/Christiansburg area. Management believes that these regions can prove to be quite profitable due to the large amount of mountains and hiking trails around...

CEO Retiring

3 days ago

Our CEO, Jack Johnson, has made an announcement that he will be retiring at the end of the year. He has served the company

Before you are done creating the EarthJunky home page, you will be adding another navigation bar at the bottom of the page which has the copyright of the website. The code for this is simple:

```
<div class="navbar navbar-default">
  <p class="navbar-text">&copy;EarthJunky, 2015</p>
</div>
```

When you scroll to the bottom of the page, you will see it:

"I purchased a new tent at EarthJunky, but the associates at EarthJunky are always happy to talk through different products with me. I feel very comfortable with all the purchases I make because of their insight. I will always come back to this company."

— Mary Jones, customer since 2013

"EarthJunky has everything that I need! There are very few days that I do not spend doing something outside. I am into all kinds of outdoor activities, such as camping, hiking, skiing, kayaking, snowboarding, and more. This store always has the right things that I need to enjoy the outdoors! I tell all my friends to come here."

— Matt White, customer since 2014

MORE CUSTOMER REVIEWS »

house as opposed to selling various brands from different vendors. We are beginning this demand due to demands of customers, and we believe that we will exceed the expectations of our loyal customer base...

And wallah! You have now created an attractive home page for EarthJunky with a few professional features. Hopefully you now understand the role that Bootstrap plays in speeding up the development process. Had you coded this entire page from scratch with HTML, CSS, and JavaScript, it might have taken days. But with Bootstrap, this page can be set up in mere hours.

Additional Tutorial Materials

- <http://getbootstrap.com/getting-started/> - Provides an overview of Bootstrap and how to use it
- <http://getbootstrap.com/css/> - Provides an overview of the features that the Bootstrap CSS file offers as well as how to use LESS and SASS with Bootstrap
- <http://getbootstrap.com/components/> - Provides an overview of the reusable components in Bootstrap
- <http://getbootstrap.com/javascript/> - Provides an overview of the features that the Bootstrap JavaScript file offers
- <http://bootswatch.com/> - Look at different themes and learn how to code the different Bootstrap features
- <http://www.w3schools.com/bootstrap/default.asp> - Learn the basics of Bootstrap and test the code as you go
- *Unraveling Bootstrap 3.3* by Istvan Novak (Kindle eBook) – provides an outstanding overview of Bootstrap's features; everything is well explained and many code samples are provided; the only book I read
 - ASIN: B00NA23F3E
 - Sold by: Amazon Digital Services, Inc.
 - Publication Date: September 2, 2014