**MIT xPRO Data Engineering Certificate**

**HMTL**

**What Are HTML *Tags*?**

In HTML, *tags* are used to define and format the way the content will look on a web page. Essentially, there are different *tags* to define a title, a paragraph, or an image. You can also use *tags* to format your text in bold or italics or to definelists.

HTML *tags* contain three main parts: an opening *tag*, content, and a closing *tag*. To open and close a *tag*, angle brackets are used as follows:

<tag> content <\tag>

Above, notice that the closing *tag* is denoted by the use of the backslash symbol (\).

This mini-lesson provides an overview of the most common HTML *tags* to help you analyze unstructured data. The following table includes a variety of HTML *tags* (Refsnes Data 2022):

**HTML *Tags***

| **HTML *Tag*** | **Description** |
| --- | --- |
| <a> | The <a> *tag* defines a hyperlink to link from one page to another. |
| <b> | The <b> *tag* defines text written in bold. |
| <body> | The <body> *tag* defines the *document's* body, which contains all the contents of an HTML *document*, such as headings, paragraphs, text, images, and hyperlinks. |
| <code> | The <code> *tag* defines a piece of computer code on your web page. |
| <figure> | The <figure> *tag* defines an image or a diagram on your web page. |
| <h1>, <h2>, <h3>, <h4>, <h5>, <h6> | These *tags* define headers. The <h1> *tag* defines the most important header, and the <h6> *tag* defines the least important one. |
| <html> | The <html> *tag* is used to represent the beginning of your HTML content. |
| <p> | The <p> *tag* is used to denote the beginning of a paragraph. |
| <title> | The <title> *tag* is used to define the title of a *document*. |

A comprehensive list of all HTML *tags* can be found on w3schools: [HTML Element Reference](https://www.w3schools.com/TAGS/default.ASP)

Feel free to explore any of the listed *tags* to learn about how they can be used in detail.

**Using HTML to Build Web Pages**

Understanding HTML *tags* helps you build visually appealing web pages. It also helps you understand how HTML is used to write and share information over the internet. HTML is used to develop the following application features:

1. Web page development and navigation between web pages and sites
2. API development
3. Responsive images/games on the web pages
4. *Client*-side data storage
5. Web scraping

HTML *tags* are the backbone of the internet, and studying them will help you understand how this critical technology has evolved. Now that you know how HTML *tags* are used in website development, you can apply this knowledge toward developing your own web applications.