



Session 2

Formatting Text Using Tags and Creating Hyperlinks and Anchors





Session Overview

In this session, you will be able to:

- Apply headings using hgroup element in HTML
- Apply background properties such as colors and images using HTML coding
- Apply hyperlinks using the anchor element in an HTML document
- Apply a hyperlink to an e-mail address and other types of content





Introduction

Text content of a Web page forms an important part of a Web site. It should abide by the following.

- Not only be informative but also presentable
- Easy to read and have short and crisp sentences
- Headings must be provided appropriately
- Text formatting options such as bold, italics, subscript, superscript, and so on should be applied



Some of the important aspects of headings are as follows.

- Heading element defines headings for contents such as texts and images.
- They specify a hierarchical structure of the Web page by grouping its contents under different headings.
- HTML defines six levels of heading that ranges from H1 to H6.
- The H1 element specifies the top-level heading, which is displayed with the largest size.
- The H6 element specifies the lowest-level heading, which displays the smallest size.



Headings

2-3

Code snippet 1 demonstrates how to specify the six levels of heading in an HTML page.

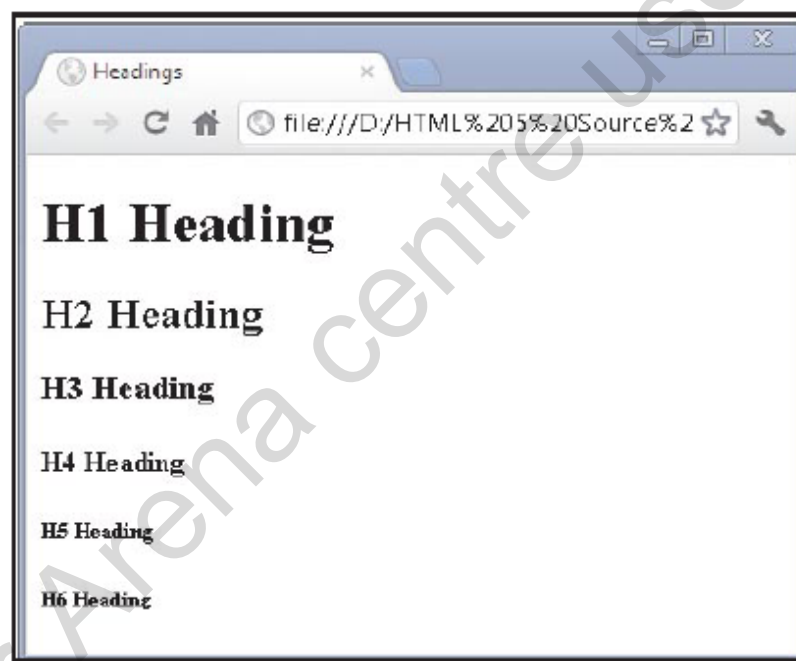
```
<!DOCTYPE HTML>
<html>
  <head>
    <title>Headings</title>
  </head>
  <body>
    <h1>H1 Heading</h1>
    <h2>H2 Heading</h2>
    <h3>H3 Heading</h3>
    <h4>H4 Heading</h4>
    <h5>H5 Heading</h5>
    <h6>H6 Heading</h6>
  </body>
</html>
```

Code Snippet 1

Headings

3-3

Various types of headings are as follows:



Types of Headings



The usage of HGROUP tag is as follows:

- The <hgroup> element is a new element defined in HTML5.
- It is used to group titles and their subtitles as well as set of H1 – H6 elements.
- It is used for headings that have multiple levels including subheadings, alternative titles, taglines, and so on.
- The main advantage of using the <hgroup> tag is to create a document outline.



HGROUP

2-2

Code snippet 2 shows the use of the <hgroup> tag.

```
<hgroup>
  <h1>Title of Post One </h1>
  <h2>Subtitle of Post One </h2>
</hgroup>
```

Code Snippet 2



Background

HTML provides background and foreground colors as follows:

- It has properties that specify the background color and image for the Web pages.
- To specify a background for a Web page, use the background property.
- The *bgcolor* attribute specifies the background colour of a document. Following is an example for *bgcolor*.

```
<body bgcolor="color_name|hex_number|rgb_number">
```

Background

For example:

```
<body bgcolor="color_name|hex_number|rgb_number">
```

In the given example:

- color_name specifies the background color with a color name such as "red".
- hex_number specifies the background colour with a hex code such as "#ff0000".
- rgb_number specifies the background colour with an rgb code such as rgb(255,0,0).





Background

3-5

Background image file can be inserted as the background of a Web page. Its prerequisites are as follows:

- The background image should not harm the readability of the content. Hence, it is best to choose an image with lighter shades.
- In addition to this, if the image is tiled, it is advisable to choose an image that blends well and looks like a single image even after it is given a tiled effect.



Background

4-5

```
<html>

  <body bgcolor="#E6E6FA">

    <h1>Hello world!</h1>

    <p><a href="http://www.w3schools.com">
      Visit W3Schools.com!</a></p>

  </body>
</html>
```

Code Snippet 3

Code snippet 4 demonstrates the way to specify a background image in an HTML Web page.

Code snippet 4:

```
<html>
  <body background="bgimage.jpg">
  </body>
</html>
```

Code Snippet 4

Hyperlinks

- A hyperlink refers to a link that connects to another Web page or another section of the same Web page.
- The `<a>` (anchor) element is used to create a hyperlink.
- A text or an image can be specified as a hyperlink.
- To specify the linked page section or linked Web page, the attributes of the `<a>` anchor element have to be used.

Attribute	Description
<code>href</code>	It specifies the URL of the Web page to be linked or the value of the name attribute.
<code>hreflang</code>	It indicates the language of the destination URL.
<code>name</code>	It specifies the section of the Web page, which has to be linked.

Hyperlinks

2-2

An example of a hyperlink along with its output is as follows:

```
<html>

  <head>

  </head>

  <body>

    <a href="http://www.aptech-woldwide.com/">

      Click to view the Aptech Web site</a>

    </body>

</html>
```





Target Attributes

The target attribute of the A element specifies the location where the linked Web page will open when clicked.

Value	Description
<code>_blank</code>	It loads the target URL in a new blank window.
<code>_self</code>	It loads the target URL in the same window as that of the current Web page.
<code>_top</code>	It loads the target URL in the complete area of the window.



Absolute and Relative Paths

1-2

- Absolute paths are links that contain the complete address of a Web page. They are the best way to add a link to a Web site.
- An example of an absolute path is as follows:

```
<a href="http://www.aptech-worldwide.com/pages/about-us/aboutus_aboutaptechworldwide.html">Aptech Web site</a>
```

Absolute and Relative Paths

- Relative paths are links that are provided when the files of a Web page are in the same folder as the page displaying the link.
- An example of a relative path is as follows:

```
<a href="aboutus_aboutaptechworldwide.html">Aptech Web site</a>
```



Hyperlink to an E-mail Address

Code snippet 5 shows the way to add a hyperlink to an e-mail address.

Code snippet 5:

```
<a href="mailto:customercare@aptech.ac.in">Customer Care</a>
```

Code Snippet 5

Code snippet 6 shows how to add a subject line to a hyperlinked e-mail address.

Code snippet 6:

```
<a href="mailto:customercare@aptech.ac.in?subject=E-mail to Customer Care">Customer  
Care</a>
```

Code Snippet 6



Hyperlink to Other Types of Content

- Hyperlinks can be used not only to refer to another Web page or e-mail address but also can be used to link other files and documents.
- Some of the files that are commonly linked on Web pages using hyperlinks are zipped files (.zip), executable files (.exe), documents (.doc), PDF reader files (.pdf), and so on.
- To specify a file instead of the Web page, the name of the file must be provided in the <a> tag as shown in Code snippet 7.

Code snippet 7:

```
<a href="Compressed.zip">Click to download the compressed zip file</a>
```

Code Snippet 7



- Headings specify a hierarchical structure of the Web page by grouping its contents under different headings.
- HTML defines six levels of heading that ranges from H1 to H6. The `<hgroup>` element is used to group titles and their subtitles.
- HTML provides background properties that specifies the background color, foreground color of the text, and image for the Web pages.
- A hyperlink refers to a link that connects to another Web page or another section of the same Web page.
- The `<a>` (anchor) element is used to create a hyperlink using the `<a>` tag.



- Absolute paths are links that contain the complete address of a Web page. Relative paths are links that are provided when the files of a Web page are in the same folder as the page displaying the link.
- Hyperlinks can be applied even to e-mail addresses in the same way as they can be applied for Web pages.
- Other file types such as zipped files (.zip), executable files (.exe), documents (.doc), PDF reader files (.pdf), .JPG, and .GIF files can also be linked.

