

Html, Css

And how to ~~steal from~~ get inspired by others...

Recap

- Server-Client (Communication)
- What is a website?
- **HTML**
- **CSS**
- Colors

Agenda for today

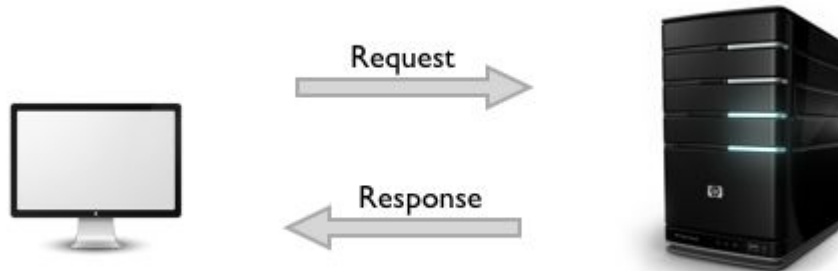
- What problems did/do you have?
- Server-Client (Continuation)
- More on selectors (Css)
- **Box model**
- **Position property**
- **Exercise 30 min**
- Steal a website (live coding)

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- What problems did/do you have?
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Server-Client: Demo of Server

We have seen clients, but how to create a server?



Server-Client: Sending html

```
<!DOCTYPE html>
```

```
<html>
```

```
  <head>
```

```
    <title>HTML Tutorial</title>
```

```
  </head>
```

```
  <body>
```

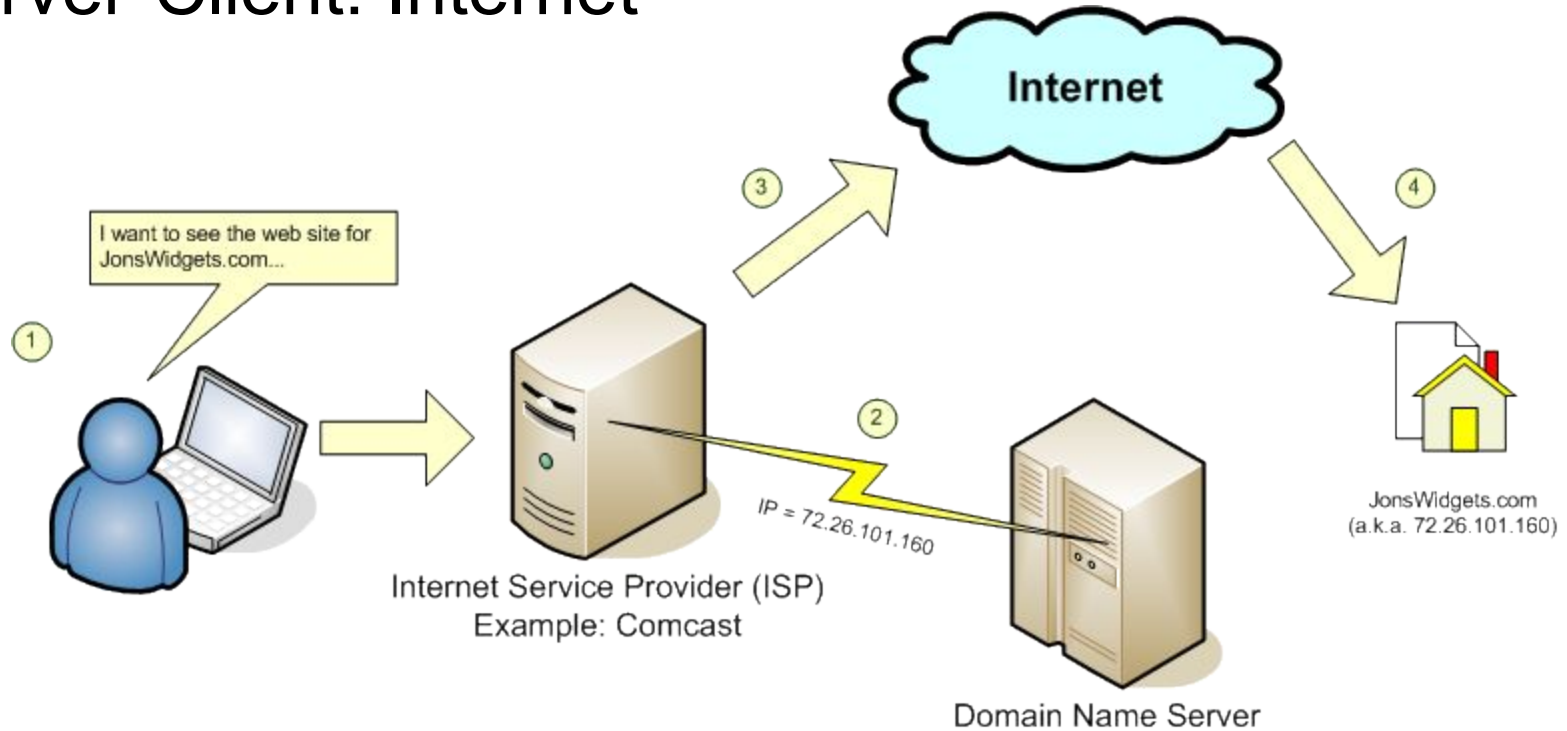
```
    <p>This is a paragraph.</p>
```

```
  </body>
```

```
</html>
```

- The **DOCTYPE** declaration defines the document type to be HTML
- Text between **<html>** and **</html>** describes an HTML document
- Text between **<head>** and **</head>** provides information
- Text between **<body>** and **</body>** describes the visible content
- The text between **<p>** and **</p>** describes a paragraph

Server-Client: Internet



Server-Client: Web hosting

- **Website Host:** A computer that is on all the time and connected to the Internet
- Ways of hosting:
 - **Sub-website** within a larger site (wordpress: myblog.wordpress.com)
 - **Self-hosting** (need technical knowledge)
 - **Shared-hosting** (share a hosting server with many of other websites)
 - **Virtual Private Server (VPS)** and **Dedicated Server** (need some technical knowledge)

Server-Client: Data center



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More on selectors

- Element and class selector in one

- `<li class="clouds">...` `.clouds { background-image: url("clouds.gif"); }`
- `<div>...</div>` `div { padding-left: 100px 200px; }`
- `<div class="clouds" >...</div>` `div.clouds { background-color: #F3F412; }`

- Grouping selectors

- `.clouds, div { }` (class and div)
- `div .clouds { }` (class inside div)
- `div > .clouds { }` (class immediate inside div)
- `div + .clouds { }` (class after immediate after div)

- All elements

- `* { }`

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The box model

- Every element in html = rectangular box
- You control size and position of boxes
- You can give the boxes background images

Let's prove it:

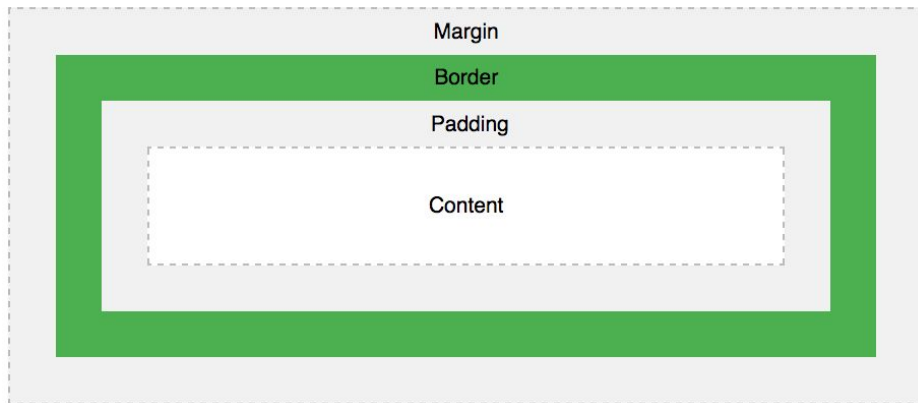
```
* {  
  border: 1px solid red !important;  
}
```

The box model

Each element (box) have always the properties

- Width, Height
- Padding
- Border
- Margin

Let's see it!



The box model

```
border: 25px solid blue;
```

```
margin-top: 100px;
```

```
margin-right: 150px;
```

```
margin-bottom: 100px;
```

```
margin-left: 80px;
```

```
margin: 100px 150px 100px 80px;
```

```
padding-top: 100px;
```

```
padding-right: 200px;
```

```
padding-bottom: 100px;
```

```
padding-left: 200px;
```


```
padding-left: 100px 200px;
```

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Position property

```
img {  
  width: 104;  
  height: 104;  
  position: absolute;  
}
```



Position property

```
position: absolute;  
position: static;  
position: fixed;  
position: relative;
```

Let's see what we can do with them!

Position property

```
img {  
  width: 104;  
  height: 104;  
  position: absolute;  
}
```

Position property

```
position: absolute;  
position: static;  
position: fixed;  
position: relative;
```

```
top: 0px;  
bottom: 0px;  
left: 0px;  
right: 0px;
```

If two conflict the first gets applied

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The box model - Exercise



1 Define Goal

Step 1 is to define your goal. It could be to get leads, subscriber signups and more. We use increase vs your current conversion rate as a baseline to define success.



2 Design & Build

Step 2 is to create the external landing page. We design your page, write the copy, code and implement. All you need to focus on is managing your new leads.



3 Test & Improve

Step 3 is where the magic happens. We always launch two versions of your landing page to run A/B split tests to find the best performer. Once we do we create a new challenger.

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Steal a website (live coding)



To next lecture...

Work with the project

Have a look at [Bootstrap](#)

Have a look at some of the new stuff in [CSS3](#)