

HTML Basics Elements
vs. Tags Intro to MDN
HTML Boilerplate
Common HTML
Elements



MARKUP LANGUAGE

How would you describe
this paper's structure
to someone over the
phone so that they
could reproduce it?
What about morse code?



The Anatomy of a Large-Scale Hypertextual Web Search Engine

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Abstract

In this paper, we present Google, a prototype of a large-scale search engine which makes heavy use of the structure present in hypertext. Google is designed to crawl and index the Web efficiently and produce much more satisfying search results than existing systems. The prototype with a full text and hyperlink database of at least 24 million pages is available at <http://google.stanford.edu/>. To engineer a search engine is a challenging task. Search engines index tens to hundreds of millions of web pages involving a comparable number of distinct terms. They answer tens of millions of queries every day. Despite the importance of large-scale search engines on the web, very little academic research has been done on them. Furthermore, due to rapid advance in technology and web proliferation, creating a web search engine today is very different from three years ago. This paper provides an in-depth description of our large-scale web search engine -- the first such detailed public description we know of to date. Apart from the problems of scaling traditional search techniques to data of this magnitude, there are new technical challenges involved with using the additional information present in hypertext to produce better search results. This paper addresses this question of how to build a practical large-scale system which can exploit the additional information present in hypertext. Also we look at the problem of how to effectively deal with uncontrolled hypertext collections where anyone can publish anything they want.

Keywords

World Wide Web, Search Engines, Information Retrieval, PageRank, Google

1. Introduction

(Note: There are two versions of this paper -- a longer full version and a shorter printed version. The full version is available on the web and the conference CD-ROM.)

The web creates new challenges for information retrieval. The amount of information on the web is growing rapidly, as well as the number of new users inexperienced in the art of web research. People are likely to surf the web using its link graph, often starting with high quality human maintained indices such as Yahoo! or with search engines. Human maintained lists cover popular topics effectively but are subjective, expensive to build and maintain, slow to improve, and cannot cover all esoteric topics. Automated search engines that rely on keyword matching usually return too many low quality matches. To make matters worse, some advertisers attempt to gain people's attention by taking measures meant to mislead automated search engines. We have built a large-scale search engine which addresses many of the problems of existing systems. It makes especially heavy use of the additional structure present in hypertext to provide much higher quality search results. We chose our system name, Google, because it is a common spelling of googol, or 10^{100} and fits well with our goal of building very large-scale search

HTML IS A MARKUP LANGUAGE

What is Markup Language

A markup language is a type of computer language used to define the structure and formatting of text within a document.

Ex : HTML, XML, LATEX etc

Structure - HTML

buns

CSS is
responsible for
the styling

party

JavaScript makes the
website interactive

Burger is moVing



HTML



HTML + CSS



HTML + CSS + JAVA SCRIPT



HTML SKELETON

We write our HTML in a standard "skeleton"

```
<!DOCTYPE html>
<html>
<head>
  <title>My First Page</title>
</head>
<body>
  <!-- Content Goes Here -->
</body>
</html>
```

document type and
version of HTML

root element specifies
the language

Metadata & Page
Settings

Content of the Webpage



HTML ELEMENTS

To write HTML, we pick from a set of standard

Elements that all browsers recognize
Common Elements include:

- `<p>` *element* - represents a paragraph of text
- `<h1>` *element* - represents the main header on a page
- `` *element* - embeds an image
- `<form>` *element* - represents a form



HTML TAGS

We create elements by writing *tags*.
Most (but not all) elements consist of an opening and closing tag.

Opening Tag

`<p>`I am a paragraph`</p>`

Closing Tag

Basic HTML Tags

<p> → Paragraph of text.

**
** → Line break (new line).

<hr> → Horizontal line (used to separate content).

**** → Bold text.

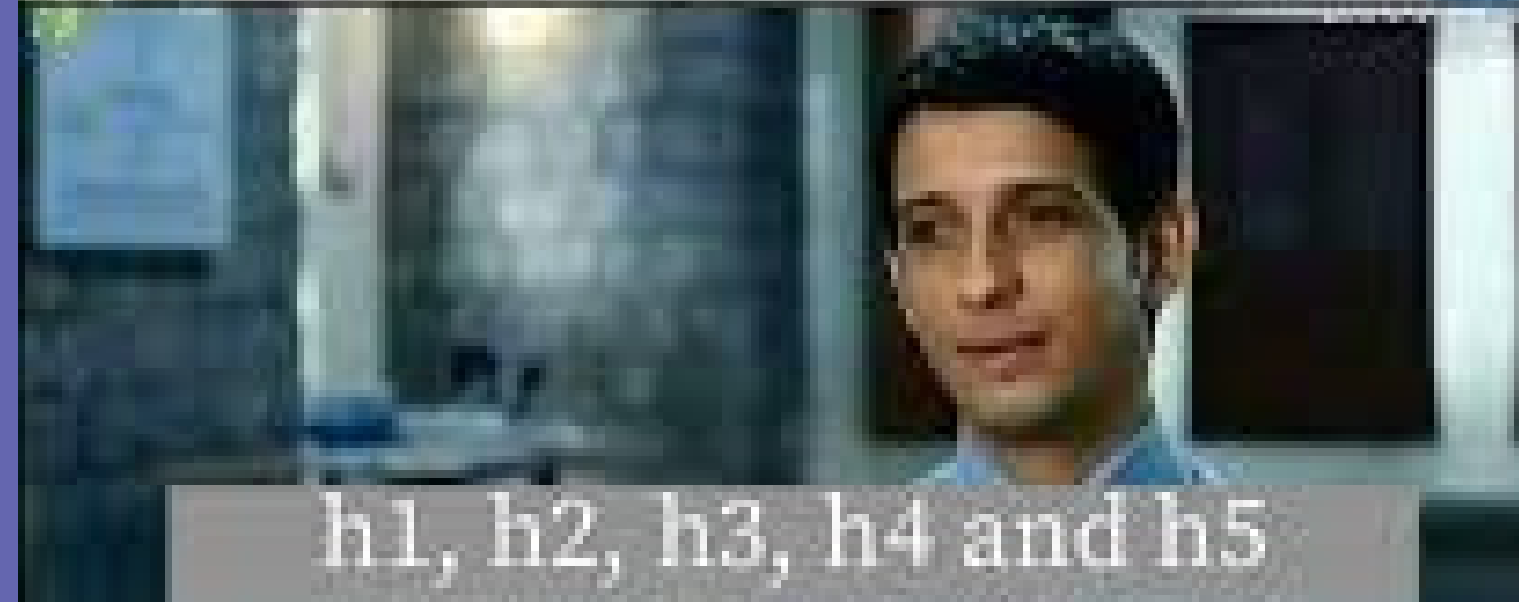
**** → Italicized text.

<u> → Underlined text.

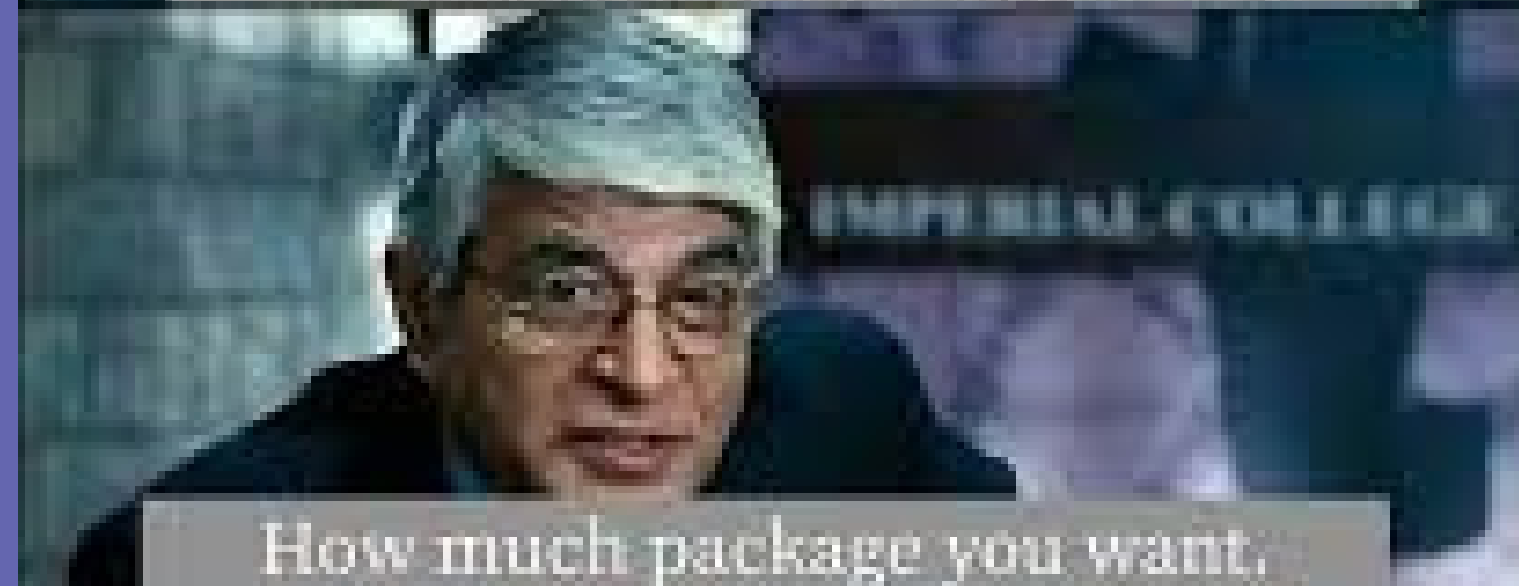
**** → Inline container for styling small parts of text.



Tell me some 5 HTML tags



h1, h2, h3, h4 and h5



How much package you want,

List Tags

`` → Unordered list (bullet points).

`` → Ordered list (numbered list).

`` → List item (used inside `` or ``).

Link & Image Tags

`` → Creates a hyperlink.

`` →
Displays an image

`<div>` → Block-level
container for
grouping content.



moz://a

DEVELOPER NETWORK

HTML Tables



Grid (page layout)

From Wikipedia, the free encyclopedia

A typographic grid composed of a series of intersecting vertical and horizontal axis.

The grid in use, typography is arranged flush left, ragged right to the grid.

A **typographic grid** is a two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content. The grid serves as an armature on which a designer can organize text and images in a rationalist, easy-to-absorb manner. The less common printing term, "reference grid," is an unrelated system with roots in the early days of printing.

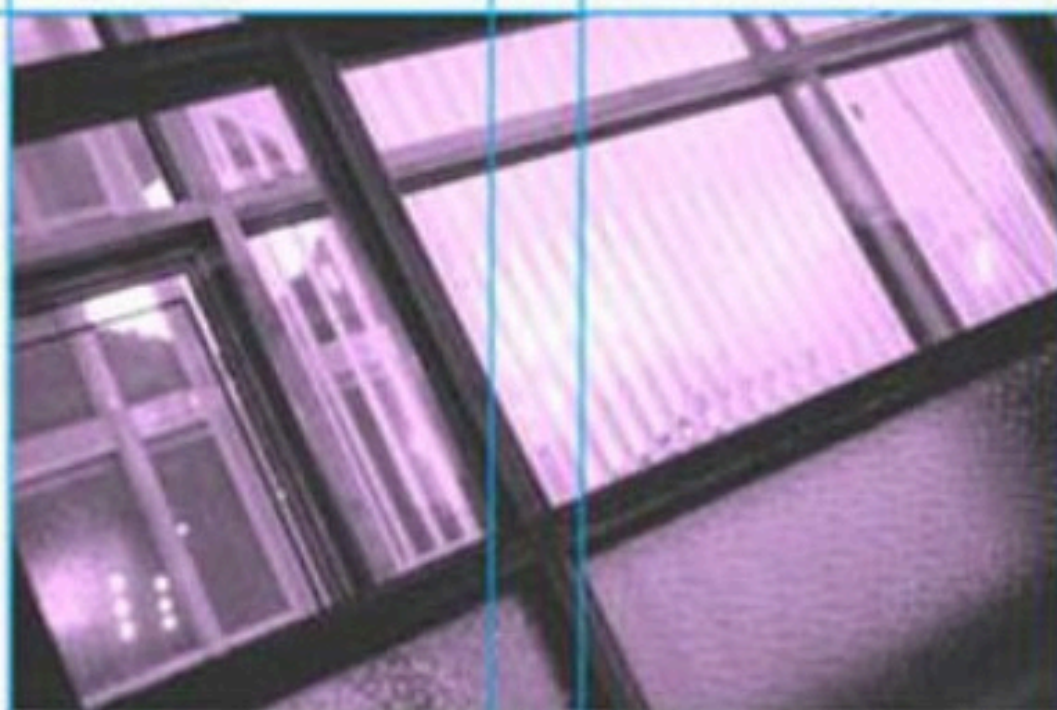
Capital Requirements

- 1. History
- 1.1. Structures
- 1.2. Evolution of the modern and
- 1.3. Teacher and measurement
- 1.4. References

History

Antecedents

Before the invention of movable type and printing, single grids based on optical proportions had been used to arrange handwritten text on pages. One such system, known as the



Villard's diagram,⁸ was in use at least since medieval times.

Evolution of the modern grid

After World War II, a number of graphic designers, including Wesley Miller, Frank Lubert, and Josef Müller-Brockmann, influenced by the modernist ideas of Jean Tschumi (*Die Neue Typographie*, *The New Typography*), began to question the relevance of the conventional page layout of the time. They began to devise a flexible system able to help designers achieve coherence in organizing the page. The result was the

modern typographic grid that became associated with the International Typographic Style. The seminal work on the subject, *Grid systems in graphic design* by Muller-Grobenmann, helped propagate the use of the grid, first in Europe, and later in North America.

Reaction and reassessment

By the mid 1970s instruction of the topographic grid as a part of graphic design curricula had become standard in Europe, North America and much of Latin America. The graphic style of the grid was adopted as a look for corporate


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"We must pick ourselves up"

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• Text of full speech
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
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What's Happening Now









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Pulse - What Yahoo! Are Into

Popular Touch Screen Cell Phones



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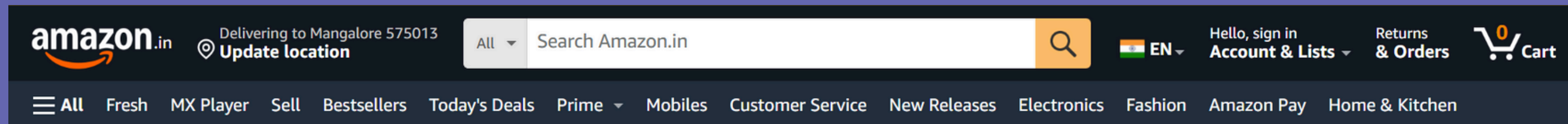
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ELEMENTS



<table>
<td>
<tr>
<th>
<thead>
<tbody>
<tfoot>



`<header>` – Defines the introductory section or a container for navigation links.

`<nav>` – Represents a navigation section with links to different parts of the site.

`<main>` – Specifies the main content of the document.

`<aside>` – Contains content related to the main content, like sidebars or advertisements.

`<footer>` – Defines the footer section, usually containing copyright info, links, and other metadata.

The `<section>` tag is a semantic HTML element used to group related content together within a webpage. It typically contains a heading and content that share a common theme.

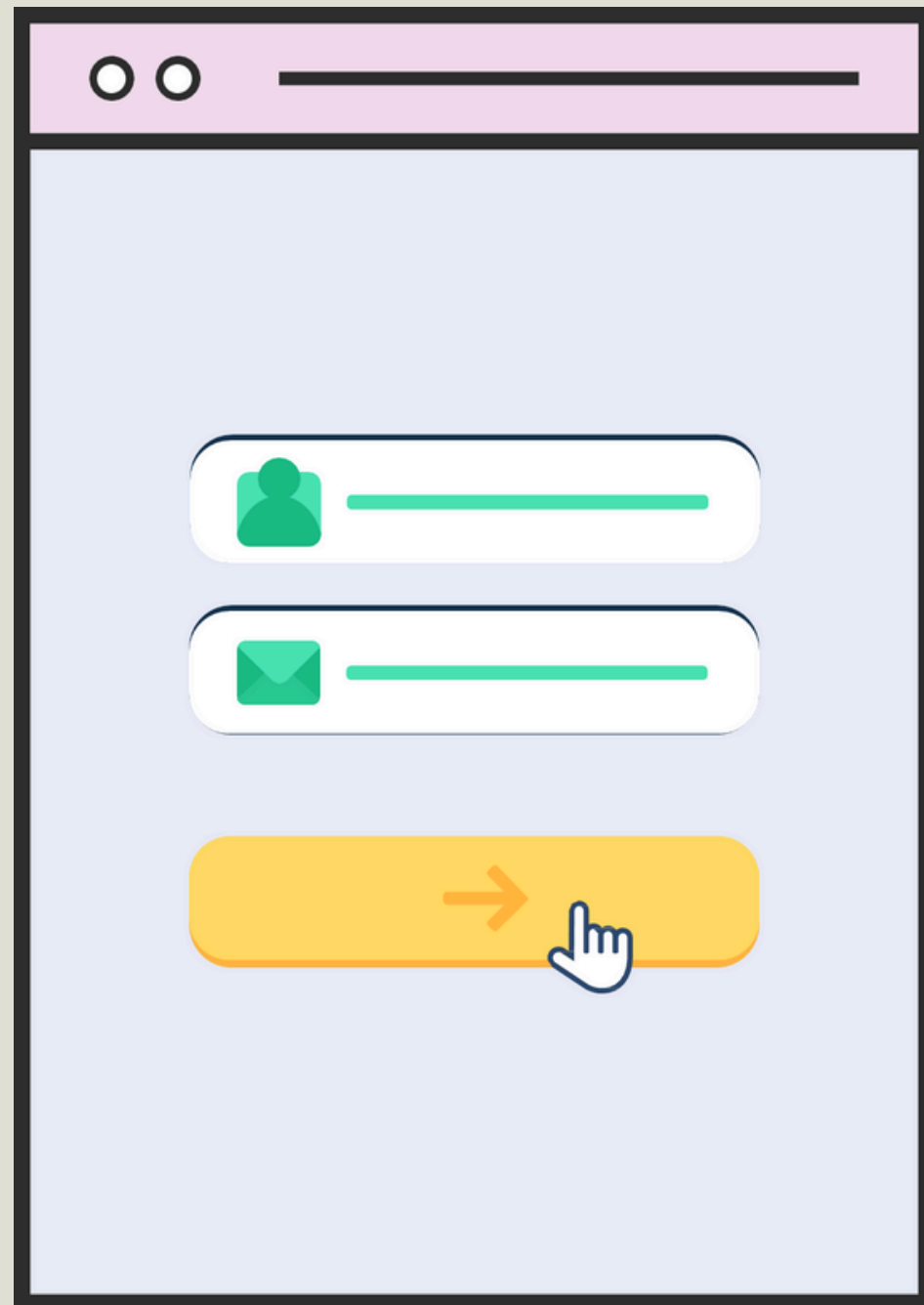
HTML Forms



The diagram illustrates a web browser window with a pink title bar. Inside, a light gray page contains a dark blue square logo with a white letter 'B'. Below the logo, a red rectangular border highlights a sign-in form. The form includes the text 'Please sign in', two input fields labeled 'Email address' and 'Password', a checkbox labeled 'Remember me', and a blue button labeled 'Sign in'. At the bottom of the page, the text '© 2017-2020' is visible.

CREATING FORMS

The `<form>` element itself is a shell or container that doesn't have any visual impact. We then fill the form with a collection of inputs, checkboxes, buttons, etc.



<input>

The input element is used to create a variety of different form controls.

We have 20+ possible types of inputs.



<form>

The form element "represents a document section containing interactive controls for submitting information."

The **action** attribute specifies WHERE the form data should be sent. The **method** attribute specifies which HTTP method should be used





FRONT END



BACK END

**MOM I HAVE LEARNT
HTML**

**NOW I AM A PRO
HACKER**