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## UNIT 2 INTRODUCTION TO HTML

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### 2.0 INTRODUCTION

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You would by now have been introduced to the Internet and the World Wide Web (often just called the Web) and how it has changed our lives. Today we have access to a wide variety of information through Web sites on the Internet. We can access a Web site if we have a connection to the Internet and a browser on our computer. Popular browsers are Microsoft Internet Explorer, Netscape Navigator and Opera. When you connect to a Web site, your browser is presented with a file in a special format by the Web server on the remote computer. The contents of the file are stored in a special format using Hyper Text Markup Language, often called HTML. This format is rendered, or interpreted, by the browser and you then see the page of the web site from your computer.

HTML is one language in a class of markup languages, the most general form of which is Standard Generalized Markup Language, or SGML. Since SGML is complex, HTML was invented as a simple way of creating web pages that could be easily accessed by browsers. HTML is a special case of SGML.

HTML consists of tags and data. The tags serve to define what kind of data follows them, thereby enabling the browser to render the data in the appropriate form for the user to see. There are many tags in HTML, of which the few most important ones are introduced in this unit. HTML files usually have the extension “.htm” or “.html”.

If you want to create Web pages, you need a tool to write the HTML code for the page. This can be a simple text editor if you are hand-coding HTML. You also have sophisticated HTML editors available that automate many (though not all) of the tasks of coding HTML. You also need a browser to be able to render your code so that you can see the results.

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### 2.1 OBJECTIVES

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After going through this unit you should be able to learn:

- basic concepts of HTML;
- basic tags of HTML;

- how to control text attributes such as the font;
- how to work with images in HTML; and
- significance of Meta Tag

The unit covers only the simpler concepts of HTML and does not by any means deal with the subject comprehensively.

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## 2.2 WHAT IS HTML?

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As indicated earlier, HTML stands for HyperText Markup Language. HTML provides a way of displaying Web pages with text and images or multimedia content. HTML is not a programming language, but a markup language. An HTML file is a text file containing small markup tags. The markup tags tell the Web browser, such as Internet Explorer or Netscape Navigator, how to display the page. An HTML file must have an htm or html file extension. These files are stored on the web server. So if you want to see the web page of a company, you should enter the URL (Uniform Resource Locator), which is the web site address of the company in the address bar of the browser. This sends a request to the web server, which in turn responds by returning the desired web page. The browser then renders the web page and you see it on your computer.

HTML allows Web page publishers to create complex pages of text and images that can be viewed by anyone on the Web, regardless of what kind of computer or browser is being used. Despite what you might have heard, you don't need any special software to create an HTML page; all you need is a word processor (such as Microsoft Word) and a working knowledge of HTML. Fortunately, the basics of HTML are easy to master. However, you can greatly relieve tedium and improve your productivity by using a good tool. A simple tool is Microsoft FrontPage that reduces the need to remember and type in HTML tags. Still, there can always be situations where you are forced to handcode certain parts of the web page.

HTML is just a series of tags that are integrated into a document that can have text, images or multimedia content. HTML tags are usually English words (such as blockquote) or abbreviations (such as p for paragraph), but they are distinguished from the regular text because they are placed in small angle brackets. So the paragraph tag is <p>, and the blockquote tag is <blockquote>. Some tags dictate how the page will be formatted (for instance, <p> begins a new paragraph), and others dictate how the words appear (<b> makes text bold). Still others provide information - such as the title - that doesn't appear on the page itself. The first thing to remember about tags is that they travel in pairs. Most of the time that you use a tag - say <blockquote> - you must also close it with another tag - in this case, </blockquote>. Note the slash - / - before the word "blockquote"; that is what distinguishes a closing tag from an opening tag.

The basic HTML page begins with the tag <html> and ends with </html>. In between, the file has two sections - the header and the body.

The header - enclosed by the <head> and </head> tags - contains information about a page that will not appear on the page itself, such as the title. The body - enclosed by <body> and </body> - is where the action is. Everything that appears on the page is contained within these tags.

HTML pages are of two types:

- Static
- Dynamic

## Static Pages

Static pages, as the name indicates, comprise static content (text or images). So you can only see the contents of a web page without being able to have any interaction with it.

## Dynamic Pages

Dynamic pages are those where the content of the web page depend on user input. So interaction with the user is required in order to display the web page. For example, consider a web page which requires a number to be entered from the user in order to find out if it is even or odd. When the user enters the number and clicks on the appropriate button, the number is sent to the web server, which in turn returns the result to the user in an HTML page.

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## 2.3 BASIC TAGS OF HTML

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Let us now look at tags in more detail. A `<TAG>` tells the browser to do something. An `ATTRIBUTE` goes inside the `<TAG>` and tells the browser *how* to do it. A tag can have several attributes. Tags can also have default attributes. The *default value* is a value that the browser assumes if you have not told it otherwise. A good example is the font size. The default font size is 3. If you say nothing the size attribute of the font tag will be taken to have the value 3.

Consider the example shown in Fig. 2.1. Type the code specified in the figure in a text editor such as notepad and save it as “fig1.html”. To render the file and see your page you can choose one of two ways: 1) Find the icon of the html file you just made (fig1.htm) and double click on it. Or- 2) In Internet Explorer, click on File/Open File and point to the file (fig1.htm).

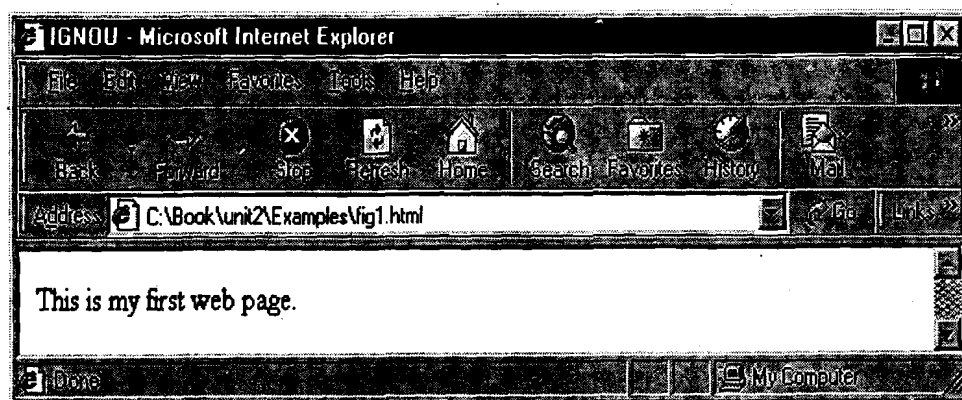


Figure 2.1: A Simple Web Page

```
<HTML>
<!-- This is a comment -->
<HEAD>
  <TITLE> IGNOU  </TITLE>
</HEAD>
<BODY>
  This is my first web page.
</BODY>
</HTML>
```

### 2.3.1 HTML Tag

As shown in Figure.2.1, `<HTML>` is a starting tag. To delimit the text inside, add a closing tag by adding a “/” to the starting tag. Most but not all tags have a closing tag.

It is necessary to write the code for an HTML page between <HTML> and </HTML>.

Think of tags as talking to the browser or, better still, giving it instructions. What you have just told the browser is 'this is the start of an HTML document' (<HTML>) and this is the end of an HTML document' (</HTML>). Now you need to put some matter in between these two markers.

Every HTML document is segregated into a HEAD and BODY. The information about the document is kept within <HEAD> tag. The BODY contains the page content.

### 2.3.2 TITLE Tag

The only thing you have to concern yourselves with in the HEAD tag (for now) is the TITLE tag.

The bulk of the page will be within the BODY tag, as shown in Figure.2.1.

```
<HEAD>
  <TITLE> IGNOU </TITLE>
</HEAD>
```

Here the document has been given the title IGNOU. It is a good practice to give a title to the document created.

What you have made here is a skeleton HTML document. This is the minimum required information for a web document and all web documents should contain these basic components. Secondly, the document title is what appears at the very top of the browser window.

### 2.3.3 BODY Tag

If you have a head, you need a body. All the content to be displayed on the web page has to be written within the body tag. So whether text, headlines, textbox, checkbox or any other possible content, everything to be displayed must be kept within the BODY tag as shown in Figure 2.1.

Whenever you make a change to your document, just save it and hit the Reload/Refresh button on your browser. In some instances just hitting the Reload/Refresh button doesn't quite work. In that case hit Reload/Refresh while holding down the SHIFT key.

The BODY tag has following attributes:

- BGCOLOUR:** It can be used for changing the background colour of the page. By default the background colour is white.
- BACKGROUND:** It is used for specifying the image to be displayed in the background of the page.
- LINK:** It indicates the colour of the hyperlinks, which have not been visited or clicked on.
- ALINK:** It indicates the colour of the active hyperlink. An active link is the one on which the mouse button is pressed.
- VLINK:** It indicates the colour of the hyperlinks after the mouse is clicked on it.
- TEXT:** It is used for specifying the colour of the text displayed on the page.

Consider the following example:

---

```
<HTML>
<TITLE> IGNOU</TITLE>
```

```

<BODY      BGCOLOR="#1234567"    TEXT = "#FF0000">
  Welcome to IGNOU
</BODY>
</HTML>

```

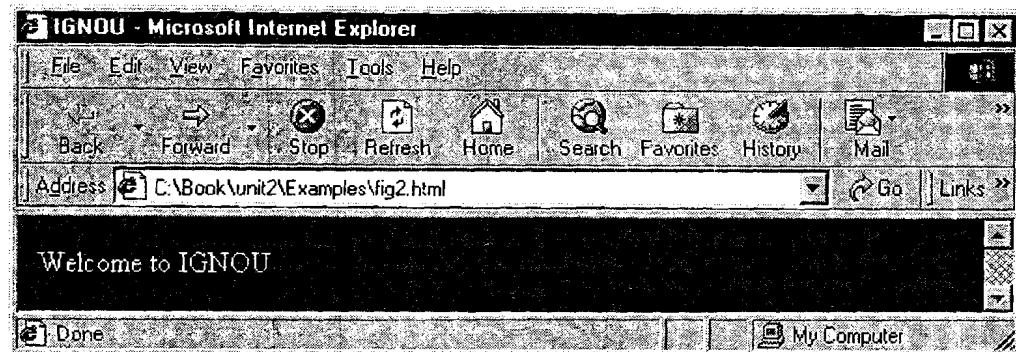


Figure 2.2: A Web Page with a Background Colour

The values specified for BGCOLOR and TEXT tags indicate the colour of the background of the page and that of the text respectively. These are specified in hexadecimal format. The range of allowable values in this format is from “#000000” to “#FFFFFF”. The “#” symbol has to precede the value of the colour so as to indicate to the browser that has to be interpreted as a hexadecimal value. In this six digit value, the first two digits specify the concentration of the colour red, the next two digits specify the concentration of the colour green and the last two digits specify the concentration of the colour blue. So the value is a combination of the primary colours red, green and blue and that is why it is called RGB colour. If we specify the value “#FF0000”, the colour appears to be red. “#000000” gives black and “#FFFFFF” gives the colour white. You also have the option of specifying the colour by giving its name, like:

```
<BODY TEXT = “WHITE”>.
```

You can also specify a background image instead. (Note that the image should be in the same folder as your HTML file. More on this below).

```

<HTML>
<BODY BACKGROUND="swirlies.gif">
  Welcome to INDIA
</BODY>
</HTML>

```

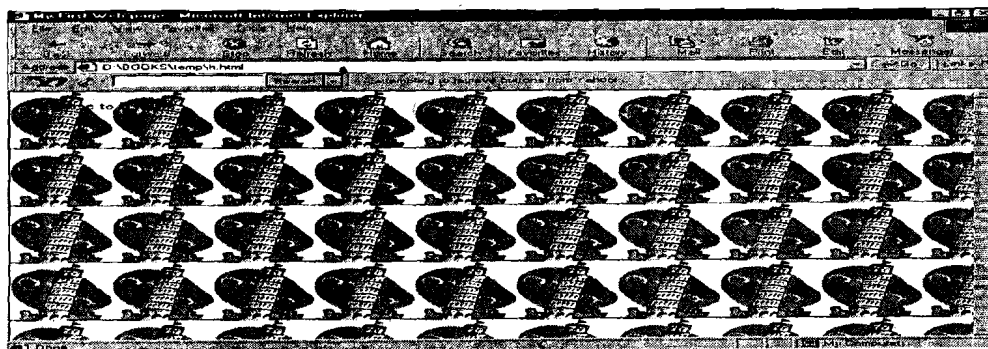


Figure 2.3: A Web Page with an Image in the Background

## 2.4 FORMATTING OF TEXT

Text formatting, in other words presenting the text on an HTML page in a desired manner, is an important part of creating a web page. Let us understand how we can lay out of text controls its appearance on a page.

## 2.4.1 Headers

Headers are used to specify the headings of sections or sub-sections in a document. Depending on the desired size of the text, any of six available levels (<H1> to <H6>) of headers can be used. Figure 2.4 shows the usage and varying size of the rendered text depending upon the tag used.

```
<HTML>
<HEAD>
  <TITLE> IGNOU</TITLE>
</HEAD>
<BODY>
  <CENTER>
    <H1> Header Level 1</H1>
    <H2> Header Level 2</H2>
    <H3> Header Level 3</H3>
    <H4> Header Level 4</H4>
    <H5> Header Level 5</H5>
    <H6> Header Level 6</H6>
  </CENTER>
</BODY>
</HTML>
```

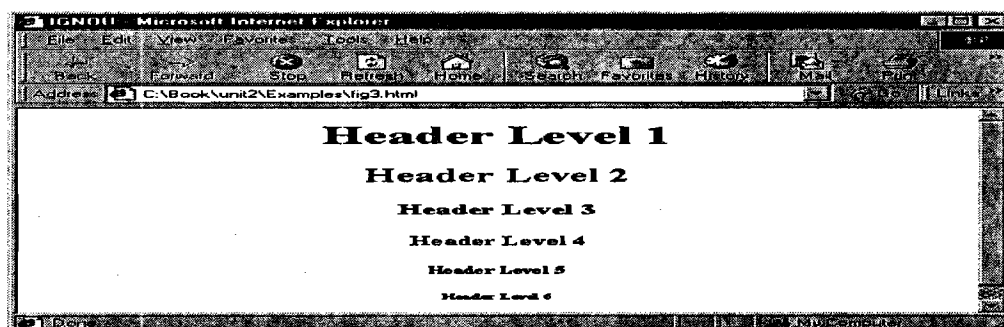


Figure 2.4: Rendering of the Six Header Levels

There is no predefined sequence for using the different levels of the header tags nor any restrictions on which one can be used. So the user has the option of using any level of header tag anywhere in the document. If you want to center text on a page, use the CENTER tag. The text written between <CENTER> and </CENTER> tag gets aligned in the center of the HTML page. As seen in Figure 2.4, the maximum size of the text is displayed using the <H1> tag. So the size goes in decreasing order with the increasing order of the level (i.e. From <H1> to <H6>).

## 2.4.2 Formatting Tags

Let us now look at some more tags that can be used to format text. These are all given in the example shown in Figure 2.5.

```
<HTML>
<HEAD>
  <TITLE> IGNOU</TITLE>
</HEAD>
<BODY>
  <B> IGNOU </B>
  provides several <I> programmes </I>
  in the <B><I>Computer </I></B> stream.
<P>
```

```

One of the <I> programmes </I> is <B><U> MCA</U></B>
</P>
<B>MCA </B> stands for <TT> Master Of Computer Applications </TT>
<BR>
<S>For MCA</S> <B> IGNOU </B> is considered to be one of the premier
universities.
<BR>
<STRONG>IGNOU</STRONG> believes in <STRONG><EM>
Quality</EM></STRONG> education
<BR>
<P>
According to <CITE> IGNOU, </CITE> <B> MCA<B> is one of its best
programmes offering convenient timings to the student so that s/he can pursue the
course while working at a job.
</P>
<BLOCKQUOTE>
For convenience all the courses offered by IGNOU can be seen on its website. A
student has also been provided the flexibility of seeing all the information regarding
admission to the next semester, examination result etc. on its website.
</BLOCKQUOTE>
<HR NOSHADE>
<B> IGNOU contact details are :
<ADDRESS>
  IGNOU, <BR>
  MAIDAN GARHI, <BR>
  NEW DELHI – 110 068 <BR>
  Website : www.ignou.ac.in
</ADDRESS>
</BODY>
</HTML>

```

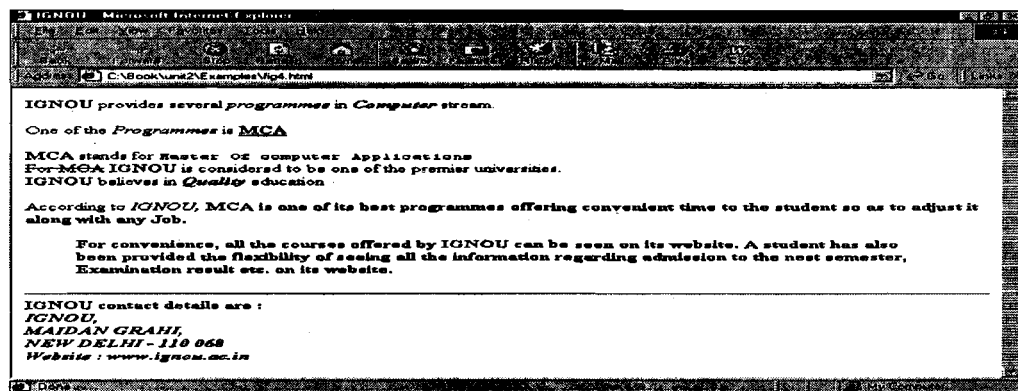


Figure 2.5: An Example showing Various Formatting Tags.

- a. **BOLD:** The text can be displayed in boldface by writing it in between the <B> and </B> tags.
- b. **ITALICS:** It starts with <I> and ends with </I> tag. It is used to display the text in italics.
- c. **UNDERLINE:** It is used for underlining the text to be displayed. The <U> tag is used for this purpose. These tags can be nested. So in order to see the text in boldface, in italics and underlined, it should be placed between the <B><I><U> and </U></I></B> tags. Note that the closing tags are written in reverse order, because any tag used within some other tag should be closed first.

- d. **PARAGRAPH:** If you want to display the text in the form of paragraphs, then the `<P>` tag should be used.
- e. **TT:** The `<TT>` tag is used for displaying text in a fixed width font similar to that of a typewriter.
- f. **STRIKE:** If you want the text to be marked with a strikethrough character, place it within the `<S>` and `</S>` tags.
- g. **STRONG:** There are certain text-based browsers that do not render the text as boldfaced. So you can use the `<STRONG>` tag instead of the `<B>` tag. This displays the text to stand out in the most appropriate manner for the browser.
- h. **EM:** Just as the `<STRONG>` tag corresponds to the `<B>` tag, the `<EM>` can be used instead of the `<I>` tag. The reason for using it is the same as for the `<STRONG>` tag. The `<EM>` tag is used for emphasizing the text in the manner most appropriate to the browser.
- i. **BR:** This tag is used for inserting a line break. The text written after the `<BR>` tag is displayed from the beginning of the next line onwards. This tag does not need a corresponding terminating tag.
- j. **HR:** This tag puts a horizontal line on the page. It has the following attributes:
  - **ALIGN:** It is used for aligning the line on the page. The possible values of this attribute are LEFT, RIGHT, and CENTER. It is useful when the width of the line is less than the width of the page.
  - **NOSHADE:** This attribute is used to prevent any shading effect.
  - **SIZE:** It is used for specifying the thickness of the line.
  - **WIDTH:** You can set the width of a line using this attribute. The value can be specified either in pixels or as a percentage of the width of the page, e.g., `<HR WIDTH = "30%">`.
- k. **BLOCKQUOTE:** This tag indents the left margin of the text. It is used for displaying the text as quoted text as shown in Figure 2.5.
- l. **ADDRESS:** This tag, as shown in Figure 2.5, displays the text in italics.
- m. **CITE:** The text placed in between the `<CITE>` and `</CITE>` tags is rendered in italics by the browser.

### 2.4.3 PRE Tag

This tag is used to present the text exactly as written in the code, including whitespace characters. It is terminated by a `</PRE>` tag. Consider the example shown in Figure 2.6 to understand how this tag works.

---

```
<HTML>
<HEAD>
  <TITLE>IGNOU</TITLE>
</HEAD>
<BODY>
  <PRE>
```

IGNOU also offers a virtual campus. Studying through the virtual campus is a new concept in the field of education and this is the first such experiment in India.

While studying through the virtual campus mode, students have access to the following learning resources and experiences:



- Satellite based interactive tele-conferencing sessions.
- Viewing recorded video sessions.
- Computer based tutorials on CD-ROM.

Printed booklets for specific

```
</PRE>
</BODY>
</HTML>
```

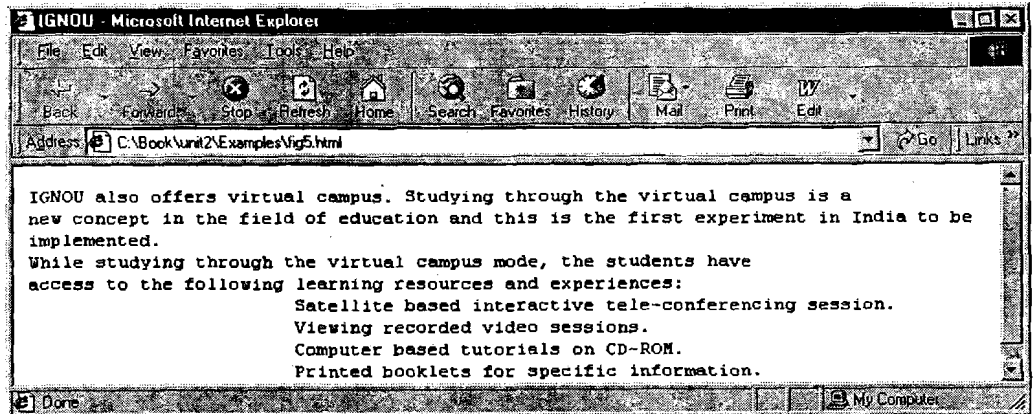


Figure 2.6: Presenting Preformatted Text

As shown in Figure 2.6, the format of the text presented in the browser remains the same as written in the code.

If we do not use the <PRE> tag, the browser condenses the white space when presenting the text on the web page.

## 2.4.4 FONT Tag

HTML provides the flexibility of changing the characteristics of the font such as size, colour etc. Every browser has a default font setting that governs the default font name, size and colour. Unless you have changed it, the default is Times New Roman 12pt with the colour being black. Now with IE 6.0 (Internet Explorer) you can specify font names other than the default, such as ARIAL and COMIC SANS. Consider the example shown in Figure 2.7.

```
<HTML>
<HEAD>
  <TITLE> IGNOU </TITLE>
</HEAD>
<BODY BGCOLOR="#FFFFFF">
  <CENTER>

    Welcome to <FONT SIZE=6>INDIA </FONT><BR>
    Welcome to <FONT FACE = "ARIAL" SIZE=6>INDIA </FONT><BR>
    Welcome to <FONT FACE = "ARIAL" SIZE=6 COLOUR = "BLUE">INDIA
    </FONT><BR>

  </CENTER>
</BODY>
</HTML>
```

Let us look at the syntax of the <FONT> tag with its different attributes.

**The attributes are:**

- a. **FACE:** This attribute is used to change the font style. Its value should be given as the name of the desired font. But the font name specified must be present in the system, otherwise the default-name is used by the browser. The font will only display if the user has that font installed on the computer. Arial and Comic Sans MS are pretty widely distributed with Microsoft Windows. So if you are using a Microsoft supplied operating system, these are likely to be available on your computer. In Figure 2.7, you see an example of the Arial font being used.

- b. SIZE:** Font can be displayed in any of the 7 sizes:

Tiny	Small	Regular	Extra Medium	Large	Real Big	Largest
1	2	3	4	5	6	7

- c. **COLOUR:** With this attribute you can change the desired font colour. The values can be specified either by using the hexadecimal format as already described, i.e., #RGB, or by the name of the colour. The hex code of the colour has been explained earlier in this unit. As shown in Figure 2.7, the value of the colour attribute in the third line has been specified as “Blue”. So the text present in the code between the <FONT> and </FONT> tags appears in blue. By default the colour of the text is black. If we specify the text colour in the <FONT> tag then this value overrides the colour value, if any, specified in the <BODY> tag.

### 2.4.5 Special Characters

You have seen that there are certain characters that have special meaning in HTML code. For example, the “<” and “>” characters delimit tags. If you want to display such characters on the web page, you have to take care that the characters are not interpreted and are displayed literally. To display the “<” character, it can be specified as “&lt;”. The “&” interprets the “lt” as the “<” symbol and displays it. But now what if you want to display the & symbol itself? Simply writing “&” in the code will not display it. But first, let us see how to display some special characters. Consider the example shown in Figure 2.8 and also look at Table 2.1.

# <HTML>

<BODY BGCOLOR="#FFFFFF">

[illegible][illegible]

<BR>

< is the Less Than symbol <BR>

```
&gt; is the Greater Than symbol <BR>
&amp; is the ampersand symbol <BR>
&quot; is the quotation mark symbol <BR>
&agrave; is small a, grave accent symbol <BR>
&Agrave; is capital a, grave accent symbol <BR>
&ntilde; is small n, tilde symbol <BR>
&Ntilde; is capital n, tilde symbol <BR>
&uuml; is the umlaut small u symbol <BR>
&Uuml; is the umlaut <BR>
&#144; is the symbol Delta<BR>
&#188; is the quarter symbol <BR>
&#189; is the hay symbol <BR>
</BODY>
</HTML>
```

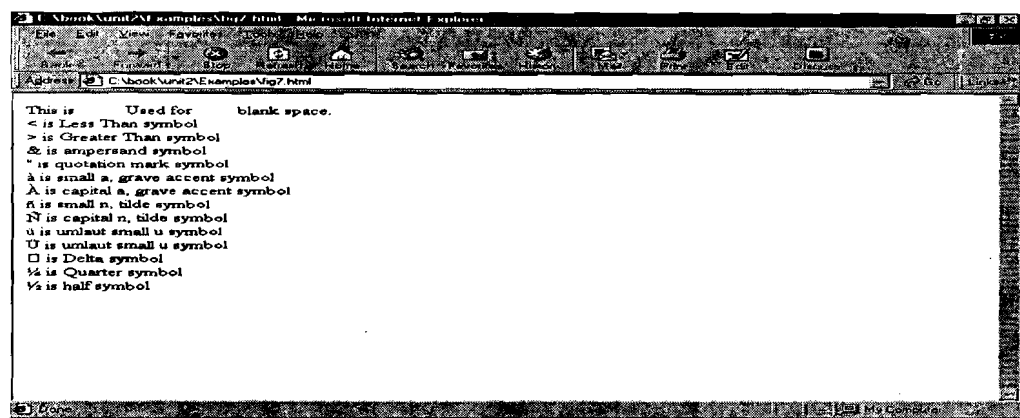


Figure 2.8: Entering Special Characters

The special characters shown in Figure 2.8 are some of the most frequently used characters displayed on web pages. Each of the special characters can be displayed by using its character sequence after the “&”. These can be seen in the following Table 2.1.

Table 2.1: Displaying Special Characters

Special Character	Character Symbol	Description
<	&lt;	Less-than symbol
>	&gt;	Greater-than symbol
&	&amp;	Ampersand
“	&quot;	Quotation Mark
	&nbsp;	Blank space
à	&agrave;	small a, grave accent
À	&Agrave;	capital A, grave accent
ñ	&ntilde;	small n, tilde
Ñ	&Ntilde;	capital N, tilde
ü	&uuml;	umlaut small u
Ü	&Uuml;	umlaut capital U
□	&#144;	delta
¼	&#188;	One Fourth
½	&#189;	Half

The browser will display your text in a steady stream unless you tell it to do so otherwise with line breaks. It will reduce any amount of white space to a single space.

If you want more spaces, you must use the space character (&nbsp;). If you hit Return (or Enter) while you are typing, the browser will interpret that as a space unless there is already a space there.

Consider another example, which shows how to display multiple blank lines. Code a space character with a line break for each blank line you want.

```
<HTML>
<HEAD>
  <TITLE>IGNOU</TITLE>
</HEAD>
<BODY BGCLOUR="#FFFFFF">
  Welcome to <BR>
  &nbsp;<BR>
  &nbsp;<BR>
  &nbsp;<BR>
  &nbsp;<BR>
  &nbsp;<BR>INDIA
</BODY>
</HTML>
```

### Check Your Progress 1

Describe yourself on a web page and experiment with colours in BGCLOUR, TEXT, LINK, VLINK, and ALINK. Try out different fonts and sizes and also the other tags you have studied so far, such as the <PRE> tag, as well.

### Check Your Progress 2

Add the following information to the web page that you created above.

“Job: Software Engineer

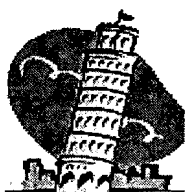
The requirement for the job is that the person should be B.E./M.E/M.C.A. having an aggregate score of 70% or above. The job is project based, so it would be for ½ year only initially. ¼ of the salary would be deducted towards income tax, PF and other statutory deductions.”

---

## 2.5 WORKING WITH IMAGES

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Let us now make our web pages more exciting by putting in images.



You specify an image with the <IMG> (image) tag. Earlier in this unit, displaying the images on a page was explained using the BACKGROUND attribute of the <BODY> tag, which displays the image as the background image. Background images make the page heavy and hence the page takes a considerable amount of time to load. But the <IMG> tag can be used for displaying an image with the desired height and width. Let us look at an example (Figure 2.9).

```
<HTML>
<HEAD>
  <TITLE>IGNOU</TITLE>
</HEAD>
```

```
<BODY BGCLOUR="#FFFFFF">
  <IMG SRC="image.gif" WIDTH=130 HEIGHT=101 ALT = "IMAGE IS
    TURNED OFF" ALIGN = "BOTTOM" BORDER = 2> This text is placed at the
    middle of the image.
</BODY>
</HTML>
```

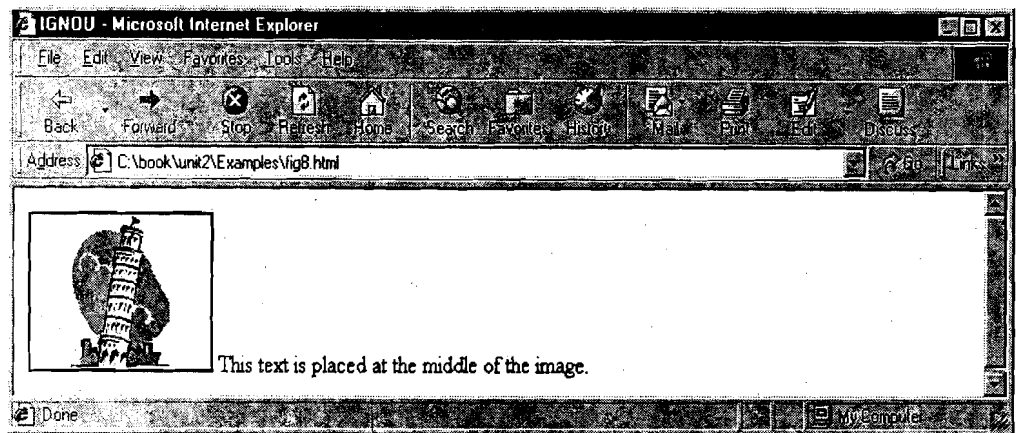


Figure 2.9: Displaying Images on a Web Page

Let us take a look at the syntax of the <IMG> tag:

```
<IMG SRC = "FILENAME.GIF" WIDTH = "value" HEIGHT = "value" ALT =
  "alternate text" BORDER = "value" ALIGN = "value">
```

- a. SRC: This attribute specifies the pathname to the source file that contains the image. The value in the above example, "image.gif", means that the browser will look for the image named image.gif in the same folder (or directory) as the html document itself.
- b. WIDTH: This is used for specifying the desired width of the image.
- c. HEIGHT: This is used for specifying the desired height of the image.
- d. BORDER: An important attribute of the IMG tag is BORDER. This attribute specifies the width of the border of the image. By default it is 0, i.e. there is no border. As shown in Figure 2.9 the image "image.gif" has been given a border 2 pixel wide. The following code gives a wider border to the above image.

```
<BODY BGCLOUR="#FFFFFF">
  <IMG SRC="image.gif" WIDTH=130 HEIGHT=101 BORDER=10>
</BODY>
```

- e. ALT: Another IMG attribute that is important is ALT. ALT is sort of a substitute for the image that is displayed or used when the user is using a browser that does not display images. Someone may be using a text only browser, he may have image loading turned off for speed or he may be using a voice browser (a browser where the web page is read out). In those cases, that ALT attribute could be very important to your visitor as it could be used (given the proper text) to describe the image that is not on the screen.

### Check Your Progress 3

Create your own background with a paint program using the following steps:

- Create a small graphic with the paint program.

- Save it as a .jpg or .gif file in the same subdirectory (or folder) that you are keeping the html page that you have been creating.
- Create a simple HTML file with a background, and put the name of your .jpg or .gif file after the BACKGROUND attribute. (Note: You can easily create the simple html file by copying the html tags above from this web page and pasting them into your new html file. Be sure to substitute the name of your .jpg or .gif file for "image.gif").
- Save the simple html file that you have just created and open it with your web browser. What do you see? When you are finished, return to this page and continue.

## 2.6 META TAG

You might be aware of, and perhaps may have used, search engines such as Google to look for web pages on a topic of interest. The META Tag comes in useful if you want your web page to be easily locatable by search engines. When you enter a search string, the search engine shows web pages containing that string, provided the web page has used those in META tag appropriately. The search engine interacts with the META tag of the HTML page in order to find the required string. Information inside a Meta element should be such as to describe the document. Consider the following example (Figure 2.10).

```
<HTML>
<HEAD>
<TITLE>IGNOU</TITLE>
<META NAME="author" CONTENT="IGNOU">
<META NAME="description " CONTENT="This website shows you the
different courses offered by
IGNOU">
<META NAME="keywords " CONTENT=" Website, different courses offered,
IGNOU,mca,bca">
</HEAD>
<BODY>
<P>
The meta attributes of this document identify the author and courses offered.
</P>
</BODY>
</HTML>
```

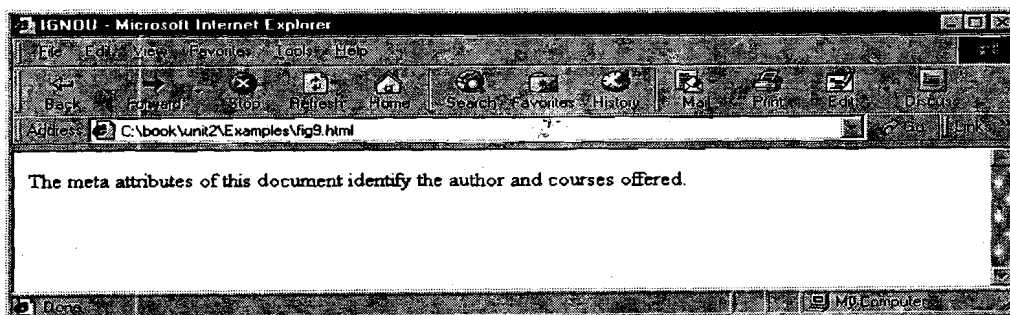


Figure 2.10: Using the META Tag

- a. **NAME:** This attribute is used for identifying the type of META tag you are including.
- b. **CONTENT:** This attribute is used to specify the keywords that the search engine catalogs.

Consider the following code of the example shown in Figure 2.10.

```
<META NAME="description" CONTENT="This website shows you the different
courses offered by IGNOU">
```

The **CONTENT** attribute provides the list of words in the form of a sentence to the search engine. So if someone searches for one of the keywords listed by you in the META tag, then your web site would also appear in the result of the search. It is useful to include META tags that include as many keywords as possible. This makes the web page more likely to show up in a search.

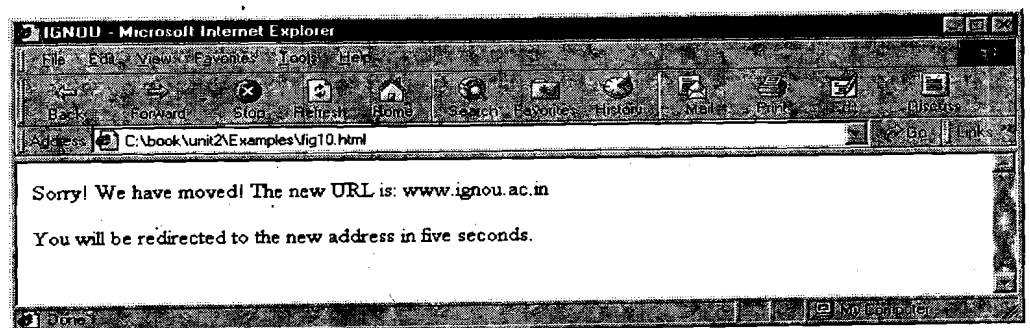
You can also specify keywords by separating them by commas as shown in the following code fragment of Figure 2.10.

```
<META NAME="keywords" CONTENT="Website, different courses offered,
IGNOU,mca,bca">
```

You can use either of the methods of specifying the META tag as convenient.

Consider another example shown in Figure 2.11. This example demonstrates how to redirect a user if your site address has changed.

```
<HTML>
<HEAD>
  <TITLE>IGNOU</TITLE>
  <META HTTP-EQUIV="Refresh"
CONTENT="5;URL=http://www.ignou.ac.in">
</HEAD>
<BODY>
  <P>
    Sorry! We have moved! The new URL is: www.ignou.ac.in
  </p>
  <p>
    You will be redirected to the new address in five seconds.
  </p>
</BODY>
</HTML>
```



**Figure 2.11: Redirecting a User if the Site has Moved**

Consider the following code of Figure 2.11

```
<META HTTP-EQUIV="Refresh" CONTENT="5;URL=http://www.ignou.ac.in">
```

It indicates to the browser that the page has to be refreshed in 5 seconds with the new URL "http://www.ignou.ac.in". So when the user sees this page by specifying its original URL, the browser is redirected to the webpage "www.ignou.ac.in" after five seconds. This type of redirection is useful when you want that a user accessing your old website should automatically be redirected to the new website address.

Now let us consider an example that makes use of almost all the tags explained so far.

**Case Study:** Design a single page web site for a store listing the products and services offered. The store sells computers and related products. The site should contain images explaining the products graphically.

```
<HTML>
<HEAD>
<TITLE> SOLVED CASE STUDY FOR HTML </TITLE>
</HEAD>
<BODY LINK="#0000ff" VLINK="#800080">

<P ALIGN="CENTER">&nbsp;</P>
<B><I><U><FONT SIZE=5><P ALIGN="CENTER">ABC Products</P> </FONT>
</B></O></I><P>ABC store sells the latest in computers and computer products.
Besides, we also stock stationery.</P>
<P ALIGN="CENTER"><HR></P>
<B><U><P>Product 1.</P>
</U></B><P><IMG SRC="Image1.gif" WIDTH=127 HEIGHT=102></P>
<P>This is a notebook. It has 200 pages. Each page has three columns with a heading
for date, name and address. Its cost is Rs. 100 only.</P>
<P ALIGN="CENTER"><HR></P>
<B><U><P>Product 2.</P>
</U></B><P><IMG SRC="Image2.gif" WIDTH=127 HEIGHT=102></P>
<P>This is a computer. It has 512 MB RAM with a 2.3 GHz processor and an 80 GB
HDD. Its cost is Rs. 30,000 only. It is pre-loaded with Windows 2003. You can buy
Microsoft Office software too from us.</P></BODY>
</HTML>
```

### Check Your Progress 4

Design a single page web site for a university containing a description of the courses offered. It should also contain some general information about the university such as its history, the campus, its unique features and so on. The site should be coloured and each section should have a different colour.

## 2.7 SUMMARY

In this unit we have learnt how to create simple HTML pages. The contents of the page have to be written within the BODY tag. The HEAD tag includes the title of the document. An important part of displaying a page is the proper formatting of the text. There exist many tags to do this job. The headers of the sections and sub-sections of the document can be displayed using the header tags (<H1> to <H6>). The <P> tag is used to demarcate a paragraph. The <B>, <I> and <U> tags are used to mark the text as bold, italics and underlined respectively. The <STRONG> and <EM> tags are used to emphasize the text in bold and italics. The <BLOCKQUOTE> tag indents the left margin of the text. The <ADDRESS> tag displays the text in italics. Any text placed between the <CITE> and </CITE> tags, is rendered in italics by the browser. You can display the text exactly as written in the code using the <PRE> tag. The size, colour



display the text exactly as written in the code using the `<PRE>` tag. The size, colour and the type of the font can be specified using the `<FONT>` tag. The `<IMG>` tag is used for inserting images in the document. We have also looked at the very useful `<META>` tag. This tag is used to redirect the users to other pages, and to provide information about the page.

**References:** INTERNET & WORLD WIDE WEB BY DEITEL, DEITEL & NIETO  
HANDS ON HTML BY GREG ROBERTSON

## 2.8 SOLUTIONS/ ANSWERS

### Check Your Progress 1

[illegible]

[illegible][illegible][illegible][illegible][illegible]

<FONT FACE="Arial, sans-serif">  
Father's Name: Mr. Shyam mehta  
Date of Birth: 23 Jan, 1976. </FONT>  
<FONT FACE="Arial, sans-serif">  
Address: A2-81b, East Of kailash, New Delhi.  
Tel: 29090909,9220101010</FONT>

```
<FONT FACE="Arial, sans-serif">.  
Email: ram@hotmail.com  
Sex: Male  
Marital Status: Single  
Interests and activities: Troubleshooting hardware and software problems.  
</FONT>  
</PRE>  
</BODY>  
</HTML>
```

## Check Your Progress 2

```
2. <HTML>
   <HEAD>
   </HEAD>
   <BODY LINK="#ffff00" VLINK="#ffff99" BGCOLOR="#ffffff">
   <PRE>
   <U><B><FONT FACE="Times New Roman, serif">Job: Software Engineer
   </FONT></B></U>
   <FONT FACE="Times New Roman, serif">
```

The requirement for the job is that the person should be B.E./M.E/M.C.A having an aggregate score of 70% or above. The job is project based, so it would be for ½ year only initially. ¼ of the salary would be deducted towards income tax, PF and other statutory deductions.

&lt;/PRE&gt;

**Ram**

**Qualification**

<FONT FACE="Arial, sans-serif"><B>Title</B></FONT>

[illegible]

<FONT FACE="Arial, sans-serif"><B>Authority</B></FONT>

[illegible]

<FONT FACE="Arial, sans-serif"><B>Division

%</B></FONT>

[illegible]

<FONT FACE="Arial, sans-serif"><B>Year </B></FONT>

[illegible]

<BR>

<FONT FACE="Arial, sans-serif">10</FONT>

[illegible]

<FONT FACE="Arial, sans-serif">CBSE Board</FONT>

[illegible]

<FONT FACE="Arial, sans-serif">60.00%</FONT>

[illegible]

<FONT FACE="Arial, sans-serif">1994</FONT>

[illegible]

<BR><FONT FACE="Arial, sans-serif">12 </FONT>

[illegible]

<FONT FACE="Arial, sans-serif">CBSE Board</FONT>

[illegible]

<FONT FACE="Arial, sans-serif">67.00%</FONT>

[illegible]

[illegible]

<FONT FACE="Arial, sans-serif">1999</FONT>  
<BR><BR><B><U><FONT SIZE=3><FONT FACE="Arial, sans-  
serif">Personal  
Details</FONT></FONT></U></B>

<FONT FACE="Arial, sans-serif">  
Address: A2-81b, East Of kailash, New Delhi.  
Tel.: 29090909, 9220101010</FONT>

&lt;/FONT&gt;

</PRE>

&lt;/BODY&gt;

1. 

```
<HTML>
<HEAD>
<TITLE>IGNOU</TITLE>
</HEAD>
<BODY BGCOLOR="#FFFFFF">
<IMG SRC="abc.jpg" WIDTH=130 HEIGHT=101 ALT = " IMAGE IS
TURNED OFF" ALIGN = "MIDDLE" BORDER = 2> This text is placed at the
middle of the image.
</BODY>
</HTML>
```

## Check Your Progress 4

```
1. <HTML>
    <HEAD>
    </HEAD>
    <BODY LINK="#0000ff" VLINK="#800080" BGCOLOR="#ff6600">
```

```
    <P ALIGN="CENTER">&nbsp;</P>
```

```
    <B><I><U><FONT SIZE=4><P ALIGN="CENTER">IGNOU</P>
```

```
    </I></U></FONT><FONT SIZE=2><P>I</B>ndira <B>G</B>andhi
```

```
    <B>N</B>ational <B>O</B>pen University is a very old and reputed
```

```
University. IGNOU offers various types of courses that are both academic and
technical. </P>
```

```
<P>&nbsp;</P>
```

```
</FONT><FONT SIZE=4 COLOUR="#0000ff"><P>Master in Computer
Applications</P>
```

```
</FONT><FONT COLOUR="#0000ff"><P>This course has 6 semesters and
the total duration is 3 years. The maximum duration allowed for completing the
course is 7 years. The fee per semester is Rs 5000 </FONT> </P>
```

```
<FONT SIZE=4 COLOUR="#00ff00"><P>Bachelor in Computer
Applications</P>
```

```
</FONT><FONT COLOUR="#00ff00"><P>This course has 6 semesters and
the total duration is 3 years. The maximum duration allowed for completing the
course is 6 years. The fee per semester is Rs 3000</P>
```

```
</FONT><FONT SIZE=4 COLOUR="#ff0000"><P>Bachelor in Information
Technology</P>
```

```
</FONT><FONT COLOUR="#ff0000"><P>This course has 6 semesters and
the total duration is 3 years. The maximum duration allowed for completing the
course is 5 years. The fee per semester is Rs 10,000.</P></FONT></BODY>
</HTML>
```