

HTML Semantic Markup



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Agenda



Semantic Elements

Why Important

Update Start File

Wayfinding



Elements

Semantic

header

nav

main

footer

form

table

figure

h1 – h6

Non-semantic

div (block)

span (inline)



Why Use Semantic Elements



Search
Engines

Maintain

Accessibility



In the Past

```
<!doctype html>
<html lang="en">
<head>

<meta charset="utf-8">
<title>Title</title>

</head>
<body>
  <div role="banner">
    <h1>Company Name Here</h1>
  </div>

  <div role="navigation">
    <ul>
      <li><a href="#">Contact Us</a></li>
    </ul>
  </div>

  <div role="main">
    <p>Page content here.</p>
  </div>

  <div>
    <p>&copy; 2017 by Paul Cheney</p>
  </div>

</body>
</html>
```

```
<!doctype html>
<html lang="en">
<head>
```

```
<meta charset="utf-8">
```

1. **Warning** The **banner** role is unnecessary for element **header**.
From line 10, column 2; to line 10, column 23
>↵<body>↵ <header role="banner">↵ <h1
2. **Warning** The **navigation** role is unnecessary for element **nav**.
From line 14, column 2; to line 14, column 24
header>↵↵ <nav role="navigation">↵ <ul
3. **Warning** The **main** role is unnecessary for element **main**.
From line 20, column 2; to line 20, column 19
</nav>↵↵ <main role="main">↵ <p>

```
<footer>
  <p>&copy; 2017 by Paul Cheney</p>
</footer>
```

```
</body>
</html>
```

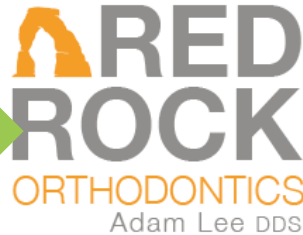


Our Template



Wayfinding on the Web

Company Name & Logo



Menu Activated

- Welcome
- Our Clients
- Our Team
- Our Promise
- Our Smile Recipe
- Our Philanthropy
- Your Testimonials
- See Inside

Bookmark Added

Name: Redrock: Promise

Folder: Syllabi

Remove

Edit...

Done

Site and Page Name

Page Name

Our Promise

Welcome to Red Rock Orthodontics, the office of Dr. Adam Lee.

Our office is committed to providing an orthodontic experience that is second to none. It begins with the first phone call and continues long after the braces have been removed. You wear our "product" every day when you smile and we are committed to making you happy.



The simple solution: Hire the best people + Do our best work + Be really kind + Be super helpful + Always stand by your work = Extremely happy patients with gorgeous smiles.

Or said differently: We want to be your orthodontist, and your neighbor's and your friend's orthodontist too. Why on earth would you ever refer us to them if you aren't thrilled beyond belief about your smile? You wouldn't, so our theory is if we can make you really, really, really happy with our services, you'll send your friends and family here so we can make them really, really, really happy, too.



801.798.1118 Spanish Fork



CHROME Demo



Coding



Summary



Semantic Elements

Why Important

Update Start File

Wayfinding





Introduction

Build a Start File

Semantic Markup

CSS Preprocessors

Auto Dealership Structure

Auto Dealership Content

Modify the Design and Testing

