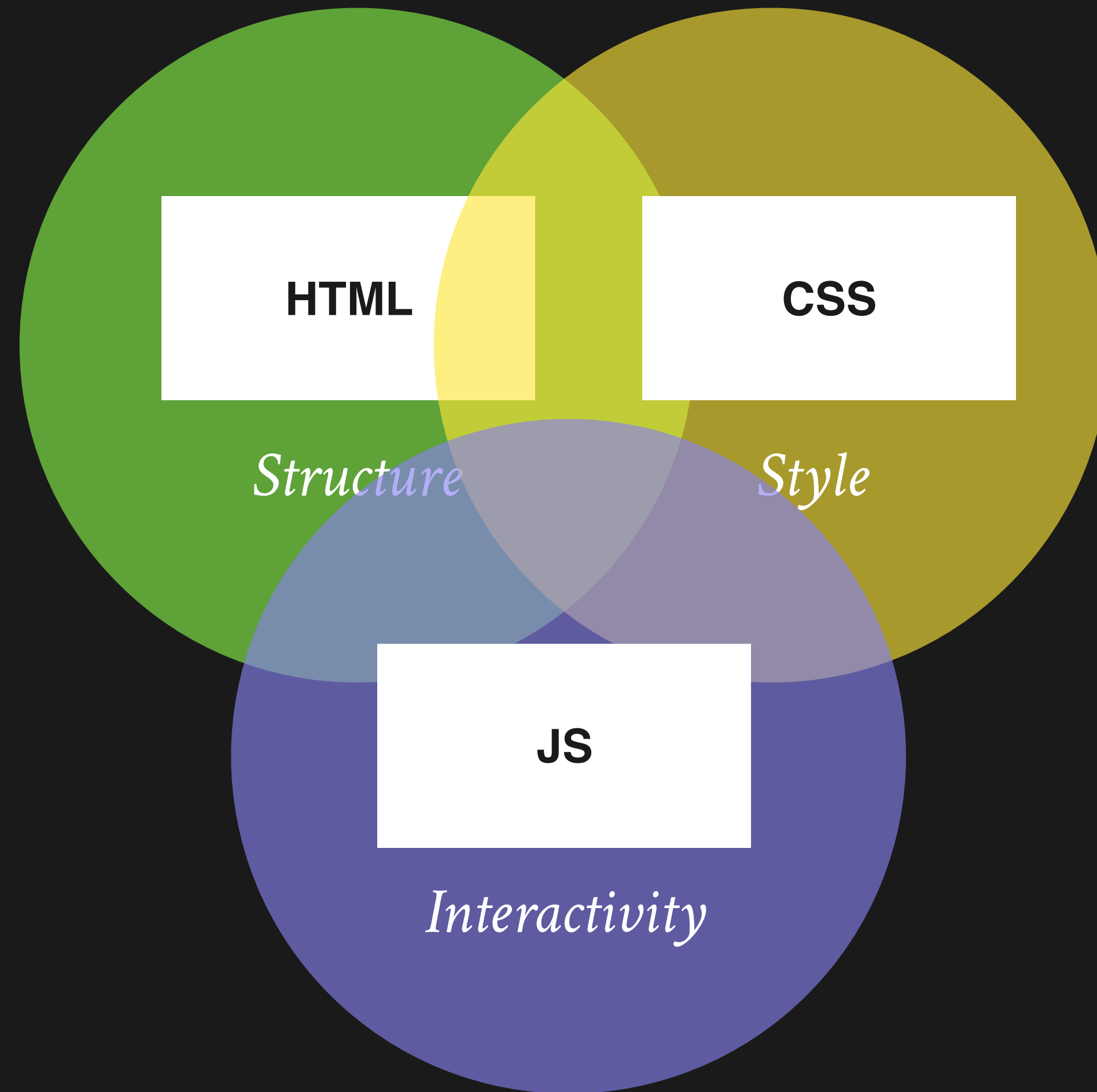




WEB TECHNOLOGIES PROGRAM

HTML deep dive

A closer look at HTML syntax





MR BEAN

Comedy star named after popular legume

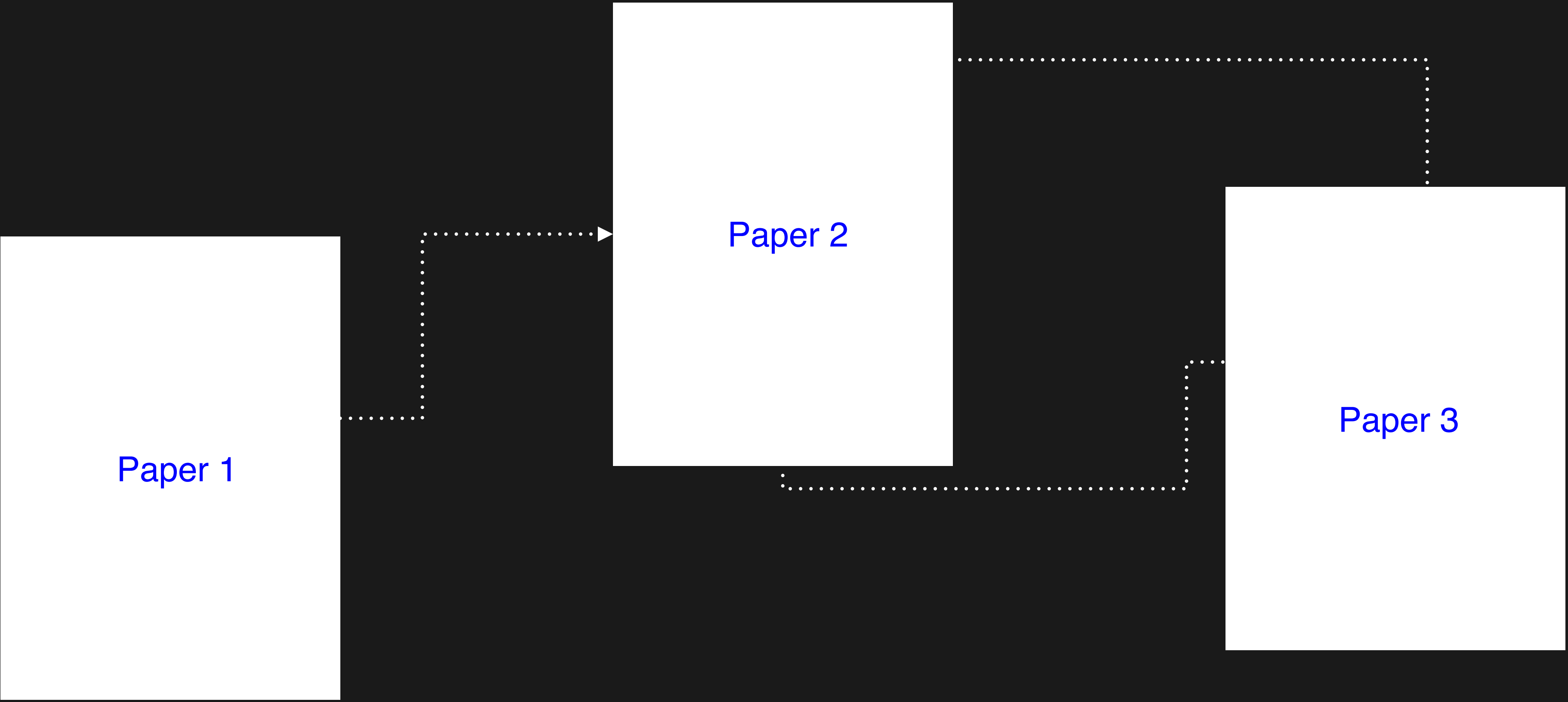




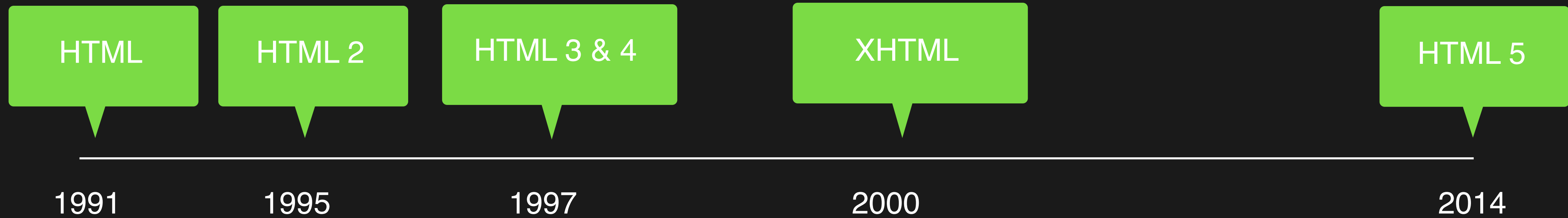
TIM BERNERS-LEE

Inventor, World Wide Web





A brief history



HTML Tags

This is a list of tags used in the [HTML](#) language. Each tag starts with a tag opener (a less than sign) and ends with a tag closer (a greater than sign). Many tags have corresponding closing tags which are identical except for a slash after the tag opener. (For example, the [TITLE](#) tag).

Some tags take parameters, called attributes. The attributes are given after the tag, separated by spaces. Certain attributes have an effect simply by their presence, others are followed by an equals sign and a value. (See the [Anchor](#) tag, for example). The names of tags and attributes are not case sensitive: they may be in lower, upper, or mixed case with exactly the same meaning. (In this document they are generally represented in upper case.)

Currently HTML documents are transmitted without the normal SGML framing tags, but if these are included parsers will ignore them.

Title

The title of a document is given between title tags:

```
<TITLE> ... </TITLE>
```

The text between the opening and the closing tags is a title for the hypertext node. There should only be one title in any node. It should identify the content of the node in a fairly wide context, and should ideally fit on one line.

The title is not strictly part of the text of the document, but is an attribute of the node. It may not contain anchors, paragraph marks, or highlighting. the title may be used to identify the node in a history list, to label the window displaying the node, etc. It is not normally displayed in the text of a document itself. Contrast titles with [headings](#) .

Next ID

Obsolete: NeXT Browser only. May be ignored. This tag takes a single attribute which is the number of the next document-wide numeric identifier to be allocated (not good SGML). Note that when modifying a document, old anchor ids should not be reused, as there may be references stored elsewhere which point to them. This is read and generated by hypertext editors. Human writers of HTML usually use mnemonic alpha identifiers. Browser software may ignore this tag. Example of use:

```
<NEXTID 27>
```

Base Address

[Anchors](#) specify addresses of other documents, in a form relative to the address of the current document. Normally, the address of a document is known to the browser because it was used to access the document. However, if a document is mailed, or is somehow visible with more than one address (for example, via its filename and also via its library name server catalogue number), then the browser needs to know the base address in order to correctly deduce external document addresses.

The format of this tag is not yet specified. NOT CURRENTLY USED

First webpage created with html

<https://www.w3.org/History/19921103-hypertext/hypertext/WWW/MarkUp/Tags.html>



Practical benefits as a non-engineer

1. Simple copy changes
2. Third party tools
3. Edit in the browser



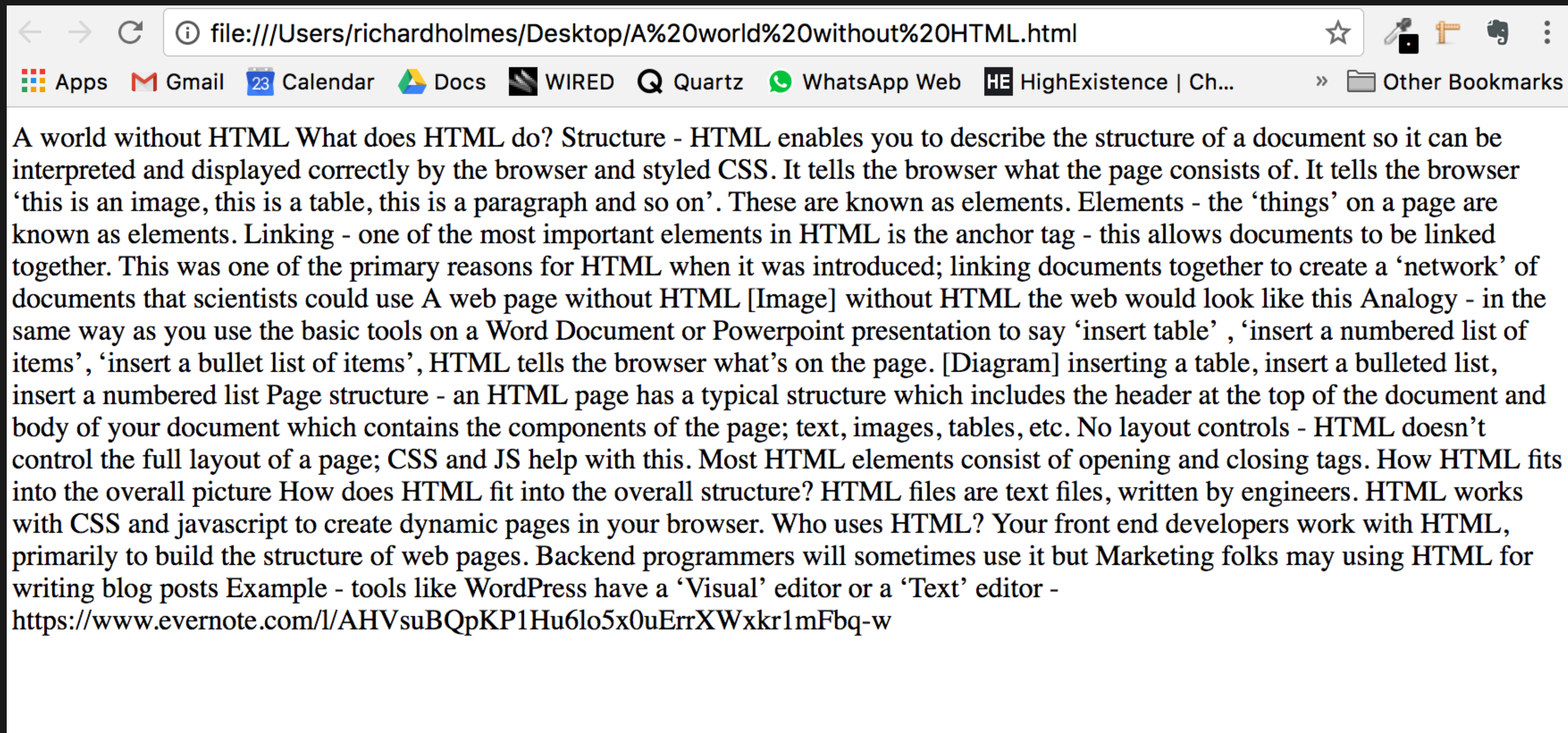
H	Hyper
T	Text
M	Markup
L	Language



Who uses HTML?



A world without HTML



A world without HTML

What does HTML do?

Structure -

HTML enables you to describe the structure of a document so it can be interpreted and displayed correctly by the browser and styled CSS. It tells the browser what the page consists of. It tells the browser 'this is an image, this is a table, this is a paragraph and so on'. These are known as elements.

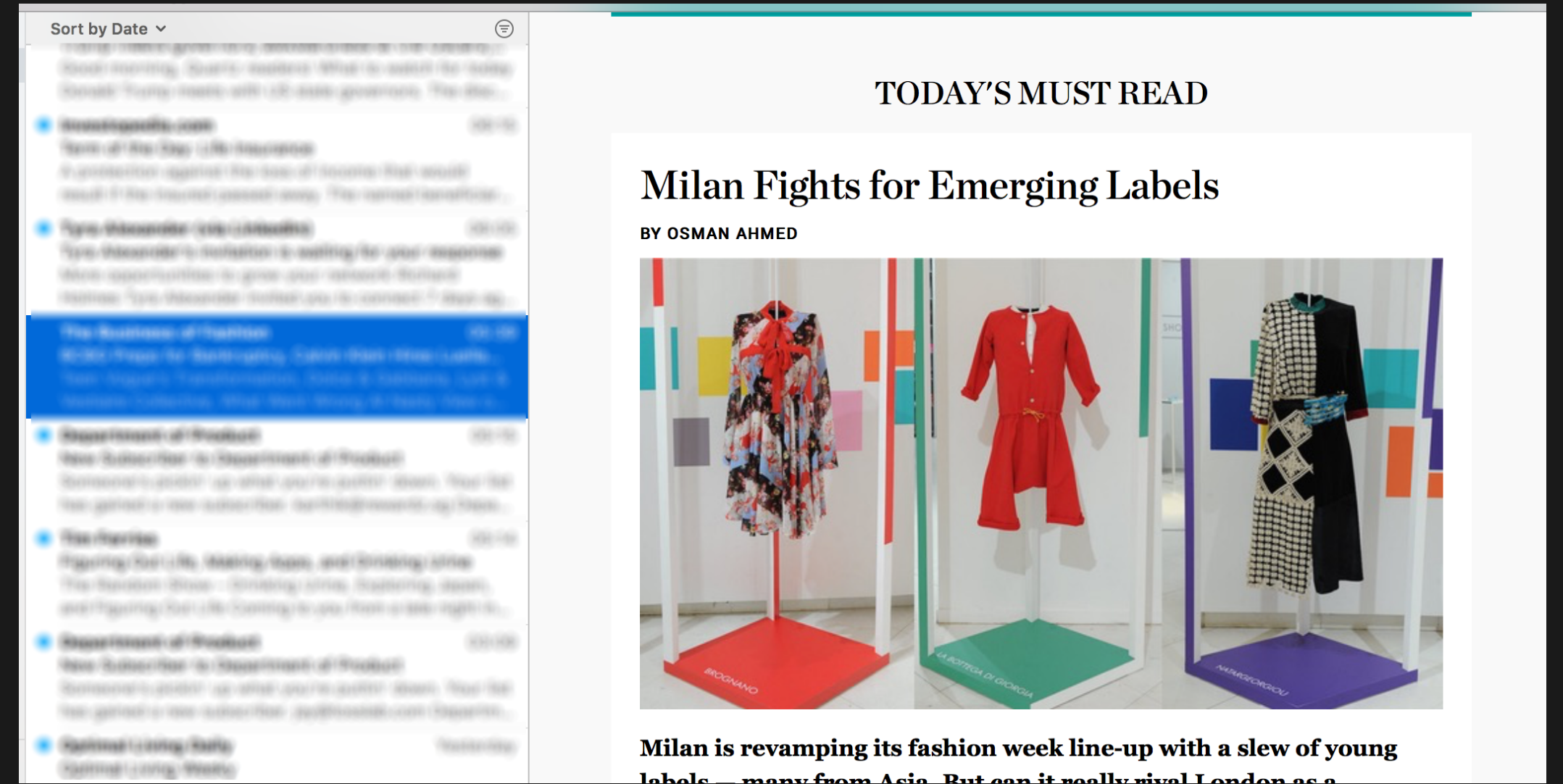
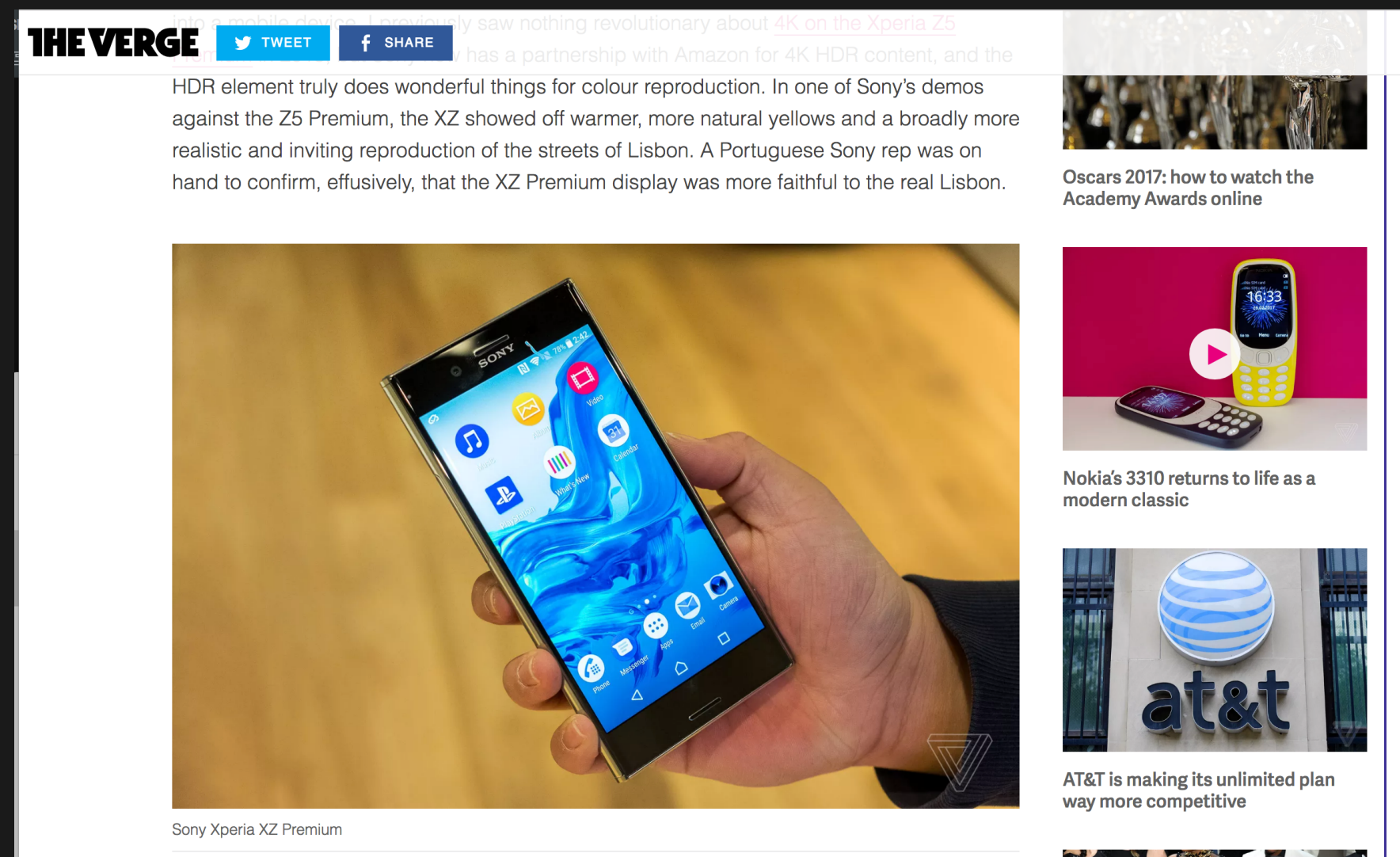
- Elements - the 'things' on a page are known as elements.
- Linking - one of the most important elements in HTML is the anchor tag - this allows documents to be linked together. This was one of the primary reasons for HTML when it was introduced; linking documents together to create a 'network' of documents that scientists could use

Who uses HTML?

- Your front end developers work with HTML, primarily to build the structure of web pages.
- Backend programmers will sometimes use it but
- Marketing folks may use HTML for writing blog posts
- Example - tools like WordPress have a 'Visual' editor or a 'Text' editor -
<https://www.evernote.com/l/AHVsuBQpKP1Hu6lo5x0uErrXWxkr1mFbq-w>



When is HTML used?



Web pages



Emails



HTML syntax


<h1>Header</h1>

OPENING TAG

CLOSING TAG



What's an element?



Image

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page history
Wikidata item
Cite this page

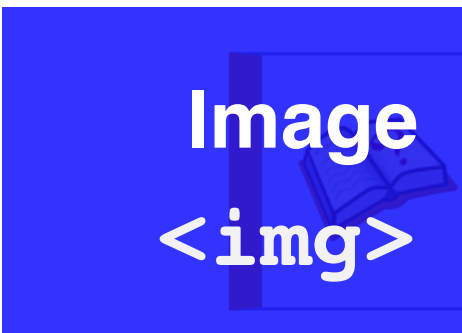
Print/export

Article Talk

Mrs. Doubtfire

Header
<h1>

From Wikipedia, the free encyclopedia
(Redirected from Mrs Doubtfire)



Image

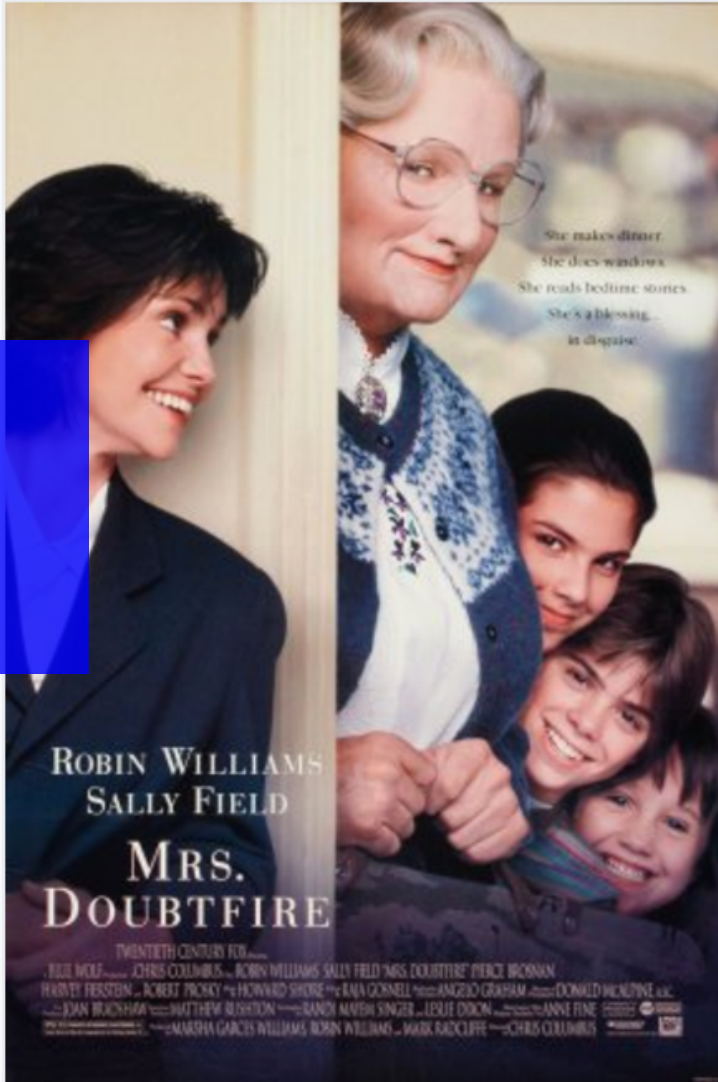
This article **needs additional citations for verification**. Please help [improve this article](#) by adding citations to reliable sources. Unsourced material may be challenged and removed. *(December 2014)*

Mrs. Doubtfire is a 1993 American comedy-drama film directed by Chris Columbus and written by Randi Mayem Singer and Leslie Dixon, based on *Madame Doubtfire* by Anne Fine. It stars Robin Williams (who also served as co-producer), Sally Field, Pierce Brosnan, Harvey Fierstein and Robert Prosky. It follows a recently divorced actor who dresses up as a female housekeeper to be able to interact with his children.

The film was released in the United States on December 24, 1993.^[2] It won the Academy Award for Best Makeup^[3] and the Golden Globe Award for Best Motion Picture – Musical or Comedy. For his performance in the film, Robin Williams was awarded the Golden Globe for Best Actor.

Although the film received mixed reviews during its original theatrical run, more recent reviews have been much more positive: the film was placed 67th in the American Film Institute's *100 Years, 100 Laughs: America's Funniest Movies* and was also rated No. 40 on Bravo's *100 Funniest Movies of All Time*. The original music score was composed by Howard Shore. The film was released in the United Kingdom on January 28, 1994, and topped the country's box office that weekend.^[4]

Mrs. Doubtfire



Image

Link
<a>

Contents [hide]

List of items

List of items

List of items

What's an attribute?

```
<a href="http://www.link.com">Click</a>
```

ATTRIBUTE



HTML page template

```
1  <!DOCTYPE html> - <!-- appears once, before any HTML tags. It helps the browser to display content correctly. -->
2  <html>
3  <head>
4  <title>Title of website</title>
5  <!-- CSS styles are put in the header-->
6  </head>
7  <body>
8  <!-- the elements of the web page are put inside the body tags. -->
9  </body>
10 </html>
```



HTML



New HTML tags

Category	New elements
Structuring a page	<code><article></code> , <code><header></code> , <code><footer></code> , <code><nav></code> , <code><section></code>
Media	<code><audio></code> , <code><video></code>
Canvas	<code><canvas></code>



www.flickr.com wants to:

Know your location

Block Allow

Photos, people, or groups

Sign In

Map navigation controls: Map, Hybrid, Satellite, Home, Street View, Full Screen, Link to this map


739,228 geotagged items

Sort by: Interesting • Recent

Search the map

here

Exercise

DEPARTMENT OF
PRODUCT

PROGRAMS ▾ABOUT ▾RESOURCES ▾BLOGNEWSLETTERMEMBERS ▾

START HEREWEEKS 1-2WEEKS 3-4WEEKS 5-6WEEKS 7-8CLASSESRESOURCES

EXERCISE

HTML playground

Learning outcomes:

- Understand how to use the most popular HTML tags
- Become familiar with how to use a text editor
- Increase your confidence when working with HTML

Duration: 30 mins

Useful HTML elements

Element	Definition	Syntax / tag to use
Head	Defines information about the document. This is where stylesheets and meta tags for search engines are placed. The title of your website is also placed in the head.	<code><head>content of head tags e.g. stylesheets, meta tags</head></code>
Body	The document's body. This is where the HTML / content of the page is put.	<code><body>content of a page</body></code>
Header	Headers on the page. Hierarchical in order of importance. H1 = most important, H6 least important.	<code><h1>, <h2>, <h3>, <h4>, <h5>, <h6></code>
Paragraph	Paragraph of text on the page	<code><p>Paragraph of text goes inside the paragraph tags.</p></code>

HTML tags to learn

What's worth knowing as a Product Manager?



HTML style guidelines

No caps

Alt text

Spacing /
indentation



HTML page template

```
1  <!DOCTYPE html> - <!-- appears once, before any HTML tags. It helps the browser to display content correctly. -->
2  <html>
3  <head>
4  <title>Title of website</title>
5  <!-- CSS styles are put in the header-->
6  </head>
7  <body>
8  <!-- the elements of the web page are put inside the body tags. -->
9  </body>
10 </html>
```



Head

```
<!DOCTYPE html> - <!-- appears once, before any HTML tags. It helps the browser to display content correctly. -->
<html>
<head>

<title>Title of website</title>
<!-- CSS styles are put in the header-->
<link rel="stylesheet" type="text/css" href="styles.css">
<script src="https://ajax.googleapis.com/ajax/libs/jquery/3.1.1/jquery.min.js"></script>

</head>
<body>
<!-- the elements of the web page are put inside the body tags. -->
</body>
</html>
```



Headings

This is heading 1

This is heading 2

This is heading 3

This is heading 4

This is heading 5

This is heading 6

```
<h1>Heading 1</h1>
```

```
<h2>Heading 2</h2>
```

```
<h3>Heading 3</h3>
```

```
<h4>Heading 4</h4>
```

```
<h5>Heading 5</h5>
```

```
<h6>Heading 6</h6>
```



Headings

```
<h1>Heading 1</h1>
```



Example H1

```
<h1>Mrs. Doubtfire</h1>
```

Example H2

```
<h2>Release</h2>
```



<h1>

Stop being distracted by your laptop

Freedom is the world-famous Internet, social media, and app blocker. Block websites and apps on your iPhone, iPad, Mac, and Windows computers.

30 minutes left

manage freedom sessions

Password must contain at least six characters

Be Productive Now

Already have an account? [Sign in here.](#)

[Reset your password.](#)

<h2>

Block the Internet, Apps, and Websites

Freedom is the app and website blocker used by over 350,000 people to improve focus and productivity.



Paragraphs

`<p>`Paragraph text here`</p>`

Mrs. Doubtfire is a 1993 American comedy-drama film directed by Chris Columbus and written by Randi Mayem Singer and Leslie Dixon, based on *Madame Doubtfire* by Anne Fine. It stars Robin Williams (who also served as co-producer), Sally Field, Pierce Brosnan, Harvey Fierstein and Robert Prosky. It follows a recently divorced actor who dresses up as a female housekeeper to be able to interact with his children.

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Contents [\[hide\]](#)

Example

`<p>`Mrs. Doubtfire is a 1993 American comedy-drama film directed by Chris Columbus and written by Randi Mayem Singer and Leslie Dixon, based on Madame Doubtfire by Anne Fine. It stars Robin Williams (who also served as co-producer), Sally Field, Pierce Brosnan, Harvey Fierstein and Robert Prosky. It follows a recently divorced actor who dresses up as a female housekeeper to be able to interact with his children.`</p>`



Links

```
<a href="http://www.link.com">Click</a>
```

Mrs. Doubtfire is a 1993 American comedy-drama film directed by Chris Columbus and written by Randi Mayem Singer and Leslie Dixon, based on *Madame Doubtfire* by Anne Fine. It stars Robin Williams (who also served as co-producer), Sally Field, Pierce Brosnan, Harvey Fierstein and Robert Prosky. It follows a recently divorced actor who dresses up as a female housekeeper to be able to interact with his children.

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[Contents](#)

Example

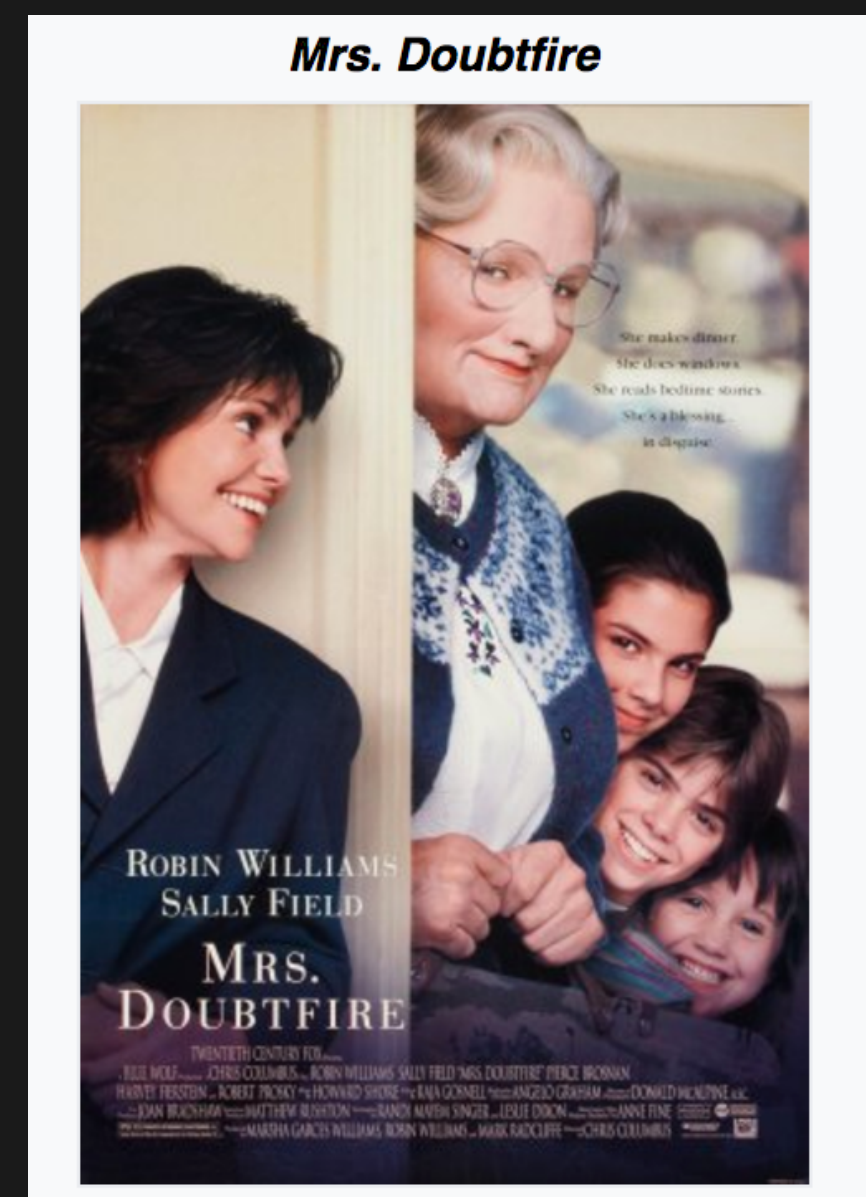
```
<p>Mrs. Doubtfire is a 1993 <a href="https://en.wikipedia.org/wiki/Comedy-drama">American comedy-drama</a> film directed by Chris Columbus and written by Randi Mayem Singer and Leslie Dixon, based on Madame Doubtfire by Anne Fine. It stars Robin Williams (who also served as co-producer), Sally Field, Pierce Brosnan, Harvey Fierstein and Robert Prosky. It follows a recently divorced actor who dresses up as a female housekeeper to be able to interact with his children.</p>
```



Images

```

```



Example

```

```



Lists

```
<ul>
<li>List item</li>
</ul>
```

Tools

[What links here](#)
[Related changes](#)
[Upload file](#)
[Special pages](#)
[Permanent link](#)
[Page information](#)
[Wikidata item](#)
[Cite this page](#)

[Print/export](#)

Example

```
<ul>
<li>What links here</li>
<li>Related changes</li>
<li>Upload file</li>
<li>Special pages</li>
<li>Permanent link</li>
<li>Page information</li>
<li>Wikidata item</li>
<li>Cite this page</li>
</ul>
```



Lists - example

WIRED Meet the People Who Pick Up When You Call Customer Service SUBSCRIBE

PHOTO GALLERY

Space Photos of the Week: The Galaxy That Mu... 2 DAYS

PHOTO OF THE WEEK

Chinese Construction Crew Demolishes an Entire Neighborhood in Just 10 Seconds

PHOTOGRAPHY

Easy Tips for Taking the Perfect Holiday Family Photo 12.09.16

WE RECOMMEND

POWERED BY OUTBRAIN

ERIC ADAMS

China's J-20 Fighter Jet Can't Touch the US Planes It Copies—And It Doesn't Need To

ZOE SCHLANGER

Rogue Scientists Race to Save Climate Data from Trump

ERIC ADAMS

Volvo's Cars Can Now Spot Moose—Then Hit the Brakes for You

CHRIS KOHLER

GameLife Podcast: Making the Nintendo Switch

SPONSORED

Funeral Directors Wish You Didn't Know This

Elements Console Sources Network Timeline

JavaScriptZ GO HERE

height="107" == \$0

href="https://traffic.outbrain.com/network/redirect? p=mDQM-1M2jpYq2M1KK6iEtNCUM...sR-J6Zo6qWq-n-c7M9LJEPw0pDJ37snBsJJp7yteZ6wchP0x19nXI7YTDmf&c=6bd79bf8&v=3" class="clearfix pad">

before

img src="https://images.outbrain.com/Imaginarium/api/uuid/f066fe9d0a53d7b432bd9fcfa9ba148270b25f3022c8964e962d2b92757804/75/75/1.0" height="75" width="75" aria-hidden="true" role="presentation" class="thumb col mob-col-6 med-col-6 big-col-6">

div class="col mob-col-12 med-col-12 big-col-12">

span class="byline marg-b-micro">Eric Adams

h5 class="title line-clamp exchange-sm marg-b-micro">...</h5>

after

li

a.clearfix.pad div.col.mob-col-12.med-col-12.big-col-12 h5

Styles Event Listeners DOM Breakpoints Properties

Filter :hov .cls +

element.style { }

html, body, div, style.css?ver=1485452439:1 span, applet, object, iframe, h1, h2, h3, h4, h5, h6, p, blockquote, pre, a, abbr, acronym, address, big, cite, code, del, dfn, em, img, ins, kbd, q, s, samp, small, strike, strong, sub, sup, tt, var, dl, dt, dd, ol, ul, li, fieldset, form, label, legend, table, caption, tbody, tfoot, thead, tr, th, td {

margin: 0;

padding: 0;

border: 0;

outline: 0;

font-weight: inherit;

font-style: inherit;

font-family: inherit;

font-size: 100%;

margin

border

padding

343.562 x 107

Filter Show all

border-bottom-col... rgb(...)

border-bottom-sty... none

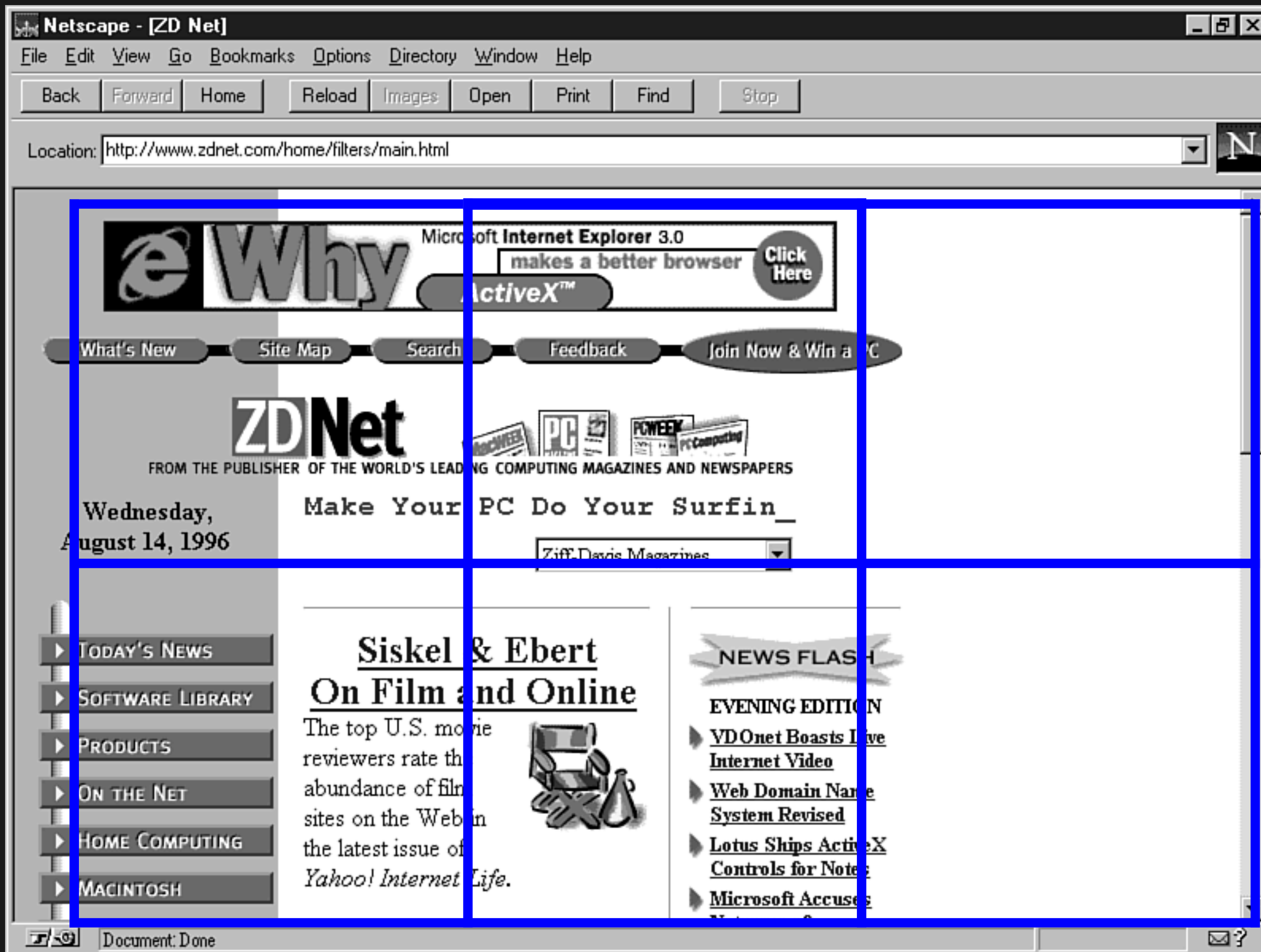
border-bottom-wid... 0px

border-image-outs... 0px


border-image-repe... stretch

Tables





Tables - example

shopify

WAYS TO SELL ▼

PRICING

BLOGS

RESOURCES ▼

Help Center ↗

Log in

Get started

Set up your store, pick a plan later

Try Shopify free for 14 days, no credit card required

Start your free trial

	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
Monthly price	\$29	\$79	\$299
CREDIT CARD RATES			
Online ⓘ	2.2% + 20p	1.9% + 20p	1.6% + 20p
In person ⓘ	2.7% + 0p	2.2% + 0p	1.6% + 0p
TRANSACTION FEES			



Tables - example

Handsome London

All Web Site Data

2

Search reports and help

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

Experiments

CONVERSIONS

ADMIN

...

Feb 21

Feb 22

Feb 23

Feb 24

Feb 25

Feb 26

Primary Dimension: PagePage TitleOther

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		65 % of Total: 100.00% (65)	62 % of Total: 100.00% (62)	00:01:22 Avg for View: 00:01:22 (0.00%)	51 % of Total: 100.00% (51)	92.16% Avg for View: 92.16% (0.00%)	78.46% Avg for View: 78.46% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /	14 (21.54%)	14 (22.58%)	00:00:15	14 (27.45%)	92.86%	92.86%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /products/redchurch	5 (7.69%)	5 (8.06%)	00:08:24	4 (7.84%)	75.00%	80.00%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /pages/faqs	4 (6.15%)	3 (4.84%)	00:01:12	1 (1.96%)	100.00%	25.00%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /pages/stockists	4 (6.15%)	4 (6.45%)	00:00:23	3 (5.88%)	100.00%	75.00%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /account/login	3 (4.62%)	3 (4.84%)	00:00:04	2 (3.92%)	100.00%	66.67%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /pages/terms-conditions	3 (4.62%)	3 (4.84%)	00:00:00	2 (3.92%)	100.00%	100.00%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /products/master-jojo	3 (4.62%)	2 (3.23%)	00:01:49	1 (1.96%)	100.00%	66.67%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /blogs/content	2 (3.08%)	2 (3.23%)	00:00:00	2 (3.92%)	100.00%	100.00%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /blogs/content/men-of-london-matthew-lloyd-behind-the-lens	2 (3.08%)	2 (3.23%)	00:00:00	2 (3.92%)	100.00%	100.00%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /blogs/journal/14901113-wellness-psyche-london	2 (3.08%)	2 (3.23%)	00:00:00	2 (3.92%)	100.00%	100.00%	\$0.00 (0.00%)

Show rows: 10

Go to: 1

1 - 10 of 30

Tables

Firstname	Lastname	Age
Geri	Halliwel	50
Ian	Malcolm	45

```
<table>

<tr>
<th>Firstname</th>
<th>Lastname</th>
<th>Age</th>
</tr>

<tr>
<td>Geri</td>
<td>Halliwel</td>
<td>50</td>
</tr>

<tr>
<td>Ian</td>
<td>Malcolm</td>
<td>45</td>
</tr>

</table>
```



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<div>

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POLICY & ETHICS

Will Democracy Survive Big Data and Artificial Intelligence?

<div>

We are in the middle of a technological upheaval that will transform the way society is organized. We must make the right decisions now

<div>

By Dirk Helbing, Bruno S. Frey, Gerd Gigerenzer, Ernst Hafen, Michael Hagner, Yvonne Hofstetter, Jeroen van den Hoven, Roberto V. Zicari, Andrej Zwitter on February 25, 2017



<div>



pentaho



Divs

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<div id="header_nav">

POLICY & ETHICS

Will Democracy Survive Big Data and Artificial Intelligence?

<div id="article-sub-header">

**<div id="article-sub-header"
class="underline">**

By Dirk Helbing, Bruno S. Frey, Gerd Gigerenzer, Ernst Hafen, Michael Hagner, Yvonne Hofstetter, Jeroen van den Hoven, Roberto V. Zicari, Andrej Zwitter on February 25, 2017

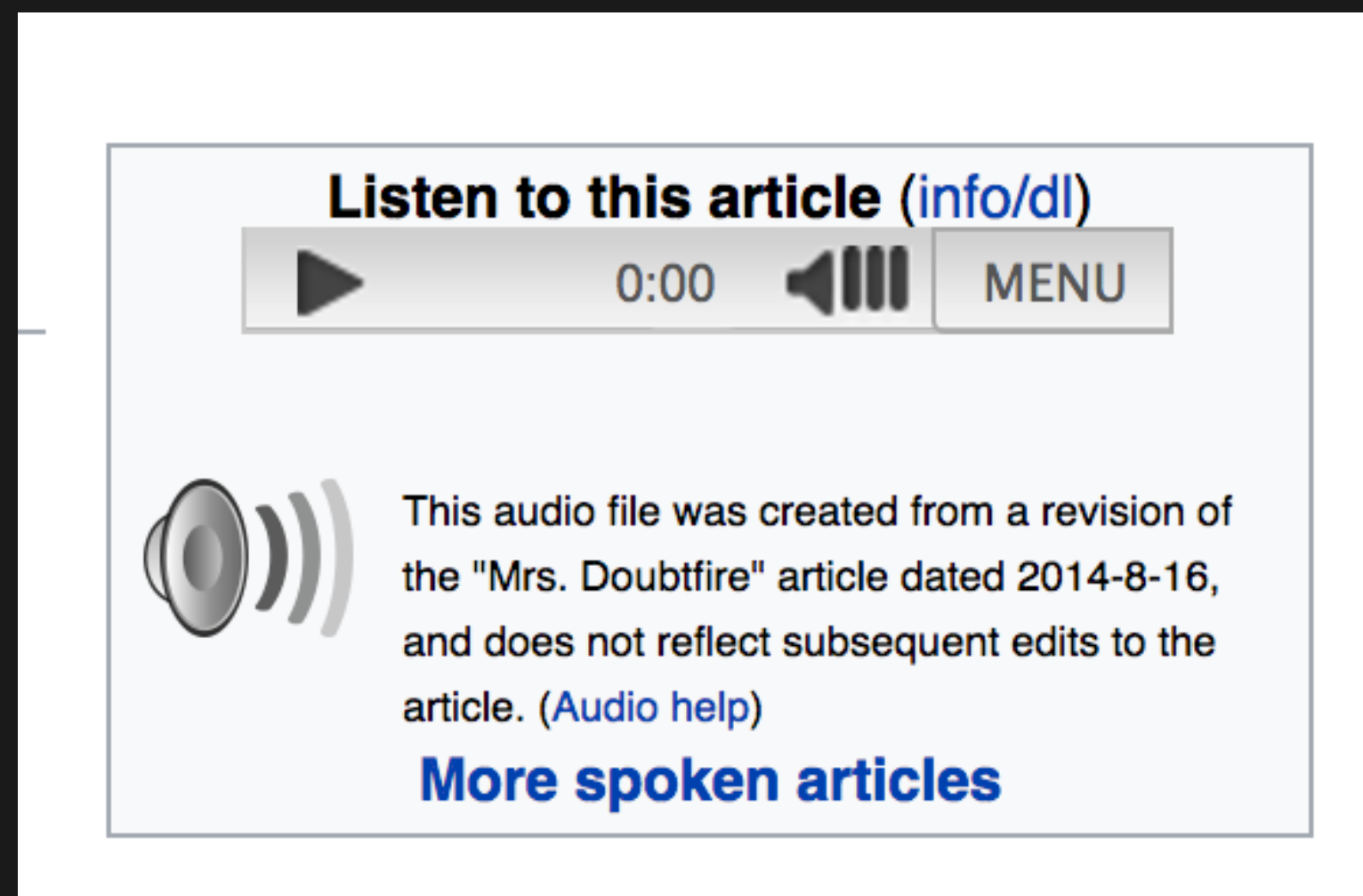


Divs

```
<div id="box">
```

Content

```
</div>
```



Example

```
<div id="spokenWikipedia">  
<audio></audio>  
<a href="">More spoken articles</a>  
</div>
```



Comments

```
<!-- This is a comment in HTML -->
```



Resource library

HTML Tags		
Element	Definition	Syntax / tag to use
Head	Defines information about the document. This is where stylesheets and meta tags for search engines are placed.	<code><head></code> <i>content of head tags e.g. stylesheets, meta tags</i> <code></head></code>
Body	The document's body	<code><body></code> <i>content of a page</i> <code></body></code>
Header	Headers on the page	<code><h1></code> , <code><h2></code> , <code><h3></code> , <code><h4></code> , <code><h5></code> , <code><h6></code>
		<code><p></code> Paragraph of text goes inside the paragraph tags. <code></p></code>
		<code></code> <i>Link text</i> <code></code>
		<code></code> <code></code> <i>List item goes here</i> <code></code> <code></code>
		<code></code> <code></code> <i>List item</i> <code></code> <code></code>
		<code></code>
		<code><table></code> <code><tr></code> <code><th></code> <i>Table header 1</i> <code></th></code> <code><th></code> <i>Table header 2</i> <code></th></code> <code><th></code> <i>Table header 3</i> <code></th></code> <code></tr></code> <code><tr></code> <code><td></code> <i>Jill</i> <code></td></code> <code><td></code> <i>Smith</i> <code></td></code>

Tag	A	B	C	D
1	Tag	Description		
2	<code><!--...--></code>	Defines a comment		
3	<code><!DOCTYPE></code>	Defines the document type		
4	<code><a></code>	Defines a hyperlink		
5	<code><abbr></code>	Defines an abbreviation or an acronym		
6	<code><acronym></code>	Not supported in HTML5. Use <code><abbr></code> instead.Defines an acronym		
7	<code><address></code>	Defines contact information for the author/owner of a document		
8	<code><applet></code>	Not supported in HTML5. Use <code><embed></code> or <code><object></code> instead.Defines an embedded applet		
9	<code><area></code>	Defines an area inside an image-map		
10	<code><article></code>	Defines an article		
11	<code><aside></code>	Defines content aside from the page content		
12	<code><audio></code>	Defines sound content		
13	<code></code>	Defines bold text		
14	<code><base></code>	Specifies the base URL/target for all relative URLs in a document		
15	<code><basefont></code>	Not supported in HTML5. Use CSS instead.Specifies a default color, size, and font for all text in a document		
16	<code><bdi></code>	Isolates a part of text that might be formatted in a different direction from other text outside it		
17	<code><bdo></code>	Overrides the current text direction		
18	<code><big></code>	Not supported in HTML5. Use CSS instead.Defines big text		
19	<code><blockquote></code>	Defines a section that is quoted from another source		
20	<code><body></code>	Defines the document's body		
21	<code>
</code>	Defines a single line break		
22	<code><button></code>	Defines a clickable button		
23	<code><canvas></code>	Used to draw graphics, on the fly, via scripting (usually JavaScript)		
24	<code><caption></code>	Defines a table caption		
25	<code><center></code>	Not supported in HTML5. Use CSS instead.Defines centered text		
26	<code><cite></code>	Defines the title of a work		
27	<code><code></code>	Defines a piece of computer code		
28	<code><col></code>	Specifies column properties for each column within a <code><colgroup></code> element		



Let's play

