



What Every Content Editor Should Know About HTML

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Welcome!

- Ask questions anytime by entering them into the chat box
- Slides and recording will be available at www.webvanta.com/webinars
- Slides provide an overview; most of the webinar will be live coding

Goals

- Demystify HTML
- Enable you to write simple HTML and edit most HTML
- Empower you to use the “Source” button in a WYSIWYG editor to gain more control

Exploring HTML

- A little practice goes a long way in driving home the concepts
- Use a simple text editor to create a .html file
- Open the file in a browser
- Make changes, save, refresh
- Use browser's developer tools to examine web pages

Web Page Components

Text and Markup

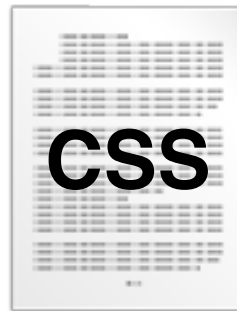
Styling

Dynamic Behavior

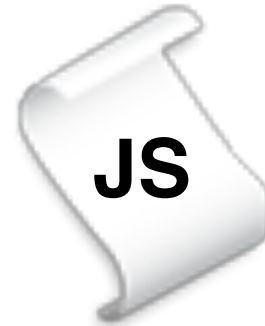
Graphics & Photos



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HTML

- **H**yper-**T**ext **M**arkup **L**anguage
- The primary native "language" of the browser
 - Markup, not programming
 - CSS, JavaScript, images all brought in through HTML document
- Originally created to present pure text content, without regard to device or formatting
- Extended with images and molded into a presentation-oriented interactive medium

```
<div>
  <h1>My Wonderful Website</h1>
  <h2>The Web's Best Source for:</h2>
  <ul>
    <li>Thing one</li>
    <li>Thing two</li>
  </ul>
  <p>View <a href="/specials">specials</a>.</p>
</div>
```

CSS

- **Cascading Style Sheets**
- The **styling** language for the web
 - Takes presentation info out of HTML
- Hooks into HTML through structure of document
- Straightforward for styling of text, creating simple layouts
- More complex for positioning and multicolumn layouts

```
h1 {  
    font-size: 36px;  
    font-weight: bold;  
    font-family: Helvetica, Arial;  
}  
p {  
    font-size: 14px;  
}  
.wrapper {  
    width: 100px;  
    margin: 20px auto;  
    padding: 30px;  
}
```

JavaScript

- Programming language understood by (virtually) all browsers
- Key to enabling interactivity
 - Required any time a page changes without requiring a new page to be loaded from server
- Empowers animations
 - The "page" can now include instructions for how to change itself
- Allows new info to be fetched from server

```
<script>
  $(document).ready(function(){
    $("#action_button").click(function(event){
      $("#old_thing").hide();
      $("#new_thing").show();
    });
  });
</script>
```


The Essence of Markup

- Identifying the parts of a document
 - Headlines
 - Paragraphs
 - Lists
 - Sections
- Turns a natural-language document into one that makes structural sense to a machine

The image shows a screenshot of a user guide page for 'Getting Started' on an iPhone. The page is annotated with yellow boxes and lines identifying various HTML markup elements. The page number '2' is in the top right corner. A warning box is present at the top. The main content includes a subhead 'Viewing the User Guide on iPhone', a paragraph of text, and a section titled 'What You Need' which contains a bulleted list of requirements.

headline Getting Started **2**

callout **WARNING:** To avoid injury, read all operating instructions in this guide and safety information in the iPhone-Importer Product Information Guide at www.apple.com/support/manuals/iphone before using iPhone.

subhead **Viewing the User Guide on iPhone**
The iPhone User Guide, optimized for viewing on iPhone, is available at help.apple.com/iphone.

paragraph **View the guide on iPhone:** In Safari, tap then tap the iPhone User Guide bookmark.
Add an icon for the guide to the Home screen: When viewing the guide, tap then tap "Add to Home Screen."

The iPhone User Guide is available in many languages.
View the guide in a different language: Tap "Change Language" at the bottom of the screen on the main contents page, then choose the language you want.

bullet list **What You Need**
To use iPhone, you need:

- A wireless service plan with a carrier that provides iPhone service in your area
- A Mac or a PC with a USB 2.0 port and one of the following operating systems:
 - Mac OS X v 10.5.8 or later
 - Windows 7, Windows Vista, or Windows XP Home or Professional (SP3)
- Screen resolution on your computer set to 1024 x 768 or higher
- iTunes 9.2 or later, available at www.itunes.com/download
- QuickTime 7.6.2 or later (for playing videos recorded by iPhone 3GS or later on your computer)
- An iTunes Store account (for purchases from the iTunes Store or App Store)
- An Internet connection for your computer (broadband recommended)

Semantics, Not Style

- Properly-written HTML is based on the *structure* of the document
 - NOT on how you want it to look
- Styles can be embedded in HTML, but this is a hack to be used sparingly
- Old presentational tags (font, i, b) should not be used
- Styling should be provided by CSS

Basic Tag Structure

`<tagname>contents of the element</tagname>`

`<tagname attribute="value">contents</tagname>`



Can have any number of attribute/value pairs

`<tag-that-is-self-closing />`



Space is optional

Structural Tags

`<div>` – for block-level elements

`` – for inline elements

– New in HTML5 (partial list)

`<section>`

`<article>`

`<nav>`

`<header>`

`<footer>`

`<aside>`

Basic Text Elements

- Headings
`<h1>`, `<h2>`, `<h3>`, ...
- Paragraphs
`<p>`
- Unordered (bullet) lists
``
- Ordered (numbered) lists
``
- List items
``

A Minimal HTML Document

```
<html>  
  <head>  
  </head>  
  <body>  
    <h1>Headline</h1>  
    <p>Body text</p>  
  </body>  
</html>
```

Semantic Markup

- Use elements that match the structural meaning of the content (***not*** how it is presented)
 - Section
 - Article
 - Headline
 - Subhead
 - Paragraph
 - List
 - Table

IDs and Classes

- Attributes you can add to any HTML element
- Provide names that CSS and JavaScript can use to reference specific elements, or classes of elements
- **IDs** should be unique on a page and allow a single item to be targeted
- **Classes** are used for a "class" of items that (generally) are all treated the same

Using IDs and Classes

```
<div id="headlines">  
  <h1>My Wonderful Website</h1>  
  <h2>The Web's Best Source for Whatever</h2>  
</div>
```

```
<div class="bodycopy">  
  <h2>My Story About Nothing</h2>  
  <p>This is the first paragraph.</p>  
  <p>And this is another paragraph.</p>  
</div>
```

```
<div class="bodycopy">  
  <h2>Another Story About Nothing</h2>  
  <p>This is the first paragraph.</p>  
  <p>This is one last paragraph.</p>  
</div>
```

Links

- The "Hyper" in HTML
- Turns text or image into path to another page

```
<a href="http://www.site.com">Click me!</a>
```

```
<a href="http://www.site.com"  
target="_blank">Open in new window or tab</a>
```

Images

- Visual elements displayed as bit-maps as part of a page
- May be graphics or photos
- Can be part of content or background (via styles)
- Referenced by filename



```

```



Alternate Text

- Used by search engines to determine what the photo is of
- Read by screenreaders for visually impaired users
- Required by standards, but browsers are forgiving

```

```

The Perils of WYSIWYG

- WYSIWYG (what you see is what you get) editors often insert inline styles and generate poor markup
- Pasting text from other sources into WYSIWYG editor typically adds overriding styling
- Easy to mess up the semantics if you don't understand the HTML
- Using the “view source” button is empowering!