

More General HTML Structure

Head section <head> element

- Title tag
- Meta tags
- Favicon
- Links to styles and scripts

Title tag

- <TITLE> will be used by search engines for SEO and appears in the results of a search

SEO Guidelines for title tags:

- Always code a title tag in the head section.
- Make it unique for each page
- The title should include the one or two keywords that you want the page ranked for.
- Max 65 characters

Favicon

- Appears to the left of the title
- Typically call image favicon.ico
- The required rel attribute specifies the relationship between the current document and the linked document/resource.
- Has two attributes: rel (relationship) and href

<link rel="icon" href="images/favicon.ico">

Metadata

1. Need to have charset meta for HTML5

<meta charset=utf-8">

2. Next two tags used for search engine optimization:

a. Description

<meta name="description" content="A yearly lecture series with speakers that present new information on a wide range of subjects">

b. Keywords

<meta name="keywords" content="san joaquin, town hall, speakers, lectures, luncheons">

****Must always include in every webpage and needs to be different****

SEO Guidelines for meta tags

- Be clear, indicate what the page is about
- No more than 6 keywords
- Algorithms change frequently for SEO but these provide a good foundation that most algorithms use

Body Section

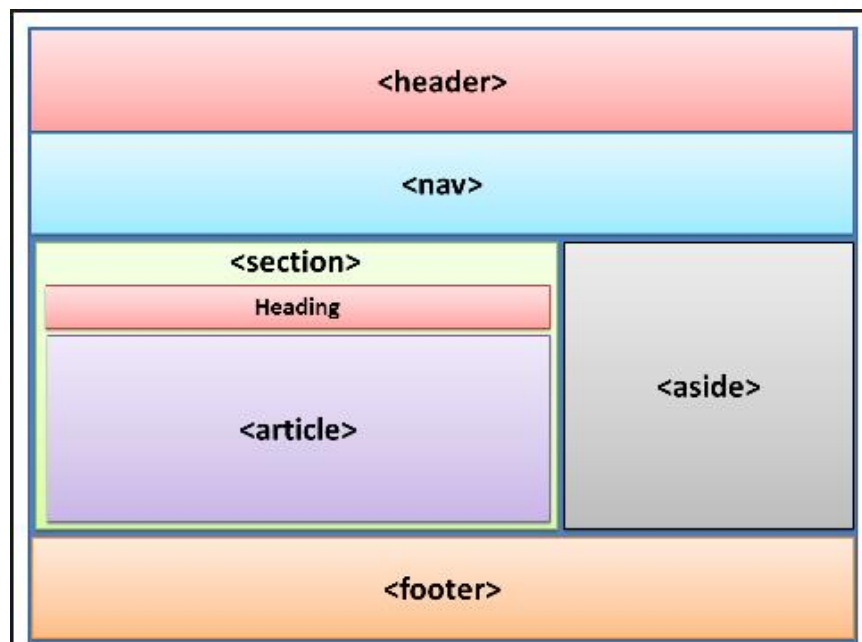
- **There are 2 different approaches you will see in the body section**
 1. Div/Span is the precursor to HTML5 and you will run across these
 2. HTML5 Semantic elements

A block element for structuring a web page

- Div
 - Block element to divide your webpage into divisions
 - Used before preset HTML5 elements
 - id attribute is often used to describe/identify the type of segment you are working with (will also be used tomorrow for CSS)
- Span
 - The tag provides no visual change by itself.
 - Used in conjunction with CSS (have an id attribute)
 - An inline element for formatting text

HTML5 semantic elements

- Improves on previous structure of webpages
- Easier to see the structure of a page
- There may still be times you use the div tags but try to stay away when possible



Below is from: <http://www.expression-web-tutorial.com/Structural-Semantic-Elements.html#.VUjhD45Viko>

`<header>`

“Since most web pages have a header, the HTML5 specification includes the element because it is so common. Usually, the header is at the top of a web page, but now you can have a header in any element on your web page.”

`<nav>`

“The Nav element is meant to hold a set of hyperlinks that link to another page or another part within the same page. Think of the horizontal navigation menu in my video tutorials. Instead of using a div tag, we can simply use the nav tag. ”

<section>

“The section element represents a generic section of a document or application. A section, in this context, is a thematic grouping of content, typically with a heading. Examples of sections would be chapters, the various tabbed pages in a tabbed dialog box, or the numbered sections of a thesis. A Web site's home page could be split into sections for an introduction, news items, and contact information.”

<article>

“ A "self-contained composition" within a page or application. This content should be able to stand on its own as if it was independent of its surroundings. ”

<aside>

“a section of a page that consists of content that is tangentially related to the content around the aside element, and which could be considered separate from that content. Such sections are often represented as sidebars in printed typography. This element can be used as a sidebar, but it's not to be used solely as a sidebar. The content within an aside element must be tangentially related to the nearby info.”

<footer>

“The footer tag should be self evident at this point. It is used to define a footer section of the page or of another of your page. We are not limited to one footer per page. Again, think of a blog that has several

blog posts. Each Post can have a header, footer, article, section and so on. ”

Additional HTML Tags

Headings and Paragraphs

- Called block elements and are typically on separate line
- **h1 (200% of base font size), h2, h3, h4, h5, h6 (67%), p**

SEO Rules as related to h tags:

- Use to show importance, try to incorporate keyword(s);
- **Only 1 h1 per page;**
- Don't use for size, use a CSS style for size

Inline elements for formatting text

- Done within an element (e.g. paragraph <p>)
- Does not need a new line
- Common elements (other elements can also be found on p91):
 - **i – italics (you may also use or emphasis)**
 - **b - bold**
 - **sub - subscript**
 - **sup - superscript**
 - **br - break**

Character Entries:

- Special Characters
- Starts with & which is why you should use the entity for this (i.e. &) instead of just &
- Same thing for < or > since these are used for tags

Common HTML character entities

Entity	Character
&	&
<	<
>	>
©	©
®	®
™	™
¢	¢
°	°
±	±
‘	' (opening single quote).
’	' (closing single quote or apostrophe).
“	“ (opening double quote).

Ordered and Numbered Lists

- ** - unordered list**
- ** - ordered list**
- ** - list element**

Example

```
<ul>
```

```
<li>HTML5</li>
```

```
<li>JavaScript</li>
```

```
<li>Jquery</li>
```


HTML5

JavaScript

Jquery

Image () elements

- src
- alt (required => read by screen readers for users with disabilities)
- height (in pixels)
- width (in pixels)

Example:

Images supported by most browsers: jpeg (photos and scans), gif (logos), png (has aspects of both)