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## HTML Overview

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### INTRODUCTION

In putting together this overview, I utilized learnings from a variety of sources – most notably the World Wide Web Consortium (W3C). The W3C is the rule-making body responsible for establishing Web standards. The most essential of these are HTML, CSS and XML.

This document focuses on the primary elements of HTML and is intended to be used as a reference for non-techies who are responsible for updating their business' web pages. A more comprehensive summary of Web history and standards evolution is available at [www.w3.org](http://www.w3.org).

### HTML TAG BASICS

HTML tags contain instructions that are interpreted by browsers and dictate how information is displayed on web pages. They are surrounded by angle brackets (i.e. < and >) and normally come in pairs. The start tag, as the name implies, is placed at the beginning of the text you are formatting, while the end tag is placed at the end. End tags are designated by the inclusion of a forward slash (i.e. /). For example, <b>Testing</b>, will bold the word "Testing". While HTML tags currently are not case sensitive, future generations of the mark-up language will demand lowercase tags.

Some HTML tags have attributes, which provide additional information about the elements to which they refer. Attributes are always added to the start tag and come in name/value pairs.

For example, <table border="1"> indicates a table that has a border of width one. Values should always be enclosed in either single or double quotes.

An HTML document is identified by an opening <html> tag at the very beginning of the page and a closing </html> at the end. HTML documents have two primary sections:

1. **Head** (<head></head>) - Includes information that is not displayed in browsers
2. **Body** (<body></body>) - Contains the information that is displayed in browsers



## HEAD SECTION

Tag Name	Syntax	Comments
<i>Title</i>	<title>This is my title</title>	Defines the web page name for browsers and search engines
<i>Meta Description*</i>	<meta name="description" content="The is what this web site is all about">	Provides search engines with additional detail about the web page
<i>Meta Keywords*</i>	<meta name="keywords" content="browser, html, tutorial">	Associates pertinent terms, by which a few search engines still search, to a web page

*\*No closing tag needed*

## BODY SECTION

### Text Formatting

Tag Name	Syntax	Comments
<i>Heading</i>	<h1></h1>	Bolds text and inserts an extra blank line before and after the heading. Can define h1 through h6, with 1 being the largest size
<i>Paragraph</i>	<p></p>	Inserts an extra blank line before and after the paragraph text
<i>Line Break*</i>	 	Inserts a single line break
<i>Alignment</i>	<div align="left"></div>	Sets the horizontal alignment of text. Can set to Left, Right or Center
<i>Font</i>	<font face="Arial, Helvetica, sans-serif" size="2" color="black"></font>	Sets the font type characteristics, such as size, face and color. Size from 1 to 7. Typical face groups include: <ul style="list-style-type: none"> <li>• Arial, Helvetica, sans-serif</li> <li>• Verdana, Arial, Helvetica, sans-serif</li> <li>• Times New Roman, Times, serif</li> <li>• Georgia, Times New Roman, Times, serif"</li> </ul>
<i>Bold</i>	<b></b> or <strong></strong>	Bolds text
<i>Italic</i>	<i></i> or <em></em>	Italicizes text
<i>Underline</i>	<u></u>	Underlines text

*\*No closing tag needed*



### Lists

Lists are comprised of two element types:

1. List Designations
2. List Items

Tag Name	Syntax	Comments
<i>Ordered</i>	<code>&lt;ol&gt;&lt;/ol&gt;</code>	Designates a numbered list of items
<i>Unordered</i>	<code>&lt;ul&gt;&lt;/ul&gt;</code>	Designates a bulleted list of items
<i>List Item</i>	<code>&lt;li&gt;&lt;/li&gt;</code>	Creates an individual list item within an Ordered or Unordered list
<i>EXAMPLE</i>	<pre>&lt;ol&gt; &lt;li&gt;First Item&lt;/li&gt; &lt;li&gt;Second Item&lt;/li&gt; &lt;li&gt;Third Item&lt;/li&gt; &lt;/ol&gt;</pre>	<ol style="list-style-type: none"> <li>1. First Item</li> <li>2. Second Item</li> <li>3. Third Item</li> </ol>

### Tables

Tables are comprised of three element types:

1. Table designations
2. Rows
3. Cells

Tag Name	Syntax	Comments
<i>Table</i>	<code>&lt;table&gt;&lt;/table&gt;</code>	Can set a variety of attributes within tables or cells: <ul style="list-style-type: none"> <li>• Width (in pixels or %)</li> <li>• Height (in pixels or %)</li> <li>• Cellpadding – space added within a cell</li> <li>• Cellspacing – space added between cells</li> <li>• Border</li> <li>• BgColor – background color</li> <li>• Align (left, right or center)</li> <li>• Valign (top, bottom or middle)</li> </ul>
<i>Row</i>	<code>&lt;tr&gt;&lt;/tr&gt;</code>	
<i>Cell</i>	<code>&lt;td&gt;&lt;/td&gt;</code>	<ul style="list-style-type: none"> <li>• Colspan allows you to merge adjacent horizontal cells</li> <li>• Rowspan allows you to merge adjacent vertical cells</li> </ul>



<i>EXAMPLE</i>	<pre>&lt;table width="400" border="1"&gt; &lt;tr&gt;&lt;td colspan="2" align="center"&gt; Cell 1 &lt;/td&gt;&lt;/tr&gt; &lt;tr&gt;&lt;td width="60%" align="left"&gt; Cell 2 &lt;/td&gt;&lt;td width="40%" align="right"&gt; Cell 3 &lt;/td&gt;&lt;/tr&gt; &lt;/table&gt;</pre>	<table border="1"> <tr> <td colspan="2">Cell 1</td> </tr> <tr> <td>Cell 2</td> <td>Cell 3</td> </tr> </table>	Cell 1		Cell 2	Cell 3
Cell 1						
Cell 2	Cell 3					

**Other**

<b>Tag Name</b>	<b>Syntax</b>	<b>Comments</b>
<i>Horizontal Rule*</i>	<code>&lt;hr noshade size="1" width="50%" color="red"&gt;</code>	Creates horizontal line. Can set size (height), width (length) and color. Default line is shaded, but it can be turned off with the inclusion of "noshade"
<i>Link</i>	<code>&lt;a href="http://www.eclectic-marketing.com" target="blank"&gt;Visit My Website&lt;/a&gt;</code>	Opens a new web page in a new (blank) or current (self) window
<i>e-mail</i>	<code>&lt;a href="mailto:info@eclectic-marketing.com"&gt;E-Mail Us&lt;/a&gt;</code>	Opens a user's e-mail application and inserts the specified e-mail address in the "TO" field
<i>Image*</i>	<code>&lt;img src="file:http://www.eclectic-marketing.com/images/logo.gif" width="339" height="60"&gt;</code>	Embeds a graphic (or other file type) into a web page that can be viewed or downloaded

\* No closing tag needed