

HTML IS FOR EVERYONE

WORDCAMP SEATTLE 2015: BEGINNER EDITION

Objective

- * To make you effective with a small set of HTML
- * Developers need know the most.
- * To keep this simple.

Why Should You Care?

- * Create better content
- * Increase your understanding of the web
- * Designers and Developers will love you

Better Content?! How?!

- * Improve your writing style
- * Hopefully be cured of 'click here'
- * Write for meaning, NOT appearance
- * It'll save effort - no double editing

What Makes the Web

- * URLs
- * HTTP
- * HTML
- * People

Why HTML?

HTML is the language of the Web.

- content - images, text, video, audio,
- what resources get loaded
- provides context.

JS

CSS

HTML

WEB STANDARDS TRIAD

“HTML is the thing that makes the Web BE the Web. It's the only thing you can't strip away.”

–Topher DeRosia (@topher1kenobe)

SYNTAX

Tag

Tags are the basis of HTML. They provide the content and structure of a web page.

```

```

```
<p>This is a paragraph.</p>
```

Elements

Elements represent tags and their content. Two types to elements you need to know

- Normal elements
- Void elements - don't contain anything

Attributes

- * they're used to augment a tag
 - * id, class, and lang
- * name="value"

The 'id' Attribute

- * `<p id="summary">describe an article</p>`
- * used to uniquely identify an element
- * only one per page

The 'class' Attribute

- * let you define a special type of element
- * `<p class="summary">lorem ipsum dolor<p>`
- * can have more than one per page
- * can have more than one class per element

The 'lang' Attribute

- * lets you specify a different human language
- * useful for quotes, dialog, transcription

Entities

- * used to display symbols

- * © — copyright

- < — less than

- * £ — English pound

- > — greater than

- * … — ellipsis

- ™ — trademark

- * – — en dash

- — — em dash

WRITING

<a> - Anchor Tag

- * They connect web pages together
- * They are a different color from the text and underlined

<h1> - Headings

- * use only h2-h6
- * provide natural structure
- * don't skip levels

<p> - Paragraphs

- * WordPress usually add these automatically
 - * just in visual mode
 - * can be disabled by your developers

```
<h1>HTML Is For Everyone</h1>
```

```
<p>Everyone who works on the web should know some HTML.
```

```
    Fortunately, <a href="http://mzl.la/1i1s5KN">learning HTML</a> is easy  
    to get started. Start by practicing with a couple of elements.
```

```
    Get to know the available HTML5 elements, and practice using them.
```

```
</p>
```

, - Lists

- * unordered or ordered lists
- * unordered use bullets
- * ordered use letters, decimal or roman numbers

```
<!-- Available sessions for this hour -->
```

```
<ul>
```

```
<li>HTML Is For Everyone</li>
```

```
<li>What Does That Mean, Exactly?
```

```
  A Primer for WordPress Terminology</li>
```

```
<li>A Web Site Is Not a Product, It's a Service:
```

```
  Setting Expectations to Build Long Term Relationships</li>
```

```
</ul>
```

```
<!-- Planets, sorted by distance from the Sun. -->
```

```
<ol>
```

```
<li>Mercury</li>
```

```
<li>Venus</li>
```

```
<li>Earth</li>
```

```
<li>Mars</li>
```

```
<li>Jupiter</li>
```

```
<li>Saturn</li>
```

```
<li>Uranus</li>
```

```
<li>Neptune</li>
```

```
</ol>
```

 - Images

- * src attribute - use a URL to where the image is
- * alt attribute - describe the content

There is no alt tag

- * Accessibility and SEO
- * alt text or alt attribute
- * Describe the content of the image

```
<h2>Using Images</h2>
```

```
<p>
```

Every `` element should have 2 attributes - `src` and `alt`.

```

```

```
</p>
```

```
<p>
```

Even images that are for decoration should have an `alt` attribute, but it should be empty. This will hide them from screen readers.

```

```

```
</p>
```

<abbr> - Abbreviations

- * used for abbreviations and acronyms
- * acronyms are spoken as Words
- * abbreviations are spelled out into letters
- * `<abbr title="National Aeronautics and Space Administration">NASA</abbr>`

 - Emphasis

- * usually render as italic
- * Italic is presentational, and not semantic.

 - Important text

- * usually render as bold
- * another type of emphasis

<q> - Quote Text

- * better for a sentence or less.
- * usually within a paragraph

<blockquote> - Quote Text

- * for a large or significant quotation
- * could be a couple sentences or a paragraph

EDITING

 - Deleted Text

- * Instruction to Remove this text entirely
- * Usually displayed with line through the text

<ins> - Inserted Text

- * Instruction to show newly added text
- * Usually show as underlined or highlighted

<cite> - Cite a Title

- * Refer to the title of a work.
- * Let CSS determine the style
 - * Your designer takes care of this

<mark> - Marked Text

- * used for keyword in search results
- * could be used for Proofreading shorthand

<time> - Dates and Times

- * Make Date and Time information findable
- * Machine-readable format available (UTC)
- * Show user the locale-formatted date

RESOURCES

HTML Resources

- * MDN Element Reference
- * MDN Global Attribute Reference
- * HTML5 Doctor

Homework

- * Write only in the WordPress editor
- * Switch to code view to make edits
- * Ask your developer for a cheatsheet of classes

Thank You

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