

# 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

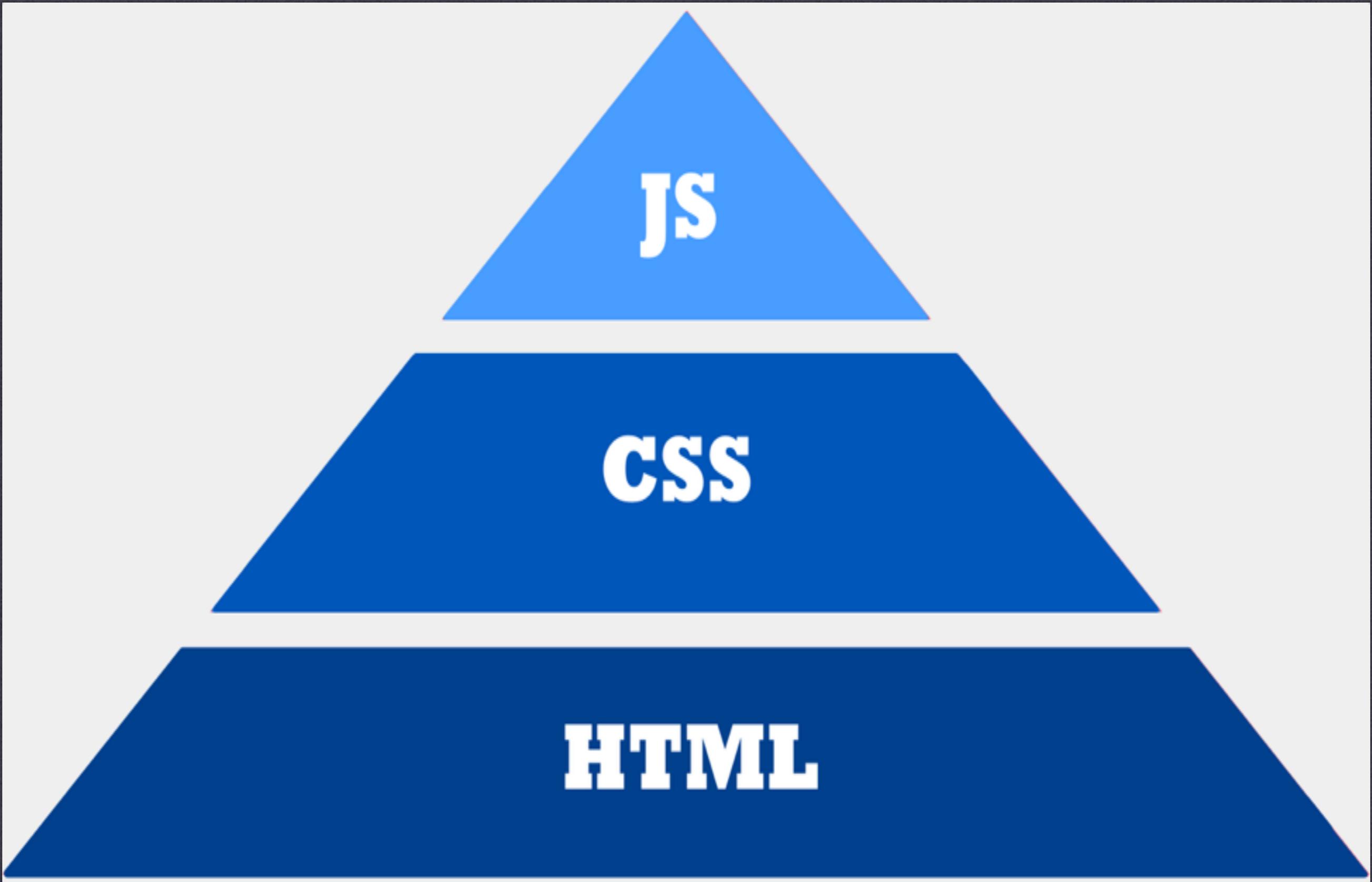
# What Makes the Web

- \* 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

- \* &copy; — copyright

- &lt; — less than

- \* &pound; — English pound

- &gt; — greater than

- \* &hellip; — ellipsis

- &trade; — trademark

- \* &ndash; — en dash

- &mdash; — 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>
```

# <ul>, <ol> - 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>
```

# <img> - 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 `<img>` 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>`

# <em> - Emphasis

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

# <strong> - 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

# <del> - 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

Andrew Woods

<http://andrewwoods.net>

@awoods