

# Web Overview }

*What are Web Standards?*



How well do you  
know HTML?

Lets find out!

[http://www.oneplusyou.com/bb/html\\_quiz](http://www.oneplusyou.com/bb/html_quiz)

# Web Standards

- { What are Web Standards
- { Semantic HTML
- { Proper Tags and Web Philosophies
- { Staying up to date
- { Diagnostic Tools



# What are Web Standards?



# Web Standards

A set of rules, techniques, and philosophies aimed towards **web ubiquity**.



*And that means what?*

# Web Ubiquit-what??

- { Cross platform
- { Cross browser
- { Cross device

The idea is that your web content can be viewed as a **reasonably** similar experience anywhere.



Who invented these  
“so called” standards?

# W<sub>3</sub>C

The World Wide Web consortium is the source behind the movement of web standards. <http://w3.org>

# W3C - What's there?

- { The rules and guidelines for language use for HTML and CSS
- { Articles and samples for writing standards based code
- { Specification for new code like HTML5 and CSS3

Why should I listen to the  
W<sub>3</sub>C? Who'd they beat?

# W3C

The W3C is a **500 member** organization, including its director, **Tim Berners-Lee** who **invented** the **web**. *Not Al Gore.*

<http://www.w3.org/People/Berners-Lee>

*Web Standards starts with  
writing valid code.*


# Semantic HTML



# Semantic HTML

Using proper tags or names to describe or give the content meaning.





# Give Content Meaning Through the Markup

# Common Misconceptions

- { H1 makes type big
  - { *WRONG* it makes that type the most important structurally
- { b makes it bold
  - { *WRONG* actually it does nothing structurally, however strong has some semantic value.

# Order of Importance

—{ Title

—{ h1 - h6

—{ p

—{ em, strong, blockquote, ul, ol, li, dl, dt, dd...

—{ a, img

—{ *Qualify these with alt and title attributes*

# New Shiny Tags - HTML5

— { section

— { nav

— { article

— { aside

— { header

— { footer



HTML is more about order  
than style. Let the CSS worry  
about the look and feel.



Separate presentation  
from content.



# Proper Tags and Web Philosophies



*We are about to look at some  
web standards and trends.*

# Good Web Practices

- { Always Use a proper Title
- { Always Use h1 - h6 appropriately
- { All tags should be lower case
- { Use quotes for attributes
  - { *width="10"*

Some tags are deprecated.

# Deprecated Tags

Tags that will no longer be supported



# Deprecated Tags

{ applet

{ basefont

{ center

{ dir

{ font

{ isindex

{ menu

{ s

{ strike

{ u

<http://www.w3.org/TR/REC-html40/appendix/changes.html#h-A.3.1.2>

That's right the underline tag  
is deprecated!



*What do you do?*



*Use css only*

Other tags are discouraged.

# Discouraged Tags

 b

 i



**What? Really?!?**

There are exhausting debates  
online about the “proper way”  
to code.

<http://www.webmasterworld.com/forum21/11989.htm>

# Discouraged Tags

- { b - use strong
- { i - use em



How will I know if I'm in line  
with the latest developments  
with web technologies?

# Staying Current

- { [alistaprt.com](http://alistaprt.com) (a book apart series)
- { [zeldman.com](http://zeldman.com)
- { [.net](http://.net) magazine
- { Attend user groups
- { Go to conferences
- { Make lots of friends
- { Read... a lot!

# Diagnostic Tools



# Diagnostic Tools

- { Web Developer Inspector
- { Modify CSS
- { See Structure



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