

# Web Overview }

*Brush Up Course*

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
- { The goal
- { Why you should care



# What are Web Standards?

# Web Standards

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

The background features a series of concentric circles in shades of light gray and white, centered on the page. On the right side, there is a large, light gray bracket shape that spans vertically across the middle of the page.

*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>



# The Goal

These guidelines are designed  
to **organize** the **content** for  
delivery on any platform.

Your **website** will **not look**  
exactly the **same** “pixel for  
pixel” on **every platform**.

Stop killing yourself  
trying to do so.

*And please* stop creating  
“versions” of your site.

Create **one version**  
that works **everywhere.**



But I don't want to give up functionality



I wanna do the cool new stuff!



And I hate supporting IE6

# Web Standards Myth

You do not have to give up functionality.  
But you should degrade gracefully. If  
you have glass half full you can call it  
progressive enhancement.

# Google: Case Study in progressive enhancement.

Google™

Google Search

I'm Feeling Lucky



[Advanced Search](#)  
[Language Tools](#)

Google Search

I'm Feeling Lucky

Magnitude 8.8 earthquake in Chile - [Help and learn more](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

No matter what **you can** still search. But if your browser is cool, you can **search** with style.

So, core **functionality** should  
be **accessible** in all platforms.

# More on Progressive Enhancement

- { <http://www.alistapart.com/articles/understandingprogressiveenhancement/>
- { <http://www.alistapart.com/articles/progressiveenhancementwithjavascript/>
- { <http://www.alistapart.com/articles/progressiveenhancementwithcss/>



Why Should I Care?



*It saves money.*

*Really?* How?

# Save Money

- { Less code = Less Bandwidth
- { One version = Less maintenance
- { One version = Less development time
- { Other benefits
  - { *Less debugging*
  - { *Less troubleshoot*
  - { *Less stress*

Oh yeah and it  
makes money too.

# SEO Friendly

Qualifying your content is exactly what the search engines want you to do. Give the robots what they want, and your website might climb the ranks of google.

Oh, and less calls like this...

Umm... My daughters,  
nephew's best friend's puppy  
was on the web site the other  
day and ....



*Saving you brain cells.*

So aren't  
web standards  
worth it?

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- { Why you should care