

Web Overview }

Semantic Markup

Semantic Markup

- { What is Semantic Markup?
- { Describing the Content
- { Development Diseases
- { Image usage
- { Navigation
- { Accessibility benefits

Semantic Markup



Semantic Markup

The practice of giving your content contextual meaning through code. It's for organizing not styling.

Example

How would you describe an H1 tag to someone who is unfamiliar with HTML.

It makes your text

Bigger and **bold**

Technically...

Your **describing** the **information** to have the highest priority on the page. So we are qualifying the information. It just happen to be accessing some default styles, but technically they are irrelevant.

Lots of SEO benefits for doing this!

Okay so how do I start
“describing my content?”



Describing the Content

Describing the Content

- { DocType
- { Language
- { Character set
- { Use the right tag
- { Mind your Id's

DocType

It all starts with the DocType. It *qualifies* your information.

Language

Qualify the language. Coding as well as the written language.

Identify the language

```
<html  
xmlns="http://www.w3.org/1999/xhtml"  
xml:lang="en"  
lang="en">
```

Identify the language

```
<html  
xmlns="http://www.w3.org/1999/xhtml"  
xml:lang="en"  
lang="en">
```

**Your HTML document
is really an XHTML
document.**

Identify the language

```
<html  
xmlns="http://www.w3.org/1999/xhtml"  
xml:lang="en"  
lang="en">
```

Describes the written language for the website.

Identify the language

```
<html  
xmlns="http://www.w3.org/1999/xhtml"  
xml:lang="en"  
lang="en">
```

**Now the browser
knows how to “handle”
your web page.**

Character Set

This specifies the encoding type for example Universal Text Format or ISO-8859-1 (Latin-1). UTF-8 is the standard.

Character Set

```
<meta  
http-equiv="Content-Type"  
content="text/html;  
charset=UTF-8"  
>
```

Character Set

```
<meta  
http-equiv="Content-Type"  
content="text/html."  
charset=UTF-8"  
>
```

Declared character set.

Use the right tag

Think about your content. NO
REALLY, **think** about it. What would
be the best way to **describe** what the
content is?

Use the right tag

- { Is it a **headline**? h1 - h6
- { Is it a **sidebar**? div
- { Is it a **paragraph**? p
- { Is it a **line**? hr
- { How would you **describe** the content?

**Take a look at the pairs activity.
Would you make any changes?**

Mind your id's

Use id's only **once** and give them names that **describe** the **content**, not the style. Like sidebar, callout, footer, article, caption, etc. Structure not style.



Development Diseases

Classitis and Divitis

These are “diseases” coined by Jeff Zeldman. Basically it’s the overuse of div’s and classes.

Classitis and Divitis

The old way of web site design was to use tables for creating layouts and that was bad. The mark up was bloated and really difficult to work with. So the world started moving towards divs and classes because they are easier to use.

Classitis and Divitis

But the same problems started showing up...

Classitis and Divitis

```
<div id="wrapper">  
  <div id="navigation">  
    <div id="content">  
      <div id="article">  
        <div id="masthead">  
          <div id="heading">
```

Classitis and Divitis

```
<div id="wrapper">  
  <div id="nav">  
    <div id="o">  
      <div id=">  
        <div id=">  
          <div id=">  
            <div id="heading">
```

**Bloated! This is
known as divitis.**



Is there a cure?

Curing Divitis

```
<div id="wrapper">  
  <div id="navigation">  
    <div id="content">  
      <div id="article">  
        <div id="masthead">  
          <div id="heading">
```

Curing Divitis

```
<div id="wrapper">  
  <ul id="navigation"></ul>  
  <div id="content">  
    <p></p>  
    <h1></h1>
```

Curing Divitis

```
<div id="wrapper">  
  <ul id="navigation"></ul>  
  <div id="content">  
    <p></p>  
    <h1></h1>
```

A LOT less code.

Curing Divitis

```
<div id="wrapper">  
  <ul id="navigation"></ul>  
  <div id="content">  
    <p></p>  
    <h1></h1>
```

**Id's aren't exclusive to div's.
Other tags can have id's as well.**

Curing Divitis

```
<div id="wrapper">  
  <ul id="navigation"></ul>  
  <div id="content">  
    <p></p>  
    <h1></h1>
```

Use tags that describe the content, then style those tags. They are just as good as div's.

Curing Divitis

```
<div id="wrapper">  
  <ul id="navigation"></ul>  
  <div id="content">  
    <p></p>  
    <h1></h1>
```

**Plus it's clearer making
it easier to maintain!**

Remember divs are
“Divisions” of content. You
are separating something.

Classitis

The overuse of classes.

Classitis

```
<ul>
<li class="navigation" >Home</li>
<li class="navigation" >About</li>
<li class="navigation" >Info</li>
<li class="navigation" >Contact</li>
<li class="navigation" >Products</li>
<li class="navigation" >Blog</li>
</ul>
```

Yes there is a
cure for this one too.

Use CSS Decedent Selectors

This practice can help you avoid unneeded mark up. Junking up your content.

Classitis

```
<ul>
<li class="navigation" >Home</li>
<li class="navigation" >About</li>
<li class="navigation" >Info</li>
<li class="navigation" >Contact</li>
<li class="navigation" >Products</li>
<li class="navigation" >Blog</li>
</ul>
```

Use CSS Decedent Selectors

```
<ul>  
<li>Home</li>  
<li>About</li>  
<li>Info</li>  
<li>Contact</li>  
<li>Products</li>  
<li>Blog</li>  
</ul>
```

Use CSS Decedent Selectors

```
<ul>  
<li>Home</li>  
<li>About</li>  
<li>Info</li>  
<li>Contact</li>  
<li>Products</li>  
<li>Blog</li>  
</ul>
```

Decedent Selectors

```
ul li {/*my cool styles*/}
```

Use CSS Decedent Selectors

```
<ul>  
<li>Home</li>  
<li>About</li>  
<li>Info</li>  
<li>Contact</li>  
<li>Products</li>  
<li>Blog</li>  
</ul>
```

**All li's *inside* of ul's
will look like this.**

```
ul li {/*my cool styles*/}
```

Use CSS Decedent Selectors

```
<ul>  
<li>Home</li>  
<li>About</li>  
<li>Info</li>  
<li>Contact</li>  
<li>Products</li>  
<li>Blog</li>  
</ul>
```

**Cleaning up your
mark up by A LOT!**

```
ul li {/*my cool styles*/}
```



Image use

When is an image not an image?

When it's a background image.

Image Tag

- { Use `img` for images that appear within the content.
- { Images are *content* not decoration.
- { Make sure to set the `alt` attribute.
- { Use CSS anything that is not content.
- { Don't be afraid to use the `background` position attribute.

Benefits

- { Printing
- { Much easier maintenance for switching out new layout styles
- { Keeps presentation away from content.
- { It gives the content meaning

Navigation



Navigation

- { Place your navigation as a ul
- { It's seen as a group and can easily be identified
- { Follow accessibility practices

But I don't want bullets
in my navigation!

Navigation

```
ul li{list-style:none;}
```



Accessibility
benefits

Accessibility Benefits

- { Screen readers can
 - { *skip over file names*
 - { *skip over navigation*
 - { *scan the web page for information*
 - { *jump to another section, this is annoying with nested divs*

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