

## GETTING STARTED

## Getting Started with HTML documents

HTML documents are plain-text files that are created using a text editor; word processing software can be used if the document is saved as "text only with line breaks"

## This Guide Assumes That You

1. Have a general understanding of how Web servers and browsers work
2. Have access to a Web server (unless the documents are produced for personal use on a local system)

## Helpful Terms

WWW: World Wide Web

HTML: Hypertext Markup Language

ASCII: American Standard Code for Information Interchange

**Hypertext (hyperlink, link):** Text or image within HTML linking to another document

**Text Editor:** SimpleText on a Macintosh operating system, Notepad on Microsoft Windows

**Image Map:** One image with hyperlinked quadrants (hot spots)

**Element:** Fundamental component of the structure of a text document

**Tags:** Used to denote various elements in the HTML document

**URL:** Uniform Resource Locator; the address to any Internet site that is part of the WWW (such as [www.quickstudy.com](http://www.quickstudy.com))

**Attribute:** Additional information included inside the start tag

## PAGE OPTIONS

Page options are included as attributes of the <BODY> tag

## Background image

The BACKGROUND attribute allows an image to be used as a background for your document. Example: To include an image of stone for the background, enter

```
<BODY BACKGROUND="stone.gif">
```

## Background, Text &amp; Hyperlink Colors

By default, browsers display text in black and hyperlinks in blue with a gray or white background; HTML allows you to change these elements

BGCOLOR = Background

TEXT = Text displayed in the browser

LINK = Hyperlink, ALINK = Active Hyperlink, VLINK = Visited Hyperlink

Example: For a black background, silver text, and white hyperlinks

```
<BODY BGCOLOR="#000000"
TEXT="#9690CC" LINK="#FFFFFF">
```

**Note:** The six digit number and letter combinations represent the amount of RGB (red, green, blue) color as hexadecimal values from 00 to FF; 000000 is black (no color), FFFFFFFF is white (fully saturated); finding a specific color using these number and letter combinations can be cryptic

## MINIMAL HTML DOCUMENT

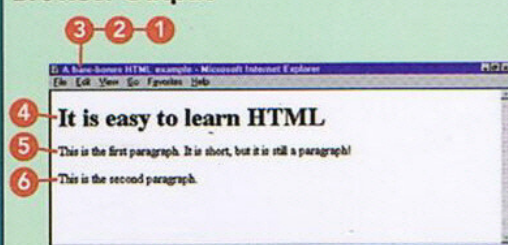
Every HTML document should contain the basic HTML tags; the head contains the title and the body contains the text that is made up of paragraphs, lists, images and other elements; not every browser supports all tags; however, the browser ignores the tag if it is not supported. **Note:** HTML is *not* case sensitive. <body> is equal to <BODY> or <BoDy>

Required elements shown in this bare-bones example:

## Code Example

```
1 <HTML>
2 <HEAD>
3 <TITLE>A bare-bones HTML example</TITLE>
</HEAD>
<BODY>
4 <H1>It is easy to learn HTML</H1>
5 <P>This is the first paragraph. It is
short, but it is still a paragraph!</P>
6 <P>This is the second paragraph.</P>
</BODY>
</HTML>
```

## Browser Output



Forms allow you to structure input from the user, such as customer response

Constructing a form is a two-part process

1. The form must be created within your HTML document
2. A program (usually C, Unix or Perl) must be created; this program is called CGI (Common Gateway Interface); CGI receives the data from your form and implements the action specified within the program

Get a trial version of Sendit™ from

<http://websunlimited.com/sendinfo.htm>

The syntax for creating forms consists of 3 distinct elements between the <FORM> tags

1. INPUT elements are the basis for various button types and text inputs
  - Text: single line text window
  - Radio: a group of buttons in which only one may be chosen
  - Checkbox: a box that can be checked or unchecked
  - Reset: a button set to clear form values
  - Submit: a button to send the form data to the CGI on the server
2. SELECT elements create a pull-down menu
  - OPTION elements define the menu choices
  - The SELECTED attribute in the OPTION element specifies the default menu item to be displayed
3. TEXTAREA elements specify a multi-line text field
  - The COLUMNS and ROWS attributes between the <TEXTAREA> tags specify the default value of the field

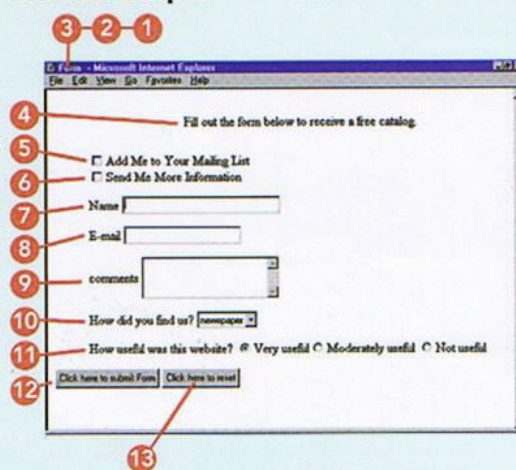
## FORMS

## Code Example

```
1 <html>
2 <head>
3 <title>Form </title>
</head>
<body>
<form action="http://
yourdomain.com/cgi-bin/send.exe"
method="POST"><input type="hidden"
name="RCPT"
value="yourdomain.com"><input
type="hidden" name="SMTP"
value="yourmail"><input
type="hidden" name="Subject"
value="subject"><input
type="hidden" name="refer"
value="thanks.htm"><div
align="center"><center>
4 <p>Fill out the form below to
receive a free catalog.</p>
</center></div><blockquote>
5 <p><input type="checkbox" name="Add
Me to Your Mailing List"
value="ON">Add Me to Your Mailing
List<br>
6 <input type="checkbox" name="Send
Me information" value="ON">Send Me
More Information</p>
7 <p>Name <input type="text"
size="35"
name="Contact_FullName"></p>
8 <p>E-mail <input type="text"
size="25" name="Contact_Email"></p>
9 <p>Comments <textarea rows="2"
name="Comments" cols="34"></
textarea></p>
10 <p>How did you find us? <select
name="Referral" size="1"><option
value="Newspaper">Newspaper</
option> <option
value="Internet">Internet </option>
<option value="Referral">Referral</
option></select> </p>
```

```
11 <p>How useful was this website?
<input type="radio" value="V1"
checked name="R1">Very useful<input
type="radio" name="R1"
value="V2">Moderately useful <input
type="radio" name="R1" value="V3">Not useful</p>
</blockquote>
12 <p><input type="submit" value="Click here to
submit Form">
13 <input type="reset" value="Click here to reset">
</p>
</form>
</body>
</html>
```

## Browser Output



For more information about creating forms and other advanced HTML coding, visit [www.developer.com](http://www.developer.com)



HTML tags consist of a left angle bracket (<), a tag name, followed by a right angle bracket (>); tags are usually paired to start and end the tag instruction; the end tag is identical to the start tag with a slash (/) preceding the text within the brackets; some elements may include additional instructions, called *attributes*, in the start tag to specify the position of the content

### Basic HTML Tags

<HTML></HTML>

This element tells the browser that the file contains HTML-coded information, also indicated by the .html or .htm file extension

<HEAD></HEAD>

The head element identifies the first part of your HTML-coded document that contains the title

<TITLE></TITLE>

The title element contains your document title and identifies the content in a global context; the title is not displayed within the text of the browser, but at the top of the browser window

Note: The title is what is displayed on someone's bookmark list, so make your title description relatively short

<BODY></BODY>

The body contains the content of your document that is to be displayed in the text of your browser

### Headings <H1></H1> through <H6></H6>

HTML has six levels of heading, from 1 to 6, with 1 being the most prominent level

Note: The tags explained below are used within the body of your document

#### Paragraphs <P>

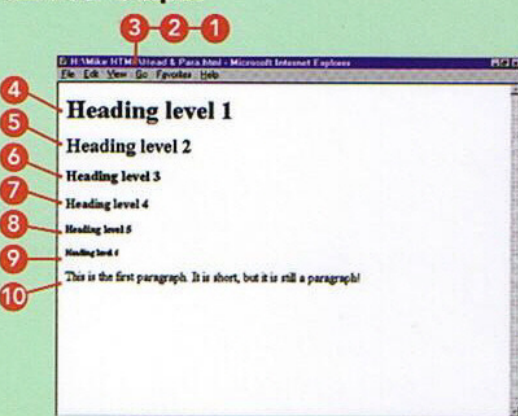
Unlike documents in word processors, carriage returns in HTML documents are not important; word wrapping can occur at any point in your source file and multiple spaces are reduced to a single space by your browser; generally, word wrapping will occur after 72 characters

Note: Paragraphs must be indicated with the <P> tag; a browser ignores any indentations or blank lines in the source text; without the <P> tag, the document becomes one large paragraph

#### Code Example

```
1 <HTML>
2 <HEAD>
3 <TITLE>Heading & Paragraph examples</TITLE>
</HEAD>
<BODY>
4 <H1>Heading level 1</H1>
5 <H2>Heading level 2</H2>
6 <H3>Heading level 3</H3>
7 <H4>Heading level 4</H4>
8 <H5>Heading level 5</H5>
9 <H6>Heading level 6</H6>
10 <P>This is the first paragraph. It is short,
but it is still a paragraph!</P>
</BODY>
</HTML>
```

#### Browser Output



### Preformatted Text <PRE></PRE>

This tag makes spaces, line breaks and tabs appear in the same location as the source file; this is useful for displaying program listings

Note: The <PRE> tag can be used with the WIDTH attribute; this specifies the maximum number of characters for a line

### Extended Quotations

<BLOCKQUOTE></BLOCKQUOTE>

Use the <BLOCKQUOTE></BLOCKQUOTE> tags to include long quotations in a separate block in your browser

### Horizontal Rules <HR>

This tag produces a horizontal line the width of the browser window, useful for separating sections of your document; the SIZE attribute specifies the line thickness in pixels; the WIDTH attribute specifies the line width as a percentage of screen width

### Forced Line Breaks / Postal Addresses

<BR>

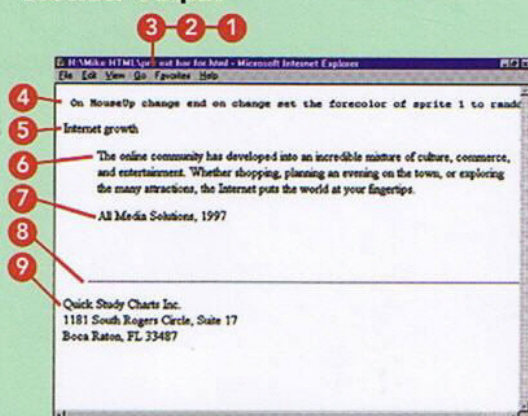
Using the <P> tag for displaying short lines of text results in additional space between lines; using the <BR> tag causes a line to break with no extra space; this is useful for displaying postal addresses

Note: No end tag is used with the <BR> tag

#### Code Example

```
1 <HTML>
2 <HEAD>
3 <TITLE>Preformatted Text, Extended
Quotations, Horizontal Rules & Forced Line
Breaks</TITLE>
</HEAD>
<BODY>
4 <PRE> On MouseUp change end on change set the
forecolor of sprite 1 to random(256)-1 end
</PRE>
5 <P>Internet growth</P>
<BLOCKQUOTE>
6 <P>The online community has developed into
an incredible mixture of culture, commerce,
and entertainment. Whether shopping,
planning an evening on the town, or
exploring the many attractions, the Internet
puts the world at your fingertips.</P>
7 <P>All Media Solutions, 1997</P>
</BLOCKQUOTE>
<BR>
<BR>
<BR>
8 <HR size="3" width="90%">
9 Quick Study Charts Inc.<BR>
1181 South Rogers Circle, Suite 17<BR>
Boca Raton, FL 33487<BR>
</BODY>
</HTML>
```

#### Browser Output



### Physical Type Styles

<B>bold text</B>

<I>italic text</I>

<TT>fixed width font</TT>

<U>underline text</U>

<SUB>subscript</SUB>

<SUP>superscript</SUP>

The <FONT></FONT> tags are used with the FACE, SIZE and COLOR attributes to determine the face (such as "arial"), the size (in points, PT), and color of text to be displayed in the browser

### Character Entities

Escape Sequences: used in escaping special characters and displaying other characters not available in the plain ASCII character set

Three ASCII characters, (<), (>), and (&) have special meaning in HTML and cannot be used "as is" in text

An escape sequence must be used instead

&lt; the escape sequence for <  
&gt; the escape sequence for >  
&amp; the escape sequence for &  
&ouml; the escape sequence for ö  
&ntilde; the escape sequence for ñ  
&Egrave; the escape sequence for È

#### Code Example

```
1 <HTML>
2 <HEAD>
3 <TITLE>Styles & More</TITLE>
</Head>
<BODY>
4 <UL>Physical styles<br>
5 <LI><B>bold text</B>
6 <LI><U>underlined text</U>
7 <LI><I>italic text</I>
8 <LI><TT>fixed-width text</TT>
9 <LI><FONT COLOR="green"
FACE="arial" size="7PT">green
arial 7pt</FONT>
10 <LI><SUP>superscript</SUP>
11 <LI><SUB>subscript</SUB>
</UL>
12 <UL>Escape Sequences<br>
<LI>&lt; <LI>&gt; <LI>&amp;
</UL>
13 <UL>More ASCII characters<br>
<LI>lowercase o with an umlaut, ö
&ouml;
<LI>lowercase n with a tilde,
&ntilde;
<LI>uppercase E with a grave
accent, &Egrave;
</UL>
</BODY>
</HTML>
```

#### Browser Output





HTML supports unnumbered, numbered and definition lists

### Unnumbered lists

- Start with the opening list <UL> tag
- Enter the <LI> (list item) tag followed by the item to be listed
- End the completed list with the </UL> tag
- The TYPE = "shape" attribute in the <LI> tag can be used to specify a SQUARE or CIRCLE shaped bullet; the default solid disk shape is displayed if no shape is specified

**Note:** No closing tag </LI> is required

**Numbered Lists / Ordered Lists** look identical to an unnumbered list with the exception of the <OL></OL> tags

**Note:** The list items are tagged using the <LI> tag

### Definition Lists <DL></DL>

A definition list consists of alternating definition terms <DT> and definitions <DD>

**Note:** The <DT> and <DD> tags can contain multiple paragraphs <P>, lists or other definition information

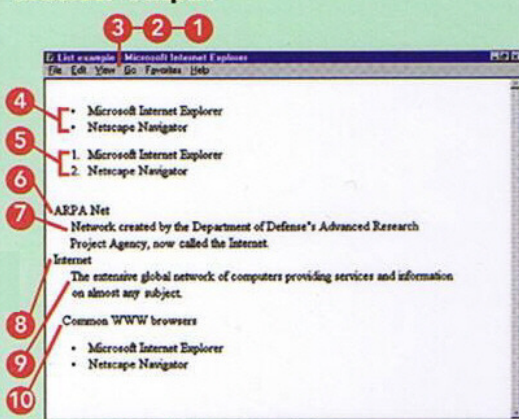
### Nested Lists

Lists can contain sub-lists called nested lists; you can also have several paragraphs, each containing a nested list, in a single list item; elaborate nested lists are difficult to follow and should be avoided

### Code Example

```
<HTML>
<HEAD>
<TITLE>List example</TITLE>
</HEAD>
<BODY>
<UL>
<LI>Microsoft Internet Explorer
<LI>Netscape Navigator
</UL>
<OL>
<LI>Microsoft Internet Explorer
<LI>Netscape Navigator
</OL>
<DL>
<DT>ARPA Net
<DD>Network created by the Department of
Defense's Advanced Research Project Agency,
now called the Internet.
<DT>Internet
<DD>Extensive global network of computers
providing services and information on almost
any subject.
</DL>
<UL>
<LI>Common WWW browsers
</UL>
<LI>Microsoft Internet Explorer
<LI>Netscape Navigator
</UL>
</BODY>
</HTML>
```

### Browser Output



Tables are very useful for presenting tabular information and organizing complex Web pages; a table consists of heads to explain what is included in columns/rows, rows for information and cells for each item

### Table Elements

The <TABLE></TABLE> tag defines a table in HTML (use the BORDER= attribute to specify border thickness)

<CAPTION> defines a caption for the title of the table; the default position is top-center, but the attribute ALIGN=BOTTOM will position the caption below the table

<TR> specifies a table row within a table; you may specify the default attributes for the entire row (see **Table Attributes**)

<TH> defines a table header cell; the text in this cell is bold and centered by default; table header cells can contain other attributes (see **Table Attributes** for more information)

<TD> defines a table data cell; the text in this cell is aligned left and centered vertically by default; table data cells can contain other attributes (see **Table Attributes** for more information)

### Table Attributes

ALIGN (LEFT, RIGHT, CENTER) the horizontal alignment of a cell

VALIGN (TOP, MIDDLE, BOTTOM) the vertical alignment of a cell

COLSPAN=n specifies the number (n) of columns a cell spans

ROWSPAN=n specifies the number (n) of rows a cell spans

NOWRAP turns off word wrapping within a cell

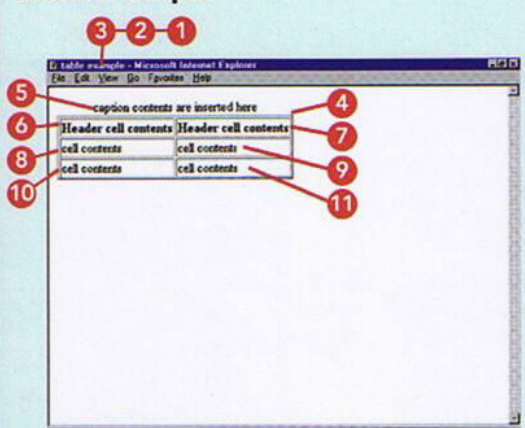
### Tables with Images

Use a table with no borders to create the appearance of one image with multiple images; interesting displays can also be created by using table borders

### Code Example

```
<HTML>
<HEAD>
<TITLE>table example</TITLE>
</HEAD>
<BODY>
<TABLE border=2>
<CAPTION>caption contents are inserted here</CAPTION>
<TR>
<TH>Header cell contents</TH>
<TH>Header cell contents</TH>
</TR>
<TR>
<TD>cell contents</TD>
<TD>cell contents</TD>
</TR>
<TR>
<TD>cell contents</TD>
<TD>cell contents</TD>
</TR>
</TABLE>
</BODY>
</HTML>
```

### Browser Output



**Hypertext links:** the areas (graphics or words) in an HTML document that cause another document to be loaded when a user clicks them

The ability to link text and images to another document is a major capability of HTML

When an HTML editor specifies text as a hyperlink, the color of the text will be changed to a bright blue; bright blue is the default hypertext color; to change the default color this line must be added to the HTML document after <HEAD>:

```
<BODY LINK="#0080FF">
```

### Linking to a Web page

```
<A HREF="http://www.quickstudycharts.com">Survive in College with Style</A>
```

### Linking to a specific page on a Web site

```
<A HREF="http://www.barcharts.com/default.asp?page=charts&pg=quickstudy">Survive in College with Style</A>
```

### Links between specific sections of different documents

Bookmarks are used to set a link from document A (documentA.html) to a specific section in another documentB (documentB.html)

1. Insert the HTML for the link to the specified anchor in document A:

```
<A HREF="#Charts.html#Charts"> link within document A</A>
```

2. Insert the HTML for the specified anchor in document B:

```
<A NAME="Charts">Anchor text within document B</A>
```

### Links between specific sections within the current document

This technique is the same as above with the exclusion of the filename

```
<A HREF="#Charts">link within current document</A>
<A NAME="#charts">Anchor text for current document</A>
```

**Note:** Be sure to insert the

```
<A NAME="anchor">anchor text</A>
```

tag in the HTML document where the link is placed

### Links to Email

By including the Mailto attribute in a hyperlink you can make it easy for viewers to send Email to a specific person To include a Mailto enter:

```
<A HREF="mailto:emailinfo@host">Name</A>
```

Example:

```
<A HREF="mailto:studyaid@barcharts.com">contact</A>
```

### Links to Images

To let the viewer choose which images to load, rather than waiting for many full size images to load, small representations of images called "thumbnails" are linked to the full size original

Example source code:

```
<A HREF="path to original image"><IMG SRC="path to thumbnail image"></A>
```

```
<A HREF="images/portrait.gif"><IMG SRC="images/thumbnail.gif"></A>
```



Frames pages are a way to include multiple pages together within a single browser; each frames page, or *frameset*, acts as a template that loads pre-existing pages into their specified positions or *frames*; by keeping the pages in a frameset, each new page loads independently of the others; this allows you to keep the site's navigation separate from the main content or any other features you may wish to include on each page

The use of frames pages in a Web site is also a convenient way to manage and edit the site's contents; for instance, if the navigation buttons were on the same page as the the main content, you would have to change the navigation on every page whenever it needed an update; however, by using a single page as the main navigation, you only have make changes on that page

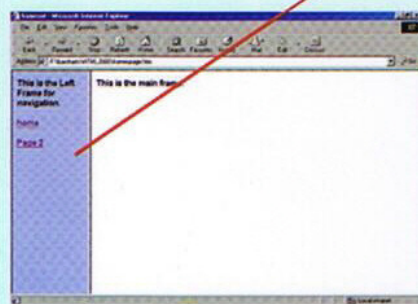
## Contents Frame

This will serve as the site's global navigation, which is the page containing all the main buttons, as well as other links and e-mail addresses, for navigating through the site; contact information is usually placed somewhere on this page as well; this is convenient because it offers the user easy access to the navigation, rather than having to scroll back and forth to find links; the contents frame can also be used for displaying banners, which are graphic links to other sites; each link you click on will open a page in the main frame; this is a way to open any external links (links to other Web sites) inside your site; in a normal non-frames page, linking to another Web site will cause the user to leave your site; by keeping the external site within a frameset, the user won't leave your site

## Code Example

```
<HTML>
<HEAD>
<TITLE>Left Frame</TITLE>
<base target="main">
</HEAD>
<BODY bgcolor="#BFCAC1">
<p><b><font face="Arial">This is the</font></b><b><font face="Arial">Left Frame</font></b> for navigation.</font></b></p>
<p><font face="Arial"><b><a href="main_frame.htm" target="main">home</a></b></font></p>
<p><font face="Arial"><b><a href="second_page.htm" target="main">Page 2</a></b></font></p>
</BODY>
</HTML>
```

## 1. Browser Output



## Main Frame

This will be the main page, where the bulk of your content will go; all links from the contents frame will open in the main frame including links to other sites, if you choose

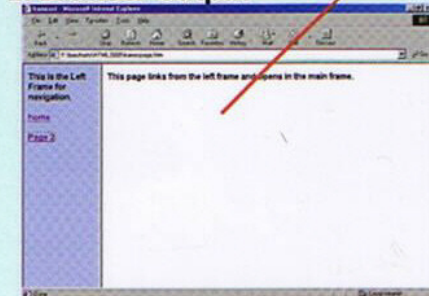
## Code Example

```
<HTML>
<HEAD>
<TITLE>Main Frame</TITLE>
<base target="_self">
</HEAD>
<BODY>
<p><font face="Arial"><b>This is the main frame.</b></font></p>
</BODY>
</HTML>
```

You can even create frames inside the main frame; floating frames or in-line frames appear inside the page; simply place the following tag inside the body of the document, specifying the page to be loaded:

```
<IFRAME SRC="iframe1.htm"></IFRAME>
```

## 2. Browser Output



It is important to keep the users from completely leaving your site when you offer links to other sites; normally, without frames, this is done by opening a new browser window, which may leave your site open but obscures it with the new window; frames pages allow you to open a page from another site within your own site; to do this, simply link the external pages to open in the main frame

## Frameset

Now that you have the individual pages already built, you need to create the frameset, which will load both pages into one, as separate frames; there are many ways to layout a frameset: with a header or a footer, with a banner and contents, and even with in-line frames; in this instance, where the frames are divided vertically between the contents frame and the main frame, they are treated as columns; you can set the size of the frameset columns in the first tag, based on a percentage of the entire page:

```
<frameset cols="20%,80%">
```

The `<frameset>` tag will replace the `<body>` tag found in normal HTML documents; the entire page should look like this:

```
<HTML>
<HEAD>
<TITLE>frameset</TITLE>
</HEAD>
<frameset cols="20%,80%">
<frame name="contents"
target="main"
src="leftframe.htm">
```

```
<frame name="main"
src="main_frame.htm"
scrolling="auto">
</frameset>
</HTML>
```

When building framesets, it is important to make sure they look the same in different browsers; just because a page looks good in Internet Explorer doesn't mean it will work in Netscape Navigator

By default, there will be borders on the frames; to eliminate the borders, you must specify the following inside the initial `<frameset>` tag:

```
<frameset cols="20%,80%"
framespacing="0" border="0"
frameborder="0">
```

The `<noframes>` tag prompts an error message to any user whose browser doesn't support frames; however, only the older browser versions will not support frames; free, updated versions of Internet Explorer and Netscape Navigator can be downloaded from the following Web sites, respectively:

<http://www.microsoft.com/windows/ie/>  
<http://home.netscape.com/download/>

## Floating Frames



Floating frames (windowless, inline frames) are great when you have a lot of text but don't want the design of the page to scroll

To create an inline floating frame, use the `IFRAME` tag

```
<IFRAME NAME="Frame1"
SRC="frame.htm">
</IFRAME>
```

The `IFRAME` tag creates a floating frame at its location in the HTML file; Internet Explorer renders the frame inline; the `SRC` attribute specifies the content to be displayed within the frame

You can also place content into the previous `IFRAME` tag by using a frame destination as follows:

```
<A HREF="http://www.microsoft.com"
TARGET="Frame1">
See Microsoft's Web Site</A>
```



## Page Transition



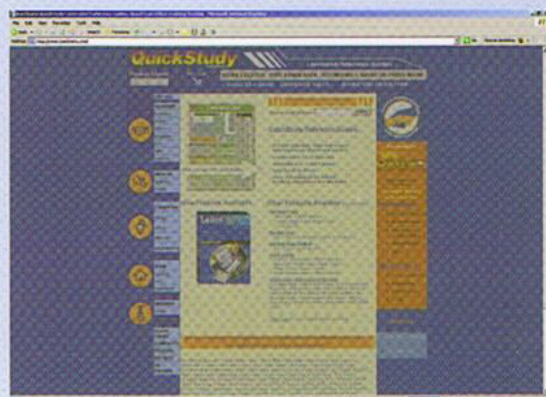
Internet Explorer allows you to create effects for entering or exiting a page, such as *fade in*, *fade out*, *circle in*, *circle out*, *vertical blinds* and many more;

\*The above example is a page that opens with a circle closing in; the new page, in blue, gradually replaces the old page within a few seconds; other effects take place when the user exits the page.

```
<HTML>
<HEAD>
<TITLE>Page Transition</TITLE>
<meta http-equiv="Page-Enter"
content="revealTrans(Duration=4.0,Transition=2)">
</HEAD>
<body text="#000000" bgcolor="#0000FF">
<p align="center"><font face="Arial" size="2"
color="#FFFFFF"><b>This page opens
with a circle closing in.</b></font></p>
</BODY>
</HTML>
```

\*These effects were created for Microsoft Internet Explorer and do not work in Netscape Navigator.

## Fade In Transition



The above example is the *fade in* transition; the new page, in blue, replaces the old page by gradually fading in; the transition only takes a few seconds before the page is fully loaded; to apply this effect to the page, simply place the meta tag inside the `<head>` of the document:

```
<HTML>
<HEAD>
<title>Page Transition</title>
<meta http-equiv="Page-Enter"
content="blendTrans(duration=1.0)">
</HEAD>
<body text="#000000" bgcolor="#0000FF">
<p align="center"><font face="Arial"
size="2" color="#FFFFFF"><b>This page fades
in.</b></font></p>
</BODY>
</HTML>
```

## Refresh

Meta tags can be used for more than just page effects; they also have more practical uses, such as forwarding the user to another page or allowing search engines to read keywords; below are examples of each

The *refresh* tag automatically forwards the user to a new page; this is commonly used in intro pages—also referred to as *splash* pages—to let the user see an introduction to the site before being guided to the real home page; another common use of the *refresh* meta tag is to forward users from out-of-date links; this is important for keeping pages that are already registered on search engines, even though the domain may have transferred; the search engines often contain many dead links that place higher than functional ones; it is important to keep all the pages that you've registered with the search engines because the links will show up on the search engines anyway; it is better to have them forward to the correct domain; this way, you can be sure that your site is getting more visitors, and it is much easier than having to re-register a new set of pages; the *refresh* meta tag goes inside the `<head>` of the document, like this:

```
<HTML>
<HEAD>
<TITLE>Forward</TITLE>
<META http-equiv="REFRESH" content="6;URL=http://quick-study.com">
</HEAD>
<BODY text="#000000" bgcolor="#ffffff">
<p align="center">&nbsp;</p>
<p align="center"><b><font face="Arial" size="2" color="#000000">This page
automatically forwards you to our home page.</font></b></p>
</BODY>
</HTML>
```

The amount of time the page takes to refresh is specified in the content value, after "REFRESH"; in this case, the page refreshes after six seconds

Here are more examples of common meta tags:

`<META name="author" content="author name">`  
• a way to identify yourself as the author of the document

`<META http-equiv="Content-Style-Type" content="text/css">`  
• specifies the default style sheet language

`<META http-equiv="Content-Type" content="text/html; charset=characterSetName">`  
• specifies the document character set in use on the page

`<META name="date" content="date">`  
• tells when the page was created

`<META http-equiv="Content-Script-Type" content="type">`  
• specifies the scripting language used

## Keywords

To place high on the search engines for specific keywords, you must first create *keyword* meta tags; in this example, the keywords concern HTML and Web design; you can place as many keywords as you wish, though they should be related to the contents of the page; using copyrighted names and other trademarks is prohibited

```
<TITLE>Keywords</TITLE>
<META NAME="keywords" content="HTML, HTML tutorials, Web tutorials, Web
building, Web design">
```

It is also common to include a separate tag for a description of the page:

```
<TITLE>Description</TITLE>
<META NAME="description" content="This is a tutorial to help you learn HTML and Web
page design.">
```

## Meta Robots Tag

There may be certain pages in the same folder as the ones registered with search engines, that you do not want indexed by the search engine spiders; to prevent these pages from being indexed, use the *meta robots* tag:

```
<META NAME="robots" content="noindex,nofollow">
<META NAME="description" content="This page ....">
```



**Including Images** <IMG SRC>

Most Web browsers can display images in the GIF and JPEG format. To include an image, enter:

```
<IMG SRC="imagename.format">
```

Example: To include a company logo image, enter:

```
<IMG SRC="logo.gif">
```

**Size Attributes**

To allow the browser to allocate the appropriate space for the image as it downloads the file, two other attributes in <IMG> tags should be included: WIDTH and HEIGHT

Example: To include a company logo image along with the image's dimensions, enter

```
<IMG SRC="logo.gif" HEIGHT="120" WIDTH="115">
```

**Note:** You can obtain the pixel size from image editing software (such as Adobe Photoshop)

**Alternate Text for Images**

Because some browsers cannot display images, and some viewers choose to turn off image loading, HTML provides a means to inform readers of what graphic files are missing on the page; the ALT tag allows specifying text that is to be displayed instead of the image; MSIE displays ALT tags as popups; Example: To include a company logo image along with the image's dimensions and alternate text, enter:

```
<IMG SRC="logo.gif" HEIGHT="120" WIDTH="115" ALT="logo">
```

**Aligning Images with Text**

Default, the bottom of the image is aligned with the text



This text is centered on the image: <IMG SRC="logo.gif" ALIGN="CENTER">



This text is aligned with the top of the image: <IMG SRC="logo.gif" ALIGN="TOP">

**Images without Text**

To display an image with no associated text, make it a separate paragraph <P> and add the ALIGN attribute to position the image. (LEFT, RIGHT, or CENTER)

Example:

```
<P ALIGN="CENTER">
<IMG SRC="logo.gif">
</P>
```

## IMAGES, SOUND &amp; ANIMATION

**External Images**

You may choose to have an image open as a separate document from a text link or link from a smaller "thumbnail" image; this prevents the slow loading of your document from many large images; Example: To include a reference to an external image, enter

```
<A HREF="logo.gif">link to image</A>
```

Example: To use a smaller image as a link to a larger image, enter

```
<A HREF="logo.gif"><IMG SRC="smlogo.gif"></A>
```

**Sounds**

The syntax for linking to external images, movies and sounds is the same; the only difference is the file extension of the linked file;

Example:

```
<A HREF="hello.wav">link</A>
<A HREF="intro.mov">link</A>
```

**Common File Types**

Plain text	.txt	HTML	.htm
GIF image	.gif	TIFF image	.tif
JPEG image	.jpg	PostScript file	.ps
MIDI sound file	.midi	AU sound file	.au
WAV sound file	.wav	Quicktime movie	.mov
MPEG movie	.mpg	AVI movie	.avi

**Note:** Keep the capabilities and limitations of your intended viewers in mind; not all formats are supported by every system and/or browser

**Background Sounds**

Background sounds can be inserted by adding the BGSOUND SRC= attribute within the <HEAD> of your document; the LOOP attribute and the associated number value specifies how many times the sound file will repeat; (1 and greater, -1 is continuous)

```
<HEAD>
<BGSOUND SRC="sound.format" LOOP="number of loops">
</HEAD>
```

**Client-Side Image Maps** <MAP></MAP>

Image maps create mouseable regions in an image called "hotspots" or "hot-zones" defined in HTML by coordinates; by associating URLs with hotspots, one image can contain hyperlinks to URLs; this is useful for graphical navigational menus and toolbars

**Note:** By associating URLs with hotspots, one image can contain multiple hyperlinks to URLs

In the HTML source, the client-side image map consists of three parts:

1. The <MAP></MAP> element has one attribute NAME which is used to associate a name with a map; this name is then used by the USEMAP attribute on the <IMG> element to reference the map via a URL

**Note:** the value of the NAME attribute is case sensitive

2. The <AREA> element, which can take the following attributes: SHAPE, COORDS, HREF, NOHREF and ALT

**Note:** The SHAPE and COORDS attributes define a region on the image; if no shape is specified, the default shape RECTANGLE is used

**Possible Shape Attributes**

```
shape=rect coords="leftx, topy, rightx, bottomy"
shape=circle coords="centerx, centery, radius"
shape=poly coords="x1,y1, x2,y2, x3,y3, ..."
```

*x and y are measured in pixels from the left/top of the associated image*

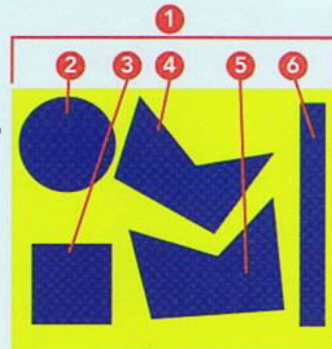
3. The <IMG> element to include the image in the page with an ISMAP attribute or the USEMAP attribute set to the name of image map

The image used in the illustration is a single graphics file; in the image, each colored shape in the gray background is associated to a different action; the circle is linked to myweb.com.; the square is linked to the page of that Web called "about me"; the polygon is linked to the page called "digital"

Programs such as Mapedit allow loading the GIF image into a window; polygons, circles, and rectangles can be drawn on the image and URLs designated for each shape forming a hotspot; it also allows you to add, edit or delete hotspots; Mapedit will create the map file and comes with an on-line help manual; get a copy of Mapedit from <http://www.boutell.com>

**Example HTML Code for Hotspot**

```
1 <MAP Name="mymap">
2 <AREA Shape="circle" Coords="70,84,51"
  Href="http://www.myweb.com">
3 <AREA Shape="rect" Coords="25,180,125,280"
  HREF="http://www.myweb.com/about
  me.html">
4 <AREA Shape="poly"
  Coords="153,106,186,225,340,193,315,81,304,167"
  Href="http://www.myweb.com/gallery/
  digital.html">
5 <AREA Shape="default" Coords="0,0,195,111"
  Href="http://www.myweb.com/help.html">
6 <AREA Shape="rect" Coords="421,18,470,276"
  Nohref>
</MAP>
1 <IMG Src="./images/imagemap.gif"
  Width="550" Height="260"
  Alt="Client Side Image Map"
  Usemap="#mymap">
```



## NOSCRIPT

The NOSCRIPT element provides alternate content for a client-side script that was not executed; a script will fail to execute if the browser does not support the scripting language or if the user has disabled client-side scripting; NOSCRIPT should follow the SCRIPT element for which it provides alternate content

```
<NOSCRIPT>Alternative script goes here</NOSCRIPT>
```