

HEADINGS

HTML

```
<h1>This is a Main Heading</h1>  
<h2>This is a level 2 heading</h2>  
<h3>This is a level 3 heading</h3>  
<h4>This is a level 4 heading</h4>  
<h5>This is a level 5 heading</h5>  
<h6>This is a level 6 heading</h6>
```

RESULT

This is a Main Heading

This is a Level 2 Heading

This is a Level 3 Heading

This is a Level 4 Heading

This is a Level 5 Heading

This is a Level 6 Heading

BOLD & ITALIC

HTML

```
<p>This is how we make a word appear  
<b>bold</b>.</p>
```

```
<p>This is how we make a word appear  
<i>italic</i>.</p>
```

RESULT

This is how we make a word appear **bold**.

This is how we make a word appear *italic*.

SUPERSCRIPT & SUBSCRIPT

HTML

```
<p>On the 4<sup>th</sup> September you  
will learn about E=MC<sup>2</sup>.</p>
```

```
<p>The amount of C0<sub>2</sub> in the  
atmosphere grew by 2ppm in  
2009<sub>1</sub>.</p>
```

RESULT

On the 4th of September you will learn about $E=MC^2$.

The amount of CO₂ in the atmosphere grew by 2ppm in 2009₁.

WHITESPACE IS COLLAPSED

HTML

```
<p>The    moon is  
  
    drifting    away    from the  
earth.</p>
```

RESULT

The moon is drifting away from Earth.

LINE BREAKS

HTML

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

RESULT

The Earth
gets one hundred tons heavier every day
due to falling space dust.

HORIZONTAL RULES

HTML

```
<p>Venus is the only planet that rotates  
clockwise</p>
```

```
<hr />
```

```
<p>Jupiter is bigger than all the other  
planets combined.</p>
```

RESULT

Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

SEMANTIC MARKUP

WHAT IS IT?

Set of elements, for example:

The `` tag adds emphasis

`<blockquote>` contains a quote

WHY USE IT?

Provides extra information about your content

Do NOT use it to alter presentation of those elements

APPLICATION

Screen readers can add emphasis to words in ``

Search engines can find quotations in `<blockquote>`

STRONG & EMPHASIS

HTML

```
<p><strong>Beware</strong> pickpockets
operate in this area.</p>
```

```
<p>I <em>think</em> Ivy was the first.</p>
```

```
<p>I think <em>Ivy</em> was the first.</p>
```

```
<p>I think Ivy was the <em>first</em>.</p>
```

RESULT

Beware: Pickpockets operate in this area.

I *think* Ivy was the first.

I think *Ivy* was the first.

I think Ivy was the *first*.

QUOTATIONS

HTML

```
<blockquote
  cite="http://en.wikipedia.org/wiki/
    Winnie-the-Pooh">
  <p>Did you ever stop to think, and
    forget to start again?</p>
</blockquote>

<p>As A.A. Milne said, <q>Some people talk
  to animals. Not many listen though.
  That's the problem.</q></p>
```


RESULT

Did you ever stop to think, and forget
to start again?

As A.A. Milne said, "Some people talk to animals.
Not many listen though. That's the problem."

ABBREVIATIONS & ACRONYMS

HTML

```
<p><abbr title="Professor">Prof</abbr>  
Stephen Hawking is a theoretical  
physicist and cosmologist.</p>
```

```
<p><acronym title="National Aeronautics  
and Space Administration">NASA</acronym>  
do some crazy space stuff.</p>
```

RESULT

Prof Stephen Hawking is a theoretical physicist and cosmologist.

NASA do some crazy space stuff.

National Aeronautics and Space
Administration

CITATIONS & DEFINITIONS

HTML

```
<p><cite>A Brief History of Time</cite> by  
Stephen Hawking has sold over ten million  
copies worldwide.</p>
```

```
<p>A <dfn>black hole</dfn> is a region  
of space from which nothing, note even  
light, can escape.</p>
```

RESULT

A Brief History of Time by Stephen Hawking has sold over ten million copies worldwide.

A black hole is a region of space from which nothing, not even light, can escape.

AUTHOR DETAILS

HTML

```
<address>
  <p><a href="homer@example.org">
    homer@example.org</a></p>
  <p>742 Evergreen Terrace, Springfield</p>
</address>
```

RESULT

homer@example.org

742 Evergreen Terrace, Springfield

CHANGES TO CONTENT

HTML

```
<p>It was the <del>worst</del>  
<ins>best</ins> idea she had ever  
had.</p>
```

```
<p>Laptop computer:</p>  
<p><s>Was $995</s></p>  
<p>Now only $375</p>
```

RESULT

It was the ~~worst~~ best idea she had ever had.

Laptop computer:

~~Was \$995~~

Now only \$375

SUMMARY

HTML elements are used to describe the structure of the page (e.g. headings, subheadings, paragraphs).

SUMMARY

They also provide semantic information (e.g. where emphasis is placed, definitions of acronyms, when text is a quotation).