HTML Basics
HTML (HyperText Markup Language) is the main language for creating web pages. Elements that make up a web page are defined by HTML tags and attributes.

HTML Tags
<h1>Welcome</h1>
<p>Hello World! <a href="/visit">Visit USF!</a></p>

This snippet of HTML creates a simple web page. H1 is displayed as a heading (big and bold) for the text that is between the tags. The other elements of this web page include a paragraph (the "p" tag) and a hyperlink ("a", anchor tag).

Opening/Closing Tags
Most HTML tags have an opening and a closing tag – whatever you put inside becomes defined by the tag that wraps it. Closing tags are the same as the opening tag, except they contain a forward slash "/".

<p>I'm being called out for <strong>special attention</strong> today!</p>
<h5>I'm a heading!</h5>

Attributes
Attributes provide the browser with additional information. The Image tag in this example has three attributes. The "src" attribute tells the browser where to find the image file. The "title" attribute creates a tooltip when the image is hovered over, and the "alt" attribute provides visually impaired users with a description of the image.

<img src="/image/ggbridge.jpg" title="San Francisco Golden Gate Bridge" alt="San Francisco Golden Gate Bridge" />

Generic Tags and Attributes
The <div> and <span> tags are used to apply special styles to page elements. A "div" tag divides a block of code from the rest and a "span" spans a string of text.

Classes and CSS
The "class" attribute allows you the ability to apply the USF specific styles to tags. These classes are being applied site wide and give the website its consistent look. The css styles are available in the Apply Style dropdown from the Ektron Edit window.

<a class="button" href="http://www.usfca.edu">Apply Now</a>

Nesting
Most HTML tags can be nested inside of others. In the example below, notice that when an element is nested inside of a containing element (the "text_callout" in this case), its closing tag comes before the container’s closing tag.

<div class="text_callout">
  <h5>Deadline Dates:</h5>
  <p>November 15 - Early Action</p>
</div>