

# The <head>

Nothing here is visible to the visitor

It contains essential information

It's more like a brain than a head



`<title>`

In the head of the document.

Not visible in the page, but shows up in the tab of the browser and in search results

# The `<body>`

Contains the content that will be visible to the user when they visit a page

# Headings and paragraphs

- Headings denote hierarchy and page structure
- Six levels of headings
- <h1>, <h2>, <h3>, <h4>, <h5>, <h6>
- Stops at <h6>! ▶

# Headings and paragraphs

- Paragraphs are your regular text
- `<p>`
- Unlike headings, they are not numbered. There is no `<p1>`, `<p2>`, `<p3>`

## Elements can have attributes

### **Attributes are always within the opening tag**

Attributes give **extra information** to the browser about that element, such as where a link goes, or the location of an image file

## Elements can have attributes

Attributes are normally followed by an equal sign and quotation marks

```
<a href="https://google.com">google</a>
```

**HTML - strong and emphasis**

**<strong>**

Text inside <strong> indicates that it is of strong importance.

Browsers make this text bold.

**Be careful**, there is a guard dog in the yard

`<em>`

The text inside `<em></em>` has stress emphasis.

Browsers make this text italic.

It's really hot outside  
It's *really* hot outside



## They are inline elements

- Use `<strong>` and `<em>` within a paragraph
- You must close a `<strong>` or `<em>` before the end of your paragraph

```
<p><strong>Warning:</strong> it's very cold out</p> ▶
```

## Recap

- Remember to always close a heading or paragraph before starting another one
- `<strong>` is used for text that is of strong importance and is bold by default
- `<em>` is to add emphasis and is italic by default

Without CSS the  
web would be  
pretty boring

## Apple



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### iPhone XS

# Properties

Properties are what we want to change.

- color
- font-size
- font-weight

# Values

Values are what we want to set that property to

- `font-size: 21px;`

# The syntax

There must be a colon between the property and value.

```
font-size: 21px;
```

## The syntax

There must be a semicolon  
after the value

```
font-size: 21px;
```

# The style attribute

One way to add CSS is through the *style* attribute.

```
<p style=" ">
```

We can write CSS inside the quotation marks

# The style attribute

We can write CSS inside the quotation marks

```
<p style="font-size: 21px">
```

# File naming and organization

## File naming

- Keep file names short
- They should be descriptive  
(e.g. "page2.html" vs "about-us.html")
- No spaces, use underscores or hyphens instead
- Use lower case ("About-Us.html" vs. "about-us.html")