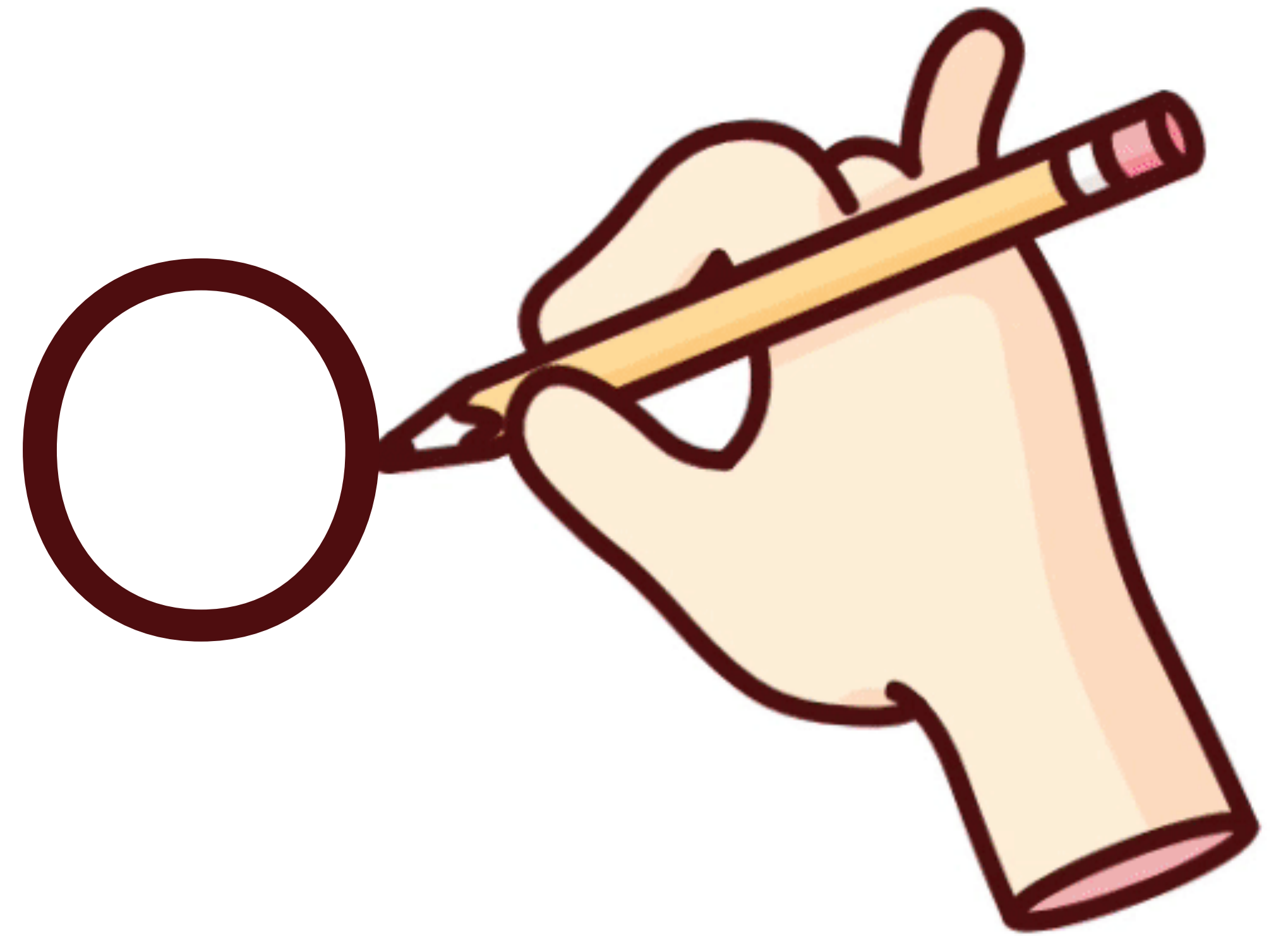


HELLO

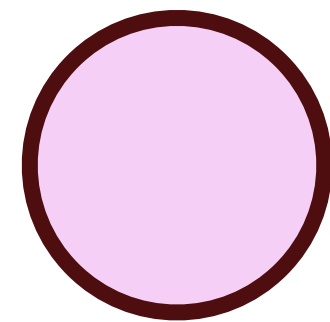
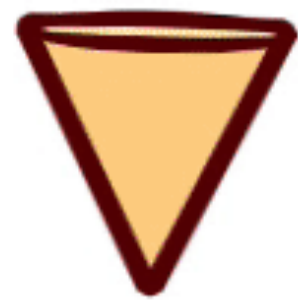
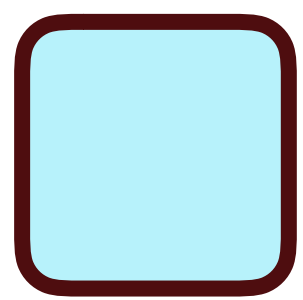


*Awesome illustrations by **Burnt Toast Creative***

WHY ARE WE
TALKING HTML?



HTML IS SIMPLE



WE MAKE THE MISTAKE OF
ASSUMING BECAUSE IT'S
SIMPLE IT'S NOT VALUABLE



IS THERE ANY VALUE
IN PEOPLE WHO
CANNOT WRITE
JAVASCRIPT?



THERE ARE
LOTS OF
OPINIONS
ON THE
MATTER

+



HTML CSS JS





FUNCTIONAL HTML



“ I’M JUST MAKING
IT FUNCTIONAL
RIGHT NOW ”

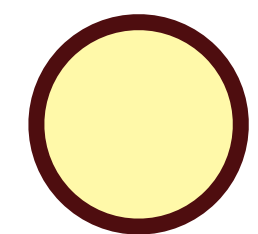




MAKING
THINGS
PRETTY



I FUNCTIONAL



ADJECTIVE

FUNC·TION·AL

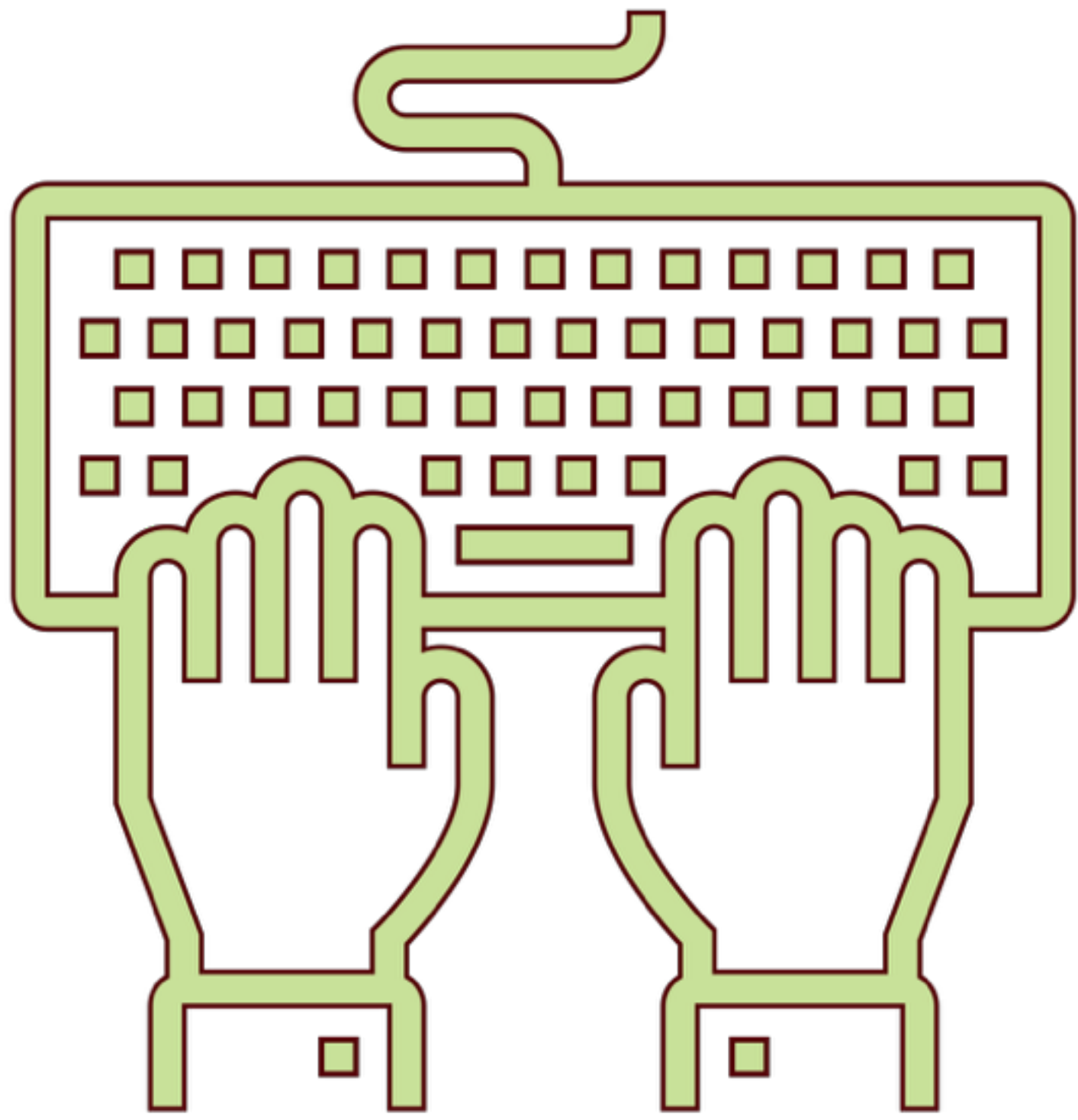
\ 'FƏN(k)-SHNƏL, -SHƏN-əL \

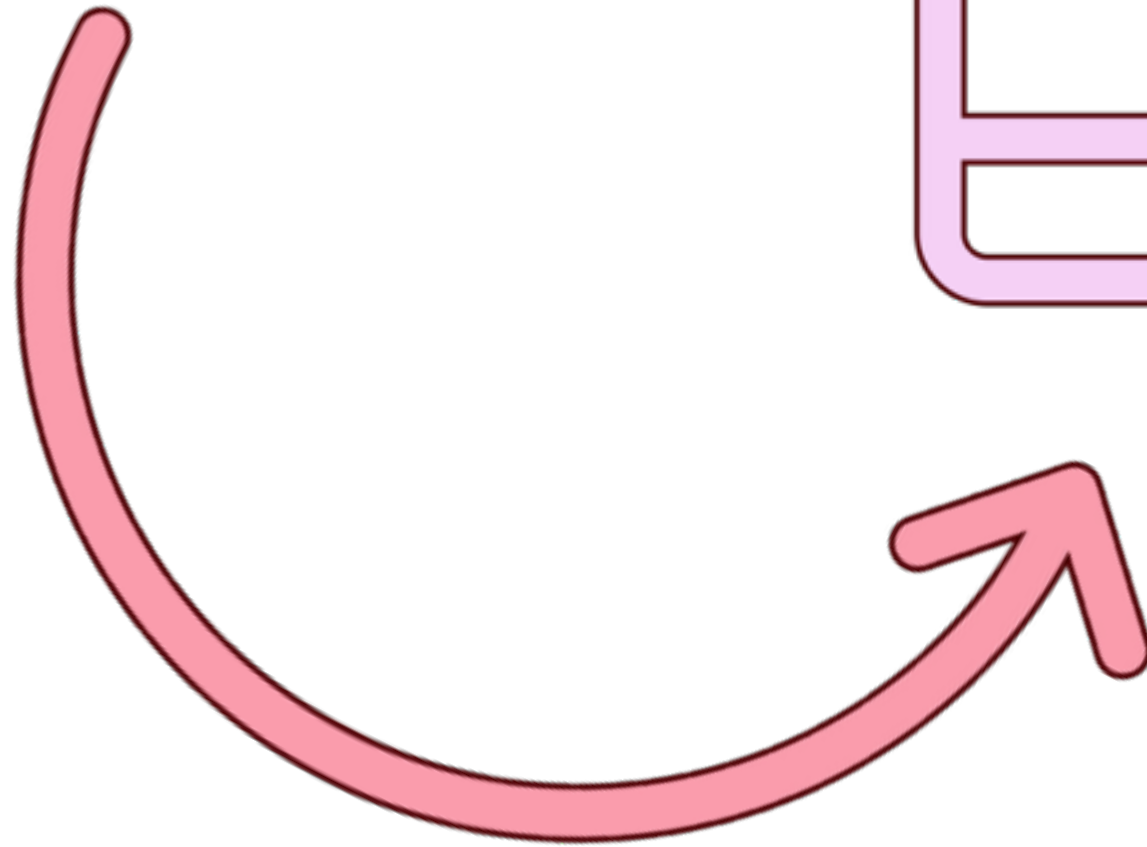
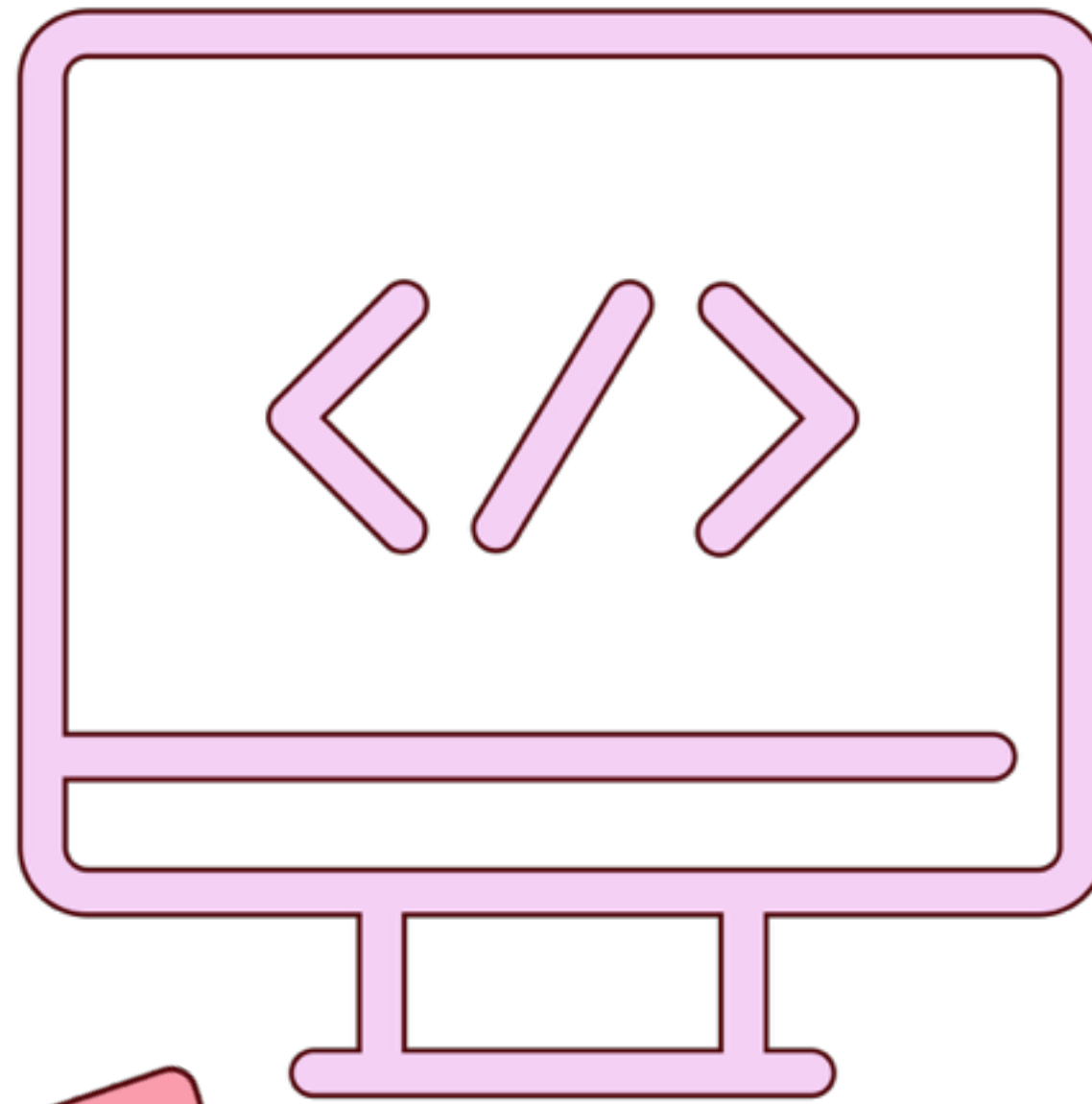
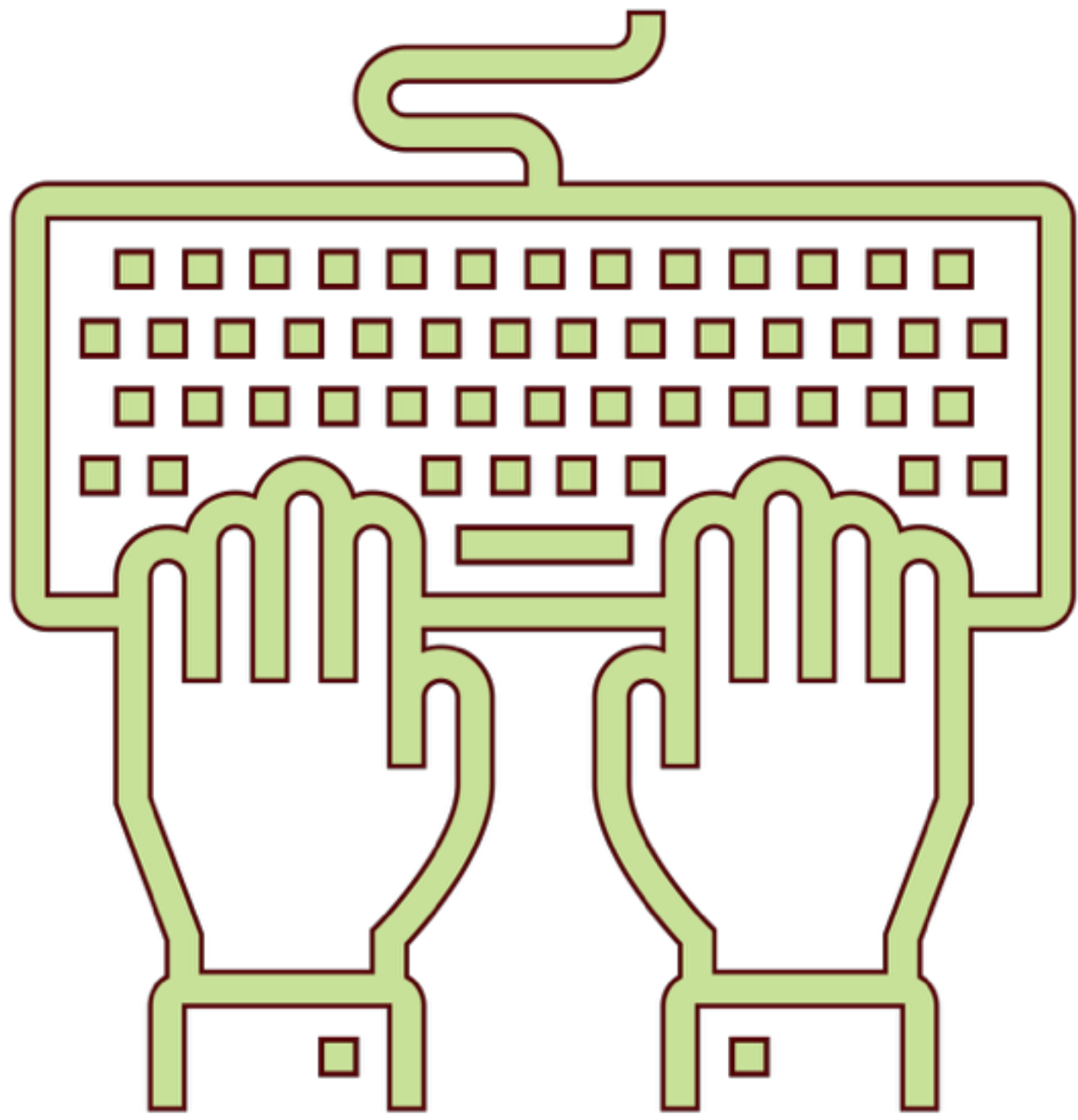
: designed to be practical and useful, rather than attractive

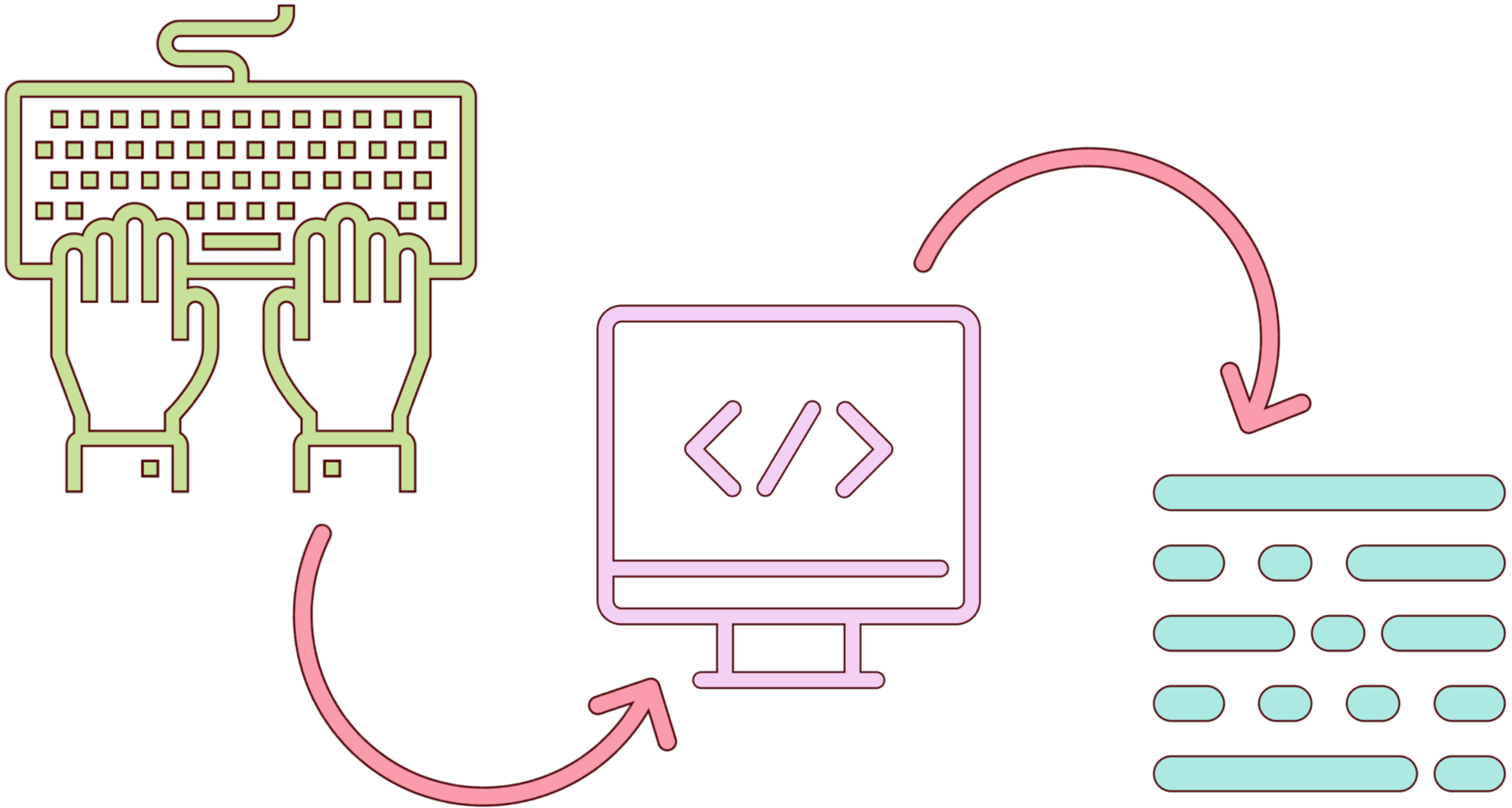
: working properly

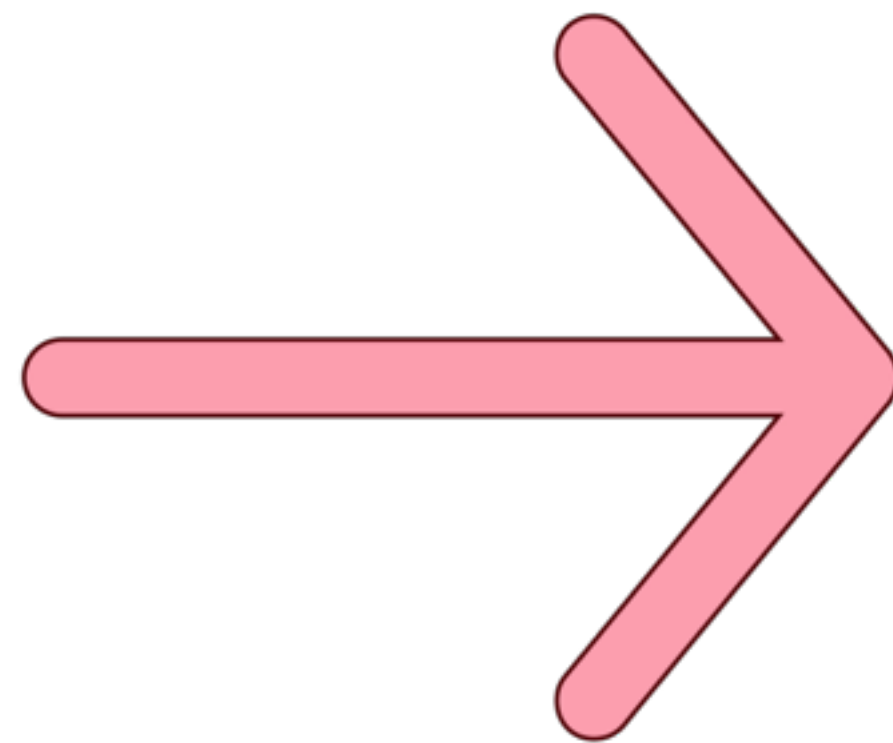
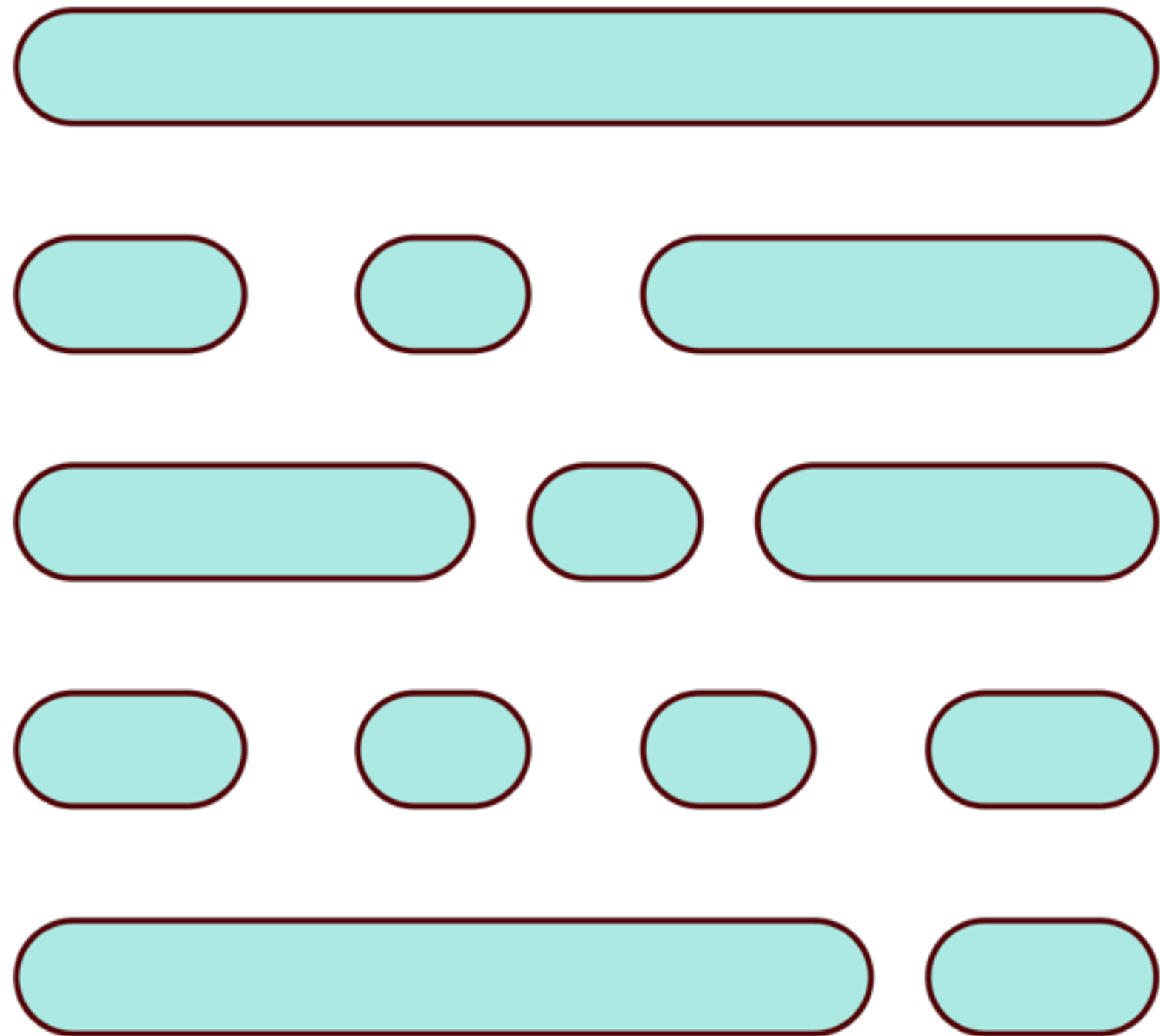
HOW THE BROWSER INTERPRETS HTML











```
<html>
...
<body>
  <header>
    <h1>Some text</h1>
  </header>

  <p>A paragraph...</p>
  <ul>
    <li>A list item</li>
    <li>Another item</li>
  </ul>
  <p>More content...</p>

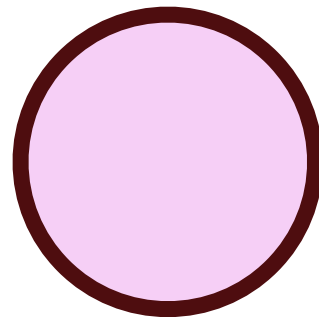
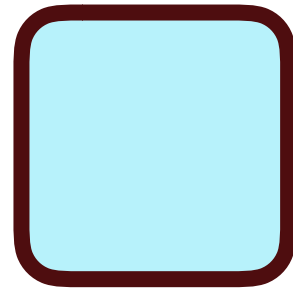
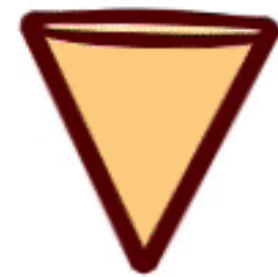
  <hr>

  ....
```


WHY DOES THIS
MATTER?

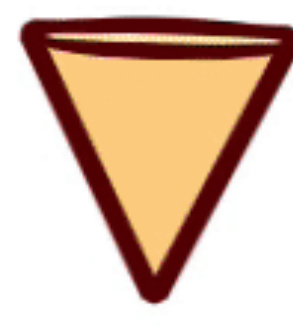


TYPE SCRIPT



```
interface dog {  
    name: string  
    age: number  
    isFluffy: boolean  
}
```

WE DETERMINE
WHAT WE EXPECT
THE CONTENT TO BE

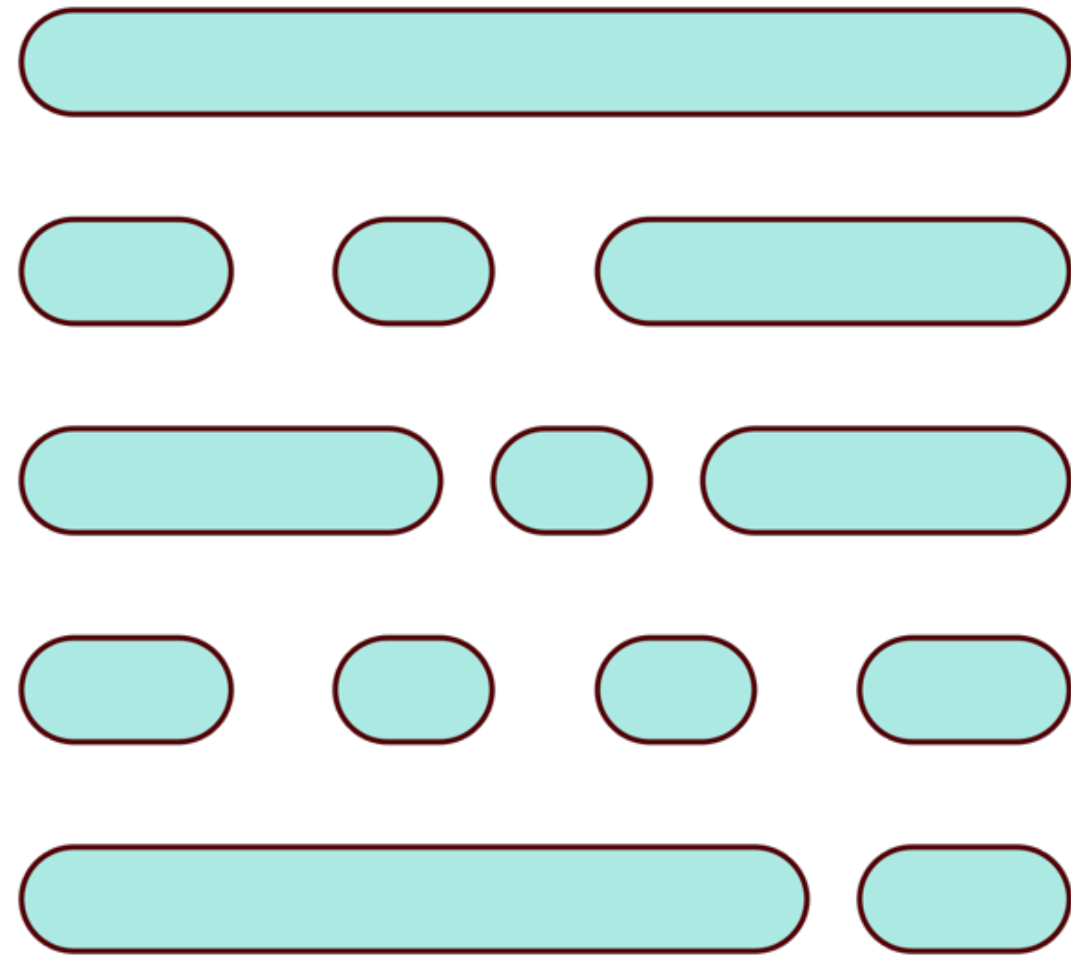


```
<html>
  <body>
    <header>
      <h1>Dogs: They are good</h1>
    </header>
    <main>
      <h2>Why are dogs good?</h2>
      <p>All dogs are good, they are the goodest doggies.</p>
      <figure>
        <img href="dog.png" alt="A golden retriever" />
        <figcaption>Michaelangelo AKA "Jello"</figcaption>
      </figure>
    </main>
  </body>
</html>
```

```
interface dog {  
    name: any  
    age: any  
    isFluffy: any  
}
```

```
<html>
  <body>
    <div>
      <div>Dogs: They are good</div>
    </div>
    <div>
      <div>Why are dogs good?</div>
      <p>All dogs are good, they are the goodest doggies.</p>
      <div>
        <img href="dog.png" alt="A golden retriever" />
        <div>Michaelangelo AKA "Jello"</div>
      </div>
    </div>
  </body>
</html>
```

JUST <DIV>



Home
Good Dogs
Bad Dog Myths
Dogs: They are good
We are dedicated to educating the world on why dogs are good, and how they can make your life good.
By
Mandy Michael

,
August 3rd, 2018
Why are dogs good?

Dogs are loyal, intelligent, devoted and affectionate, they are known to improve our physical and mental health.



Michaelangelo AKA "Jello"

The IGDA is an international, not-for-profit organization responsible for determining that all dogs are good.

Related Links

IGDA

The benefits of owning a dog

Studies have found dog owners have lower blood pressure than non-dog owners.

Regular walks with your dog will result in better fitness.

Dogs provide us with a sense of emotional wellbeing thanks to the unconditional love they give.

When dogs socialise with other dogs, their owners make new friends and socialise with other people as well.

Did you know?

There is evidence to suggest that we didn't domesticate wolves – they came to us first. The friendliest ones hung around our ancestors' campsites and so began the evolution of the modern dog.

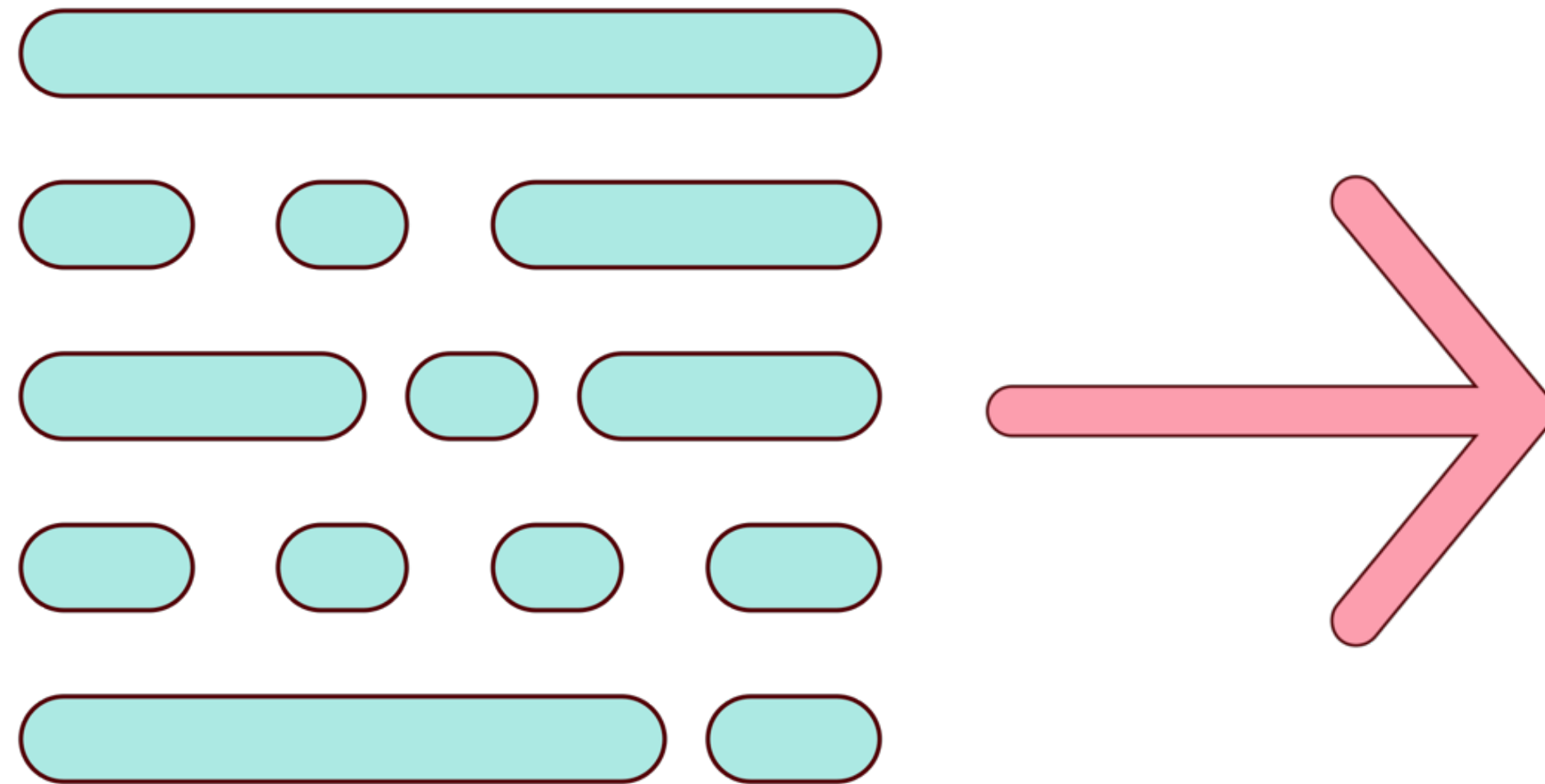
Dog owners are 34% more likely to get enough exercise than non-pet owners are.

– A smart person

Made with love by Mandy Michael

@MANDY_KERR

SEMANTICS



- [Home](#)
- [Good Dogs](#)
- [Bad Dog Myths](#)

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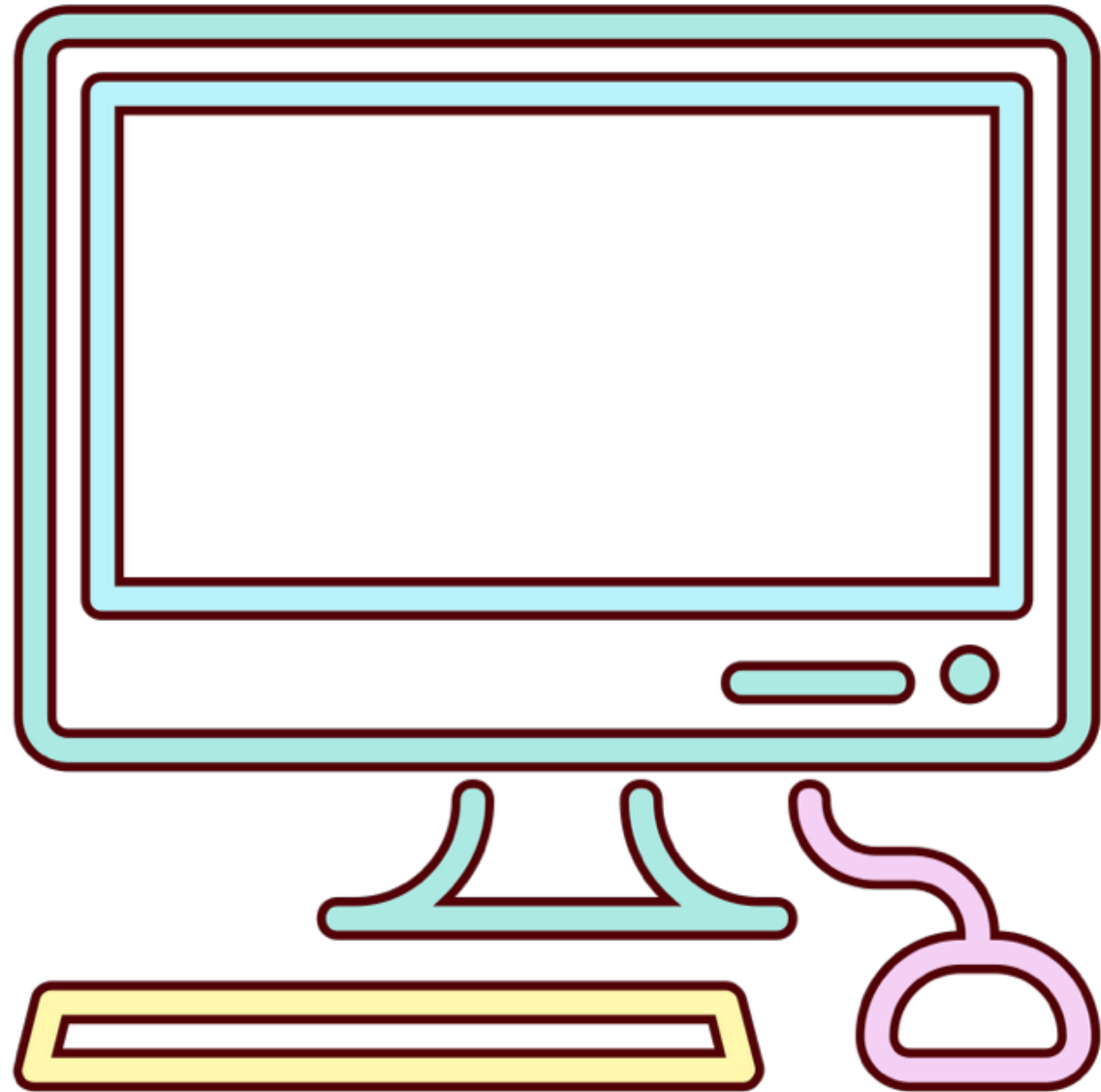
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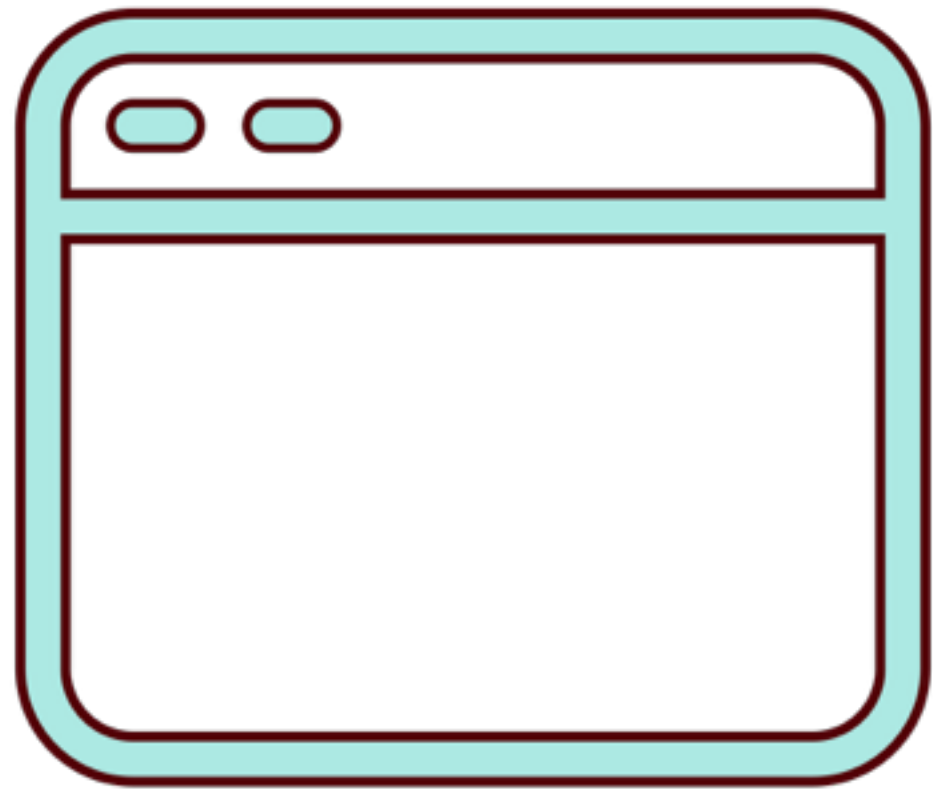
Made with love by Mandy Michael



NOT

EVERYONE
INTERACTS

THE SAME



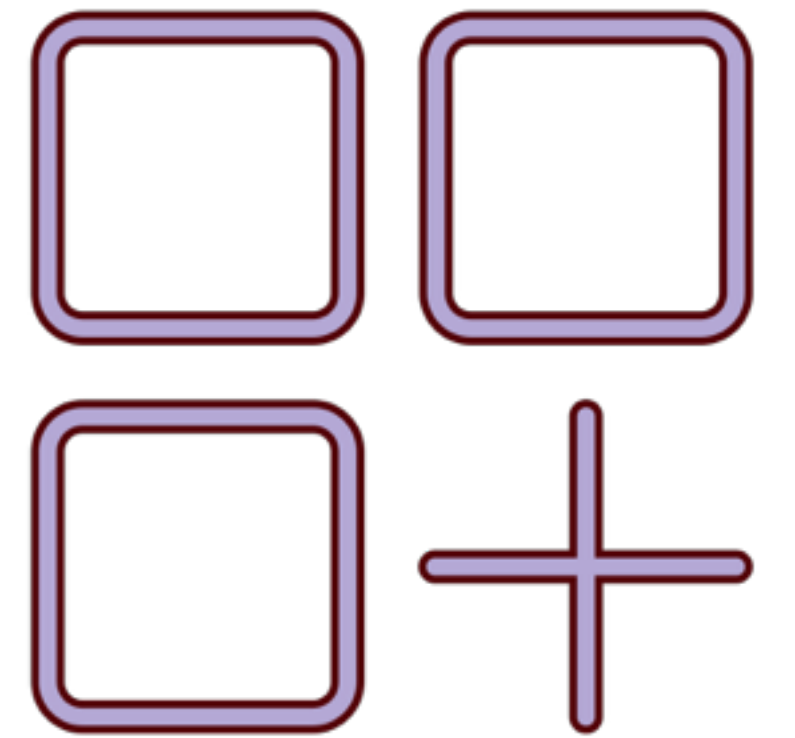
BROWSER



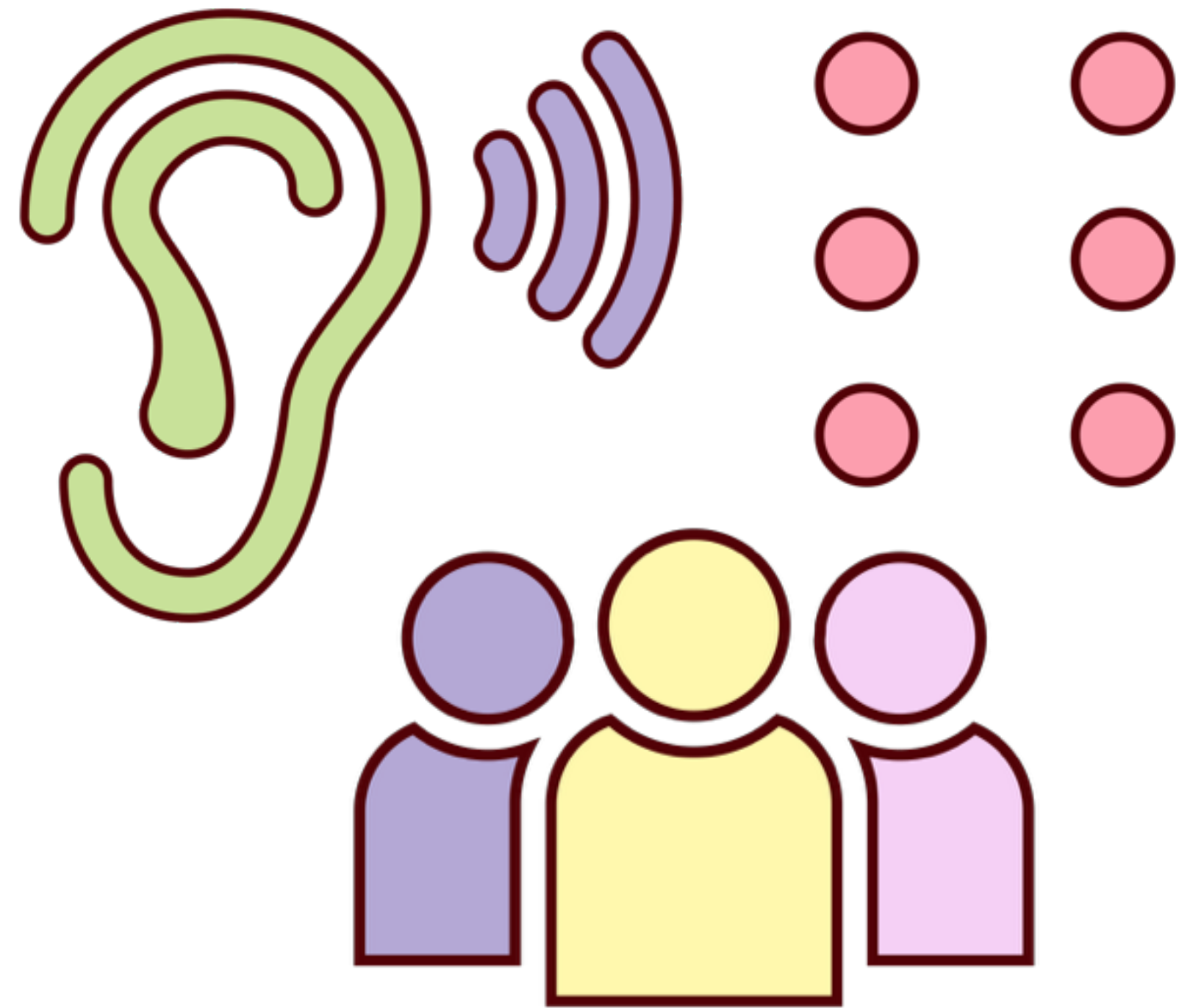
ASSISTIVE



SEARCH



APPS



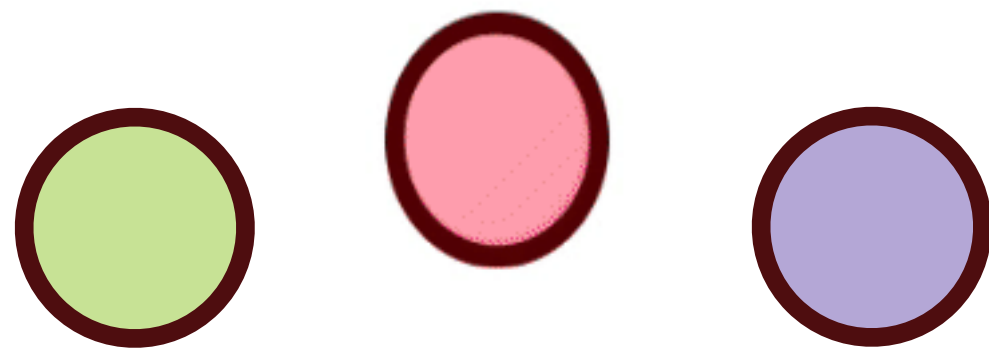
ASSISTIVE TECH





ACCESSIBILITY

TREE



Dogs: They are good

August 3rd, 2018

Home

Good Dogs

Sleeping Dogs

Fluffy Dogs

Why are dogs good?

Doggo ipsum the neighborhood pupper noodle horse woofers yapper, shoob you are doin me a concern. Noodle horse smol borking doggo with a long snoot for pats corgo long water shoob vvv such treat, shibe wow very biscit such treat smol borking doggo, clouds very jealous pupper long woofers blop. You are doing me a frighten ur givin me a spook puggorino adorable doggo smol borking doggo with a long snoot for pats vvv, boofers dat tungg tho shibe.



Michaelangelo AKA "Jello"

Big ol pupper

Corgo you are doing me a frighten dat tungg tho shoobers long doggo, many pats borkdrive I am bekom fat.

Blop adorable doggo what a nice floof he made many woofs aqua doggo

Floofs wow very biscit smol borking doggo with a long snoot for pats

He made many woofs boofers sub woofers clouds long water shoob

Shoobers very taste wow heckin good boys and girls heckin angry woofers, sub

woofers shoob stop it fren very good spot, smol aqua doggo

Long doggo pupperino h*ck most angry pupper I have ever seen many pats extremely cuuuuute.

– Angry pupper, neighborhood

Home

Good Dogs

Sleeping Dogs

Fluffy Dogs



WHAT DOES IT SOUND LIKE?


Dogs Are Good - IDGA

Secure | <https://suspicious-borg-91ba1e.netlify.com/page-6/>

Person 1

Home

Bad Dog Myths
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Related Links

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A smart person

Chrome, Dogs Are Good - IDGA, window, Home by Mandy Michael

Home

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Related Links IGDA

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- [Home](#)
- [Good Dogs](#)
- [Sleeping Dogs](#)
- [Fluffy Dogs](#)

Dogs: They are good

Corgo you are a long doggo, many pats.

Mandy Michael, August 3rd, 2018

Why are dogs good?

"Dogs are the best", doggo ipsum the neighborhood pupper, shoob you are doin me a concern. Noodle horse smol borking



Michaelangelo AKA "Jello"

The *JGDA* is an international, not-for-profit organization responsible for determining that all dogs are good.

Doggo ipsum the neighborhood pupper, shoob you are doin me a concern. Noodle horse smol borking

The Incomprehensibilities of not loving dogs.

- Doggo ipsum the neighborhood pupper, shoob you are doin me a concern. Noodle horse smol borking
- Blop adorable doggo what a nice floof
- biscit smol borking doggo with a long snoot for pats

He made many woofs

Shooper very good boys and girls smol aqua doggo

Long doggo pupperino, many pats **extremely cuuuuuute**.

– floofy pupper, neighborhood

Doggo ipsum aqua doggo bork such treat stop it fren bork doge, sub wooper shooper heckin angry wooper wooper. dat tungg tho wow very biscit floofs. Floofs doing me a frighten wooper tungg aqua doggo, ur givin me a spook vvv long bois.

- [Home](#)
- [Good Dogs](#)
- [Sleeping Dogs](#)
- [Fluffy Dogs](#)

Dogs Are Good - IDGA x

Secure

Reload this page

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[Good Dogs](#)
[Bad Dog Myths](#)

Dogs: They are good


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A dog named Michaelangelo AKA Jello



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– *A smart person*

Dogs Are Good - IDGA, web content

Related Links

Dogs Are Good - IDGA x

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Related Links

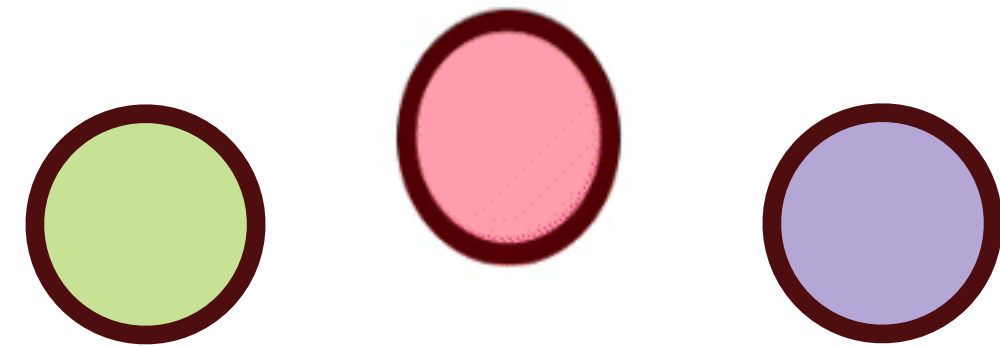


Don't just
use divs.

“...TO BUILD FOR PEOPLE AND THE
LONG TERM, THEN SIMPLE,
STRUCTURAL, SEMANTIC HTML
WAS BEST—EACH ELEMENT
DEPLOYED FOR ITS
INTENDED PURPOSE...”

JEFFERY ZELDMAN

USE SECTIONING ELEMENTS



Use sectioning elements

`<section>` `<article>`

`<nav>` `<aside>`

Use sectioning elements

`<section>` `<article>`

`<nav>` `<aside>`

Use sectioning elements

`<section>` `<article>`

`<nav>` `<aside>`

Use sectioning elements

`<section>` `<article>`

`<nav>` `<aside>`

CLEAR STRUCTURE

& HIERARCHY



If you have headings, use the heading elements.

`<h1>` `<h2>` `<h3>`

`<h4>` `<h5>` `<h6>`

If you have a header,
use the `<header>` element

```
<header>This is a header</header>
```

MAKE THE MOST
OF BUILT-IN
FUNCTIONALITY



If you need a link,
use the `<a>` element

If you need a button, use the
`<button>` element

When to use a

`<button>` vs `<a>` ?

COMBINE ELEMENTS
FOR IMPROVED CONTEXT



If you have images,
illustrations and diagrams use the

`<figure>`

&

`<figcaption>`

elements*

*not every image etc is a figure

@MANDY_KERR

If you need pre-formatted text
use the `<pre>` element

The `<abbr>` and `<dfn>` elements

The `<abbr>` and `<dfn>` elements

```
<p>
```

```
The <dfn><abbr title="International Good  
Dog Association">IGDA</abbr></dfn> is an international,  
not-for-profit organization responsible for determining  
that all dogs are good.
```

```
</p>
```

<d1>

<kbd>

<wbr>

<bdo>

<time>

<mark>

<bidirectional>

<audio>

<track>

<video>

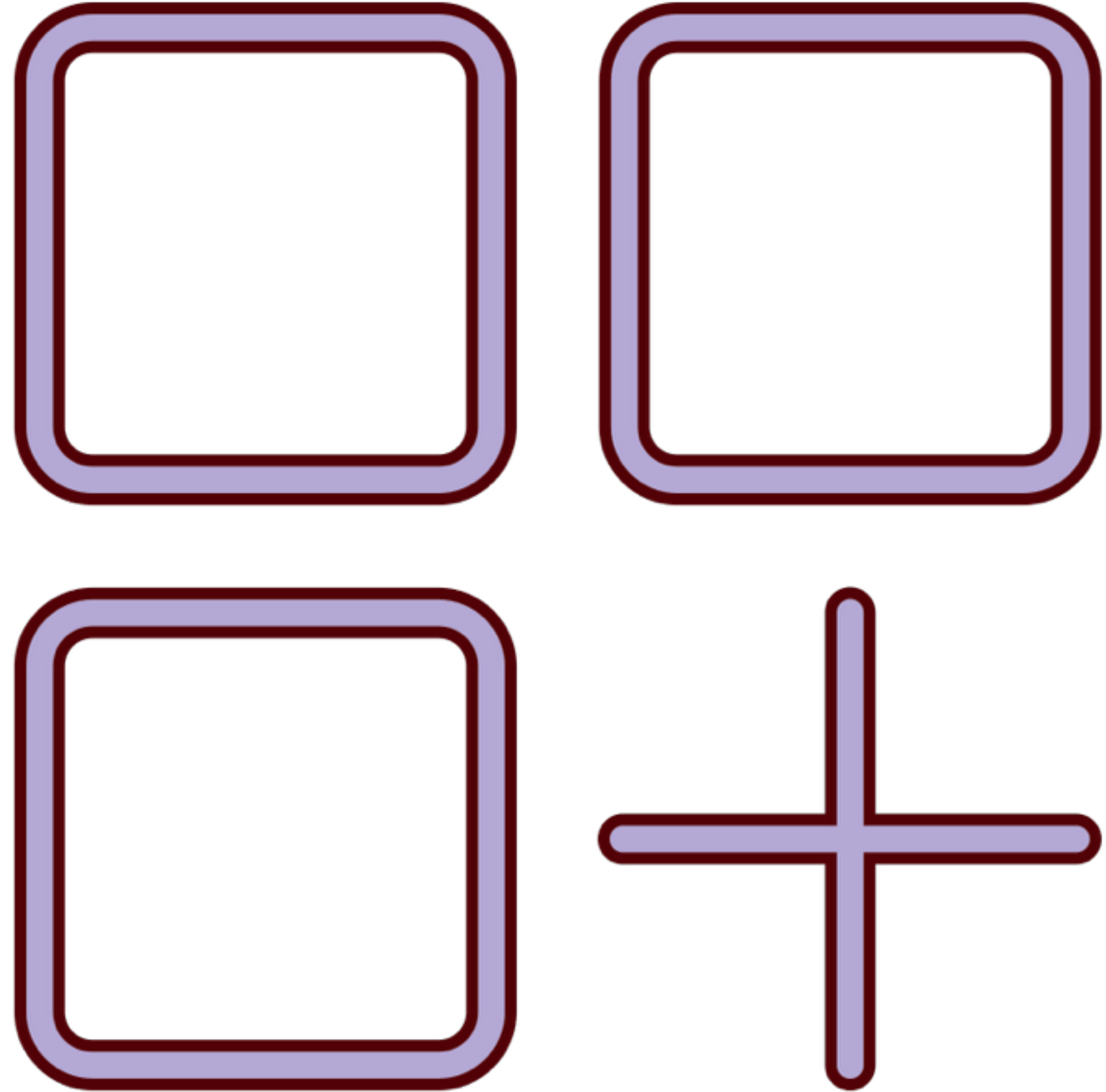
<dialog>

<address>

<picture>

<progress>

<datalist>



APPS &
TOOLS



Instapaper

 pocket

Dogs: They are good

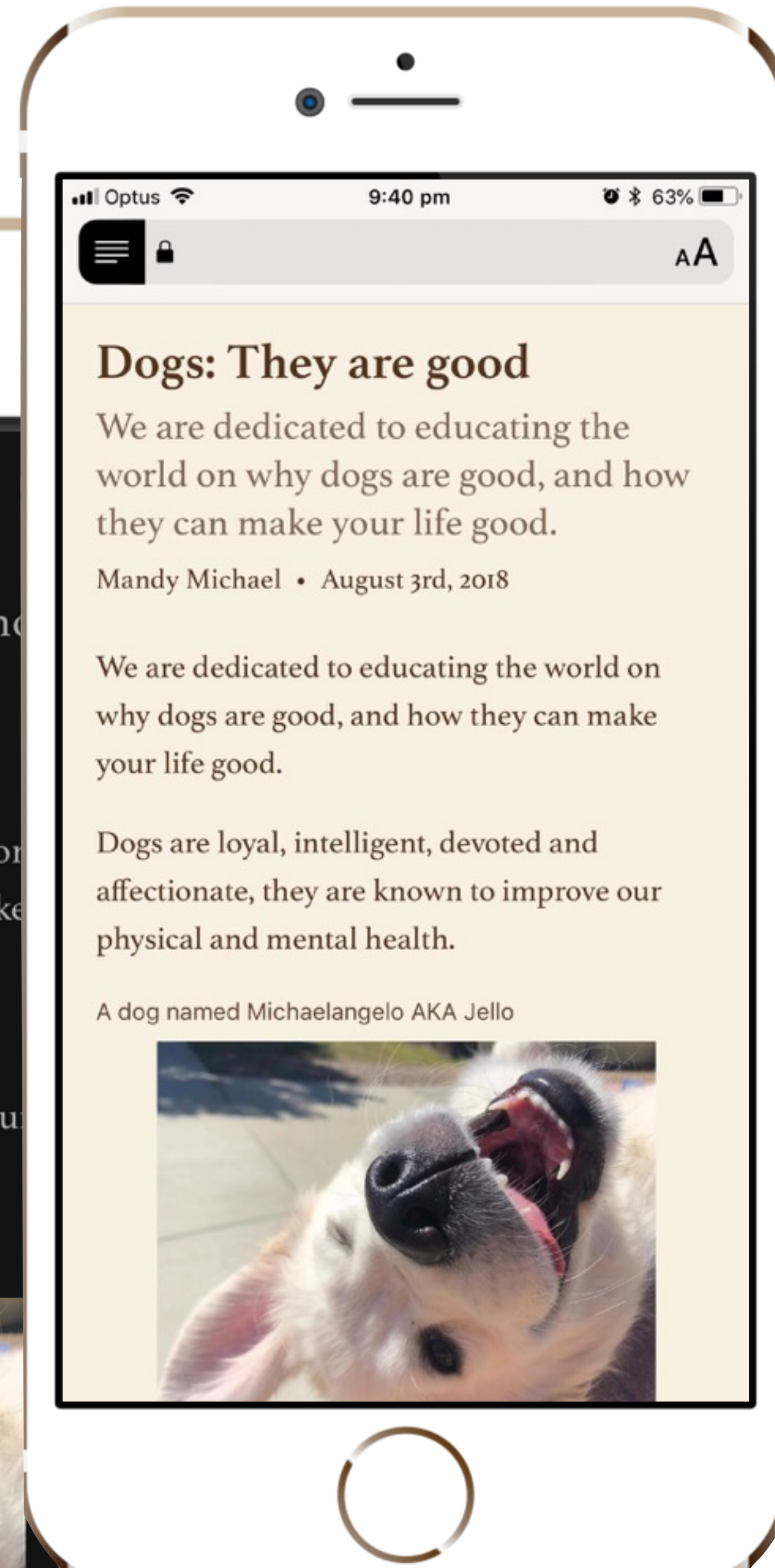
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Mandy Michael • August 3rd, 2018

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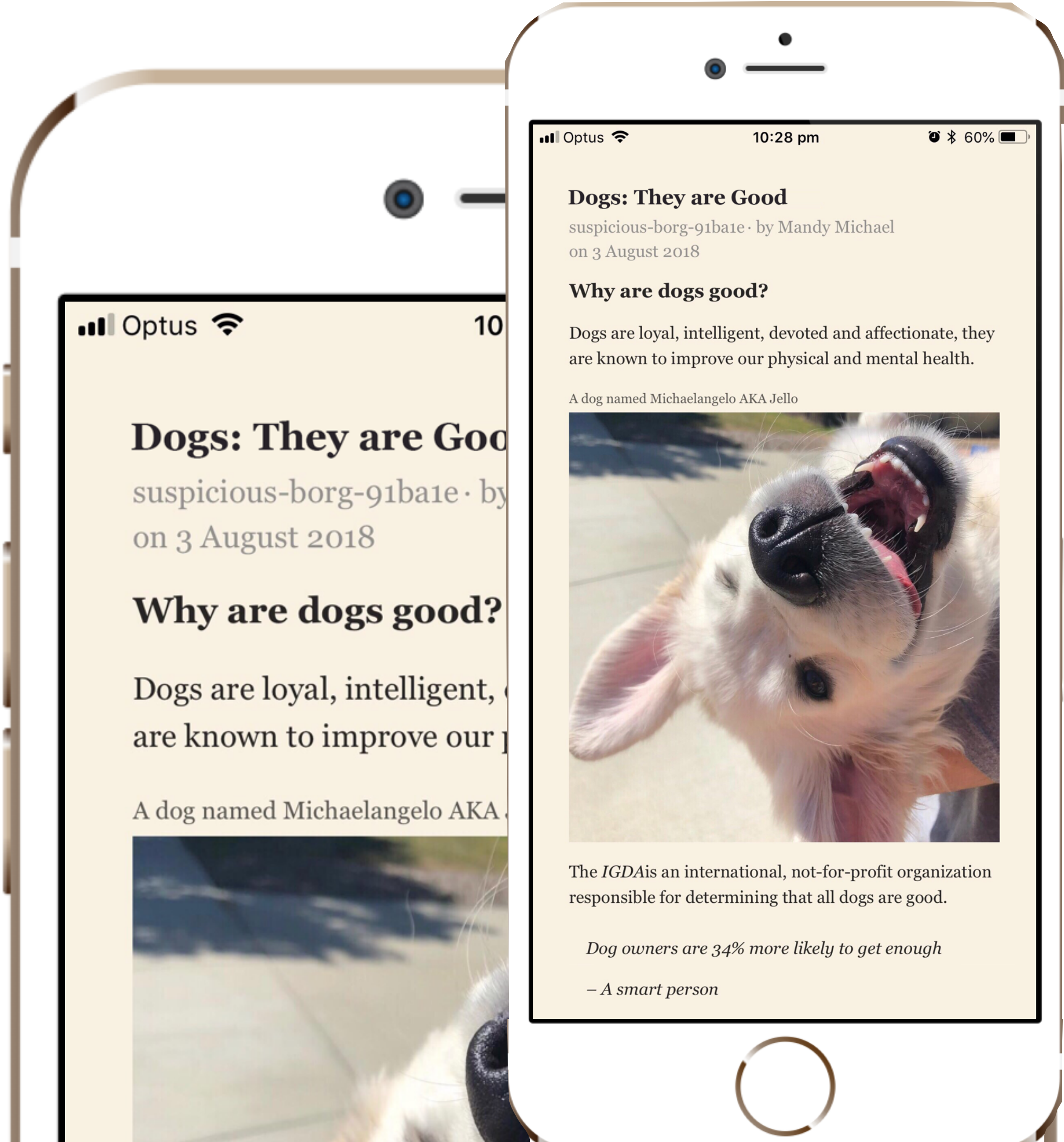
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A dog named Michaelangelo AKA Jello



Improved
readability,
and options for
personalisation

@MANDY_KERR



Dogs: They are Good

suspicious-borg-91ba1e · by Mandy Michael
on 3 August 2018

Why are dogs good?

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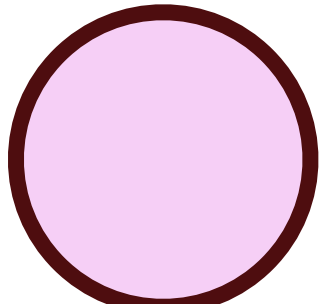
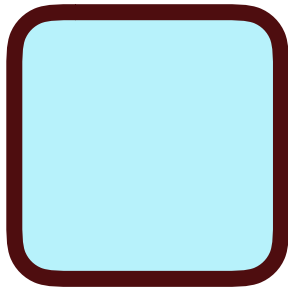
A dog named Michaelangelo AKA Jello



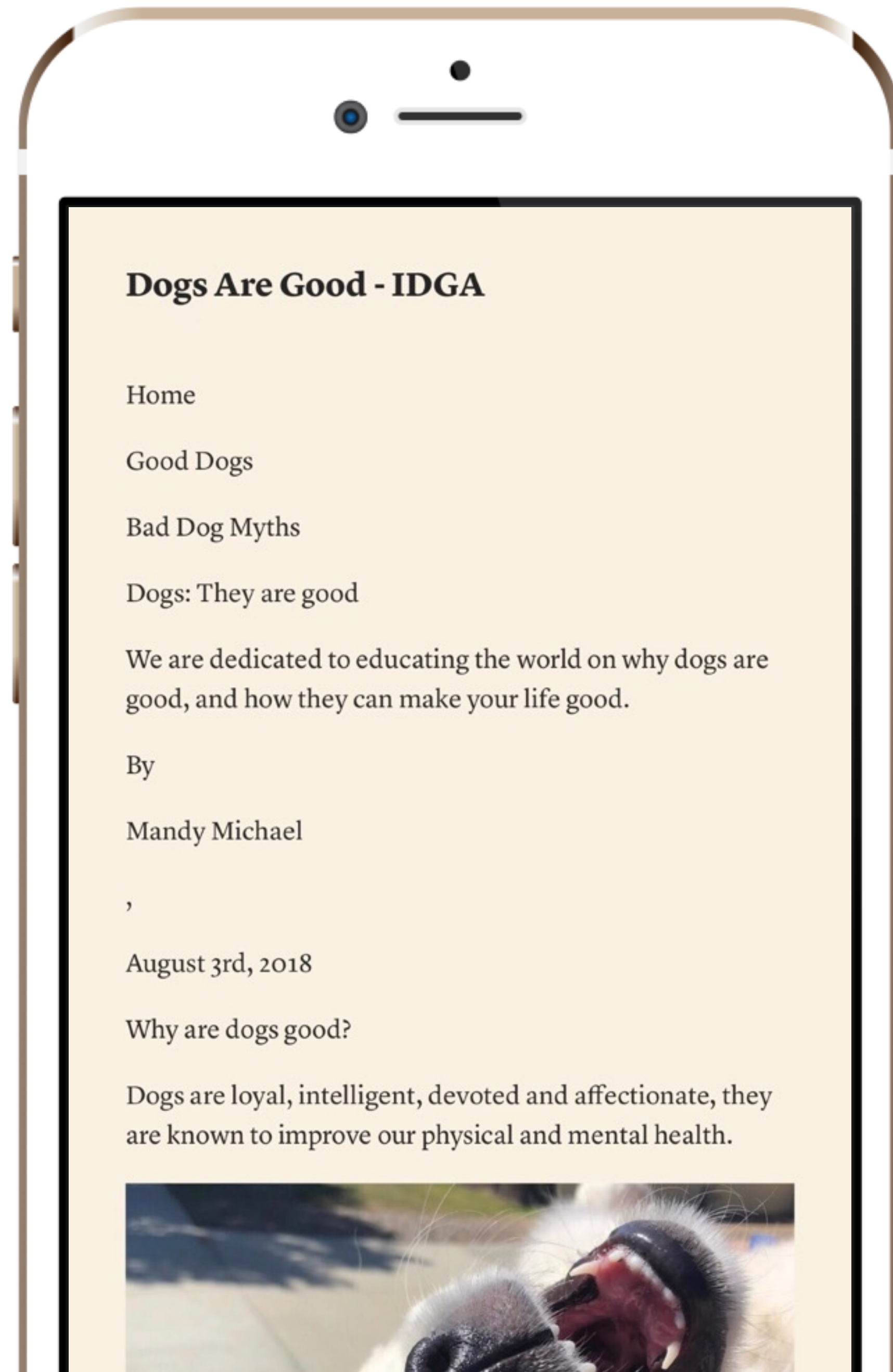
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*Dog owners are 34% more likely to get enough
– A smart person*

Instapaper



What does it
look like in
Instapaper
using the
`<div>`



What does it
look like in
Instapaper
using semantic
`<html>`



Optus

10:28 pm

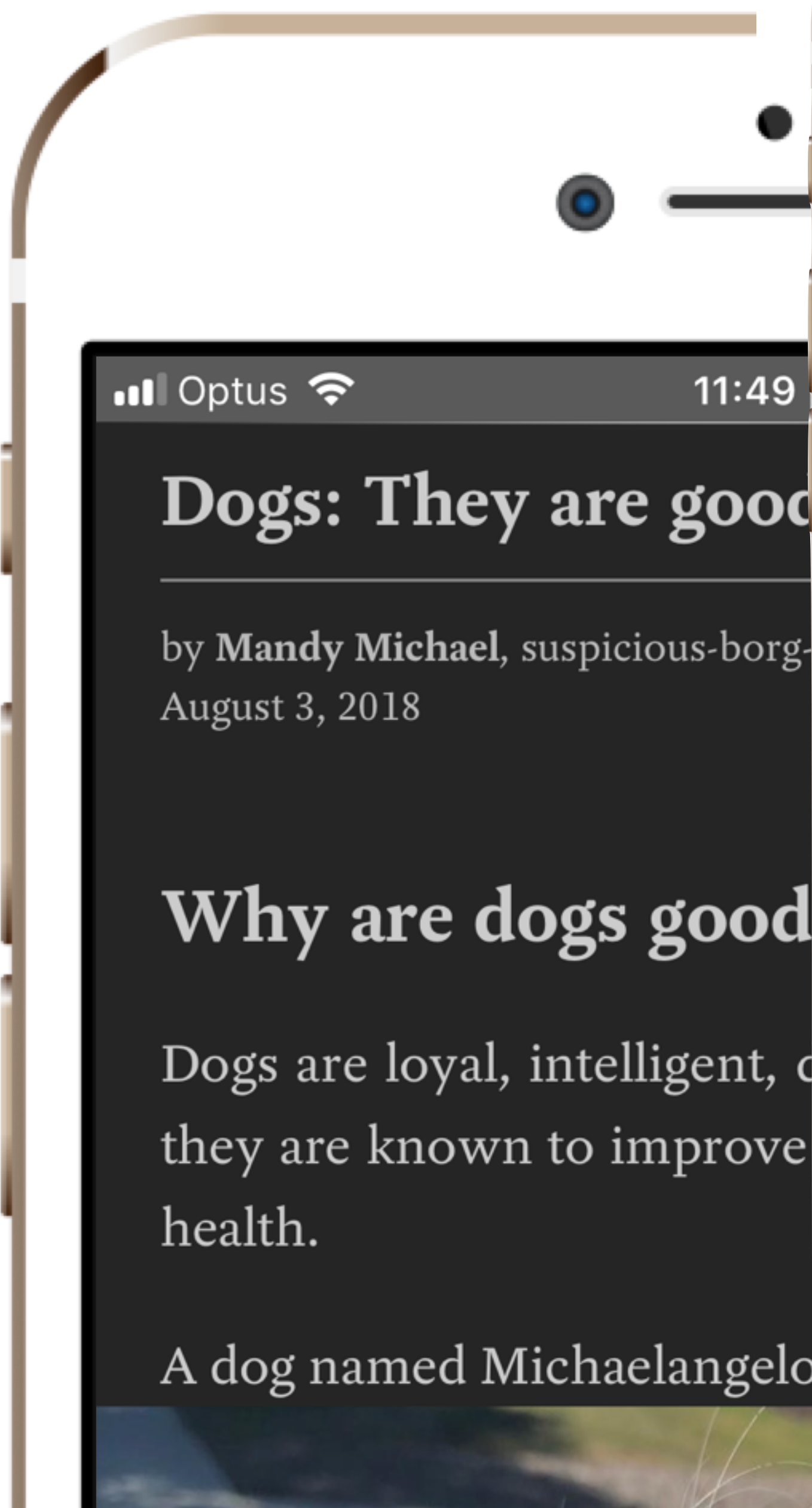
60%

Dogs: They are Good

suspicious-borg-91ba1e · by Mandy Michael
on 3 August 2018

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Optus 11:49

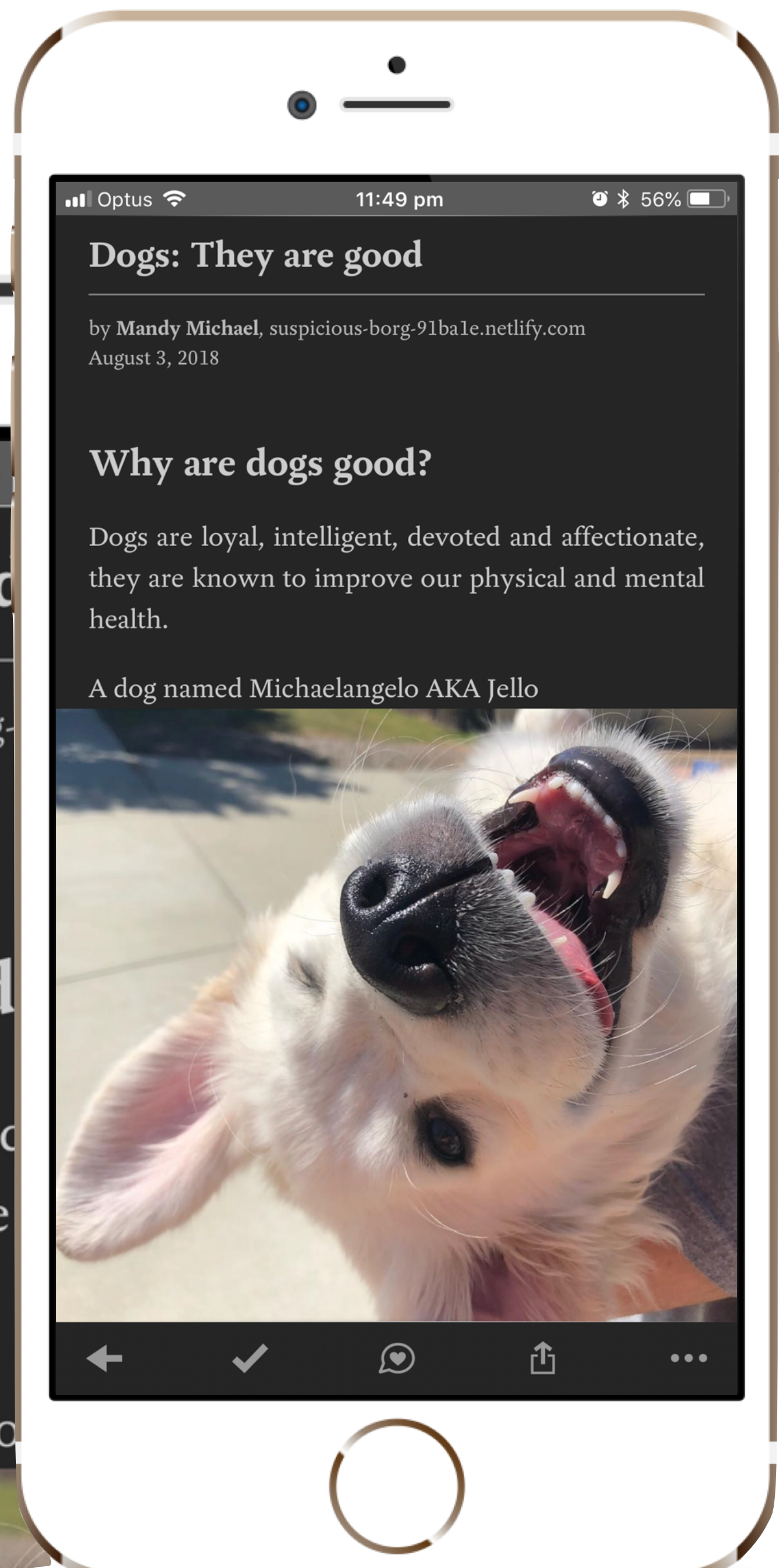
Dogs: They are good

by Mandy Michael, suspicious-borg-91bale.netlify.com
August 3, 2018

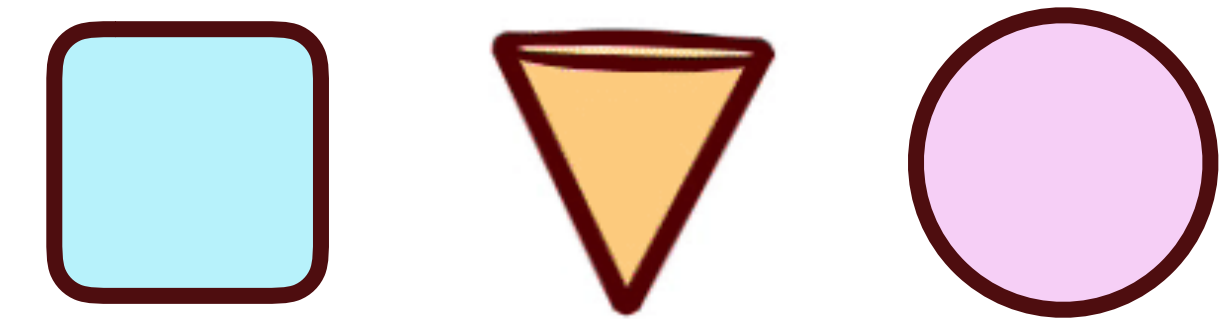
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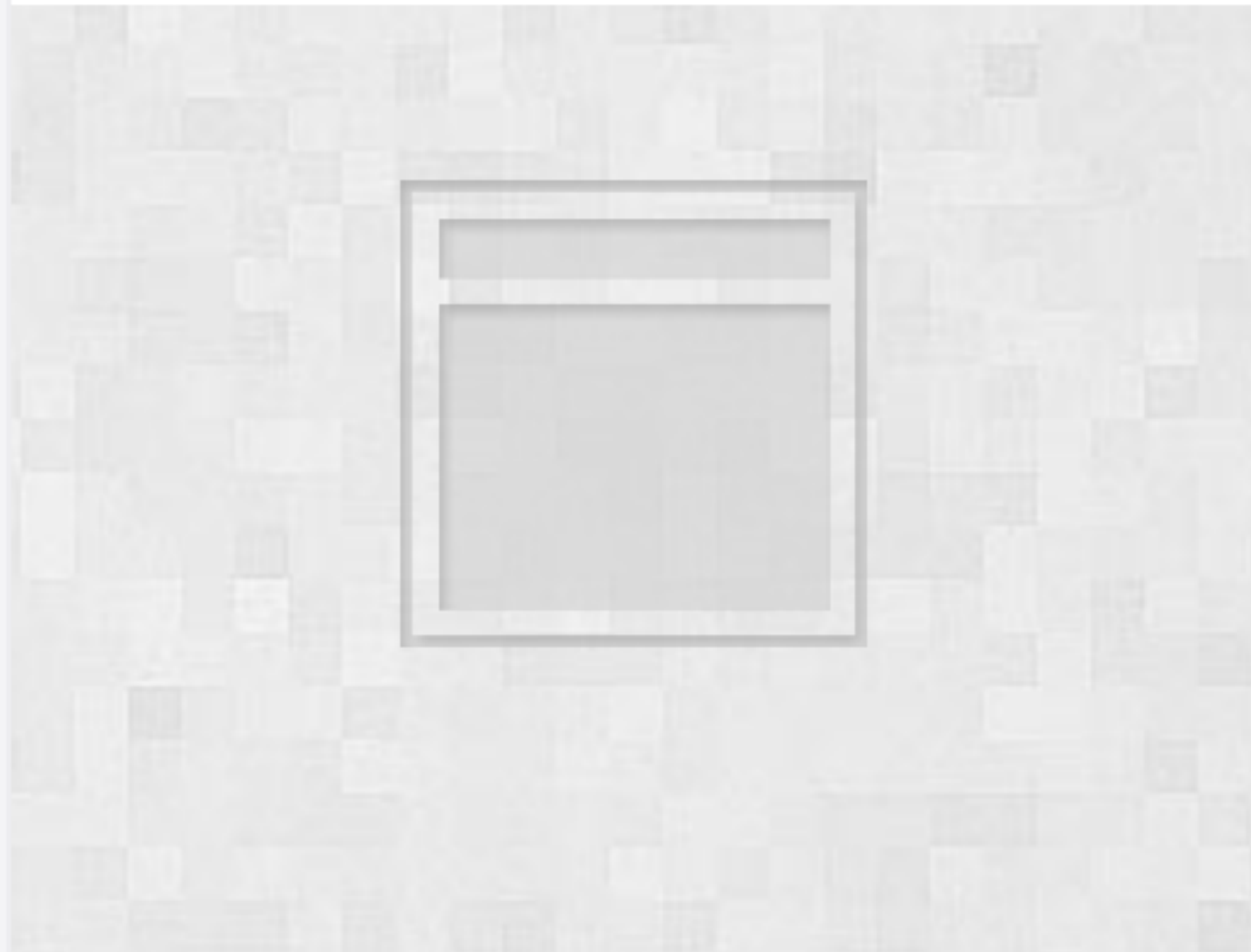
 pocket



@MANDY_KERR

My List

Dogs Are Good - IDGA

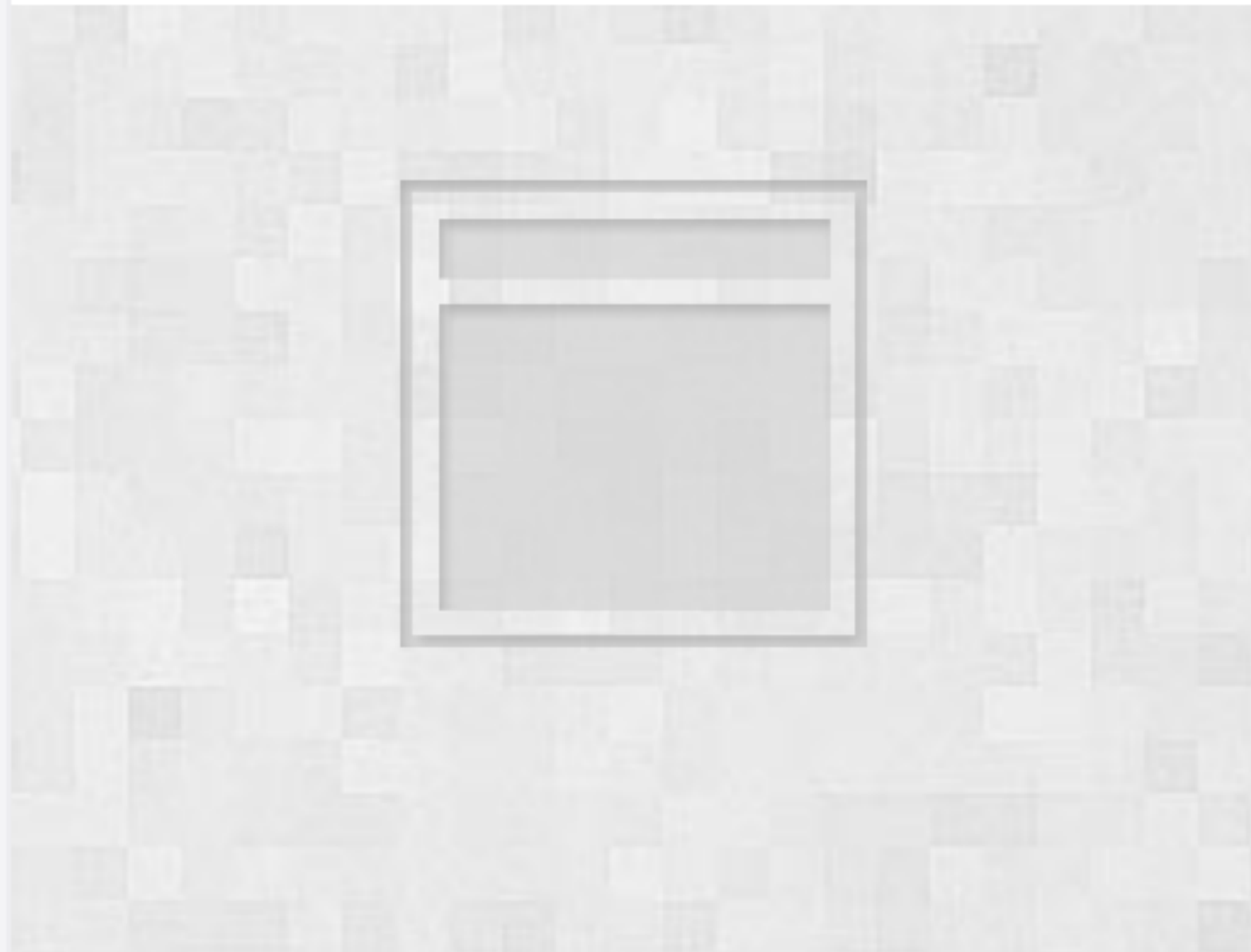


Dogs: They are good



My List

Dogs Are Good - IDGA



Dogs: They are good



	Dogs Are Good - IDGA suspicious-borg-91ba1e.netlify.c...
	Dogs: They are good suspicious-borg-91ba1e.netlify.c...

Dogs Are Good - IDGA

■ suspicious-borg-91ba1e.netlify.com

It appears that this may be a homepage or an index page with non-article content. To accurately view it, you may want to switch to the Full Web Page view.

If you know there *should* be an *article* here, help improve the article parser by reporting this page. Thanks!

My List

Dogs Are Good - IDGA



Dogs: They are good



Dogs: They are good

By [Mandy Michael](#), suspicious-borg-91ba1e.netlify.com
August 3rd, 2018

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Dogs: They are good

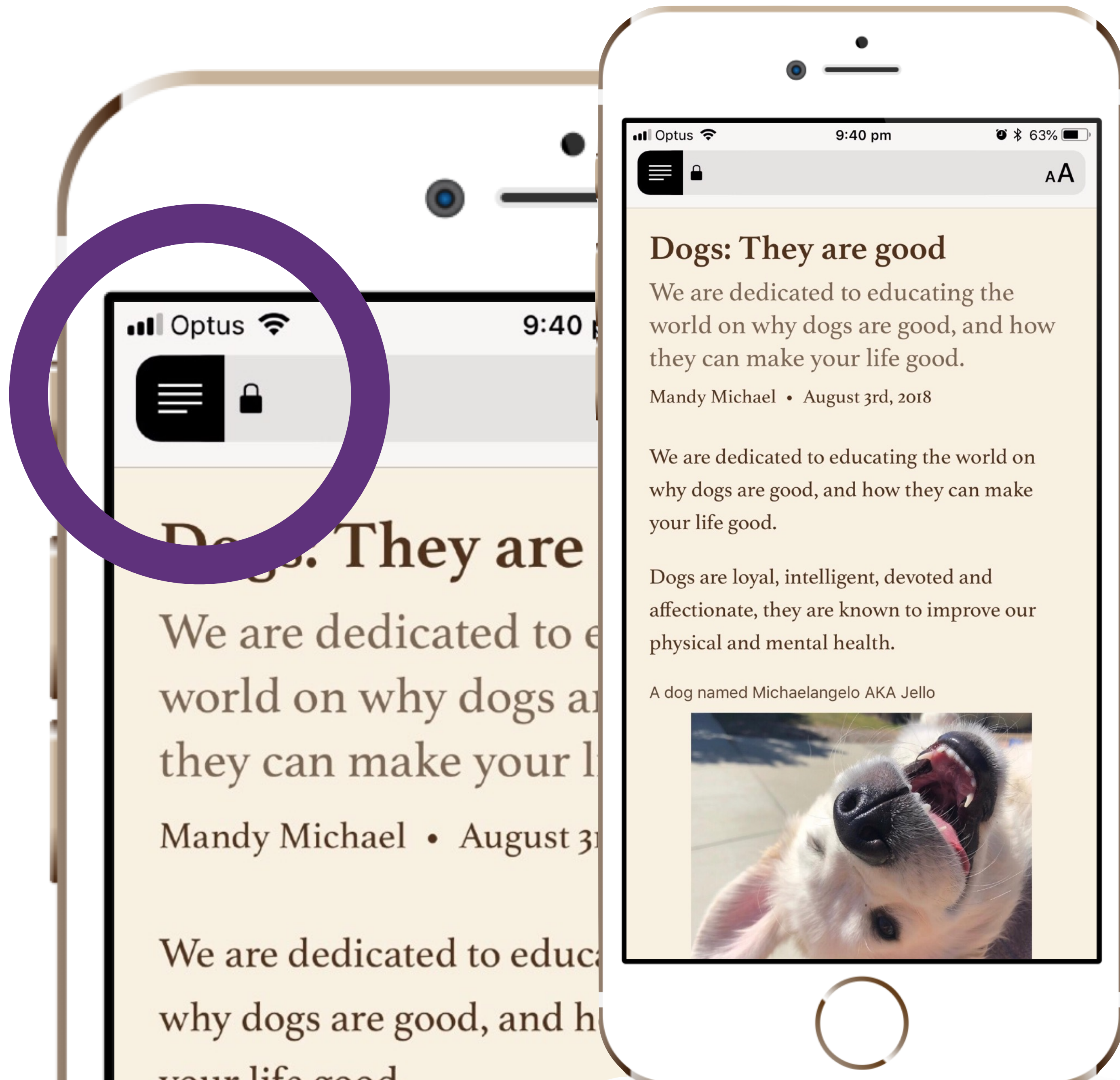
By Mandy Michael, suspicious-borg-91ba1e

August 3rd, 2018

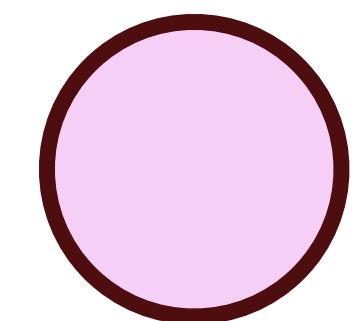
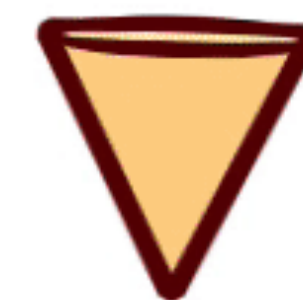
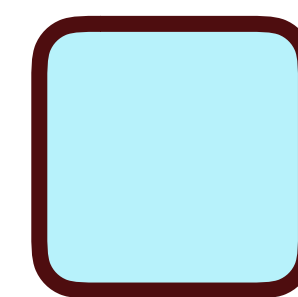
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Why are dogs good?

Dogs are loyal, intelligent, devoted and affectionate, they are known to improve our physical and mental health.



SAFARI READER



Dogs: They are good

We are dedicated to educating the world on why dogs are good, and how they can make your life good.

Dogs are loyal, intelligent, devoted and affectionate, they are known to improve our physical and mental health.

A dog named Michaelangelo AKA Jello



WHY IS MY
CONTENT
MISSING?



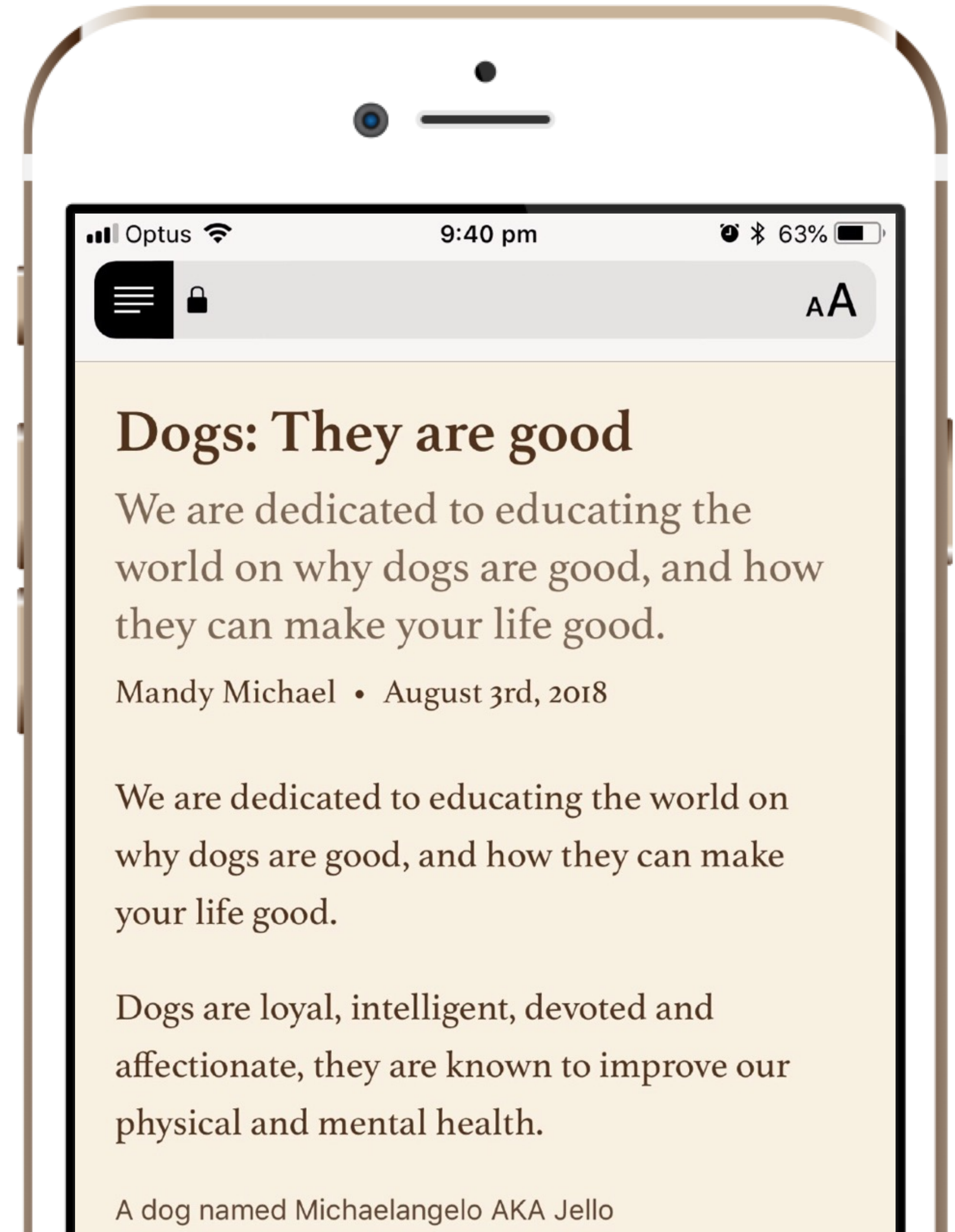
MY LIFE
IS A LIE!

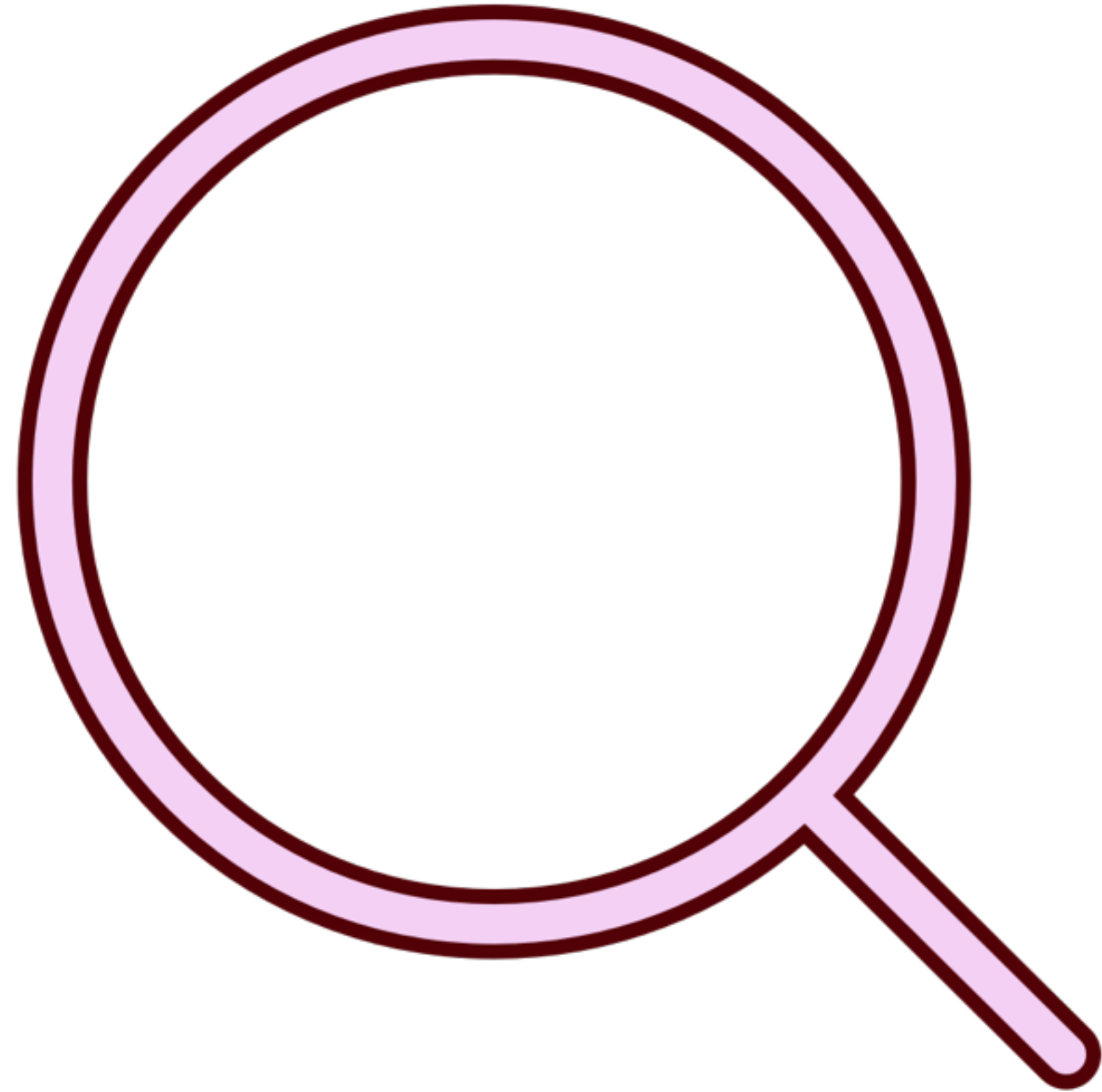


DON'T FORGET
ABOUT THE
ATTRIBUTES



SUCCESS





SEARCH



Golden Retrievers: What's Good About 'Em? What's Bad About 'Em?

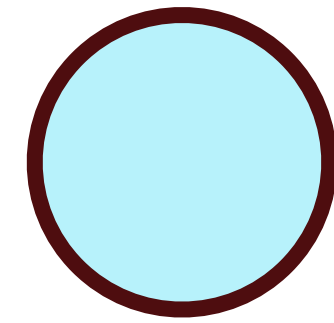
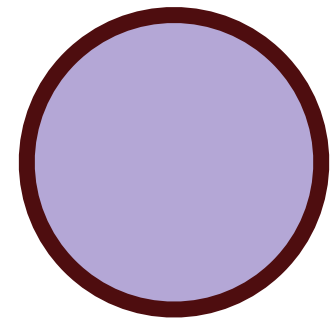
www.yourpurebredpuppy.com › [Dog Breeds](#) › [Golden Retriever](#) ▼

Golden Retrievers: the most honest dog breed review you'll ever find about **Golden Retriever** temperament, personality, behavior, traits, and characteristics.

MICRODATA



SCHEMA .ORG



Microdata needs the

`itemscope`

`itemtype`

`itemprop`

attributes

Defining “Person” Metadata

```
<p itemscope itemtype="http://schema.org/Person">  
  By <span itemprop="author">Mandy Michael </span>  
</p>
```


Defining “Person” Metadata

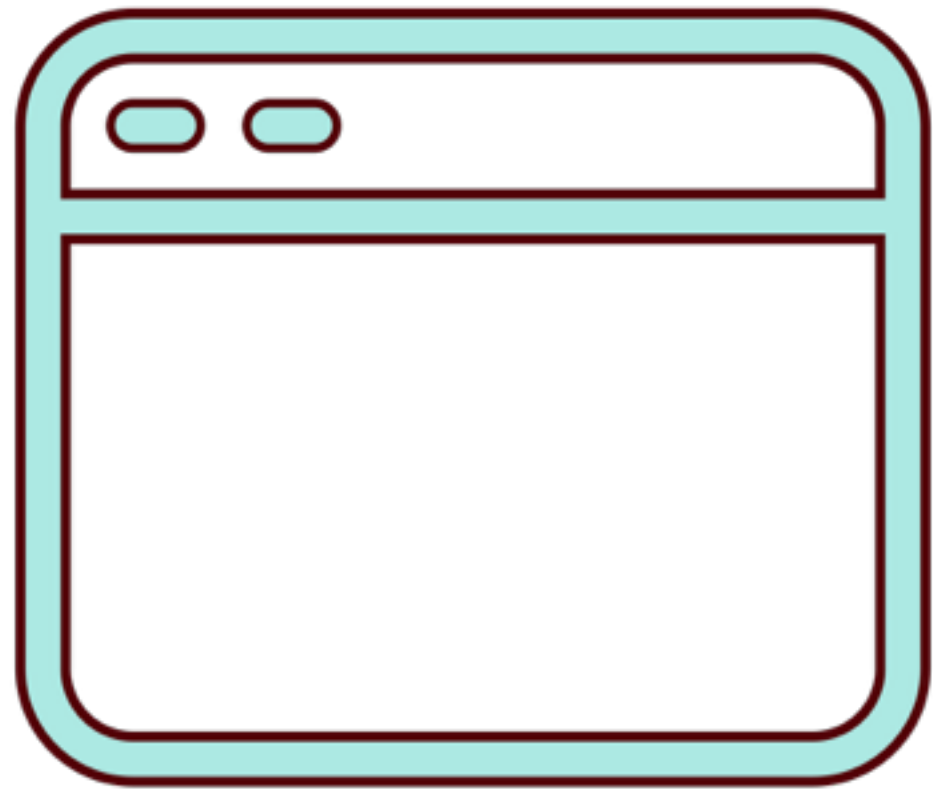
```
<p itemscope itemtype="http://schema.org/Person">  
  By <span itemprop="author">Mandy Michael </span>  
</p>
```

Defining “Person” Metadata

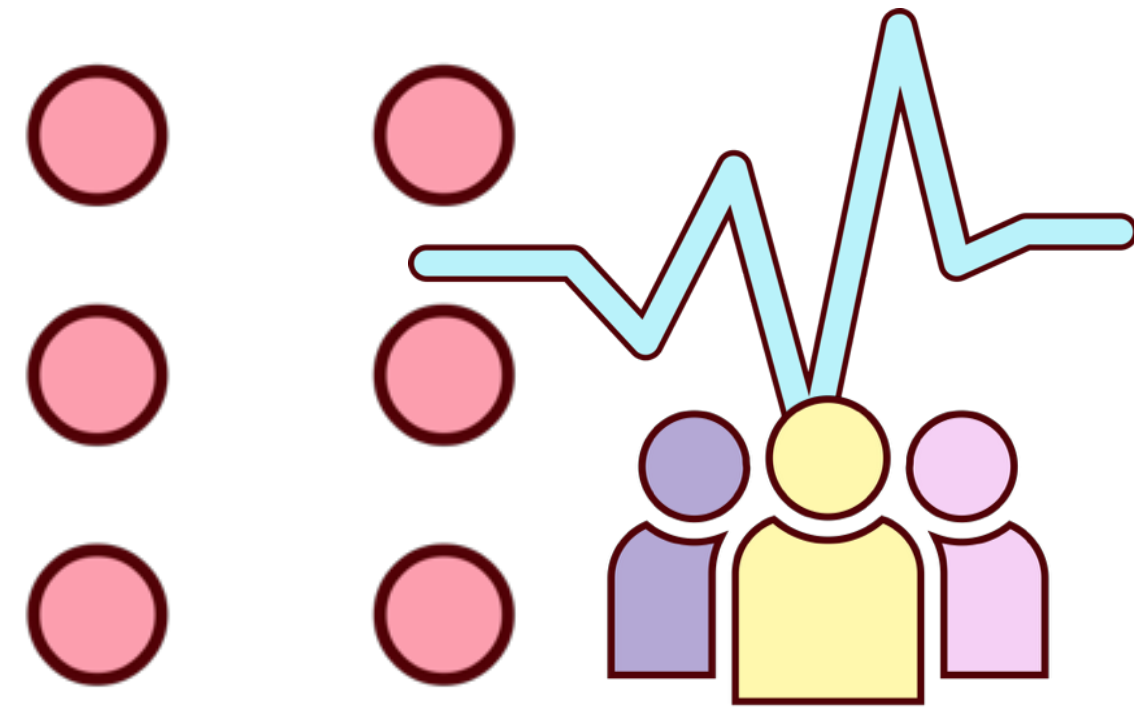
```
<p itemscope itemtype="http://schema.org/Person">  
  By <span itemprop="author">Mandy Michael </span>  
</p>
```

SOMETIMES, HTML ELEMENTS
ARE NOT ENOUGH, WE NEED TO
PROVIDE ADDITIONAL CONTEXT
USING METADATA.

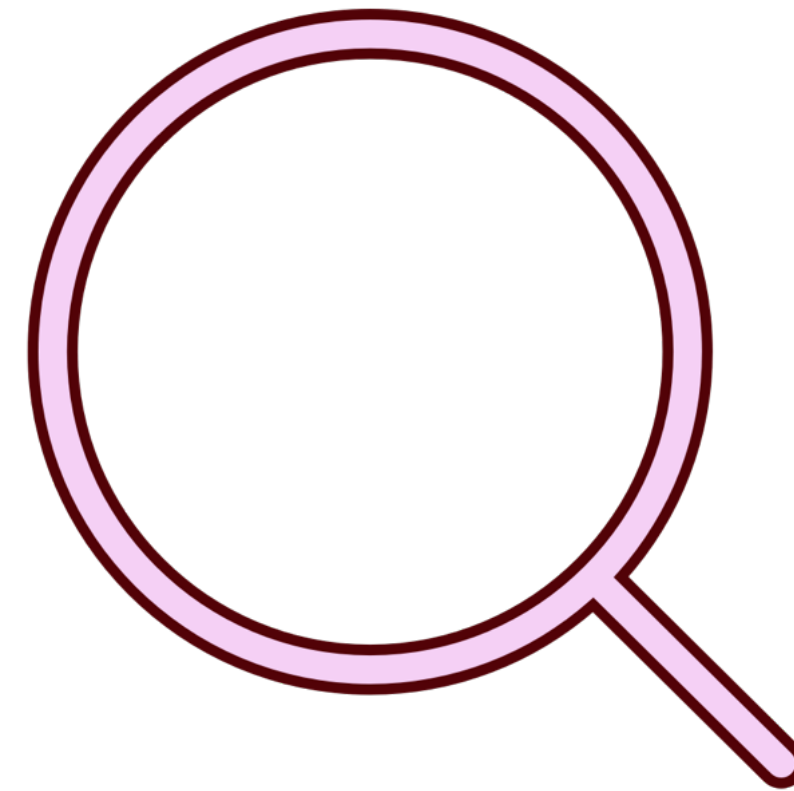




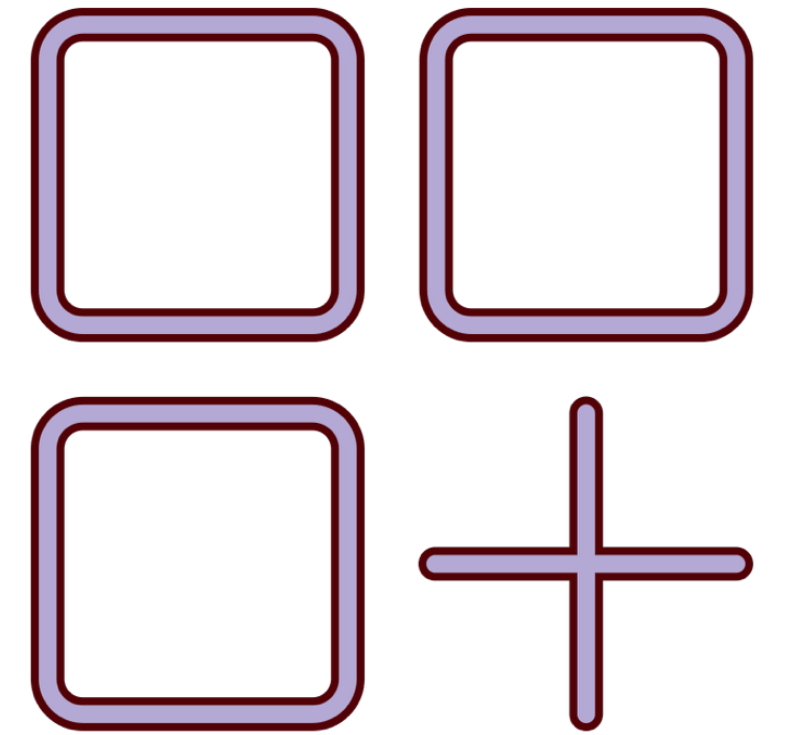
BROWSER



ASSISTIVE



SEARCH



APPS

MAKE IT USEFUL

MAKE IT USABLE



HTML IS NOT JUST THE
FOUNDATION WE BUILD ON.
IT'S VITAL IN MAKING OUR
WEBSITES FUNCTIONAL FOR
ANY TECHNOLOGY



HTML MAKES
YOUR SITE
FUNCTIONAL



@MANDY_KERR

THANKS & RESOURCES



Julie Grundy - @stringy

Ricky Mondello - @rmondello



developer.mozilla.org/docs/Web/HTML

abookapart.com/products/accessibility-for-everyone

microsoft.com/design

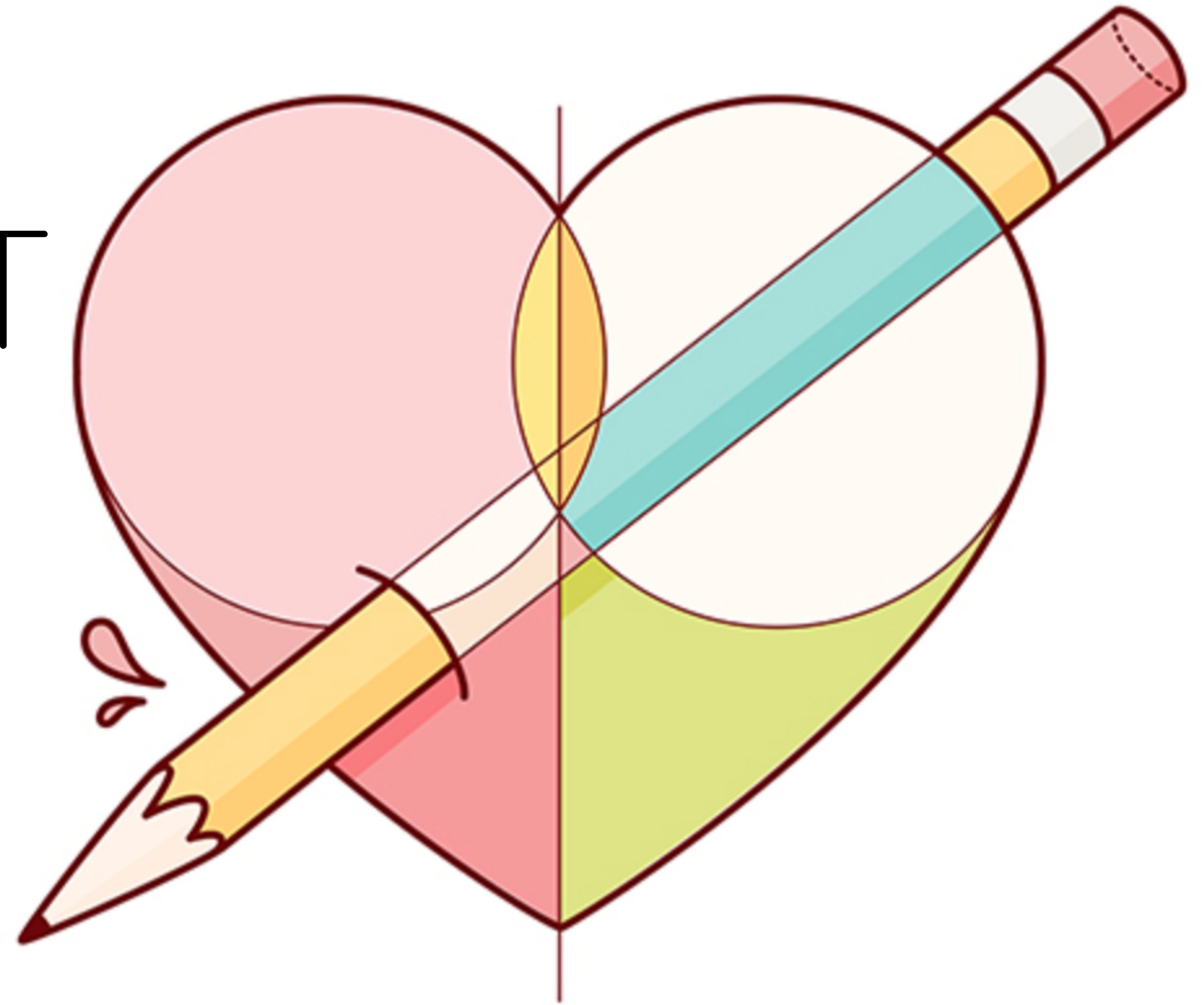
schema.org

THANKS

BURNT TOAST

CREATIVE

@burnttoastcre8v



THANKS & RESOURCES



Julie Grundy - @stringy

Ricky Mondello - @rmondello



developer.mozilla.org/docs/Web/HTML

abookapart.com/products/accessibility-for-everyone

microsoft.com/design

schema.org