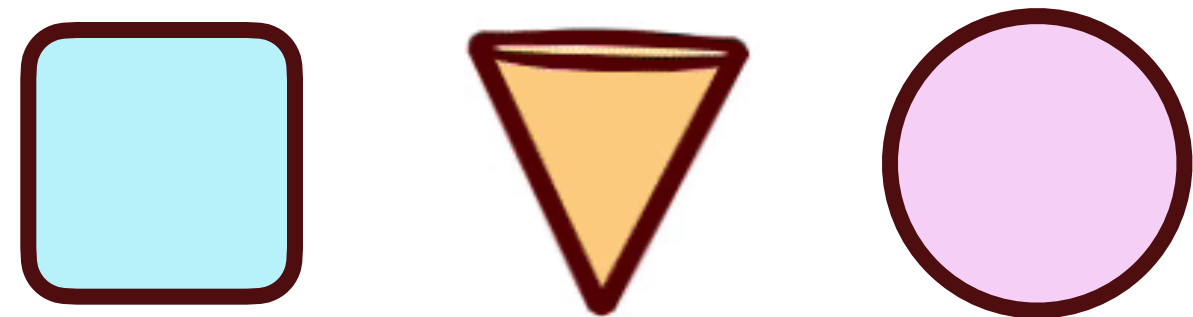




Advanced
HTML for Good
Developers

HTML IS SIMPLE & VERY
FRIENDLY.



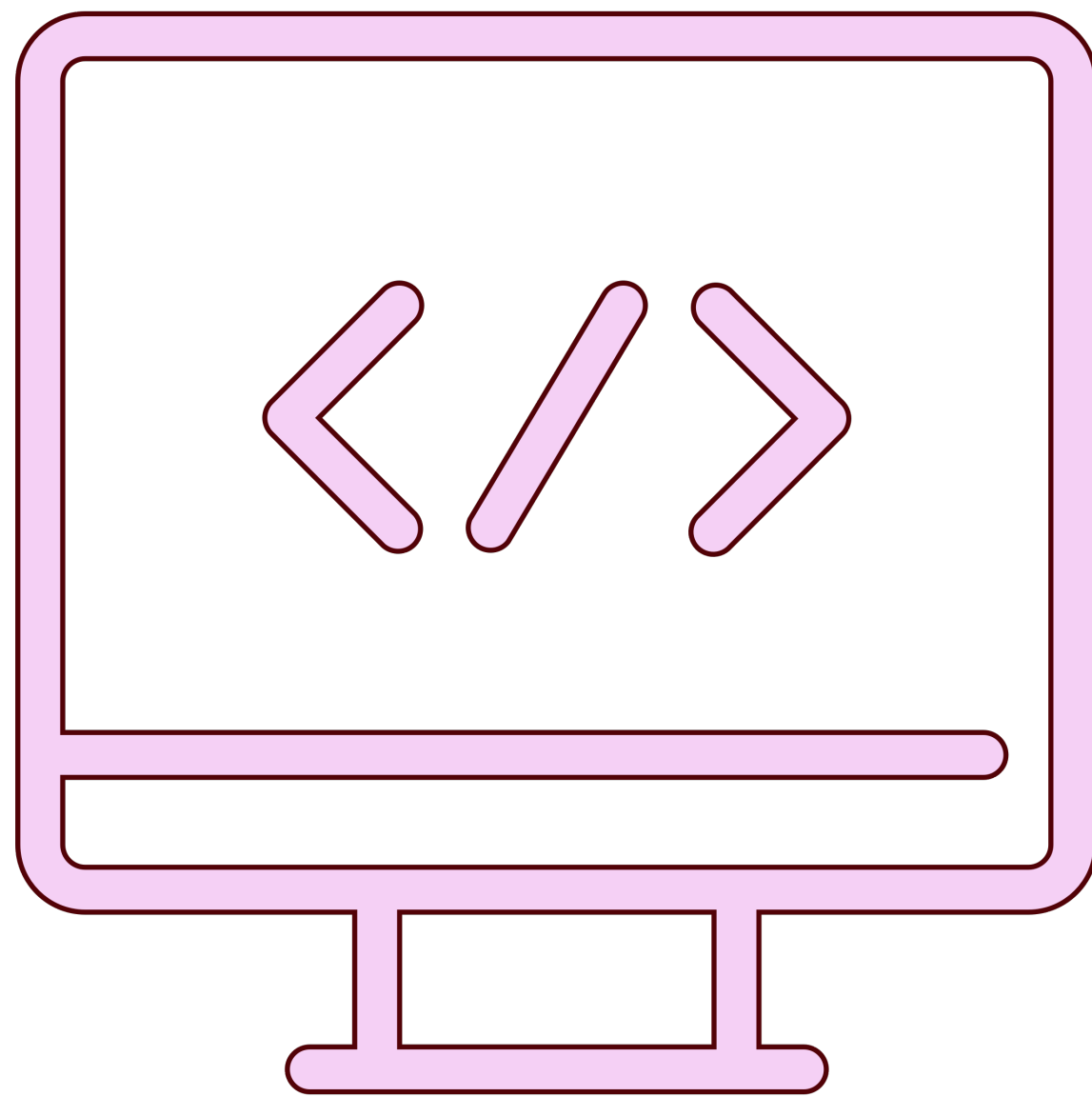
WE MAKE THE MISTAKE OF
ASSUMING BECAUSE IT'S
SIMPLE IT'S NOT VALUABLE

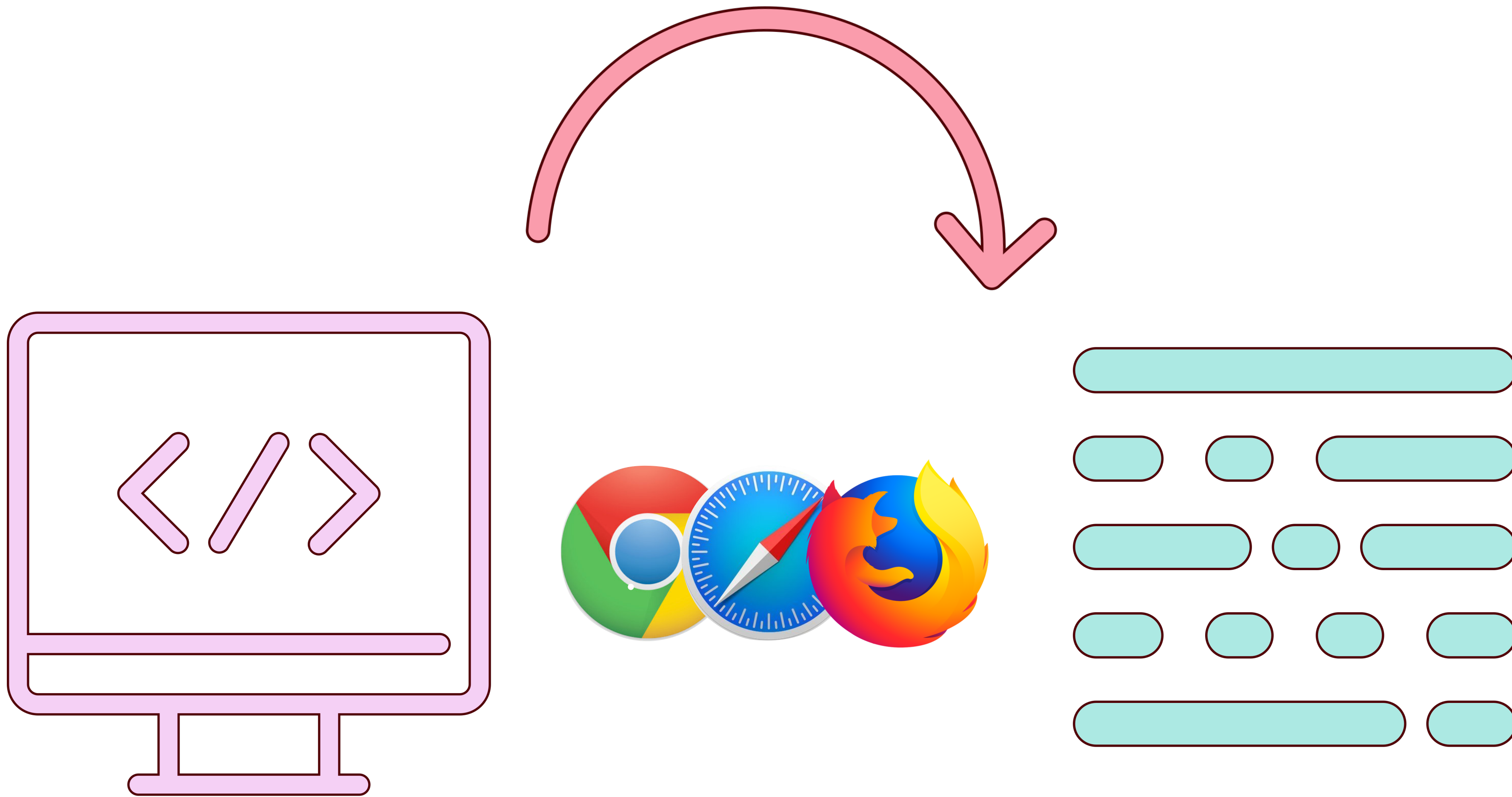


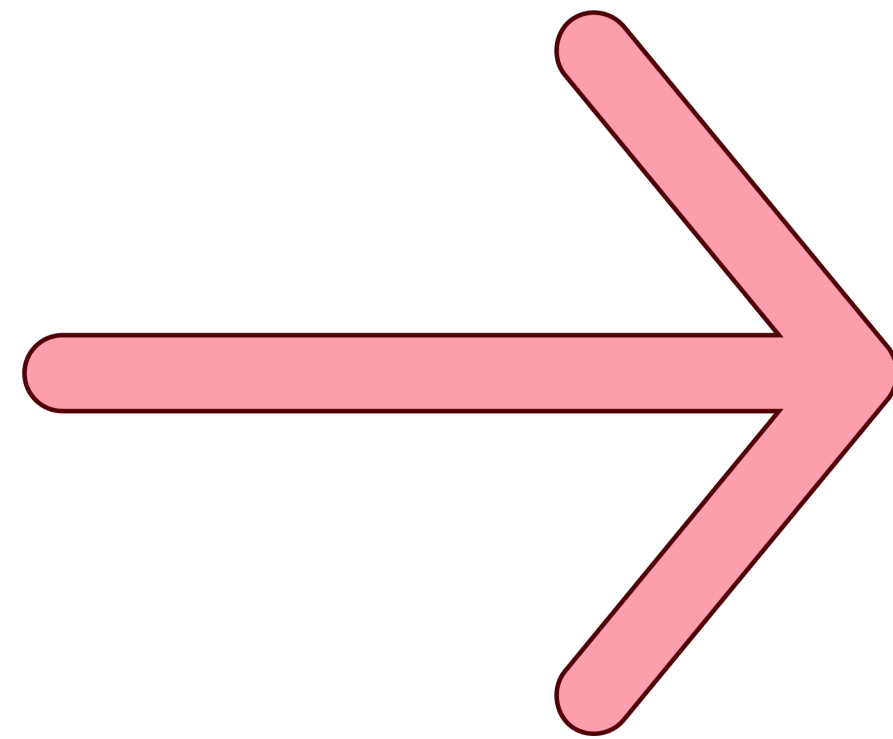
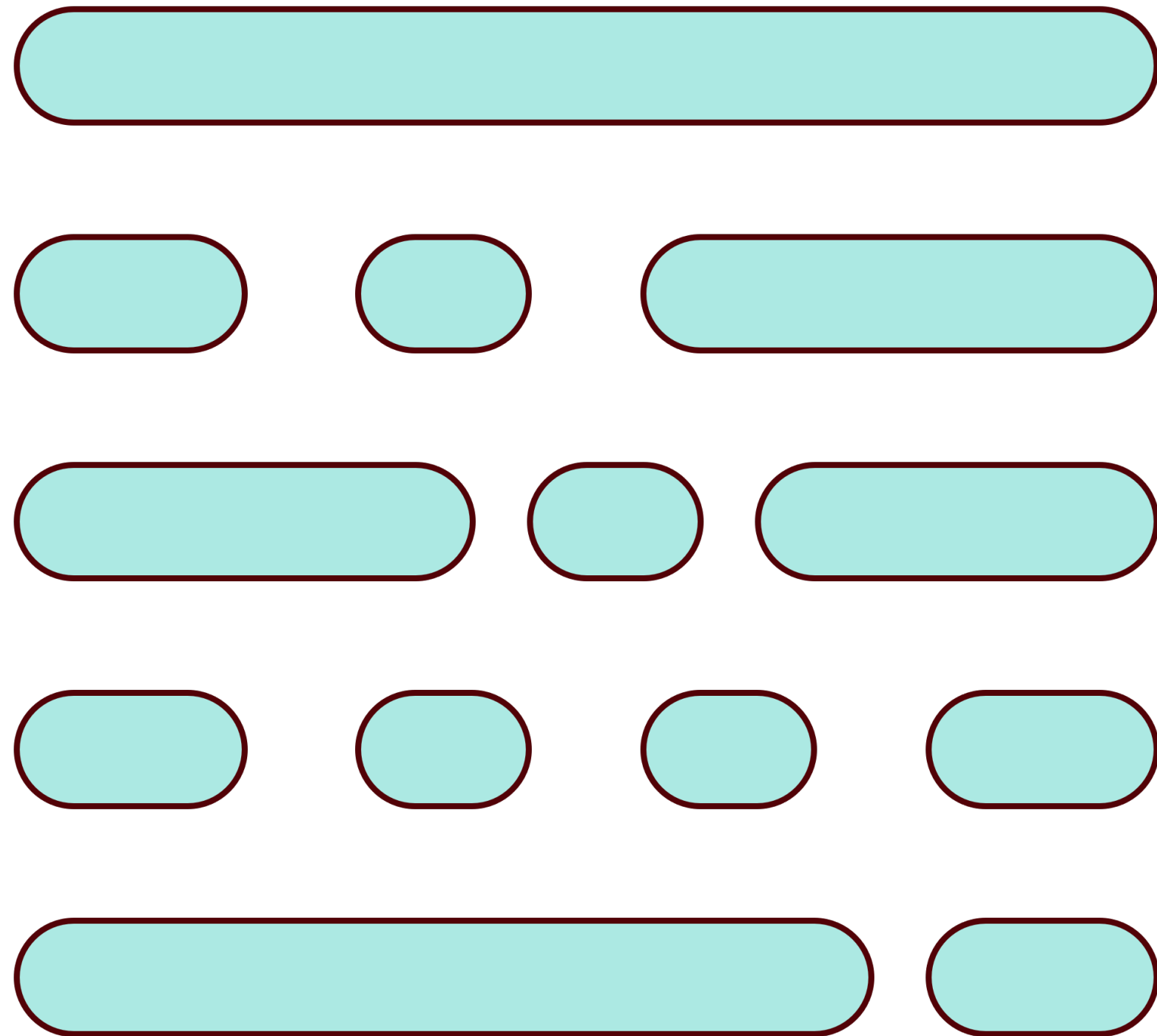
THERE ARE ~115
USABLE* **HTML** ELEMENTS

<p>	<a>	<button>
	<script>	<main>
<link>	<form>	
	<div>	<section>
<input>	<h2>	<label>
	<h1>	<article>

<p>	<a>	<button>
	<script>	<main>
<link>	<form>	
	<div>	<section>
<input>	<h2>	<label>
	<h1>	<article>







```
<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>
  ....
```

THE DOM TREE IS
CONSTRUCTED OFF
WHAT WE PROVIDE.

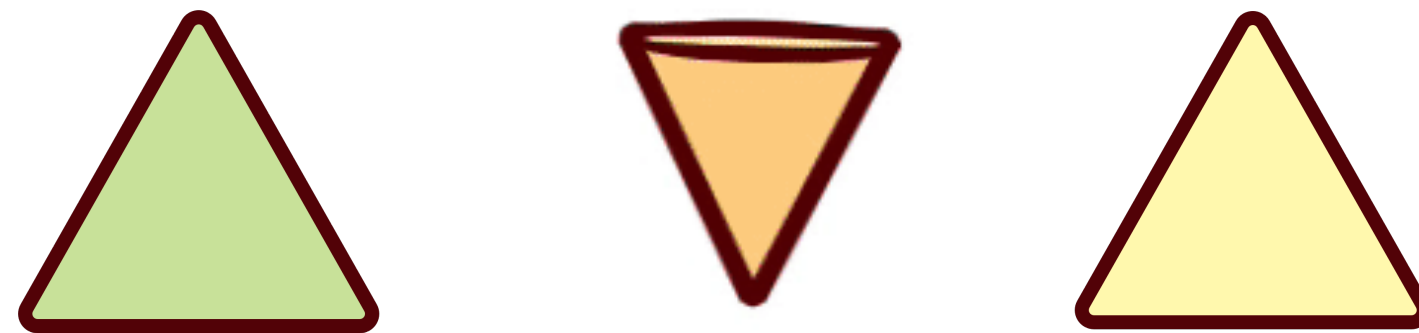


TYPE SCRIPT



```
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 white golden retriever,
with his head dropping to the side and tongue dangling out of his
mouth" />
        <figcaption>Michaelangelo AKA "Jello"</figcaption>
      </figure>
    </main>
  </body>
</html>
```

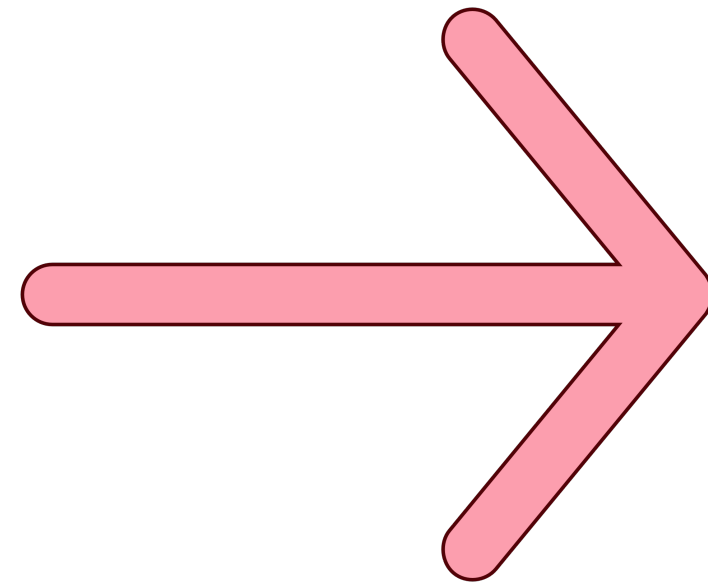
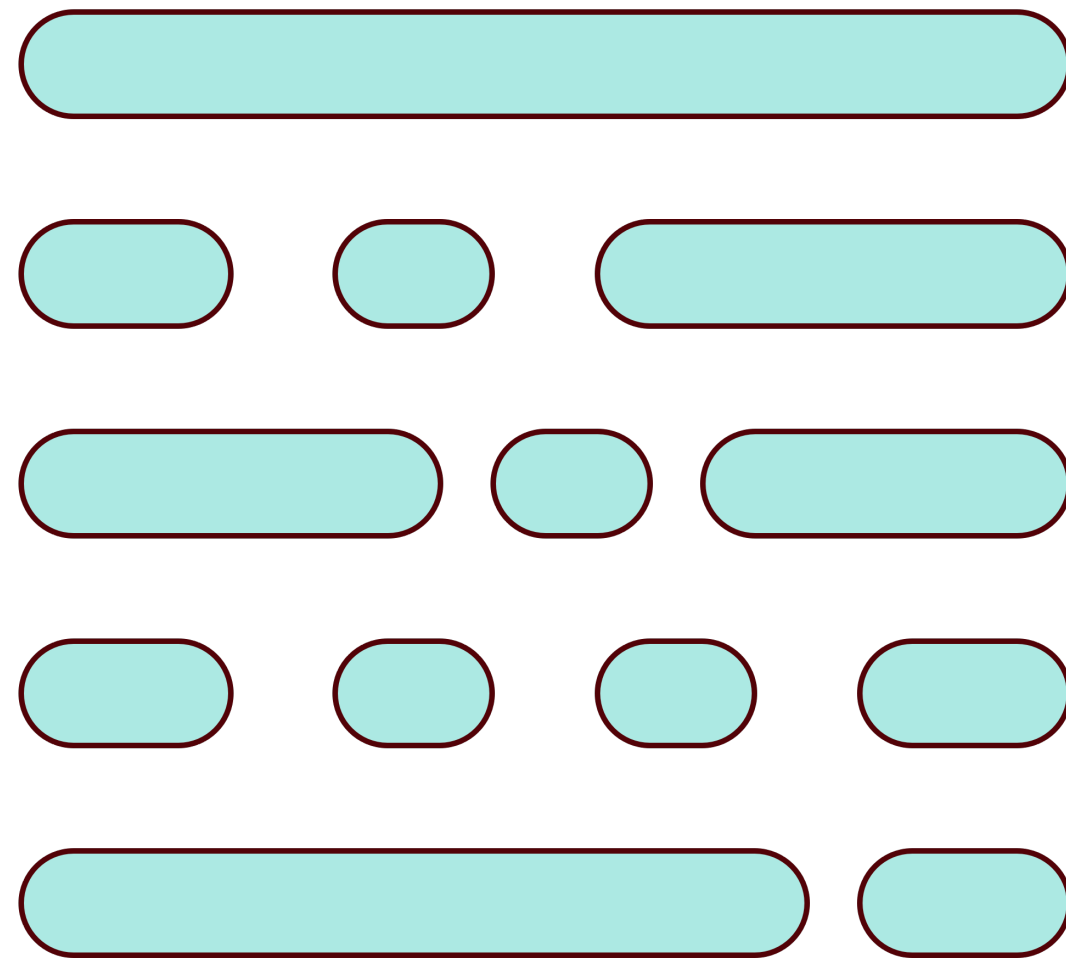
```
interface dog {  
    name: any  
    age: any  
    isFluffy: any  
}
```

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


IF YOU CHOOSE A
GENERIC ELEMENT
YOU GET A GENERIC
OUTPUT



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?

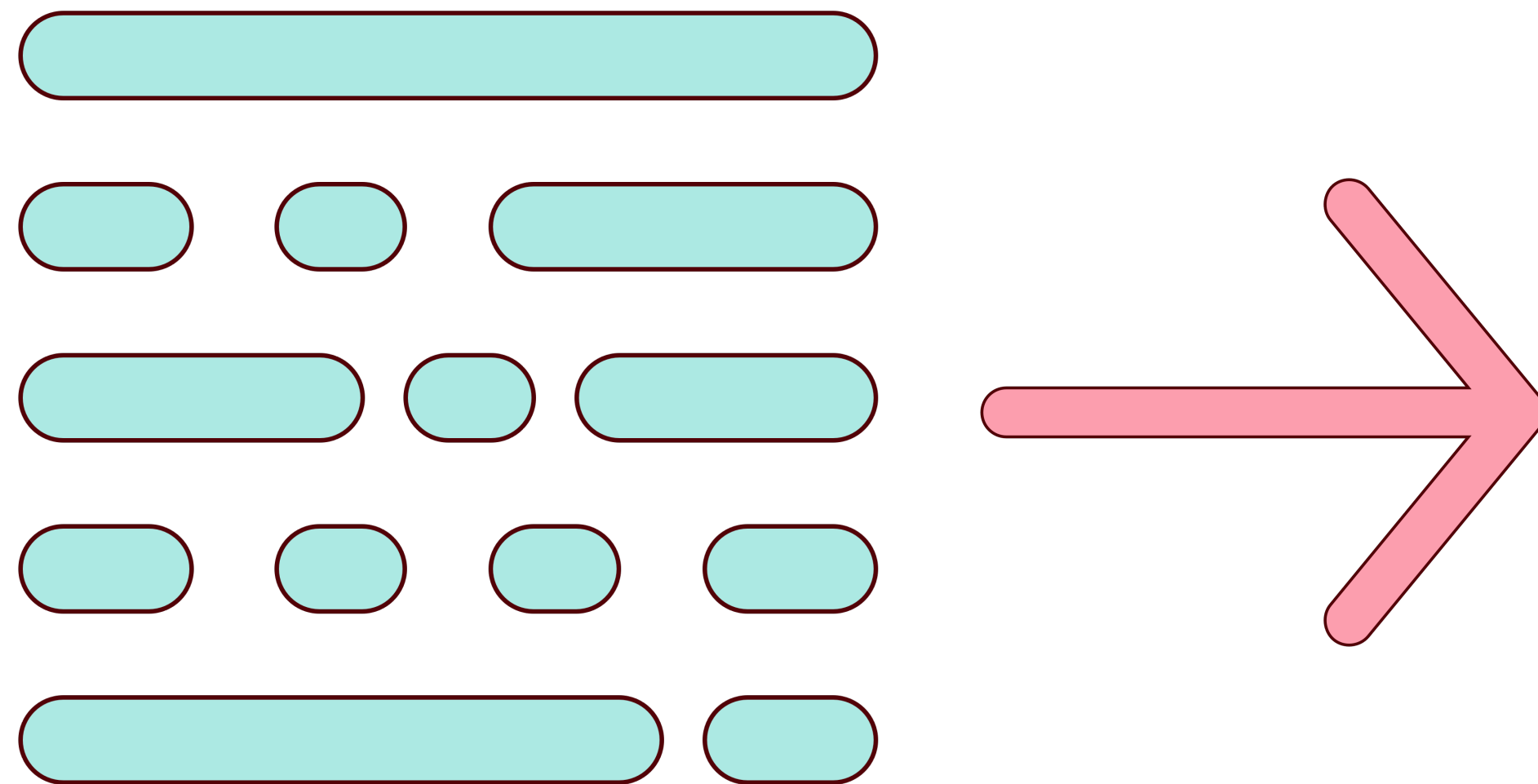
There is evidence to suggest that we didn't domesticate wolves – they came to us first. The friendliest ones hung around our ancestors' campsites and so began the evolution of the modern dog.

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

– A smart person

Made with love by Mandy Michael

SEMANTICS



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

Dogs: They are good

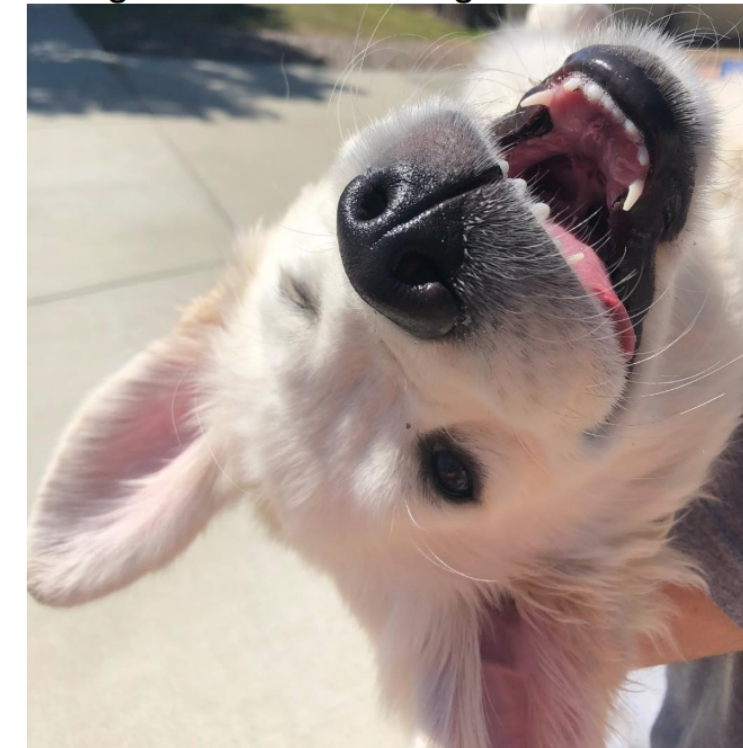
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Mandy Michael, August 3rd, 2018

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– *A smart person*

Related Links

[IGDA](#)

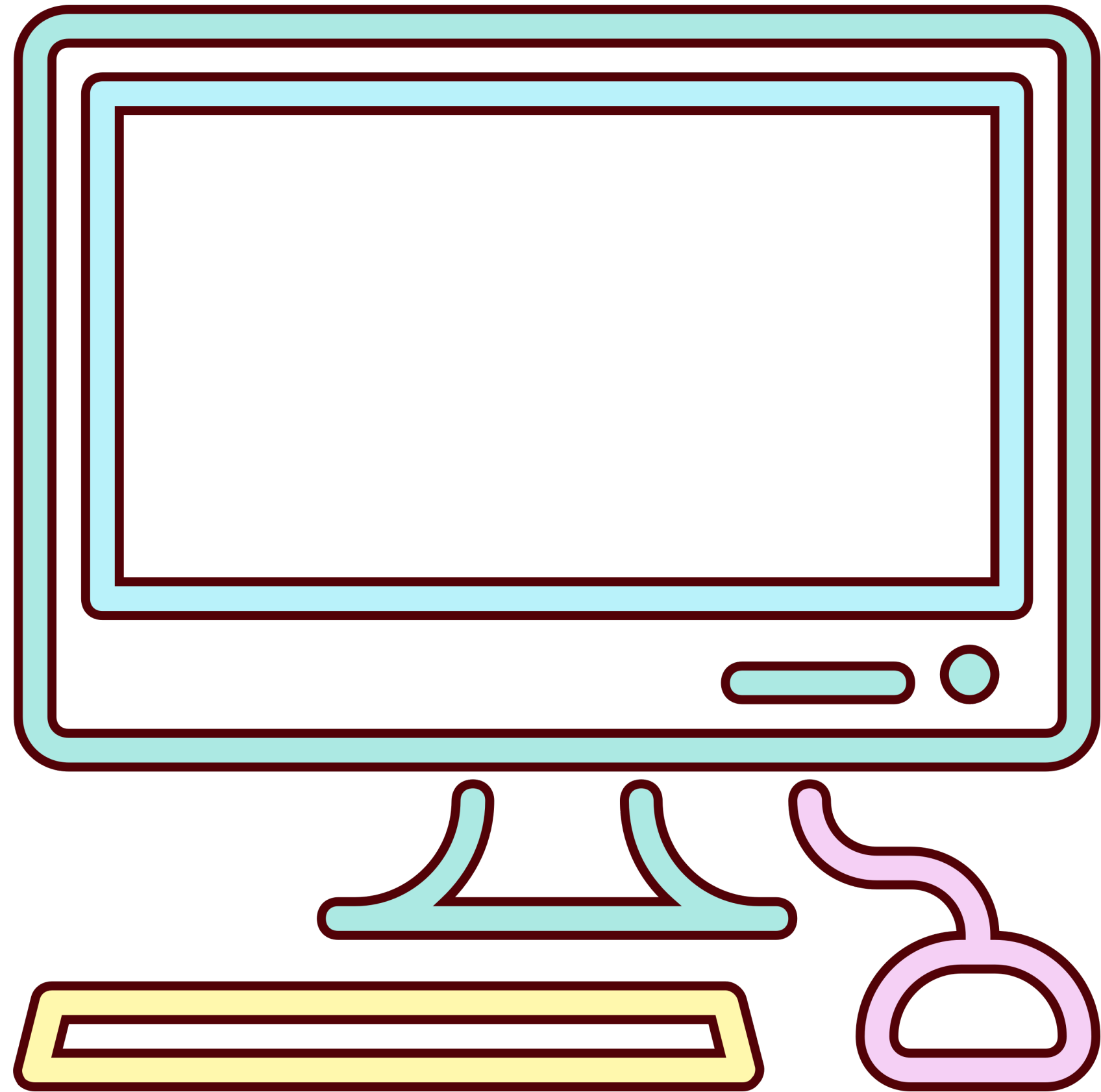
The benefits of owning a dog

- Studies have found dog owners have lower blood pressure than non-dog owners.
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- Dogs provide us with a sense of emotional wellbeing thanks to the unconditional love they give.
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Did you know?

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NOT

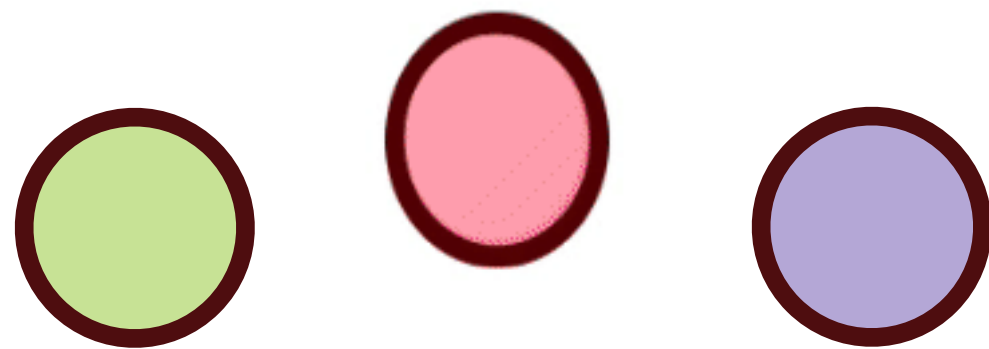
EVERYONE
INTERACTS

THE SAME



ACCESSIBILITY

TREE



Developer Tools - Dogs Are Good - IDGA - https://suspicious-borg-91ba1e.netlify.com/

Inspector Console Debugger Style Editor Performance Accessibility


Turn Off Accessibility Features

Role	Name	Checks
document:	"Dogs Are Good - IDGA"	Select another node to continue.
section:	""	Properties
section:	""	name: null
section:	""	role: "section"
section:	""	actions: []
section:	""	value: ""
section:	""	DOMNode: div
section:	text leaf: "By "	description: ""
section:	section:	keyboardShortcut: ""
section:	text leaf: ", "	childCount: 1
section:	section:	indexInParent: 16
section:	section:	states: [...]
section:	section:	0: "selectable text"
section:	section:	1: "opaque"
section:	section:	2: "enabled"
section:	section:	3: "sensitive"
section:	section:	length: 4
section:	section:	relations: {...}
section:	text leaf: "The benefits of owning a dog"	containing document: "Dogs Are ... document"
section:	section:	attributes: {...}
section:	section:	
section:	text leaf: "Regular walks with your dog will result in better fitness."	
section:	section:	
section:	section:	
section:	section:	
section:	section:	
section:	section:	
section:	section:	
section:	section:	
section:	section:	
section:	section:	

Dogs Are Good - IDGA

https://suspicious-borg-9

Home
 Good Dogs
 Bad Dog Myths
 Dogs: They are good section
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 By
 Mandy Michael
 August 3rd, 2018
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Michaelangelo "Jello" Michael
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 Related Links
 IGDA
 The benefits of owning a dog
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 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

Role	Name
document:	"Dogs Are Good - IDGA"
section:	""
landmark:	""
landmark:	"main navigation"
landmark:	""
heading:	"Dogs: They are good"
paragraph:	""
text leaf:	"We are dedicated to educating the world on why dogs are good, and how they can make your life good."
section:	""
article:	""
heading:	"Why are dogs good?"
paragraph:	""
graphic:	"A dog named Michaelangelo Also Known As Jello "
paragraph:	""
blockquote:	""
separator:	""
landmark:	""
heading:	"The benefits of owning a dog"
list:	""
heading:	"Did you know?"
paragraph:	""
landmark:	""
paragraph:	""

Checks
Select another node to continue.
Properties
name: null
role: "article"
actions: []
value: ""
DOMNode: article
description: ""
keyboardShortcut: ""
childCount: 11
indexInParent: 3
states: [...]
0: "readonly"
1: "selectable text"
2: "opaque"
3: "enabled"
4: "sensitive"
length: 5
relations: {...}
containing document: "Dogs Are ... document
attributes: {...}

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

Dogs: They are good

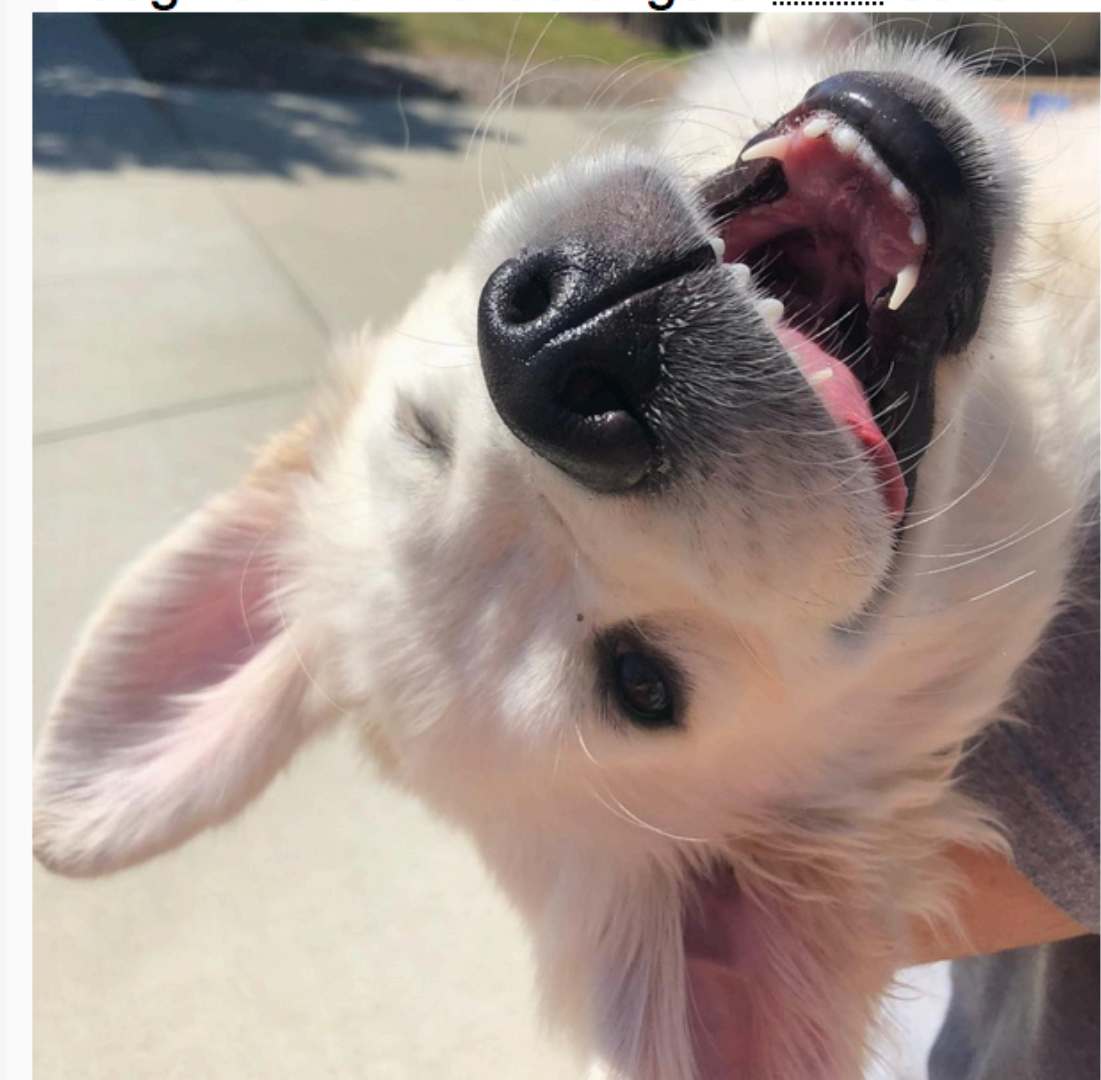
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Dog owners are 34% more likely to get enough exercise than non-pet owners are.


Dogs Are Good - IDGA

Person 1

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

Home

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A smart person

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

Home

Bad Dog Myths
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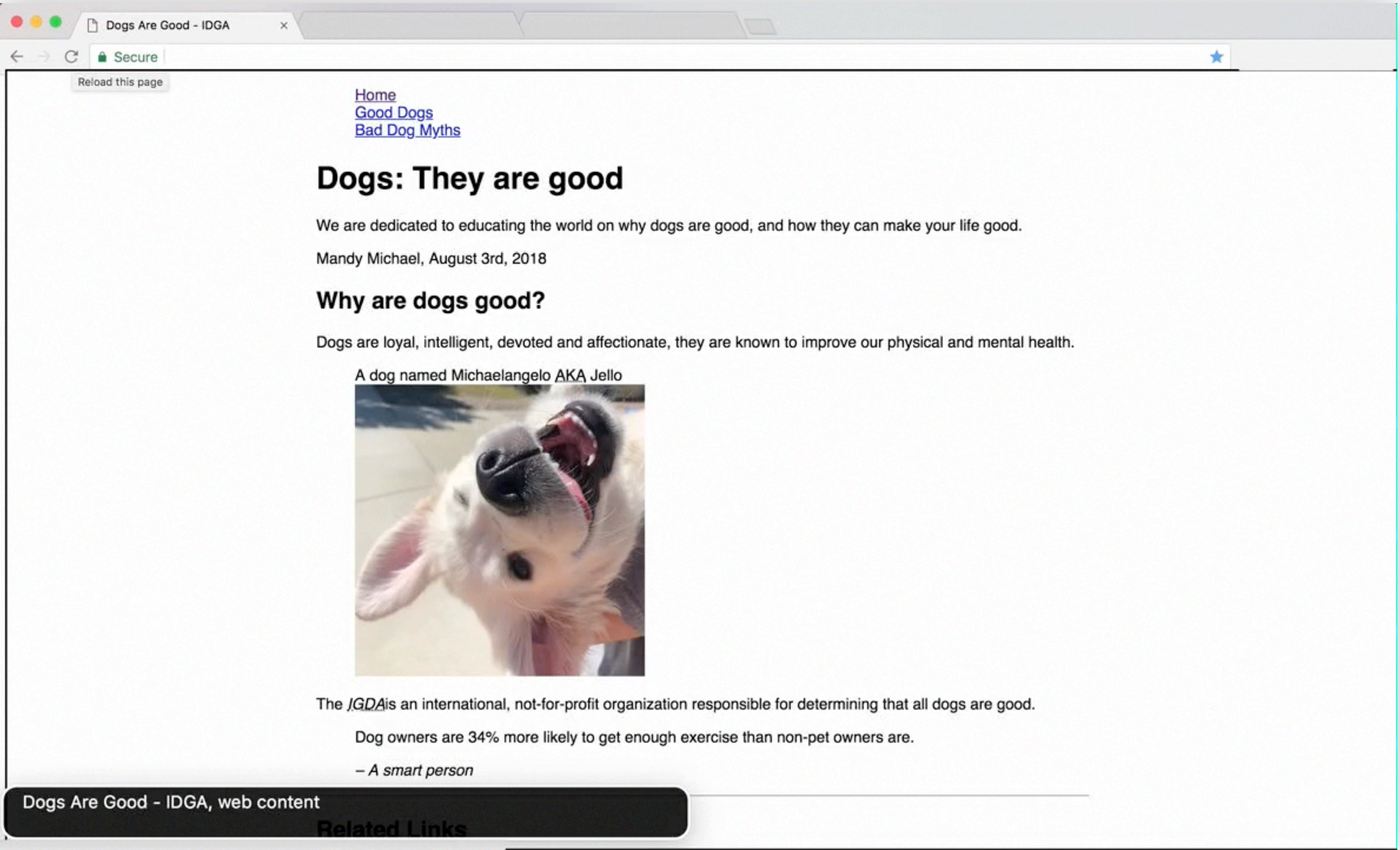
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Related Links IGDA

- The benefits of owning a dog
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- 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.
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[Home](#)
[Good Dogs](#)
[Bad Dog Myths](#)

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– A smart person

Dogs Are Good - IDGA

Secure

Reload this page

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

Dogs: They are good


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Mandy Michael, August 3rd, 2018

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A dog named Michaelangelo AKA Jello



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

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

– A smart person

Dogs Are Good - IDGA, web content

Related Links

Using HTML correctly is
just UX for assistive tech &
other technologies.

Inspector Console Debugger Style Editor

Inspector Console Debugger Style Editor Performance Accessibility >>

Turn Off Accessibility Features

Turn Off Accessibility Features

Role	Name
▼ document:	"Dogs Are Good – IDGA"
▼ section:	""
▼ landmark:	""
▶ landmark:	"main navigation"
▼ landmark:	""
▶ heading:	"Dogs: They are good"
▼ paragraph:	""
▼ text leaf:	"We are dedicated to educating the world on why dogs are good, and how they can make your life good."
▶ section:	""
▼ article:	""
▶ heading:	"Why are dogs good?"
▶ paragraph:	""
▶ graphic:	"A dog named Michaelangelo Also Known As Jello "
▶ paragraph:	""
▶ blockquote:	""
separator:	""
▶ landmark:	""
▶ heading:	"The benefits of owning a dog"
▶ list:	""
▶ heading:	"Did you know?"
▶ paragraph:	""
▼ landmark:	""
▶ paragraph:	""

Role	Name
▼ document:	"Dogs Are Good – IDGA"
▼ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
text leaf:	"By "
▶ section:	""
text leaf:	", "
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ graphic:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▼ section:	""
text leaf:	"The benefits of owning a dog"
▶ section:	""
▼ section:	""
▼ text leaf:	"Regular walks with your dog will result in better fitness."
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""
▶ section:	""

Checks: Select another node to continue.

Properties: name: null, role: "section", actions: [], value: ""

DOMNode: div

description: "", keyboardShortcut: "", childCount: 1, indexInParent: 16

states: [...]

- 0: "selectable text"
- 1: "opaque"
- 2: "enabled"
- 3: "sensitive"

length: 4

relations: {...}

containing document: "Dogs Are ... document"

attributes: {...}



Eric Bailey

PERFORMANCE & THE ACCESSIBILITY TREE



Check out Eric's presentation on Notist! noti.st/ericwbailey

@BATMANDY



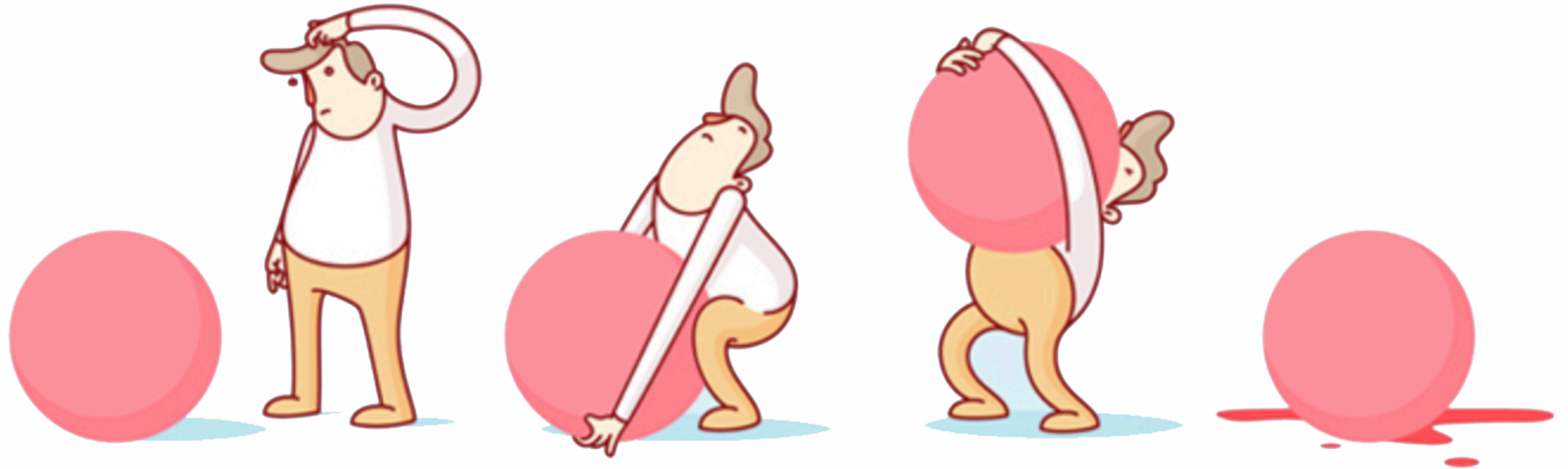
Advanced
HTML for Good
Developers

GOOGLE RECOMMENDS

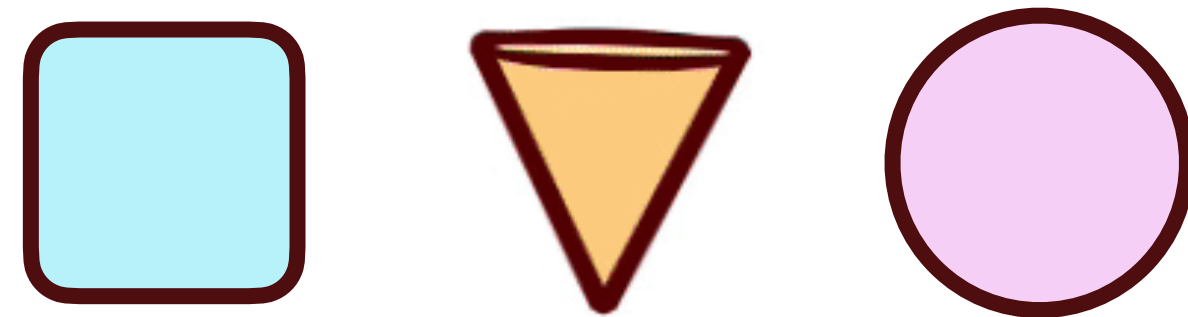
- Less than 1,500 nodes
- Max depth of 32 nodes
- No parent node with more than 60 child nodes



EVERYTHING **ADDS** UP



DON'T JUST USE DIVS



<p>	<a>	<button>
	<script>	<main>
<link>	<form>	
	<div>	<section>
<input>	<h2>	<label>
	<h1>	<article>

USE THE **NAMED**
ELEMENT FOR WHAT
YOU ARE BUILDING



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

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

HTML is intentionally
simple, elements are
named to help you out.



Use heading elements
in the correct order

<h1> <h2> <h3>

<h4> <h5> <h6>



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HTML

Tutorials

- HTML basics
- ▶ Introduction to HTML
- ▶ Multimedia and embedding
- ▶ HTML tables

References

HTML elements

- <a>
- <abbr>
- <acronym> 🗑️
- <address>
- <area>

HTML

This page lists all HTML elements. They are grouped into categories. An alphabetical list of all elements is provided.

Note: For more information on the [sectioning root](#), see the [document metadata](#) article.

Main root

Element	Description
<html>	Represents the root element of an HTML document.

Document metadata

Headings

- 2: In this article
- 1: HTML elements reference
- 2: Main root
- 2: Document metadata
- 2: Sectioning root
- 2: Content sectioning
- 2: Text content
- 2: Inline text semantics
- 2: Image and multimedia
- 2: Embedded content
- 2: SVG and MathML
- 2: Scripting
- 2: Demarcating edits
- 2: Table content
- 2: Forms
- 2: Interactive elements
- 2: Web Components
- 2: Obsolete and deprecated elements
- 2: See also
- 3: Found a content problem with this page?
- 2: MDN
- 2: Support
- 2: Our communities
- 2: Developers

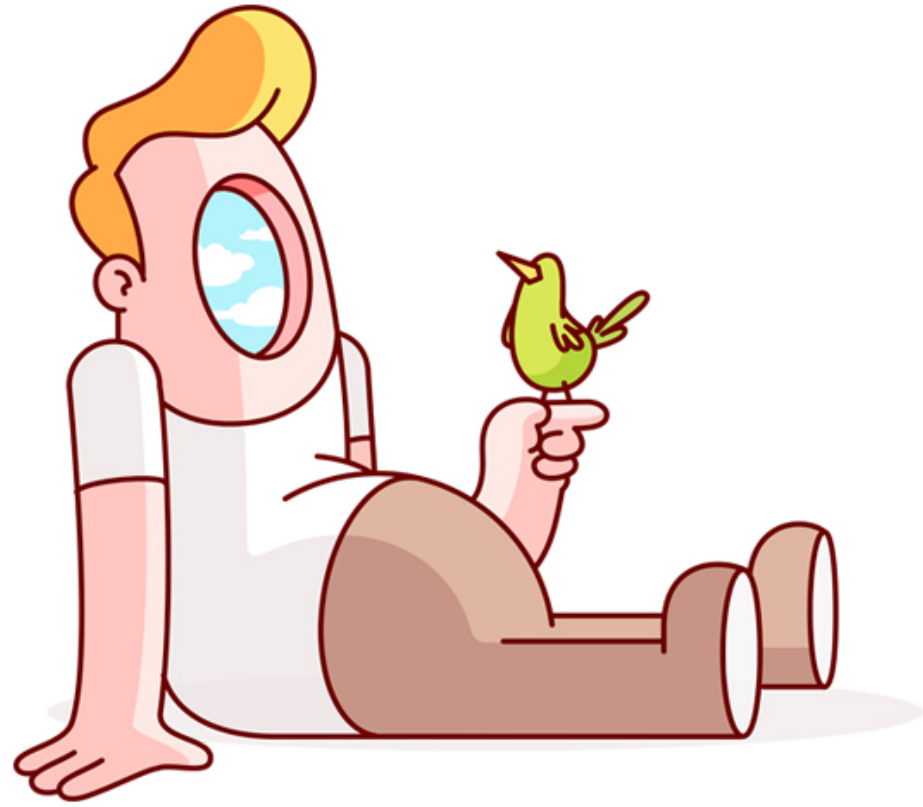
An alphabetical list of all elements is provided.

attributes, see [the document metadata](#) article.

so it is also referred to as the [HTML root element](#).

In this article

- Main root
- Document metadata
- Sectioning root
- Content sectioning
- Text content
- Inline text semantics
- Image and multimedia
- Embedded content
- SVG and MathML
- Scripting
- Demarcating edits
- Table content
- Forms
- Interactive elements



Good Developers

HTML and it's Benefits



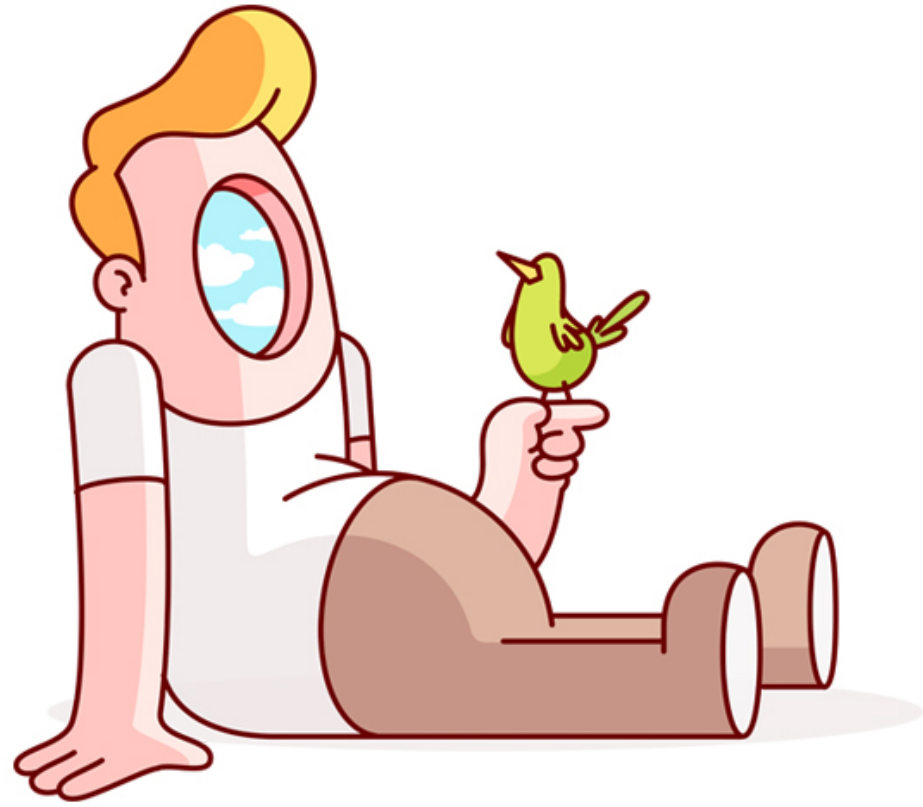
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

```
<h3>Good Developers</h3>  
<h1>HTML and it's Benefits</h1>
```

```
<div>Good Developers</div>  
<h1>HTML and it's Benefits</h1>
```

```
<span>Good Developers</span>  
<h1>HTML and it's Benefits</h1>
```



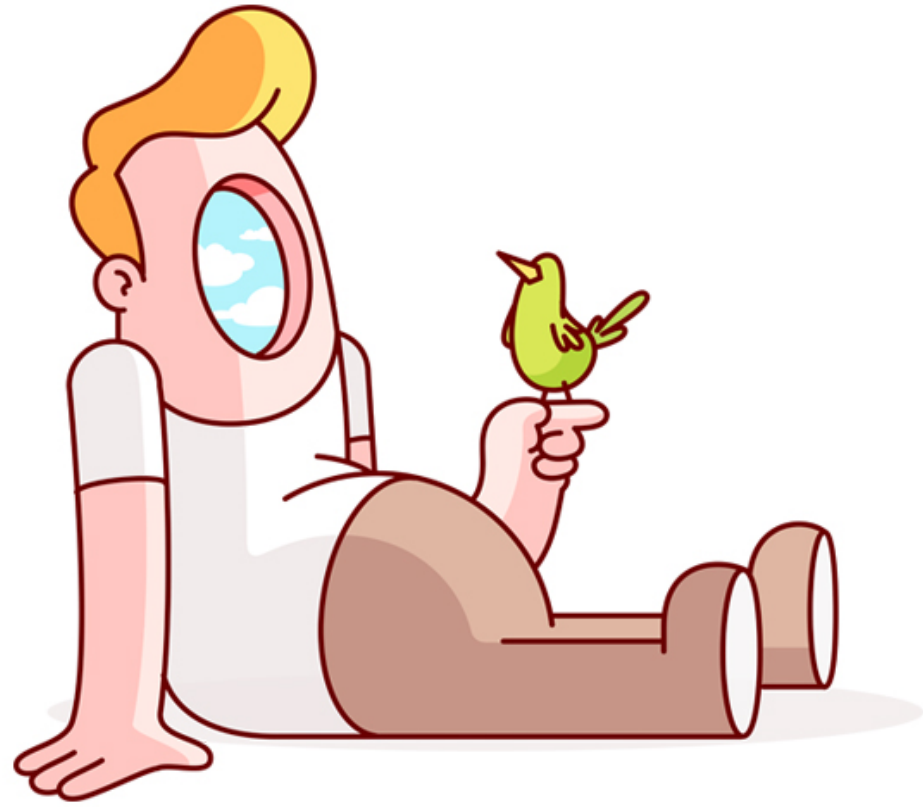


```
<h1>
```

```
<span>Good Developers</span>
```

```
HTML and it's Benefits
```

```
</h1>
```



`<h1>Good Developers</h1>`

`<h2>HTML and it's Benefits</h2>`



JUST BECAUSE IT'S
IN A DESIGN DOES
NOT MEAN YOU
HAVE TO DO IT.







ALWAYS CONSIDER
THE **CONTEXT**



Due Date	Sep 17, 2018	
May	13	2014
June	14	2015
July	15	2016
August	16	2017
September	17	2018
October	18	2019
November	19	2020
December	20	2021
January	21	2022

Start date:

22 / 07 / 2018 

July 2018   

M	Tu	W	Th	F	Sa	Su
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

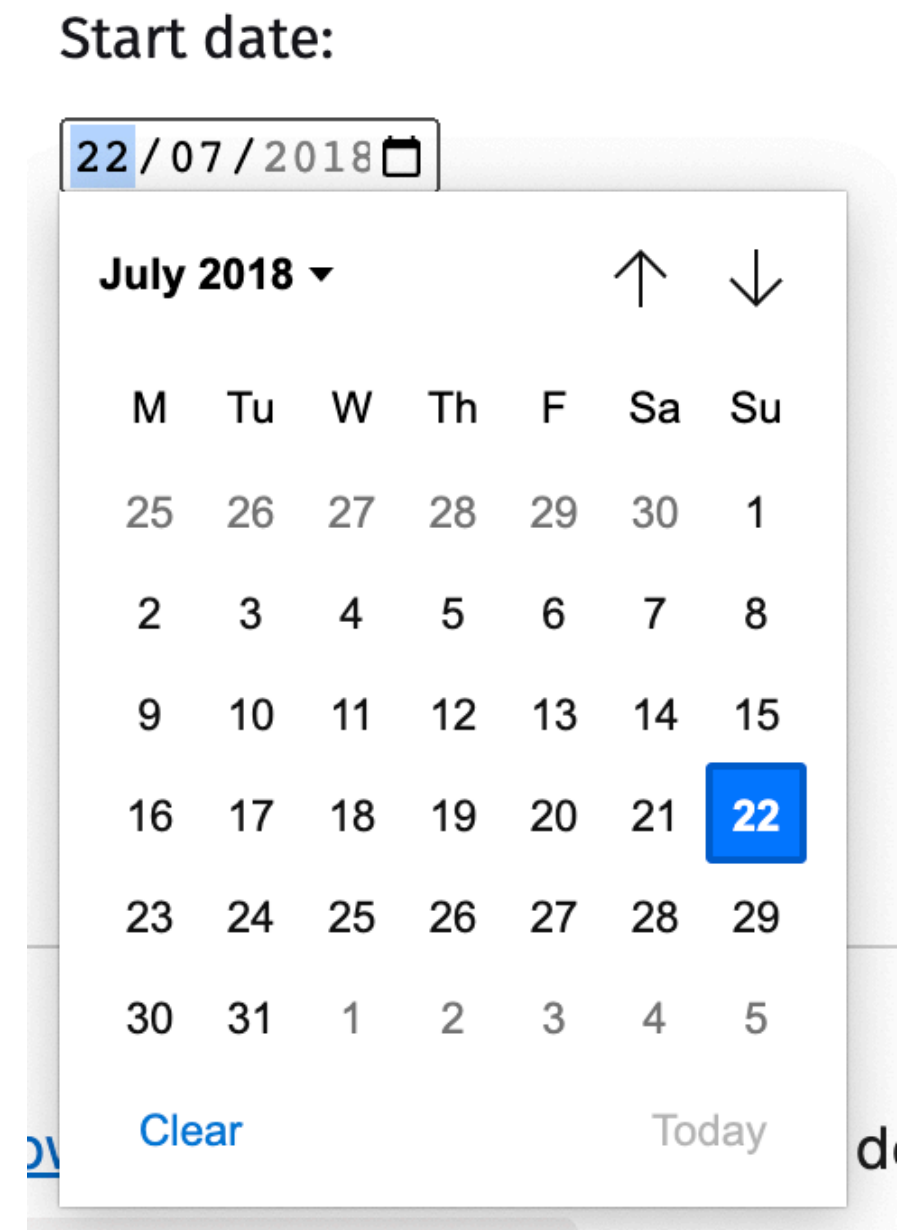
Clear Today

Date of birth

Month, date, year

Inputs & Dates

```
<label for="myDate">Date:</label>  
<input  
  type="date"  
  id="myDate"  
  name="awesome-date"  
  value="2023-10-07"  
>
```



USE THE **NAMED**
ELEMENT FOR WHAT
YOU ARE BUILDING



USE THE **NAMED**
ELEMENTS THAT
YOU USE TO BUILDING

MOST OF THE TIME



DISCOVERABLE

vs

KNOWN DATES



MAYBE YOU DON'T
NEED A DATEPICKER

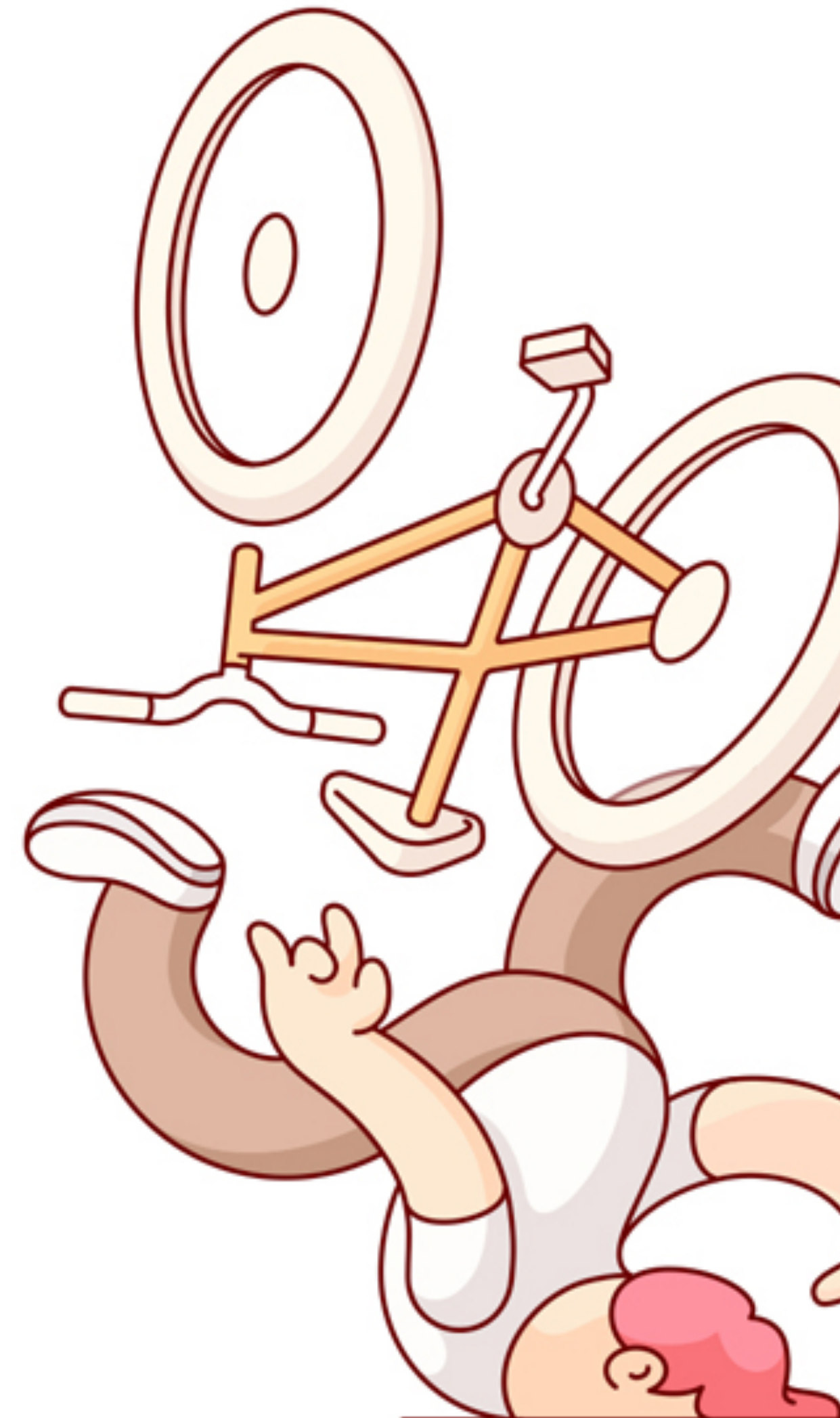


<https://adrianroselli.com/2019/07/maybe-you-dont-need-a-date-picker.html>

MAKE THE MOST
OF BUILT-IN
FUNCTIONALITY



```
<div onclick="doSomething();">  
  I am a button  
</div>
```



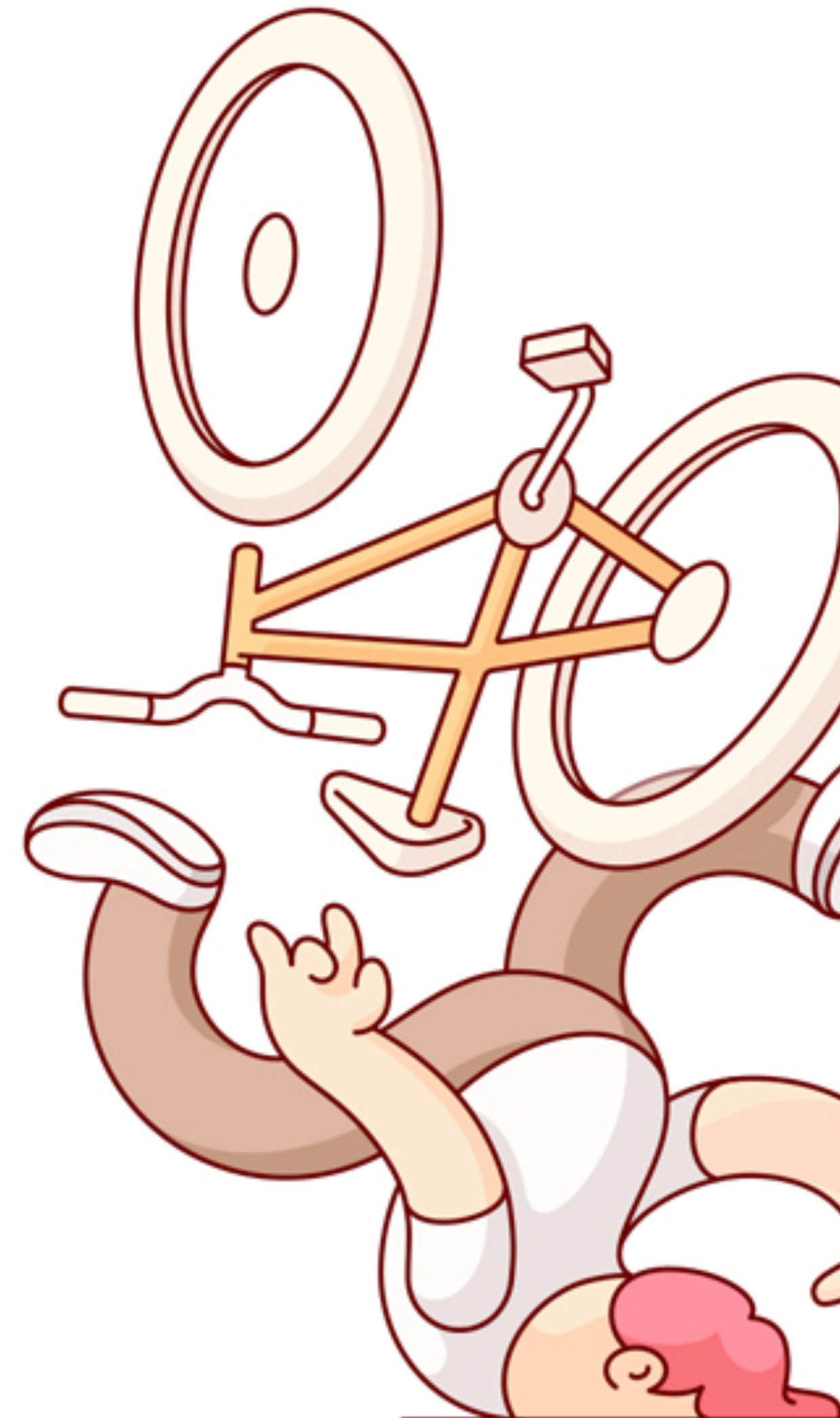
```
<div tabindex="0" role="button" aria-pressed="button"
onclick="doSomething();">
  I am a button
</div>
```

```
const ENTER = 13;
const SPACE = 32;
```

```
myButton.addEventListener('keydown', function(event) {
  if (event.keyCode === ENTER || event.keyCode === SPA
    event.preventDefault();
    doSomething(event);
  }
});
```

```
function toggleButton(button) {
  button.setAttribute("aria-pressed",
    button.getAttribute("aria-pressed") === "true" ? "f
});
```

```
function doSomething() {
  // Your actual code to do what you want
};
```



If you need a button, use the

`<button>` element

```
<button>This is a button</button>
```




FEATURES	<div>	<button>
Clickable / Tapable		
Focusable		
Keyboard Interaction		
Announce via assistive tech		
Submit / Reset Forms		
Disabled attribute		
Reported to accessibility tree		
:active, :hover, :focus & :disabled states		

A Button CSS Reset

By Andy Bell

```
button {  
  display: inline-block;  
  border: none;  
  margin: 0;  
  padding: 0;  
  font-family: sans-serif;  
  font-size: 1rem;  
  line-height: 1;  
  background: transparent;  
  -webkit-appearance: none;  
}
```

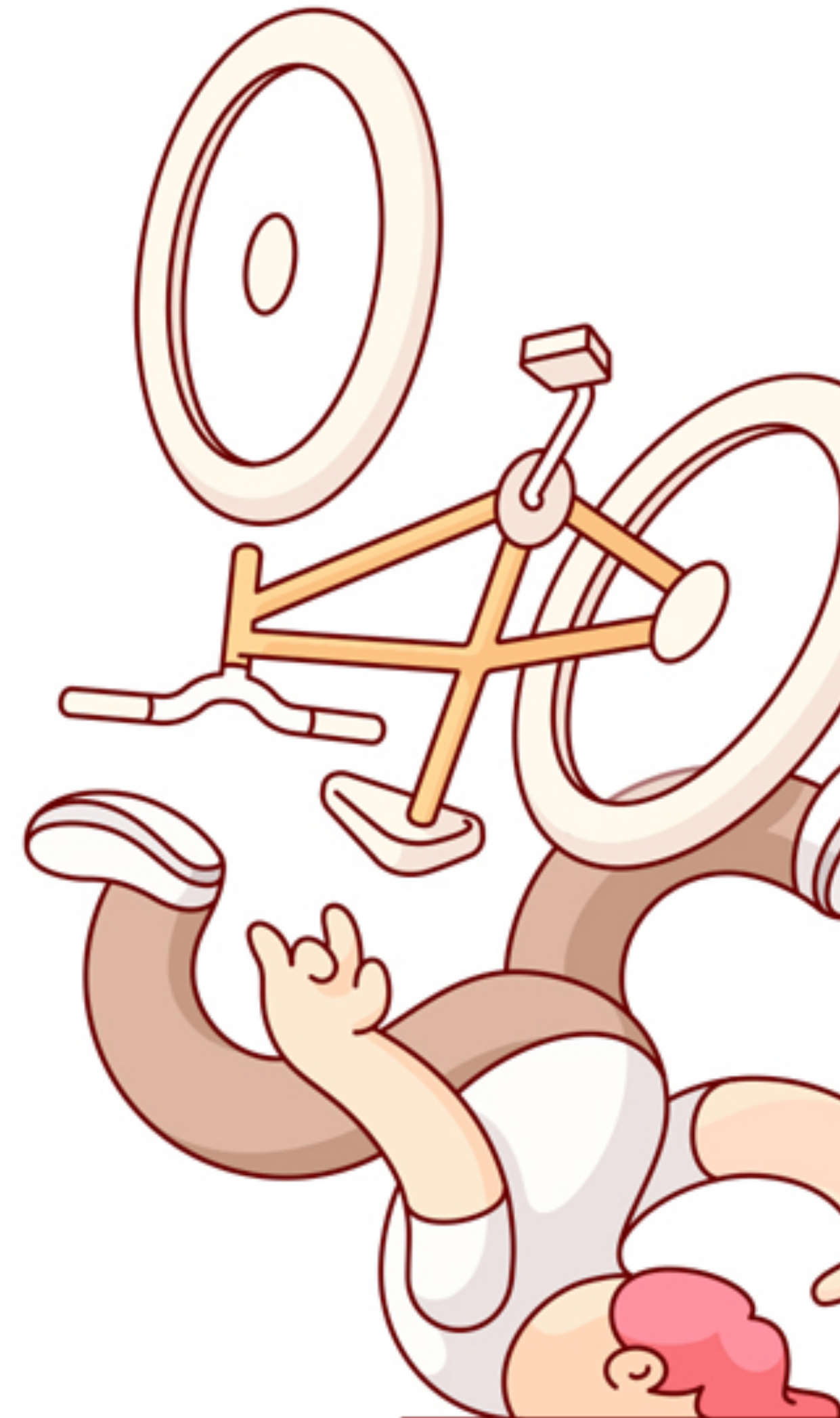
```
<div tabindex="0" role="button" aria-pressed="button"
onclick="doSomething();" >
  I am a button
</div>
```

```
const ENTER = 13;
const SPACE = 32;
```

```
myButton.addEventListener('keydown', function(event) {
  if (event.keyCode === ENTER || event.keyCode === SPA
    event.preventDefault();
    doSomething(event);
  }
});
```

```
function toggleButton(button) {
  button.setAttribute("aria-pressed",
    button.getAttribute("aria-pressed") === "true" ? "f
});
```

```
function doSomething() {
  // Your actual code to do what you want
};
```



















A Button CSS Reset

By Andy Bell

```
button {  
  display: inline-block;  
  border: none;  
  margin: 0;  
  padding: 0;  
  font-family: sans-serif;  
  font-size: 1rem;  
  line-height: 1;  
  background: transparent;  
  -webkit-appearance: none;  
}
```

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

FEATURES	<code><div></code>	<code><a></code>
Navigate to a page or view		
Change url		
Browser redraw/refresh		
Focusable		
Keyboard Interaction		
Open in new window		
Reported to accessibility tree		
:active, :hover, :focus, :link & :visited states		

A `<a>` navigates to a new url,
whereas a `<button>` triggers or
toggles something in an interface?



IT'S LIKE USING
A PRE-INSTALLED
JS LIBRARY.



DON'T FORGET
ABOUT THE
ATTRIBUTES



ARIA ATTRIBUTES FILL THE
GAPS IN STANDARD HTML TO
GIVE MORE CONTEXT TO THE
ACCESSIBILITY TREE





`aria-pressed`
`aria-selected`
`aria-expanded`
`aria-grabbed`
`aria-live`
`aria-hidden`
`aria-labelledby`



“

If you're writing CSS that conveys information. Ask yourself is that information also in the accessibility tree? If not, a bit of ARIA might help. ”

JULIE GRUNDY



accept ATTRIBUTE

rel=""

accept

pattern

spellcheck

contenteditable

HTML attribute: accept

The `accept` attribute takes as its value a comma-separated list of one or more file types, or [unique file type specifiers](#), describing which file types to allow.

Try it

HTML Demo: accept RESET

HTML	CSS	OUTPUT
<pre>1 <label for="movie">Choose a movie to upload: </label> 2 3 <input type="file" name="movie" accept="video/*" /> 4 5 <label for="poster">Choose a poster:</label> 6 7 <input type="file" name="poster" accept="image/png, image/jpeg" /> 8</pre>		<p>Choose a movie to upload: <input type="button" value="Choose file"/> No file chosen</p> <p>Choose a poster: <input type="button" value="Choose file"/> No file chosen</p>

pattern ATTRIBUTE

rel=""

accept

pattern

spellcheck

contenteditable

```
<input pattern="\d{4,4}" title="4 digits">
```

Username: (3-16 characters)

Jello

PIN: (4 digits)

contenteditable ATTRIBUTE

rel=""

accept

pattern

spellcheck

contenteditable

```
<p contenteditable>content</p>
```

"I am the goodest fluffiest boy"

-- Jello, the fluffy fellow

spellcheck ATTRIBUTE

rel=""

accept

pattern

spellcheck

contenteditable

```
<p contenteditable spellcheck="true">
```

Jello is a fluffyy felloip eating my
marshmellow

rel ATTRIBUTE

rel=""

accept

pattern

spellcheck

contenteditable

external	of the same site as the current document.	Not allowed	Annotation	Annotation
help	Link to context-sensitive help.	Link	Link	Link
icon	An icon representing the current document.	External Resource	Not allowed	Not allowed
license	Indicates that the main content of the current document is covered by the copyright license. described by the referenced document.	Link	Link	Link
manifest	Web app manifest.	Link	Not allowed	Not allowed
me	Indicates that the current document represents the person who owns the linked content.	Link	Link	Not allowed
modulepreload	Tells to browser to preemptively fetch the script and store it in the document's module map for later evaluation. Optionally, the module's	External Resource	Not allowed	Not allowed

LOADING & PERFORMANCE



PRELOADING OFF SCREEN IMAGES



AKA LAZY LOADING

```
'loading' in HTMLImageElement.prototype === true
```



Elements Console Audits Sources Network Performance

Filter Hide data URLs

All XHR JS CSS Img Media Font Doc WS Manifest Other

20 ms	40 ms	60 ms	80 ms	100 ms
-------	-------	-------	-------	--------

Recording network activity...
Perform a request or hit ⌘ R to record the reload.
[Learn more](#)

Native lazy-loading for the web

```

```

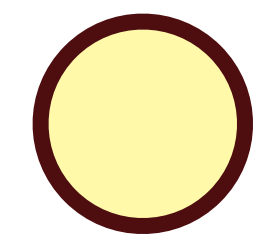
```
<picture>  
  <source media="(min-width: 800px)" ... />  
    
</picture>
```

```
<iframe src="img.png" loading="lazy" /> *
```

Only lazy load
images that are
not in viewport



I LARGEST CONTENTFUL PAINT (LCP)



: the render time of the largest image or text block visible within the viewport when the page first starts loading.

Only lazy load
images that are
not in viewport



Lazy load distance

threshold is based on the

type of resource and the

connection type

Optimising loading

```

```

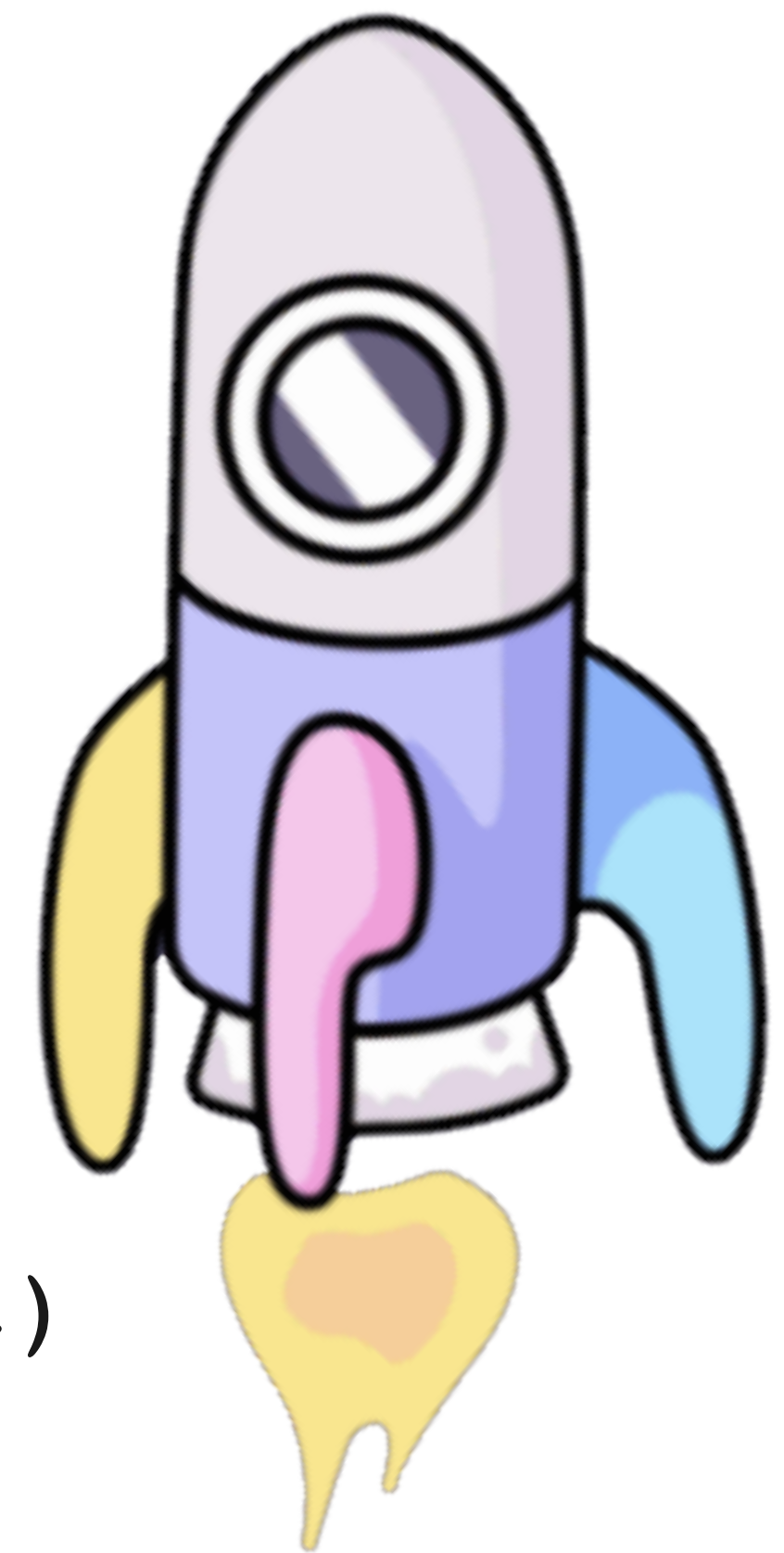


Fetch Priority

high: You want the browser to **prioritize** it

low: You want the browser to **deprioritize** it

auto: You want the browser to decide (Default)



`fetchpriority` sets the
relative priority





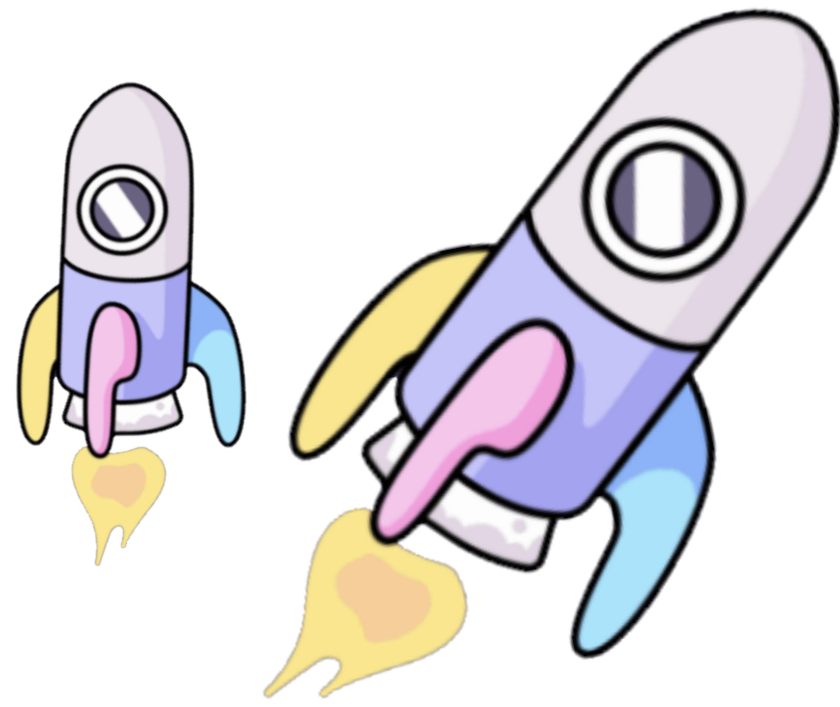
Fetch Priority

```
<ul class="carousel">
  <li></li>
  <li></li>
  <li></li>
  <li></li>
</ul>
```



Fetch Priority

```
<ul class="my-unnecessary-carousel">
  <li></li>
  <li></li>
  <li></li>
  <li></li>
</ul>
```



Fetch Priority



Assign `fetchpriority` to `<iframe>` elements

Used in JavaScript fetch `to prioritize` API calls

Prioritise resource tags like `<script>` & `<link>`



Be more **explicit** with
Resource Hints





RESOURCE HINTS

```
<link rel="preconnect" href="https://gooddogs.com/img">
```

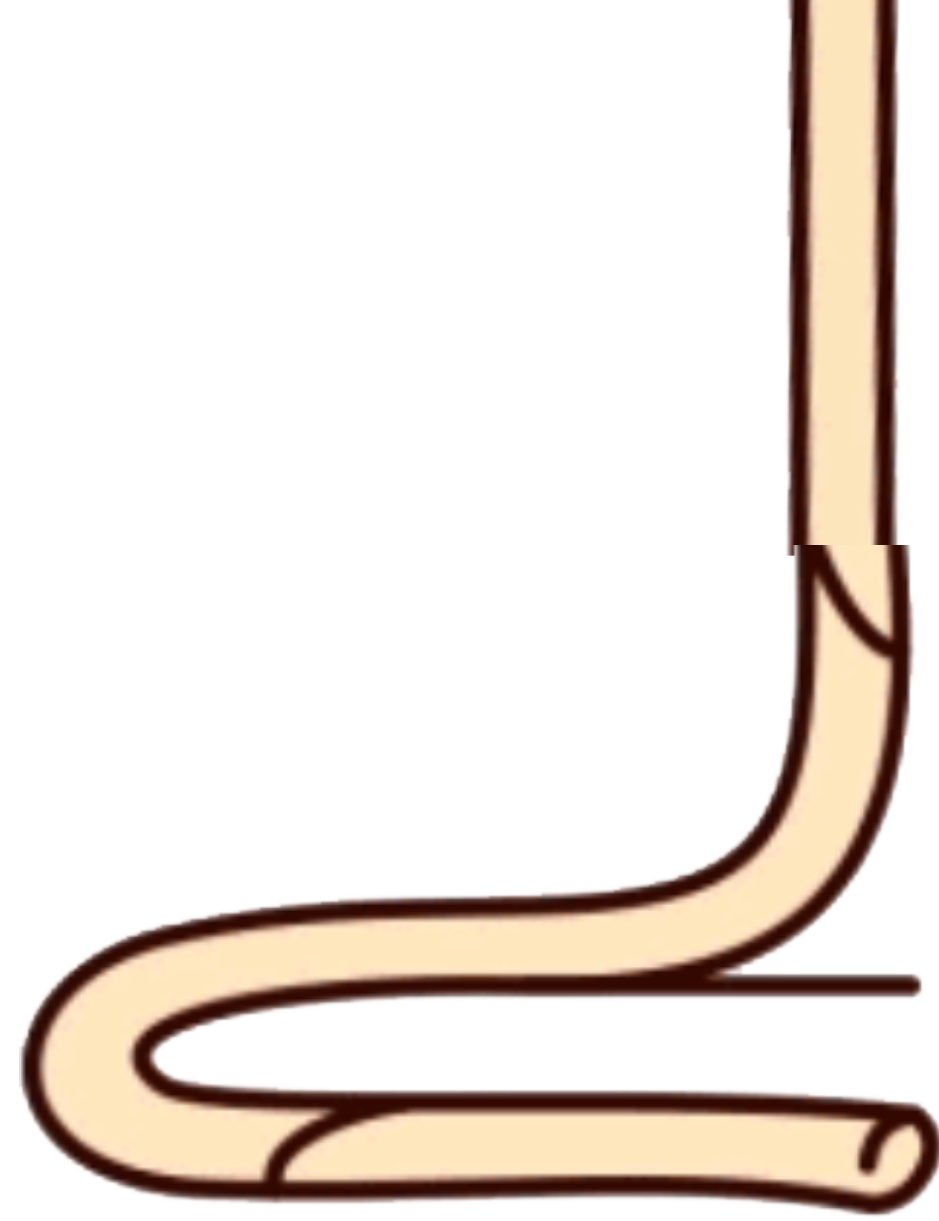
```
<link rel="dns-prefetch" href="https://gooddogs.com/img">
```




RESOURCE HINTS

```
<link rel="preconnect" href="...">
```

Starts the connection process as soon as possible



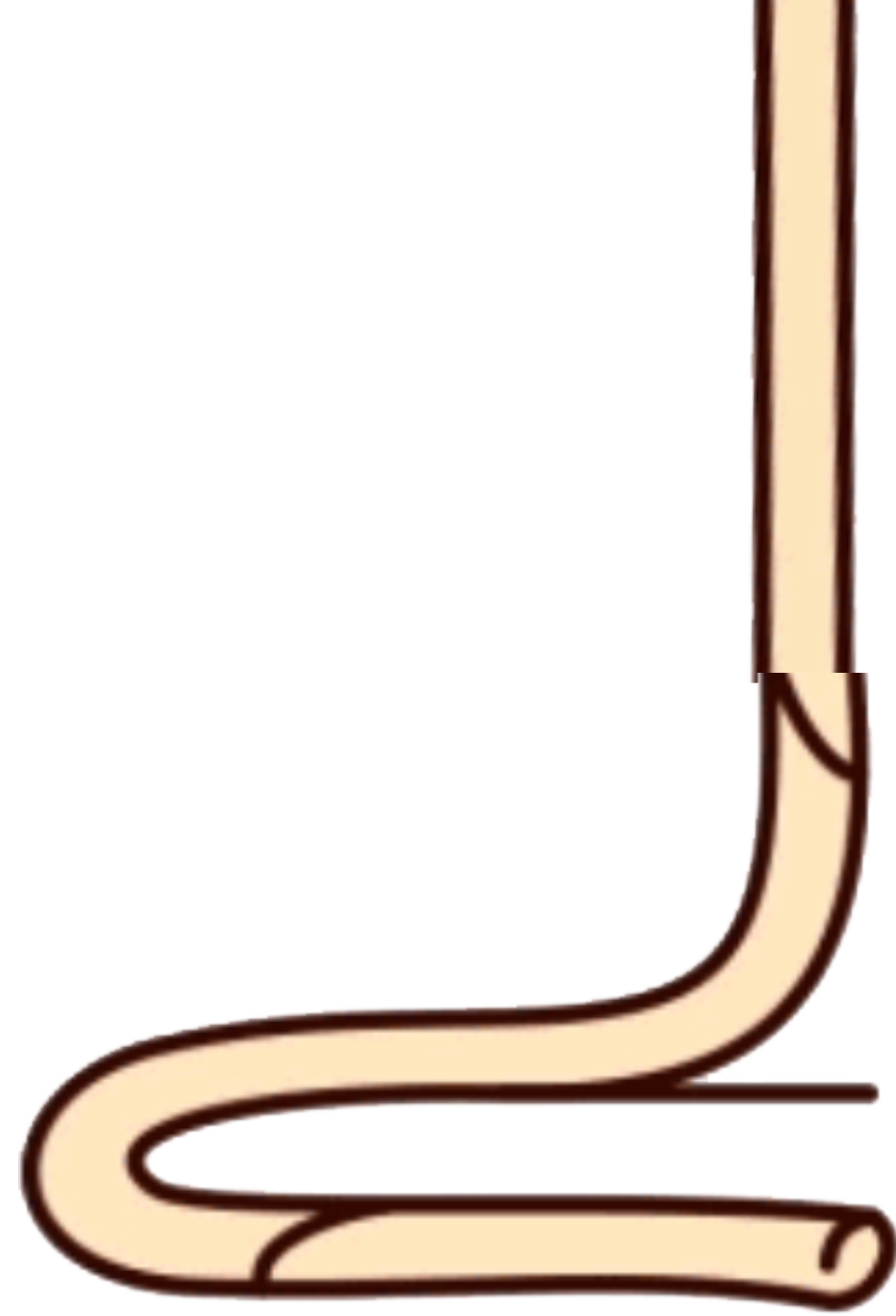
RESOURCE HINTS

```
<link rel="preconnect" href="...">
```

Starts the connection process as soon as possible

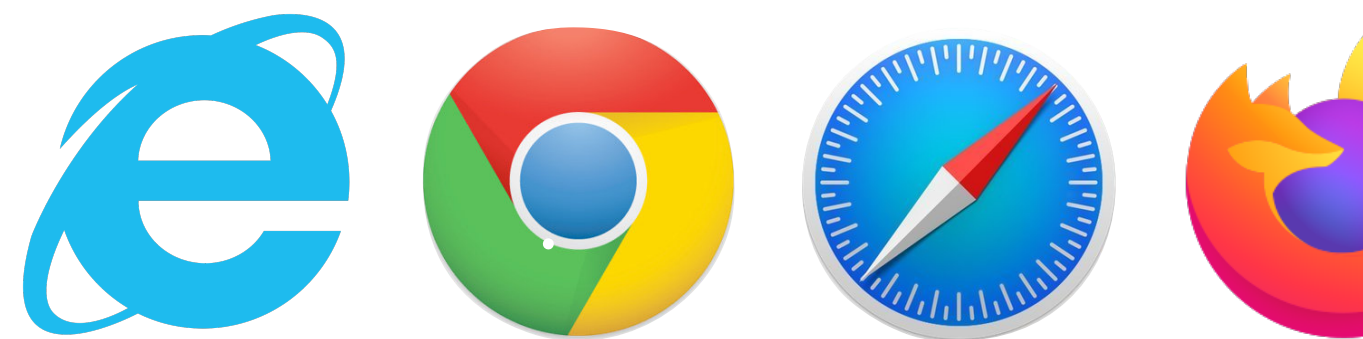
Only for critical connections

RESOURCE HINTS

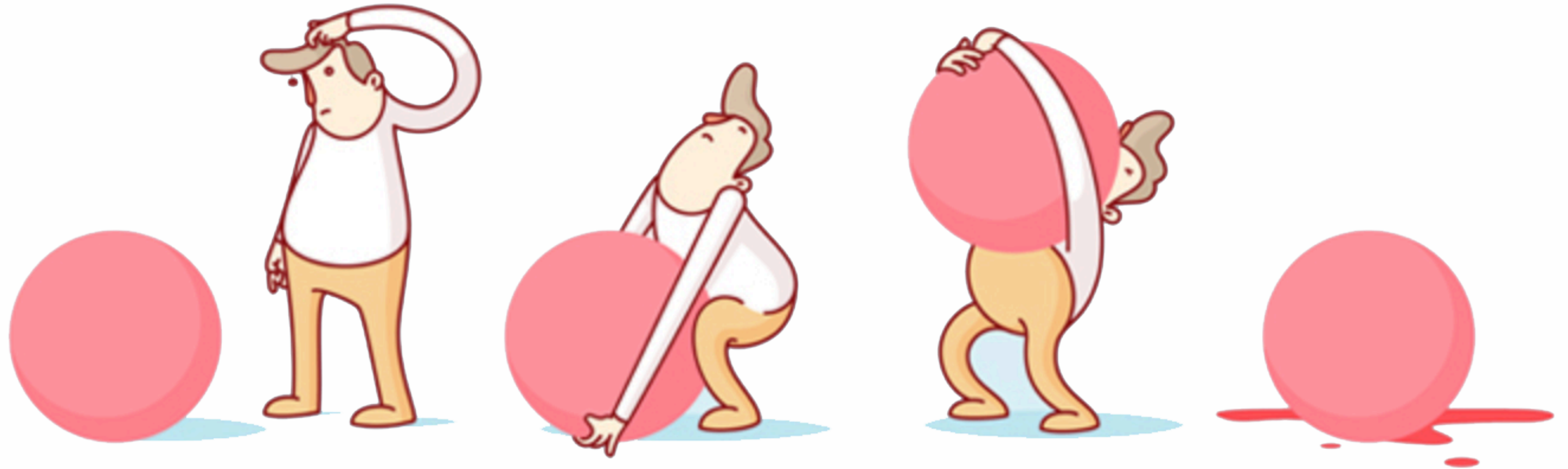


```
<link rel="dns-prefetch" href="...">
```

Starts the DNS lookup



EVERYTHING **ADDS** UP



- ▶ DON'T JUST USE DIVS
- ▶ USE THE NAMED ELEMENTS
- ▶ LEVERAGE BUILT-IN FUNCTIONALITY
- ▶ EXPLORE THE ATTRIBUTES
- ▶ CONVEY INFORMATION & CONTEXT

MAKE IT USEFUL

MAKE IT USABLE



HTML IS NOT JUST THE
FOUNDATION WE BUILD ON.
IT'S VITAL IN MAKING OUR
WEBSITES ACCESSIBLE .
USABLE & PERFORMANT

HTML IS A HACK
FOR MAKING
GOOD WEBSITES
& APPS

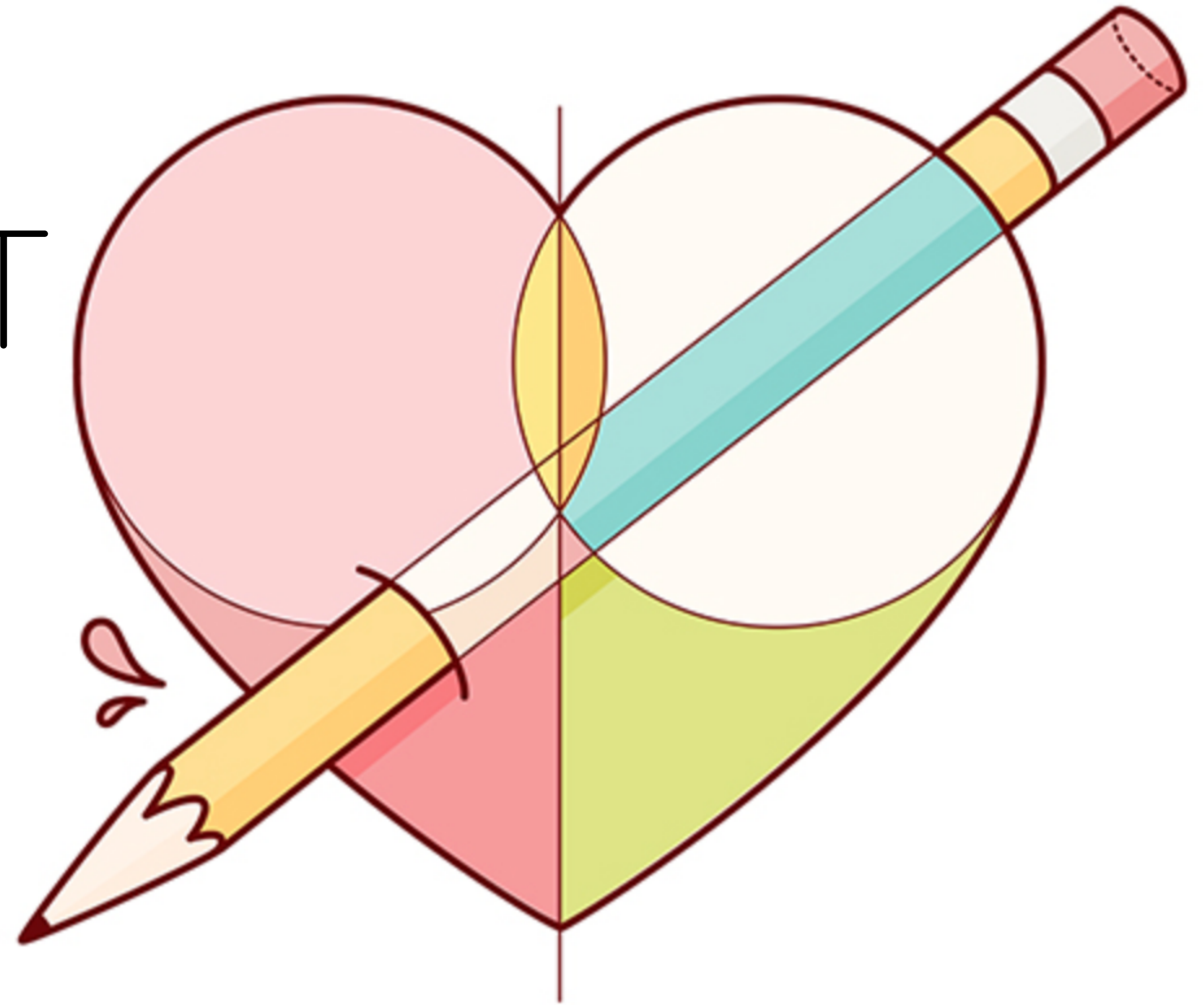


THANKS

BURNT TOAST

CREATIVE

@burnttoastcre8v



THANKS & RESOURCES



Julie Grundy - @stringyland.bsky.social

Eric Bailey - @social.ericwbailey.website/@eric



- ▶ developer.mozilla.org/docs/Web/HTML
- ▶ <https://web.dev/iframe-lazy-loading/>
- ▶ noti.st/ericwbailey/Yfyaxa/the-intersection-of-performance-and-accessibility
- ▶ developers.google.com/web/tools/lighthouse/audits/dom-size
- ▶ medium.com/@mandy.michael/understanding-why-semantic-html-is-important-as-told-by-typescript-bd71ad41e6c4
- ▶ <https://web.dev/fetch-priority/>
- ▶ <https://www.smashingmagazine.com/2022/04/boost-resource-loading-new-priority-hint-fetchpriority/>
- ▶ <https://adrianroselli.com/2019/07/maybe-you-dont-need-a-date-picker.html>
- ▶ [https://source.chromium.org/chromium/chromium/src/+main:third_party/blink/renderer/core/frame/settings.json5;l=963-995](https://source.chromium.org/chromium/chromium/src/+/main:third_party/blink/renderer/core/frame/settings.json5;l=963-995)
- ▶ <https://web.dev/lcp/>
- ▶ <https://addyosmani.com/blog/lazy-loading/>
- ▶ <https://www.debugbear.com/blog/resource-hints-rel-preload-prefetch-preconnect>

