Internet and New Media (INM)

Chapter 02 – XHTML

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Agenda

Introduction Editing XHTML First XHTML Example W3C XHTML Validation Service Headings Linking Images **Special Characters and Horizontal Rules** Lists Tables Forms Internal Linking meta Elements Wrap-Up Web Resources



4.1 Introduction

XHTML (Extensible HyperText Markup Language)

- markup language for creating Web pages
 Based on HTML (HyperText Markup Language)
- legacy technology of the World Wide Web Consortium (W3C)
 XHTML 1.0
- Allows only a document's content and structure to appear in a valid XHTML document, and not its formatting
- Formatting is specified with Cascading Style Sheets

A machine that runs a specialized piece of software called a Web server stores XHTML documents.



4.2 Editing XHTML

Good Programming Practice

Assign filenames to documents that describe their functionality. This practice can help you identify documents faster. It also helps people who want to link to a page, by giving them an easy-to-remember name. For example, if you are writing an XHTML document that contains product information, you might want to call it products.html.



4.3 First XHTML Example

In XHTML, text is marked up with elements delimited by tags that are names contained in pairs of angle brackets

Every XHTML document contains a start <html> tag and an end </html> tag
 Some elements may contain attributes that provide additional information about the element

Comments in XHTML always begin with <!-- and end with -->. The browser ignores all text inside a comment



Every XHTML document contains a head element which generally contains:

- Atitle
- A body element
- head element
- generally is not rendered in the display window



The title element:

- Names a Web page
- Usually appears in the colored bar (called the title bar) at the top of the browser window
- Is the text identifying a page when users add your page to their list of Favorites or Bookmarks

The body element:

Contains the document's content, which may include text and tags



All text placed between the and tags forms one paragraph



XHTML documents delimit an element with start and end tags

- A start tag consists of the element name in angle brackets (e.g., <html>)
- An end tag consists of the element name preceded by a forward slash (/) in angle brackets (e.g., </html>)

Many start tags have attributes that provide additional information about an element

Each attribute has a name and a value separated by an equals sign (=)



Fig. 4.1 | First XHTML example.







Good Programming Practice 4.2

Place comments throughout your markup. Comments help other programmers understand the markup, assist in debugging and list useful information that you do not want the browser to render. Comments also help you understand your own markup when you revisit a document to modify or update it in the future.



Common Programming Error 4.1

Not enclosing attribute values in either single or double quotes is a syntax error. However, some Web browsers may still render the element correctly.



Common Programming Error 4.2

Using uppercase letters in an XHTML element or attribute name is a syntax error. However, some Web browsers may still render the element correctly.



Good Programming Practice 4.3

Indenting nested elements emphasizes a document's structure and promotes readability.



Common Programming Error 4.3

XHTML does not permit tags to overlap—a nested element's end tag must appear in the document before the enclosing element's end tag.

For example, the "nested" (overlapping!) XHTML tags

<head><title>hello</head></title>

cause a syntax error, because the enclosing head element's ending </head> tag appears before the nested title element's ending </title> tag.



Good Programming Practice 4.4

Use a consistent title-naming convention for all pages on a site.

For example, if a site is named "Bailey's Website," then the title of the contact page might be "Bailey's Website - Contact." This practice can help users better understand the Website's structure.



4.4 W3C XHTML Validation Service

XHTML documents that are syntactically correct are guaranteed to render properly XHTML documents that contain syntax errors may not display properly Validation services (e.g., validator.w3.org) ensure that an XHTML document is syntactically correct



Error-Prevention Tip 4.1

Most current browsers attempt to render XHTML documents even if they are invalid. This often leads to unexpected and possibly undesirable results. Use a validation service, such as the W3C MarkUp Validation Service, to confirm that an XHTML document is syntactically correct.



4.5 Headings

XHTML provides six headings (h1 through h6) for specifying the relative importance of information

- Heading element h1 is considered the most significant heading and is rendered in the largest font
- Each successive heading element (i.e., h2, h3, etc.) is rendered in a progressively smaller font



Portability Tip 4.1

The text size used to display each heading element can vary significantly between browsers. (In Chapter 5, we will discuss how to control the text size and other text properties.)



Look-and-Feel Observation 4.1

Placing a heading at the top of every XHTML page helps viewers understand the purpose of each page.



Look-and-Feel Observation 4.2

Use larger headings to emphasize more important sections of a Web page.



Fig. 4.2 | Heading elements h1 through h6.





4.6 Linking

A hyperlink references or links to other resources, such as XHTML documents and images

Web browsers typically underline text hyperlinks and color them blue by default



4.6 Linking (Cont.)

Users can insert links with the a (anchor) element.

- The *href* attribute specifies the resource (e.g., page, file, e-mail address) being linked
- Anchors can link to an e-mail address using a *mailto*: URL
 - When a user clicks this type of anchored link, most browsers launch the default e-mail program (e.g., Outlook Express) to initiate an e-mail message addressed to the linked address



4.6 Linking (Cont.)

The strong element typically causes the browser to render text in a bold font



🟠 🔻 🔝 🝸 📥 🔻 🔂 Page 🖛 🙆 Tools 🗸

😡 My Computer

🔍 100%

0-

4.3 | Linking to other Web pages.

```
<?xml version = "1.0" encoding = "utf-8"?>
   <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"</pre>
2
      "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
                                                                       C Links - Windows Internet Explorer
                                                                                (€ C:\examples\ch04\inks.html ▼ ↔ × Google
   <!-- Fig. 4.3: links.html -->
5
   <!-- Linking to other web pages. -->
                                                                              A Links
   <html xmlns = "http://www.w3.org/1999/xhtml">
                                                                        Here are my favorite sites
      <head>
8
         <title>Links</title>
9
                                                                        Click a name to go to that page.
      </head>
10
11
                                                                        Deitel
      <body>
12
                                                                        Prentice Hall
         <h1>Here are my favorite sites</h1>
13
                                                                        Yahoo!
         <strong>Click a name to go to that page.</strong>
14
15
                                                                        USA Today
         <!-- Create four text hyperlinks -->
16
                                                                       http://www.deitel.com/
         <a href = "http://www.deitel.com">Deitel</a>
17
         <a href = "http://www.prenhall.com">Prentice Hall</a>
18
         <a href = "http://www.yahoo.com">Yahoo!</a>
19
         <a href = "http://www.usatoday.com"> Today</a>
20
      </body>
21
22 </html>
                                              Creates anchor elements that link to the
                                              URL specified in the href attribute
```



Fig. 4.4 | Linking to an e-mail address (Part 1 of 2).

```
<?xml version = "1.0" encoding = "utf-8"?>
1
  <!DOCTYPE html PUBLIC "-//w3C//DTD XHTML 1.0 Strict//EN"</pre>
2
      "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
4
   <!-- Fig. 4.4: contact.html -->
5
  <!-- Linking to an e-mail address. -->
6
                                                                 Hyperlink that creates a message to the
   <html xmlns = "http://www.w3.org/1999/xhtml">
7
                                                                 address vgarcia@iicm.edu with
8
      <head>
                                                                 the computer's default e-mail program
         <title>Contact Page</title>
9
      </head>
10
11
      <body>
12
13
         My email address is
14
            <a href = "mailto:">
15
16
            </a>
17
            . Click the address and your default email client
18
            will open an e-mail message and address it to me.
19
20
         </body>
21
22 </html>
```



Fig. 4.4 | Linking to an e-mail address (Part 2 of 2).

🕙 Contact Page - Mozilla Firefox	
Datei Bearbeiten Ansicht Chronik Lesezeichen Extras Hilfe	
🕜 💽 🗸 🏠 📋 file:///D:/_vgarcia/FH Villach/lehre/LVs vgarcia/GIT 🏠 🚽 🚷 🖓	
🖻 Meistbesuchte Seiten 🔝 Aktuelle Nachrichten 🚞 GEO homepage 🚞 ymgb 🚞 FH VILLACH 🌞 Wolfra	Datei Bearbeiten Ansicht Einstellungen Extras Hilfe
😑 Deaktivieren 🔹 💪 Cookies 🖲 Keine CSS-Fehler 🔹 Errmulare 🔹 💷 Grafiken 🔹 🕕 Informationen 🛪	
Contact Page	Senden Kontakte Rechtschr. Anhang S/MIME Speichern
My e-mail address is <u>v.garcia@cuas.at</u> . Click the address and your default email client will message and address it to me.	Von: VictorM. Garcia-Barrios <v.garcia@cuas.at> - CUAS Image: An: Image: An: Image: An: Image: An:</v.garcia@cuas.at>
	Betreff:
	 Dr.techn. DiplIng. Victor Manuel García-Barrios
	Professor at School of Geoinformation Geoinformation & Spatial Information Management Carinthia University of Applied Sciences (CUAS) Europastrasse 4, A-9524 Villach, Austria
Fertig	<pre>(web) http://www.cuas.at/vgarcia (mail) v.garcia@cuas.at (geo) +46.611667, +13.883472 (map) http://tiny.cc/CUAS_Geo_vgarcia (tel) +43 5 90500 2214 (fax) +43 5 90500 2210 </pre>



4.7 Images

The img element's src attribute specifies an image's location

Every img element must have an alt attribute, which contains text that is displayed if the client cannot render the image

- The alt attribute makes Web pages more accessible to users with disabilities, especially vision impairments
- Width and height are optional attributes
 - If omitted, the browser uses the image's actual width and height
 - Images are measured in pixels



Good Programming Practice 4.5

Always include the *width* and the *height* of an image inside the ** tag. When the browser loads the XHTML file, it will know immediately from these attributes how much screen space to provide for the image and will lay out the page properly, even before it downloads the image.



Performance Tip 4.1

Including the *width* and *height* attributes in an ** tag can result in the browser's loading and rendering pages faster.



Common Programming Error 4.4

Entering new dimensions for an image that change its inherent width-to-height ratio distorts the appearance of the image!

For example, if your image is 200 pixels wide and 100 pixels high, you should ensure that any new dimensions have a 2:1 width-to-height ratio.



4.7 Images (Cont.)

Some XHTML elements are empty elements that contain only attributes and do not mark up text

Empty elements (e.g., img) must be terminated, either by using the forward slash character (/) inside the closing right angle bracket or by explicitly writing an end tag



4.5 | Images in XHTML files.





4.7 Images (Cont.)

Create an image hyperlink by nesting an img element in an anchor element


Fig. 4.6 | Images as link anchors (Part 1 of 2).





Fig. 4.6 | Images as link anchors (Part 1 of 2).

```
<a href = "table1.html">
29
                <img src = "buttons/table.jpg" width = "65"</pre>
30
                   height = "50" alt = "Table Page" />
31
            </a>
32
33
            <a href = "form.html">
34
                <img src = "buttons/form.jpg" width = "65"</pre>
35
                   height = "50" alt = "Feedback Form" />
36
            </a>
37
         38
      </body>
39
40 </html>
```







4.8 Special Characters and Horizontal Rules

XHTML provides special characters or entity references (in the form &*code*;) for representing characters that cannot be rendered otherwise The *code* can be:

- Word abbreviations
- Numbers (decimal or hexadecimal)

Example:

- & character represented by:
 - & or & (decimal) or & (hexadecimal)
- "Umlaute"
 - ü



4.8 Special Characters and Horizontal Rules (Cont.)

Most browsers render a horizontal rule, indicated by the <hr /> tag, as a horizontal line

The hr element also inserts a line break above and below the horizontal line



Fig. 4.7 | Inserting special characters (Part 1 of 2).

```
<?xml version = "1.0" encoding = "utf-8"?>
1
   <!DOCTYPE html PUBLIC "-//w3C//DTD XHTML 1.0 Strict//EN"</pre>
2
      "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
4
   <!-- Fig. 4.7: contact2.html -->
5
   <!-- Inserting special characters. -->
   <html xmlns = "http://www.w3.org/1999/xhtml">
7
8
      <head>
         <title>Contact Page</title>
9
      </head>
10
11
                                                             Inserts a horizontal rule,
12
      <body>
                                                             with a line break before and
13
         Click
14
                                                             after
            <a href = "mailto:">here</a>
15
            to open an email message addressed to
16
17
         18
                                                                 Inserts the special
19
                                                                 characters © and &
         <hr /> <!-- inserts a horizontal rule -->
20
21
22
         <!-- special characters are entered -->
         <!-- using the form &code; -->
23
         All information on this site is <strong>&copy;
24
25
           Victor & amp; Co., Inc. 1935. </strong>
```



Fig. 4.7 | Inserting special characters (Part 2 of 2).





4.9 Lists

Unordered list element u1

- creates a list in which each item in the list begins with a bullet symbol (called a disc)
- Each entry is an li (list item) element. Most Web browsers render these elements with a line break and a bullet symbol at the beginning of the line



Fig. 4.8 | Unordered list containing hyperlinks (Part 1 of 2).





Fig. 4.8 | Unordered list containing hyperlinks (Part 2 of 2).

🕙 Links - Mozilla Firefox				
<u>D</u> atei <u>B</u> earbeiten <u>A</u> nsicht	<u> C</u> hronik <u>L</u> esezeichen E <u>x</u> tras <u>H</u> ilfe			
<>> C ×	☆ ☐ file:///D:/_vgarcia/FH Villach/lehre/	1. ☆ - 💦 - Google 🔎 🤮		
🔎 Meistbesuchte Seiten 🔝 A	ktuelle Nachrichten 📄 GEO homepage 🚞 v	rmgb 🚞 FH VILLACH 🛛 🔪		
🤤 Deaktivieren * 🚨 Cookies * 🔤 Keine CSS-Fehler * 📰 Formulare * 🔳 Grafiken * 🕕 Informationen * 🌍 Vers				
Contact Page	🗵 📄 Links	🛛 🔶 👻		
Here are my favorite sites Click on a name to go to that page. • <u>FH</u> • <u>W3C</u> • <u>Yahoo!</u> • <u>CNN</u>				
Fertig		1.		



4.9 Lists (Cont.)

The ordered list element o1 creates a list in which each item begins with a number Lists may be nested to represent hierarchical data relationships



Fig. 4.9 | Nested and ordered lists (Part 1 of 3).

```
<?xml version = "1.0" encoding = "utf-8"?>
1
   <!DOCTYPE html PUBLIC "-//w3C//DTD XHTML 1.0 Strict//EN"</pre>
2
       "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
4
   <!-- Fig. 4.9: list.html -->
5
   <!-- Nested and ordered lists. -->
6
   <html xmlns = "http://www.w3.org/1999/xhtml">
7
       <head>
8
9
          <title>Lists</title>
       </head>
10
11
12
       <body>
         <h1>The Best Features of the Internet</h1>
13
14
15
          <!-- create an unordered list -->
16
          <u1>
17
             You can meet new people from countries around
                the world.
18
19
             <1i>>
               You have access to new media as it becomes public:
20
21
               <!-- this starts a nested list, which uses a -->
22
               <!-- modified bullet. The list ends when you -->
23
                <!-- close the <ul> tag. -->
24
                                                                        A single list element
25
                <u1>
26
                   New games
                  New applications
27
28
```



Fig. 4.9 | Nested and ordered lists (Part 2 of 3).





Fig. 4.9 | Nested and ordered lists (Part 3 of 3).



The Best Features of the Internet

- · You can meet new people from countries around the world.
- You have access to new media as it becomes public:
 - New games
 - New applications
 - 1. For business
 - 2. For pleasure
 - Around the clock news
 - Search engines
 - Shopping
 - Programming
 - 1. XML
 - 2. Java
 - 3. XHTML
 - 4. Scripts
 - 5. New languages
- Links
- Keeping in touch with old friends
- It is the technology of the future!

😽 Fertig



4.10 Tables

tab1e element

- defines an XHTML table
- Attribute summary summarizes the table's contents and is used by speech devices to make the table more accessible to users with visual impairments
- Element caption describes the table's content
 - The text inside the *<caption>* tag is rendered above the table in most browsers



4.10 Tables (Cont.)

A table can be split into three distinct sections:

- Head (*thead* element)
 - Table titles
 - Column headers
- Body (*tbody* element)
 - Primary table data
- Foot (*tfoot* element)
 - Calculation results
 - Footnotes
 - Above body section in the code, but displays at the bottom in the page



4.10 Tables (Cont.)

Element *tr*

- Defines individual table rows
- Element *th*
 - Defines a header cell
- Element td
 - Contains table data elements



4.10 | Creating a basic table (Part 1 of 3).





4.10 | Creating a basic table (Part 2 of 3).





4.10 | Creating a basic table (Part 3 of 3).





4.10 Tables (Cont.)

You can merge data cells with the *rowspan* and *co1span* attributes

- The values of these attributes specify the number of rows or columns occupied by the cell
- Can be placed inside any data cell or table header cell



4.11 | Complex XHTML table (Part 1 of 3).

```
<?xml version = "1.0" encoding = "utf-8"?>
1
   <!DOCTYPE html PUBLIC "-//w3C//DTD XHTML 1.0 Strict//EN"</pre>
2
      "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
4
   <!-- Fig. 4.11: table2.html -->
5
   <!-- Complex XHTML table. -->
6
   <html xmlns = "http://www.w3.org/1999/xhtml">
7
8
      <head>
         <title>Tables</title>
9
10
      </head>
11
12
      <body>
         <h1>Table Example Page</h1>
13
14
         15
            <caption>Here is a more complex sample table.</caption>
16
17
18
            <thead>
              <!-- rowspans and colspans merge the specified -->
19
              <!-- number of cells vertically or horizontally -->
20
21
               Makes the header cell span
22
                 <!-- merge two rows -->
                                                                        2 rows
                 23
                    <img src = "camel.gif" width = "205"
24
                       height = "167" alt = "Picture of a camel" />
25
26
                 27
```



4.11 | Complex XHTML table (Part 2 of 3).

20	<pre><!-- merge tour columns--></pre>	
29	◀	Makes the header cell span
30	<hi>Camelid comparison</hi>	Wakes the header cell span
31	Approximate as of 6/2007	4 columns
32		
33		
34		
35	# of Humps	
36	Indigenous region	
37	Spits?	
38	Produces Wool?	
39		
40		
41		
42		
43	Camels (bactrian)	
44	2	
45	Africa/Asia	
46	Yes	
47	Yes	
48		
49		
50	Llamas	
51	1	
52		
53	Yes	
54	Yes	
55		
56		
57		
58		
59		



4.11 | Complex XHTML table (Part 3 of 3).





4.11 Forms

XHTML provides *forms* for collecting information from users Forms contain visual components, such as buttons, that users interact with Forms may also contain non-visual components, called hidden inputs, which are used to store any data that needs to be sent to the server, but is not entered by the user



A form begins with the form element

- Attribute *method* specifies how the form's data is sent to the Web server
- The action attribute of the form element specifies the script to which the form data will be sent



The input element provides data to the script that processes the form

- The *text* input inserts a text box into the form, which allows the user to input data
- The *1abe1* element provides users with information about the input element's purpose
- The *size* attribute specifies the number of characters visible in the input element
- Optional attribute *max1ength* limits the number of characters input into a text box
- The submit input submits the data entered in the form to the Web server for processing
 - Most Web browsers create a button that submits the form data when clicked
- The *reset* input allows a user to reset all form elements to their default values



Fig. 4.12 | Form with hidden fields and a text box (Part 1 of 2).





Fig. 4.12 | Form with hidden fields and a text box (Part 2 of 2).



🖉 Forms - Windows Internet Explorer 📃			
🚱 🖓 🔻 💋 C: \examples \ch041/form.html 🛛 4 🚱 🔀 Google	۰ ۹		
🙀 🏟 🏉 forms 👘 🔹 🔂 🔹 👼 🔹 🔂 Page = 🍈 Tools =	39		
	~		
Feedback Form			
Please fill out this form to help us improve our site.			
Name:			
Submit Clear	~		
Done 🔍 My Computer 🔍 100%	• .:		



Look-and-Feel Observation 4.3

Include a 7*abe*7 element for each form element to help users determine the purpose of each form element.



Good Programming Practice 4.6

Place hidden input elements at the beginning of a form, immediately after the opening <form> tag. This placement allows document authors to locate hidden input elements quickly.



The *textarea* element inserts a multiline text box, called a text area, into a form

- The number of rows in the text area is specified with the rows attribute
- The number of columns (i.e., characters per line) is specified with the cols attribute

The *password* input inserts a password box into a form

- Allows users to enter sensitive information, such as credit card numbers and passwords, by "masking" the information input with another character, usually asterisks
- The actual value input is sent to the Web server, not the asterisks that mask the input



The *checkbox* input allows the user to make a selection

- When the checkbox is selected, a check mark appears in the checkbox. Otherwise, the checkbox is empty
- Checkboxes can be used individually and in groups. Checkboxes that are part of the same group have the same name
- A *radio* button is similar in function and use to a checkbox, except that only one radio button in a group can be selected at any time
- All radio buttons in a group have the same name attribute but different value attributes.
- The *select* input provides a drop-down list of items
- The name attribute identifies the drop-down list
- The option element adds items to the drop-down list



The *br* element causes most browsers to render a line break Any markup or text following a br element is rendered on the next line



Fig. 4.13 | Form using a variety of components (Part 1 of 5).

```
1 <?xml version = "1.0" encoding = "utf-8"?>
2 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
     "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3
4
5 <!-- Fig. 4.13: form2.html -->
6 <!-- Form using a variety of components. -->
7 <html xmlns = "http://www.w3.org/1999/xhtml">
      <head>
8
9
        <title>More Forms</title>
10
      </head>
11
12
      <body>
13
        <h1>Feedback Form</h1>
14
        Please fill out this form to help
15
            us improve our site.
16
17
        <form method = "post" action = "">
18
            19
               <input type = "hidden" name = "recipient"</pre>
                 value = "deitel@deitel.com" />
20
              <input type = "hidden" name = "subject"</pre>
21
                 value = "Feedback Form" />
22
              <input type = "hidden" name = "redirect"</pre>
23
                 value = "main.html" />
24
25
            26
27
            <label>Name:
                 <input name = "name" type = "text" size = "25" />
28
29
              </label>
30
```



Fig. 4.13 | Form using a variety of components (Part 2 of 5).





Fig. 4.13 | Form using a variety of components (Part 3 of 5).




Fig. 4.13 | Form using a variety of components (Part 4 of 5).





Fig. 4.13 | Form using a variety of components (Part 5 of 5).

🖉 More Forms - Windows Internet Explorer							
Θ	▼ C:\examples\c	:h04\form2.html		~	-	Google	P -
🚖 🏟	6 More Forms			• 🔊	- 🖶 -	🔂 Page 🔹 🍥 Tools 👻 🌘)- 🚉 🚛 - 🐴 -
Feedback Form							
Please fill out this form to help us improve our site.							
Name:							
Comments:							
Enter	comments here.		<				
E-mail Address:							
Things you liked: Site design 🗌 Links 🔲 Ease of use 🔲 Images 🔲 Source code 🗌							
How did you get to our site?: Search engine ④ Links from another site ○ Deitel.com Website ○ Reference in a book ○ Other ○							
Rate our	site: Amazing Amazing C 10 9 8 7 6 5 4 3 2 1						
Done	Awful					😼 My Computer	🔍 100% 🔻 🛒



Common Programming Error 4.5

When your form has several checkboxes with the same name, you must make sure that they have different values, or the scripts running on the Web server will not be able to distinguish them.



Common Programming Error 4.6

Not setting the name attributes of the radio buttons in a form to the same name is a logic error because it lets the user select all of them at the same time.



4.12 Internal Linking

The *a* tag can be used to link to another section of the same document by specifying the element's *id* as the link's *href*.

To link internally to an element with its id attribute set, use the syntax #id.



Fig. 4.14 | Internal hyperlinks to make pages more navigable (Part 1 of 3).





Fig. 4.14 | Internal hyperlinks to make pages more navigable (Part 2 of 3).





Fig. 4.14 | Internal hyperlinks to make pages more navigable (Part 3 of 3).





Look-and-Feel Observation 4.4

Internal hyperlinks are useful in XHTML documents that contain large amounts of information. Internal links to different parts of the page make it easier for users to navigate the page - they do not have to scroll to find the section they want.



4.13 meta Elements

One way that search engines catalog pages is by reading the *meta* element's contents.

- The name attribute identifies the type of meta element
- The content attribute
 - Of a keywords meta element: provides search engines with a list of words that describe a page, which are compared with words in search requests
 - Of a *description* meta element: provides a three- to four-line description of a site in sentence form, used by search engines to catalog your site. This text is sometimes displayed as part of the search result



Fig. 4.15 | meta elements provide keywords and a description of a page (Part 1 of 2).





Fig. 4.15 | meta elements provide keywords and a description of a page (Part 2 of 2).

