



Web Authoring (HTML)

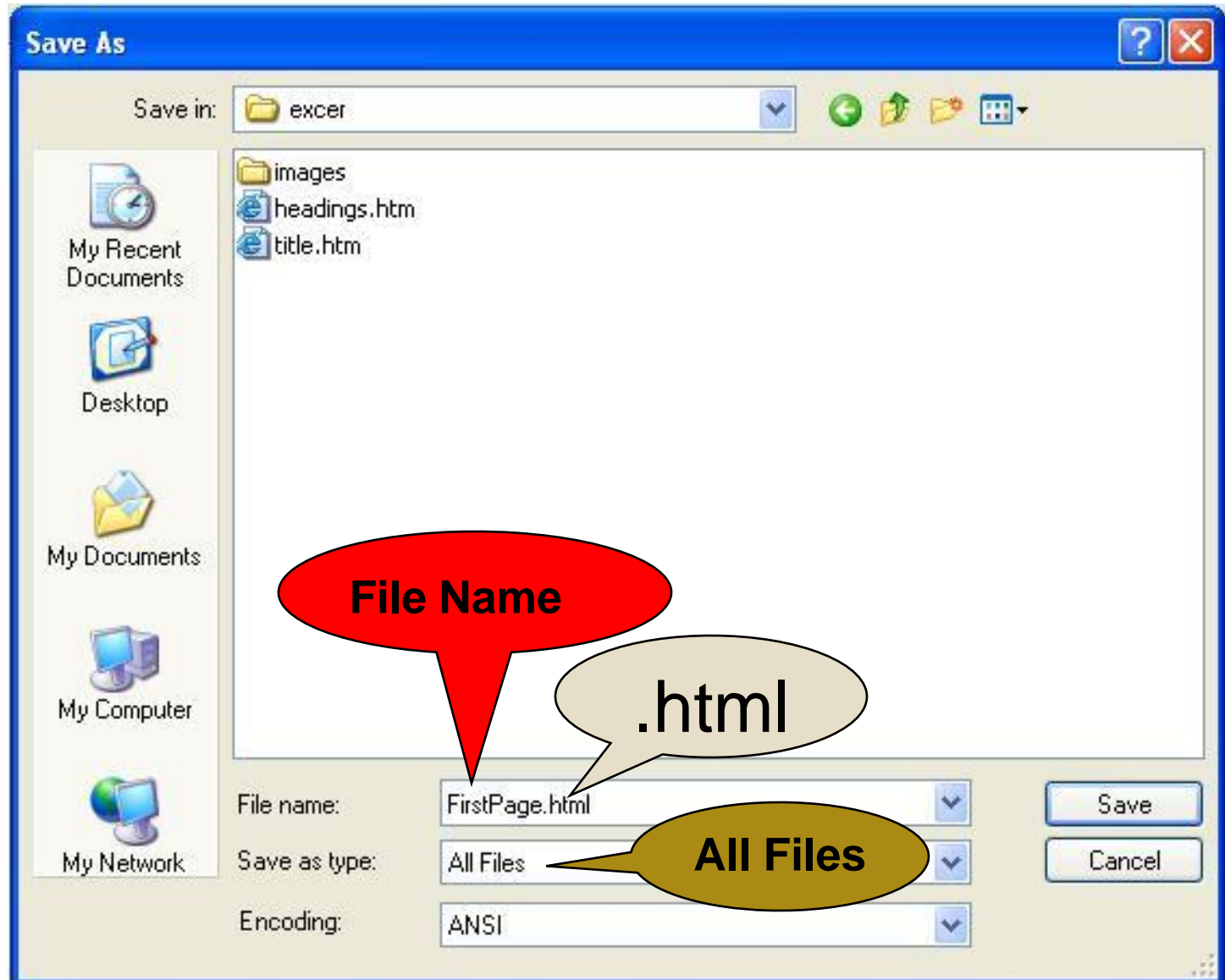
What is HTML

- HTML- HyperText Markup Language
- HTML is not a programming language, it is a markup language
- A markup language is a set of markup tags
- HTML uses markup tags to describe web pages
- Use of HTML
 - Display text data
 - Call up other Web Pages (Link between Pages)
 - Display multimedia data

Creating HTML Files

- Creating directly using a text editor;
 - Notepad
 - Wordpad
- Use an HTML Editor
 - FrontPage
 - HomePage
 - **Dreamweaver**

How to save a file

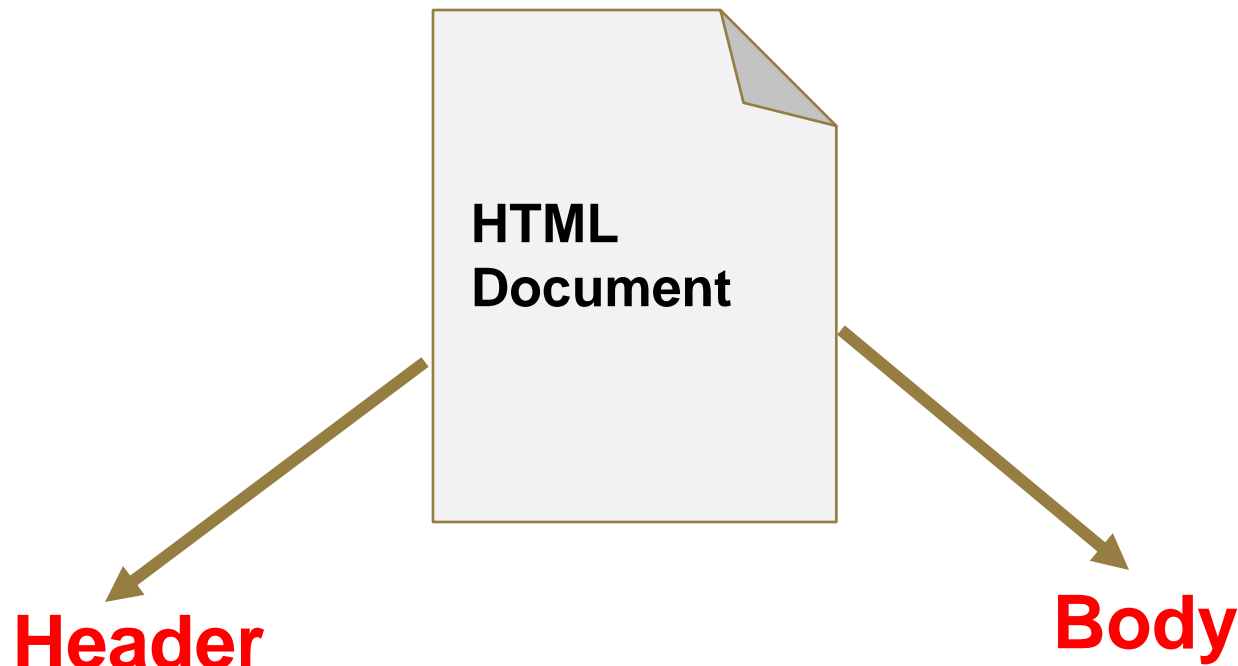


Creating HTML Document

- **Grammar**

- **Tag**

- **A tag is a code used in the HTML document**
 - **A tag is single-byte UPPERCASE/lowercase letters enclosed by “<” and “>”**
 - **<HTML> tag at the beginning of the document**
 - **</HTML> tag at the end of the document**



- Header is the starting section of the HTML document
- Description of the name of the web page is enclosed between the **<HEAD>** tag and the **</HEAD>** tag

- Main contents of the HTML document
- Tags related to the display of the web page are contained between the **<BODY>** tag and the **</BODY>** tag

Grammar of the Tag

- Grammatically , they belong to any of the patterns described follows

1 • Basic Tag `<TAG> .. </TAG>`

Opening tag

character String

Closing tag

`<TITLE> My First Page</TITLE>`

For this type of tag an opening tag is used before a character string and a closing tag is used after it.

Grammar of the Tag...

- 2 • Single Tag **<TAG>** or **<TAG>**

For this type of tag an opening tag is used **either before or after** a character string.

Eg.
 Line Break Tag

Grammar of the Tag...

3 • Attribute Tag

<TAG attribute attribute ..> .. **</TAG>**

- For this type of tag is used to specify attributes within a tag for detailed specification
- Depending on the type of tag, the attributes that can be used are different.
- Multiple attributes can be specified in random order
- Attributes are separated by a single-byte space.

Eg <BODY **BGCOLOR**="#FFFFFF" **BACKGROUND**="image.gif">
.....</BODY>

attribute tag

Font Face, Size and Color

■ -

■ These tag is used to specify the font Type

■ Eg My First Web Page

■ -

• These tag is used to specify the font size

• Eg My First Web Page

■ -

■ These tag is used to specify the the color

■ Eg My First Web Page

To combine Font Attributes...

- ** - **
- These attributes are used to specify the font size, color and type
- Eg ** My First Web Page**

Displaying Text Data

- **<HTML> - </HTML>**
 - These tags define the start and end of the HTML Document
 - All the other tags are specified between them
- **<HEAD> - </HEAD>**
 - These tags define the attribute of the HTML document
 - They form the header section of the HTML document
- **<TITLE> - </TITLE>**
 - These tags define the title of the Web page
 - They are specified between <HEAD> - </HEAD>.
 - The title defined by these tags is shown on the title bar of the browser.
- **<BODY> - </BODY>**
 - These tags defined the body of the HTML document

<HTML>

<HEAD>

<TITLE>My First Web Page</TITLE>

</HEAD>

<BODY>

<P> This is my first web page. Let's enjoy with HTML</P>

</BODY>

</HTML>



This is my first web page. Let's enjoy with HTML

Headings

- These tags are used to display the headings
- The numbers indicate the **levels of the headings** (Relative size) from 1-6)

<body>

<h1>Heading 1</h1>

<h2>Heading 2</h2>

<h3>Heading 3</h3>

<h4>Heading 4</h4>

<h5>Heading 5</h5>

<h6>Heading 6</h6>

</body>



Other Tags

- **
**
 - This tag is used to define line breaks

- **<!-- -- >**
 - This tag is used to comment out line
 - Eg: <!-- table 1.1-->

Color Theory

- Six digit hexadecimal numbers

RED GREEN BLUE
RR GG BB

ff0000 - RED

00ff00 - GREEN

000000 - BLACK

ffffff - WHITE

Variation 0~9 or a~f → 0,1,2,3,4,5,6,7,8,9,a,b,c,d,e,f

This 216 cross platform web safe color palette was originally created to ensure that all computers would display all colors correctly when running a 256 color palette.

000000	000033	000066	000099	0000CC	0000FF
003300	003333	003366	003399	0033CC	0033FF
006600	006633	006666	006699	0066CC	0066FF
009900	009933	009966	009999	0099CC	0099FF
00CC00	00CC33	00CC66	00CC99	00CCCC	00CCFF
00FF00	00FF33	00FF66	00FF99	00FFCC	00FFFF
330000	330033	330066	330099	3300CC	3300FF
333300	333333	333366	333399	3333CC	3333FF
336600	336633	336666	336699	3366CC	3366FF
339900	339933	339966	339999	3399CC	3399FF
33CC00	33CC33	33CC66	33CC99	33CCCC	33CCFF
33FF00	33FF33	33FF66	33FF99	33FFCC	33FFFF
660000	660033	660066	660099	6600CC	6600FF
663300	663333	663366	663399	6633CC	6633FF
666600	666633	666666	666699	6666CC	6666FF
669900	669933	669966	669999	6699CC	6699FF
66CC00	66CC33	66CC66	66CC99	66CCCC	66CCFF
66FF00	66FF33	66FF66	66FF99	66FFCC	66FFFF
990000	990033	990066	990099	9900CC	9900FF
993300	993333	993366	993399	9933CC	9933FF
996600	996633	996666	996699	9966CC	9966FF
999900	999933	999966	999999	9999CC	9999FF
99CC00	99CC33	99CC66	99CC99	99CCCC	99CCFF
99FF00	99FF33	99FF66	99FF99	99FFCC	99FFFF
CC0000	CC0033	CC0066	CC0099	CC00CC	CC00FF
CC3300	CC3333	CC3366	CC3399	CC33CC	CC33FF
CC6600	CC6633	CC6666	CC6699	CC66CC	CC66FF
CC9900	CC9933	CC9966	CC9999	CC99CC	CC99FF
CCCC00	CCCC33	CCCC66	CCCC99	CCCCCC	CCCCFF
CCFF00	CCFF33	CCFF66	CCFF99	CCFFCC	CCFFFF
FF0000	FF0033	FF0066	FF0099	FF00CC	FF00FF
FF3300	FF3333	FF3366	FF3399	FF33CC	FF33FF
FF6600	FF6633	FF6666	FF6699	FF66CC	FF66FF
FF9900	FF9933	FF9966	FF9999	FF99CC	FF99FF
FFCC00	FFCC33	FFCC66	FFCC99	FFCCCC	FFCCFF
FFFF00	FFFF33	FFFF66	FFFF99	FFFFCC	FFFFFF

Text italic, bold and Underline

■ <I> - </I>

■ These tag is used to display italic text

■ Eg <I>My First Web Page</I>

■ -

• These tag is used to display bold text

• Eg My First Web Page

■ <U> - </U>

■ These tag is used to display underline text

■ Eg <U> My First Web Page</U>

Superscript subscript and Strike text

■ ⁻

■ These tag is used to display Superscript text

■ Eg 2nd → 2nd

■ ₋

• These tag is used to display subscript text

• Eg H₂ → H₂

■ <STRIKE> - </STRIKE>

■ These tag is used to display strike out text

■ Eg <STRIKE> My First Web Page</STRIKE>

→ My First Web Page

Paragraphs and Horizontal Rules

■ **<P> - </P>**

- These tags define the paragraph
- They force a line break and insert a blank line before and after the paragraph.

```
<BODY>  
<P> This is my first paragraph </p>  
<BR>  
<P> This is my Second paragraph  
</p>  
<BR>  
</BODY>
```

```
blockquote {  
padding : 10px;  
border : 1px solid #6395a5;  
background-color : #bfd5e2;  
text-align : justify;  
font-style : italic;  
}
```

```
<blockquote><p>You are free to use this template in any way  
you like. All I ask for is that you leave the web site design credit  
links in the footer area of this template intact.</p></blockquote>
```

Horizontal Rules

■ `<HR>` - `</HR>`

- This tag is used to display a border (horizontal rule)
- Attribute of the `<HR>` tag can specify the thickness. Length, left and right alignment.

■ `<HR WIDTH="70%" ALIGN="LEFT">`

LISTS

■ `` - ``

- These tags are used to display the **ordered list**
- They are used in combination with `` tag

■ `` - ``

- These tags are used to display the **unordered list**
- They are used in combination with `` tag

■ ``

- This tag is used in the scope of the `` tags or the `` tags described above for the display of a **list item**.
- One `` tag is used for each list item

LISTS ...

■ `<DL>` - `</DL>`

- These tags are used to display the **definition list**
- They are used in combination with the `<DT>` and `<DD>` tags described below

■ `<DT>` - `</DT>`

- These tags are used in the scope of the `<DL>` tags described above for the display of the definition term. `</DT>` Can be omitted

■ `<DD>` - `</DD>`

- These tags are used in the scope of the `<DL>` tags described above for the display of definition
- The definition is displayed at an indent position from the definition term. `</DD>` can be omitted

LISTS ...

<DL>

<DT>HTML</DT>

<DD> **H**yper**T**ext **M**arkup
Language</DD>

</DL>

TABLES

■ **<TABLE> - </TABLE>**

- These tags define the table
- They are used in combination with the <TR> and <TH>
- An attribute of the <TABLE>
 - <TABLE BORDER="2">

■ **<TR> - </TR>**

- These tags define the rows of the table.

■ **<TD> - </TD>**

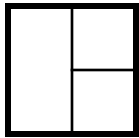
- These tags define the data (cell) of the rows.
- Adjust the Column width: <td width=100> - </td>

■ **<TH> - </TH>**

- These tags define the Item names of the columns of the table.

TABLES ...

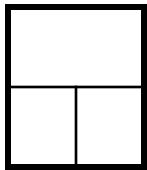
■ “ROWSPAN”



- The “ROWSPAN” attribute that specifies a cells spanning across multiple rows

- `<TD ROWSPAN="number of row"> - </TD>`

■ “COLSPAN”



- The “COLSPAN” attribute specifies a cell across multiple columns

- `<TD COLSPAN="number of column"> - </TD>`

■ `<CAPTION>-</CAPTION>`

- These tags define the caption of the table
- They are used between the `<TABLE>` tag and the first `<TR>` tag

Displaying Image & Image Data

■ ****

- This tag is used to display an image

■ **"ALT"**

- The "ALT" attribute that specifies the character strings to be displayed on a text based browser in place of the image

- ``

■ **WIDTH and HEIGHT attributes**

- The "WIDTH" attribute and the "HEIGHT" attribute that specifies the display size of the image

- ``

Displaying Image & Image Data ...

■ ALIGN

- The “ALIGN” attribute that specifies the alignment of the text to be displayed next to the image.

-
- (TOP, MIDDLE & BOTTOM)

```
<img src=abc.gif width=100 height=150 alt="Map of Sri Lanka">
```

Specifying Links

- **-**

- These tags are used to set up hyperlinks for calling up other web pages.

- To call up Web pages from other directory, the following path must be specified.

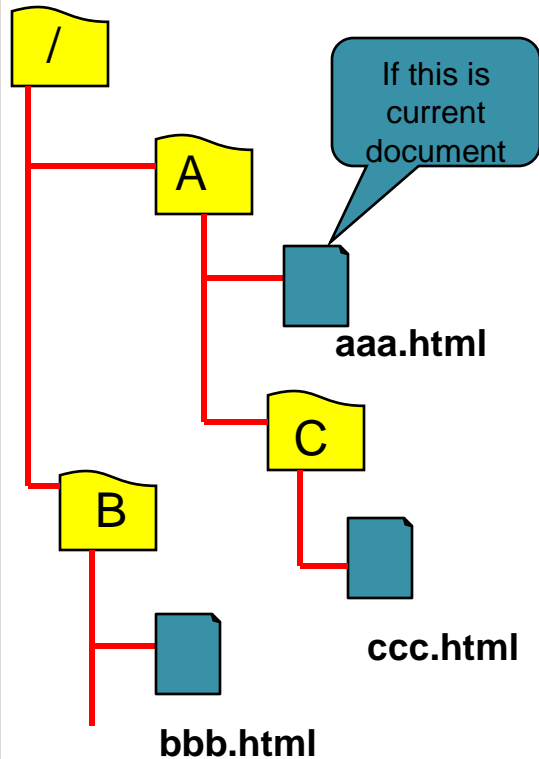
- **Specify Relative Path** –(Specify a relative position from the directory that stores the calling Web page.)

- **Path name/file name**

- **Specify Absolute Path** – (Specify an absolute position from the root directory)

- **/directory name (in the root directory)/directory name/file name**

Specifying Links to Other Pages



(I)

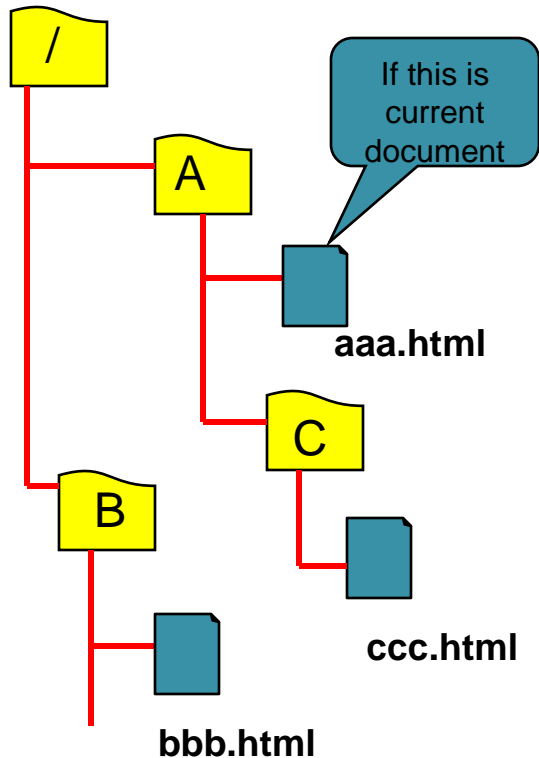
■ Absolute Path:

■ Absolute Path for different directory:

- The absolute path shows exactly where the file is on the computer.
- In HTML, you start every absolute pathname with a slash(/)
- Then you type the directory names on the computer starting with the topmost directory in the folder hierarchy
- Even the absolute pathnames of files located on different hard disks begin with a slash.

Specifying Links to Other Pages

(II)



■ Relative Path:

``

or

``

■ Relative Path from various directory:

``

- To reference a file in a folder above the current folder in the folder hierarchy (One level up)
- To reference a file in a folder below the current folder in the folder hierarchy then just specify the name of the subfolder.

Links to the Same Page

■ **-**

– Eg **Part B**

- These tags and the option assign a name to an **arbitrary position** in the HTML document.
- Using a link defined by the <A> tags described next, the position specified by these tags can be display at the beginning of the browser screen.
- Anchor name can be any alphabets

■ **-**

– Eg **Part B**

- These tags define a link to display the part of a Web page.

Link to separate page and target to specific area...

- For Link page:
 - `Introduction`
- Source Page:
 - `<h1>Introduction</h1>`

Example ...(Link to the same Page)

About the UCSC

About the ADMTC

:

:

:

<H2>About the UCSC (Paragraph)

<H2>About the UCSC
(Paragraph)

Links to e-mail....

- Others:

- **-**

- Specifies an e-mail program to be started up
- mailto protocol and the e-mail address as the URL with the HREF attribute.

<ADDRESS>

Development Team

</ADDRESS>

Links to External Media Data

- **-**
 - **These <A> tags are used to display external media data**
 - **Play the production information video-**

Image Map

■ What is an Image Map

- The image map is a function that calls up another Web page when any part of its image is clicked.
- There are two ways to use this image map function
 - Client side Image Map
 - This method makes use of the tag function in the HTML document
 - Server side Image Map
 - This method makes use of the application (CGI/SSI) on the WWW server to process data

Image Map cont...

- ``
- These tags and the USEMAP attribute are used to display images to be used as the image map.
- `<MAP NAME="name of map"> - </MAP>`
- These tags are used to set up the image map
- The `<AREA>` tags described below are specified in the scope of these tags.

```
<IMG SRC="can02.gif" ALT="Can Image" USEMAP="#CAN">
```

```
<MAP NAME="CAN">
```

```
<AREA SHAPE="RECT" COORDS="8,38,87,63" HREF="Comet01.html" alt=xxx>
```

```
<AREA SHAPE="CIRCLE" COORDS="8,38,20" HREF="Comet02.html" alt=yyy >
```

```
<AREA SHAPE="POLY" COORDS="8,38,87,63" HREF="http://www.yahoo.com" alt=bbb >
```

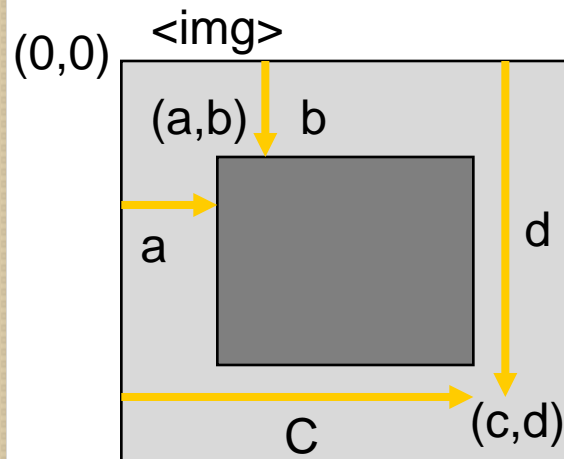
```
</MAP>
```

```
<AREA SHAPE="shape" COORDS="specify coordinates" HREF="file  
name or URL" ALT="comment">
```

Image Map cont...

- ``
- These tags and the **USEMAP** attribute are used to display images to be used as the image map.

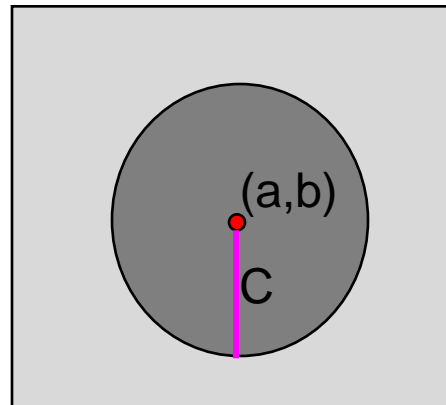
Shapes: RECT



Shape="rect"

Coords="a,b,c,d"

CIRCLE

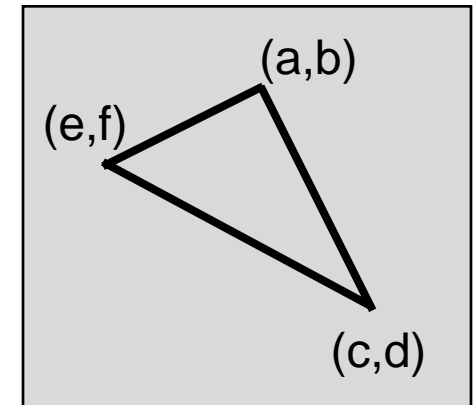


Shape="circle"

Coords="a,b,c"

(Centre & Radius)

POLY



Shape="poly"

Coords="a,b,c,d,e,f"

**`<AREA SHAPE="shape" COORDS="specify coordinates"
HREF="file name or URL" ALT="comment">`**

Using Forms

**<FORM METHOD="POST" ACTION=mailto:e-mail address
ENCTYPE="text/plain"> - </FORM>**

- These tags and the attributes are used to define the data screen (HTML form)
- The input data is sent as e-mail to the address specified for the ACTION attribute.
- Form Attribute types are as follows;
 - Text
 - password
 - Radio
 - Check box
 - Submit
 - Reset

Text boxes

<INPUT TYPE="TEXT" NAME="textbox name" SIZE="length of the textbox">

- The <INPUT> tag and the attributes are used to define the textbox
- <INPUT> tag, when the attribute TYPE="PASSWORD" is specified, "*" will be displayed in the place of the input password.

<INPUT TYPE="PASSWORD" NAME="textbox name" SIZE="length of the textbox">

Pull-down Menus

<SELECT NAME="pull-down Menu name">-</SELECT>

- These tags are used to define the pull down menu
- They are used in combination with the following **<option>** tags
- They are described in the scope of the **<FORM>** tags.
- An attribute of the **"SELECT"** tag can be set for multiple items to be selected from the pull-down menu.
- The **"MULTIPLE"** attribute that allows selection of multiple items

<SELECT NAME="pull-down Menu name" MULTIPLE>-</SELECT>

- The **"SIZE"** attribute that specifies the number of items to be displayed in the list

<SELECT NAME="pull-down Menu name" SIZE="number of items">-</SELECT>

Pull-down Menus ...

<OPTION> Item Name (Value to be sent)

- This tag defines an item of the pull-down menu. Selection list option)
- It is described in the scope of the **<SELECT>** tags
- An attribute of the **<OPTION>** tag can be set for a list item to be selected by default (default selection item)

```
<select name ="fruit">  
<option> Banana</option>  
<option> Pineapple</option>  
<option selected> Starfruit</option>  
<option> Mango</option>  
</select>
```

```
<select name="vegettable" multiple  
size="3">  
<option> Go-ya </option>  
<option> Papaya </option>  
<option> Carrot </option>  
<option> Egg </option>  
<option> Fish </option>  
</select>
```

Radio Button

<INPUT TYPE="RADIO" NAME="radio button group name" VALUE="value to be sent">-

- This tag defines the radio button (Exclusive input). It is specified in the scope of the <FORM> tags

```
<INPUT TYPE="RADIO" NAME="gender"  
VALUE="WOMAN">Female<BR>
```

```
<INPUT TYPE="RADIO" NAME="gender"  
VALUE="MAN">Male<BR>
```

Checkboxes

<INPUT TYPE="CHECKBOX" NAME="checkbox name">

- This tag defines the checkbox. It is specified in the scope of the <FORM> tags.
- In the e-mail to be sent, the selected item is described as "checkbox name="on".

<INPUT TYPE="CHECKBOX" NAME="Colombo"> Colombo

<INPUT TYPE="CHECKBOX" NAME="Kandy"> Kandy

<INPUT TYPE="CHECKBOX" NAME="Rathnapura"> Rathnapura

<INPUT TYPE="CHECKBOX" NAME="Mathara"> Mathara

Input Areas

**<TEXTAREA NAME="name of the input area"
ROWS="height of the input area" COLS="width of
the input area"> - </TEXTAREA>**

- These tags define an input area that contains more than 1 line of input
- They are specified in the scope of the <FORM> tags
- The character string described in the scope of the <TEXTAREA> tags is displayed in the area as the initial value
- In the e-mail to be sent, it is described as "name of input area=input sentences"

```
<TEXTAREA NAME="message" ROWS="5" COLS="60">
```

Please write your comments here

```
</TEXTAREA>
```

Send Button and Cancel Button

<INPUT TYPE=“SUBMIT**” VALUE=“name of send button”>**

- This tag and the attributes define the button for sending input or selected data
- Press this button and e-mail will be sent to the address specified by the **ACTION** attribute of the **<FORM>** tag.

<INPUT TYPE=“RESET**” VALUE=“name of cancel button”>**

- This tag and the attributes define the button for clearing the input data

<INPUT TYPE=“SUBMIT**” VALUE=“Send”>**

<INPUT TYPE=“RESET**” VALUE=“Cancel”>**

Frames

- What is the Frame Function?
 - This function splits the browser screen into multiple frames, which display separate web pages.
 - To use the frame function, define the method for splitting the browser and the file names of the web pages to be displayed in different frames in the HTML file used for frame setting

Frames ...

■ <FRAMESET>-</FRAMESET>

- These tags are used to define the split screen. In the HTML file used for frame setting, these tags are used in place of the <BODY> tags.
- The method of split and the size of each frame are set up in the options
- The COLS attribute that splits the screen into left and right frames

<FRAMESET COLS="size of the left frame, size of the right frame"> - </FRAMESET>

- The ROWS attribute splits the screen into top and bottom frames

<FRAMESET ROWS="size of the top frame, size of the bottom frame"> - </FRAMESET>

Frames ...

■ `<FRAME SRC="HTML file name" NAME="frame name">`

■ This Tag defines the web page to be displayed in a frame. It is specified in the scope of the `<FRAMESET>` tags.

■ Frames are displayed from the left or the top in the order of description.

`-`

- The target frame name that display the HTML file is specified in the "TARGET" attribute
- The target frame name is the frame name assigned by the "NAME" attribute of the `<FRAME>` tags.
- The frame that display the linked web page is specified by the "TARGET" attribute.

Frames ...

- `<NOFRAMES>` - `</NOFRAMES>`
 - These tags define the content of the web page to be displayed for browsers that do not support the frame function

Sample code:

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=windows-
1252"> <meta http-equiv="Content-Language" content="en-us">
<title>Main Entrance</title>
<!-- frames -->
<frameset rows="159,*" border="0">
<frame name="top" src="top.html" marginwidth="0" marginheight="0"
scrolling="no" frameborder="0" noresize="noresize">
<frameset cols="159,*" border="0">
<frame name="left" src="left.html" marginwidth="0" marginheight="0"
scrolling="no" frameborder="0" noresize="noresize">
<frame name="main" src="main.html" marginwidth="0" marginheight="0"
scrolling="auto" frameborder="0" noresize="noresize">
</frameset>
</frameset>
</head>
<body>
<noframes>
</noframes>
</body>
</html>
```

Targeting frames

- TARGET attribute. This attribute is not found in the frame definition but is used within normal HTML documents to direct data to specific frames
- TARGET attribute is used to direct data to different frame
- consider the TARGET attribute in terms of frames and the <A> tag.
- In order to direct data to a different frame, the receiving frame must have been named in the frame definition.

Frame target names

- There are some special target names, called frame target names. These all begin with an underscore (_) and are used to load pages into groups of frames.
- **_blank** The user agent should load the designated document in a new, unnamed window.
- **_self** The user agent should load the document in the same frame as the element that refers to this target.
- **_parent** The user agent should load the document into the immediate FRAMESET parent of the current frame. This value is equivalent to _self if the current frame has no parent.
- **_top** The user agent should load the document into the full, original window (thus canceling all other frames). This value is equivalent to _self if the current frame has no parent

Send mail

- ` - `
 - These tags define to send an e-mail to somebody

`saman`

Adding Multimedia Features to WWW

- How to embed a Music file

```
<HTML>
<HEAD>
<TITLE>EMBEDED</TITLE>
</HEAD>
<BODY>
<EMBED SRC="MUSIC.MID" WIDTH="144" HEIGHT="60" PLAY="TRUE"
      LOOP="TRUE" QUALITY="HIGH"> <!-- -or- -->
<EMBED SRC="MUSIC.MID" WIDTH="144" HEIGHT="60" PLAY="TRUE"
      LOOP="-1" QUALITY="HIGH" autostart=false>

</BODY>
</HTML>
```

Adding Multimedia bgsound to WWW

```
<HTML>
<HEAD>
<TITLE>FONT FACE</TITLE>
<HEAD>
<BODY>
<bgsound src="SOUND.WAV">
</BODY>
</HTML>
```


Adding Multimedia Features to WWW...

- How to embed a Movie file
- Avi,wma files can use

```
<HTML>
<HEAD>
<TITLE>EMBEDED</TITLE>
</HEAD>
<BODY>
<EMBED SRC="SRILANKA.AVI" WIDTH="300" HEIGHT="350"
PLAY="TRUE"  LOOP="TRUE" QUALITY="HIGH">
</BODY>
</HTML>
```

```
<video src="music.mov" />
```

```
<audio src="music.mp3"  autoplay="autoplay" loop="20000" />
```

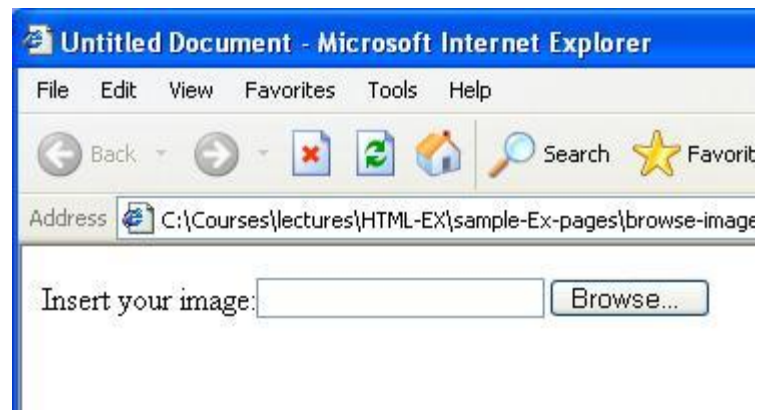
How to Create i-frame in HTML

```
<body>
<TABLE ALIGN=RIGHT BORDER=1 BGCOLOR="#FFFFCC">
<TR>
<TD><H4>Facts About Beavers</H4>
<UL>
<LI><A HREF="habitat.html" TARGET="abc">Habitats</A>
<LI><A HREF="food.html" TARGET="abc">Food</A>
<LI><A HREF="health.html" TARGET="abc">Health</A>
</UL>

<IFRAME
NAME="abc"
SRC="Habitat.html"
WIDTH=300 HEIGHT=200>
</IFRAME></TD>
</TR></TABLE>
</body>
</html>
```

Browse a File

```
<body>  
<!--forms then file field -->  
<p>Insert your image:<input type="file" name="as"></p>  
</body>
```



Download a Word File (doc) or PDF

`Download your Application (doc) `

`PDF `

HTML Standards..... for HTML Validation

- `<?xml version="1.0" encoding="us-ascii"?>`
- `<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"`
- `"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">`
- `<html lang="en" xml:lang="en">`
- `<head>`
- `<title>On Going Events</title>`
- `<link href="../css/default.css" rel="stylesheet" type="text/css"`
`title="Default" />`
- `<link href="../css/black.css" rel="alternate stylesheet"`
`type="text/css" title="High Contrast" />`
- `</head>`
- `<body>`
- `</body>`
- `</html>`

HTML <meta> Tag

- Describe metadata within an HTML document

```
<head>  
<meta name="description" content="Free Web tutorials" />  
<meta name="keywords" content="HTML,CSS,XML,JavaScript" />  
<meta name="author" content="Hege Refsnes" />  
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />  
</head>
```

■ Definition and Usage

- Metadata is information about data.
- The <meta> tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable.
- Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.
- The <meta> tag always goes inside the head element.
- The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.

References

- http://www.w3schools.com/html/html_intro.asp

Markup Validation Service

v0.7.1

- <http://validator.w3.org/>