

## A Simple HTML Quick Ref

**<p>** is a Paragraph tag. Creates a line break with a space above it. Made in many programs by simply hitting Enter (or Return). Always close it with a **</p>**.

**<br>** is a Break tag. Moves the text to a new line without the space above. Made in many programs by hitting Shift+Enter (or Return). This is a standalone tag, it does not need to be closed. You may also see it as **<br />**, this is the self-closing XHTML version and works fine too.

**<strong>** is a Strong tag, it's the HTML 5 equivalent of Bold. Always close it with a **</strong>** tag or the whole rest of your page will be in bold text.

**<em>** is an Emphasis tag, it's the equivalent of Italic. Always close it with a **</em>** tag or the whole rest of your page will be italicized.

**<a href="http://www.linkname.com">** is a link tag. Always close it with a **</a>**.

**<a href="http://www.linkname.com" target="\_blank">** is a link tag which opens the link in a new window. If you're linking to a site outside of your own this is a best practice. Also great for linking out to .zip files, large images, pdfs and social media assets.

**** is an Image tag. It's how you show an image in a document. You can add **** to place the image to the side and let text flow around it. Add **align="right"** to put it on the other side. To be *really* fancy add an **hspace=10** before the **>** so your text doesn't bump against your image. Like our friend **<br>** this is a standalone tag so it does not need to be closed.

**<h1>** is a Header 1 tag. If your stylesheet is set up correctly this should be styled as your most prominent heading. H1s are important for search engine optimization (SEO) so it's a best practice to use them for page names like About, Contact, Services, etc. Always close with a **</h1>**.

**<h2>** is a Header 2 tag and should be styled as your second most prominent heading. H2s are also important for SEO - use them for keyword aware subtitles like "High quality widgets at affordable prices". Always close it with a **</h2>**.

**<h3>** is a Header 3 tag. Same concept as H1 and H2. Great for visually styling your text, use them to make your pages easier for people to quickly scan and understand. Always close with a **</h3>**.

**<div>** is a Division tag. Divs work using Cascading Style Sheets (CSS) and have taken the place of tables because they are much easier to style and work better in responsive design. Always close them with a **</div>**.

**CSS** stands for Cascading Style Sheets. Your CSS code is in a separate style sheet and you can create formatting for tags that then apply throughout your whole site. Magic! A lot of trial and error to learn, but fun and powerful.

**<table>** is a Table tag, it's how we used to layout page elements using columns and rows. Sometimes they still do the job the easiest way and we owe them a debt of gratitude for making web pages easy to work with.

**<tr>** is a Table Row tag,

**<td>** is a Table Data tag (like a cell).

All of these must be closed with their appropriate tag nested from the inside out like so:

```
<table> <tr><td>My great text goes here.</td> </tr></table>
```

This is a simple example, tables can do lots more and have additional variables like width, spacing, etc.

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