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- ▶ Building webpages is a valuable skill for publishing customized content.
- ▶ Learning the structure behind webpages enables understanding of them.

HTML Tags

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- ▶ Each tag is written with an opening `<` and a closing `>` (for example `<html>`).
- ▶ Each tag is generally associated with a closing tag (for example `</html>`).
- ▶ There are exceptions. One that will be important in A3 is the image tag ``.

Beginning a Document

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- ▶ Without this line browsers are likely to enforce their own individual quirks.

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- ▶ It's closing tag is often the last line of your document

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- ▶ Advanced: It may also contain some content that does not display related to search engine optimization.

Document Bodies

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- ▶ begins with the tag `<body>`
- ▶ ends with the tag `</body>`
- ▶ contains a lot of different content.

Some body tags

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- ▶ `
` This is a line break. It doesn't have a closing tag.

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- ▶ if your user account is c1accoun this would be displayed on the web at
- ▶ "www.cdf.toronto.edu/ c1accoun/"
- ▶ The page displayed by default is "index.htm" or "index.html" so rename accordingly.

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- ▶ you can use `man chmod` to look at the help pages on the command in UNIX.

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- ▶ We may also have a footer in some documents.

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- ▶ Displaying Some Content

Clunky Organization

The webpage doesn't have a polished look to it. Objects aren't placed well. The solution is CSS which is beyond the scope of this course.

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- ▶ Run programs on the back-end to generate content.
- ▶ What programs? Some examples in the book.