8.3 Developing for the Web

In this unit, learners will explore the technologies that make up the internet and World Wide Web. Starting with an exploration of the building blocks of the World Wide Web, HTML, and CSS,

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HTML tags help the browser to know how to display a web page to the user.

HTML tags within the <body></body> tags define how the content of a page should be rendered by the browser.

HTML tags elsewhere, particularly those within the <head></head> tags are used for metadata, which is data about data. For example, in the head tags may contain the title of the web pages

CSS (Cascading Style Sheets)

HTML defines the structure and content of your **web page**

CSS defines the style and layout of **web pages**

CSS can be used to change the style of a whole **website**, one **web page** or a single occurrence of an element, e.g.
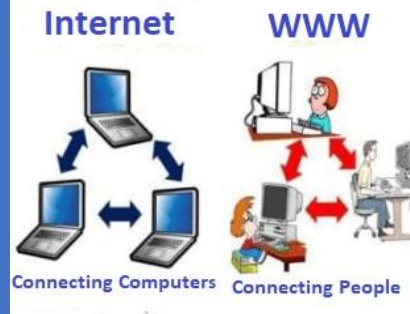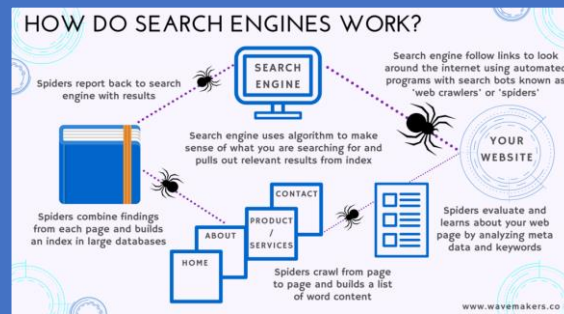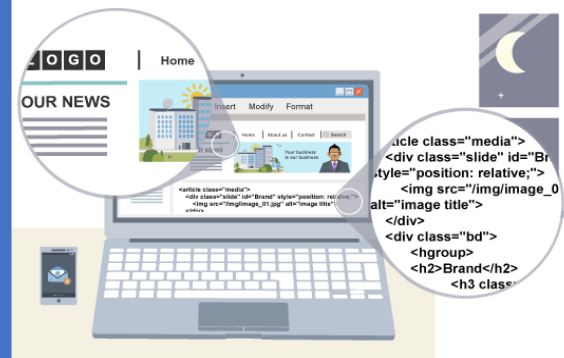
<h1 style="text-align:center">

CSS Syntax

Selector — Declaration

h1 {color: blue;}

Property — Value

When adding **CSS** to a **web page** it is defined at the top of the page between the **<style>** tags.

HOW DO SEARCH ENGINES WORK?

Spiders report back to search engine with results

SEARCH ENGINE

Search engine follow links to look around the internet using automated programs with search bots known as 'web crawlers' or 'spiders'

Search engine uses algorithm to make sense of what you are searching for and pulls out relevant results from index

YOUR WEBSITE

Spiders combine findings from each page and builds an index in large databases

CONTACT
PRODUCT / SERVICES
ABOUT
HOME

Spiders evaluate and learns about your web page by analyzing meta data and keywords

Spiders crawl from page to page and builds a list of word content

www.wavemakers.co

Internet   WWW

Connecting Computers   Connecting People

Search engines are used by people when they want to find a resource on the world wide web.

Term	Definition
HTML	Hypertext Markup Language (HTML) is used by website developers to define the structure of a website. A website user then uses a browser (which can understand the HTML and render it) to view the webpage
HTML Tag	Used to define a HTML element (part of a page) such as a paragraph or heading
Formatting	Changing the appearance of a webpage; usually to make it clearer and easier to understand the content
Attribute	Used inside of a HTML tag in order to provide additional information about the HTML element
CSS	Cascading style sheets (CSS) is the language that is used to format and style HTML web pages
Head	The head of a HTML page is a container for metadata (data about data)
Body	The body of a HTML web page is the part where the visible content goes
Hyperlink	A clickable element on a web page which takes the user to another web page
Crawler / Spider	A crawler (also known as a spider) is a program that a search engine uses to find content on the world wide web
Indexing	The process by which search engines organise large amounts of information to enable very fast access times
Search query	A search query is the collection of search terms that a user enters into a search engine to perform a search of the world wide web
Navigation	The part of a website, which is often a menu of some kind, which allows the user to move between pages on the website easily (i.e. without having to manually edit the URL in their browser)
Browser	A program (such as Google Chrome, Mozilla Firefox or Microsoft Edge) which can understand HTML, CSS and JavaScript code and display a website on a user's computer