

HTML documents are text files made up of HTML elements.

HTML elements are defined using HTML tags.

HTML Tags

- HTML tags are used to mark-up HTML **elements**
 - HTML tags are surrounded by the **two characters < and >**
 - The surrounding characters are called **angle brackets**
 - HTML tags normally **come in pairs** like and
 - The first tag in a pair is the **start tag**, the second tag is the **end tag**
 - The text between the start and end tags is the **element content**
 - HTML tags are **not case sensitive**, means the same as
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HTML Elements

Remember the HTML example from the previous page:

```
<html>
<head>
<title>Title of page</title>
</head>
<body>
This is my first homepage. <b>This text is bold</b>
</body>
</html>
```

This is an HTML element:

```
<b>This text is bold</b>
```

The HTML element starts with a **start tag**:

The **content** of the HTML element is: This text is bold

The HTML element ends with an **end tag**:

The purpose of the tag is to define an HTML element that should be displayed as bold.

This is also an HTML element:

```
<body>
This is my first homepage. <b>This text is bold</b>
</body>
```

This HTML element starts with the start tag <body>, and ends with the end tag </body>.

The purpose of the `<body>` tag is to define the HTML element that contains the body of the HTML document.

Why do We Use Lowercase Tags?

We have just said that HTML tags are not case sensitive: `` means the same as ``. If you surf the Web, you will notice that plenty of web sites use uppercase HTML tags in their source code. We always use lowercase tags. Why?

If you want to follow the latest web standards, you should always use lowercase tags. The World Wide Web Consortium (W3C) recommends lowercase tags in their HTML 4 recommendation, and XHTML (the next generation HTML) demands lowercase tags.

Tag Attributes

Tags can have attributes. Attributes provide additional information to an HTML element.

The following tag defines an HTML table: `<table>`. With an added border attribute, you can tell the browser that the table should have no borders: `<table border="0">`

Attributes always come in name/value pairs like this: `name="value"`.

Attributes are always specified in the start tag of an HTML element.

Attributes and attribute values are also case-insensitive. However, the World Wide Web Consortium (W3C) recommends lowercase attributes/attribute values in their HTML 4 recommendation, and XHTML demands lowercase attributes/attribute values.

Always Quote Attribute Values

Attribute values should always be enclosed in quotes. Double style quotes are the most common, but single style quotes are also allowed.

In some rare situations, like when the attribute value itself contains quotes, it is necessary to use single quotes:

`name='John "ShotGun" Nelson'`