

## GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES

### WEB-PAGE USING HTML AND CSS

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#### ABSTRACT

This research paper discusses about various tools and techniques that are used in a development of a website. website design means planning, creation and updating of websites. Website design also involves architecture website structure, user interface, navigation ergonomics, website layout, colors, contrasts, fonts and imagery (photography) as well as icons design. All these website elements combined together form websites. Often, the meaning of "design" is perceived solely as a visual aspect. In reality, website design includes more abstract elements such as usability, ergonomics, layout traditions, user habits, navigation logic and other things that simplify the using of websites and help to find information faster. Sometimes the technical side of website design is emphasized in the definition of design. Surely, the modern website building involves server side scripting like php, asp and CGI websites' visual side is defined with html and CSS, user experience is enhanced with dynamic java script. In this paper we mostly concentrate on how to design a webpage using HTML and CSS.

**Keywords:** *Webpage , HTML, CSS , Style Sheets , color codes.*

#### I. INTRODUCTION

Website development is like house building ,before house building process, we ask architect about plan, building permit ,oversee survey of geological and license from city. All things must have to see in the Website development requirement, designing , documentation ,appropriate server and programming language , .Most necessary things for a website is selecting a programming language .Mostly web design using HTML and CSS .For web designing high level knowledge of HTML doesn't require. HTML – Hyper Text Markup Language - is the computer language in which web pages are written. An HTML file can be viewed in any browser and is therefore platform independent, contrary to a word processor file. An HTML file is also very much lighter in size than a word processor file, so that it can be sent via e-mail quicker and takes up less disk space. Below is explained how a text can be put in HTML in a simple way. Only the most elementary aspects of HTML are considered. For further study one may consult a book or web tutorial. For writing text with simple layout in HTML though these elementary matters suffice. Through HTML, the look and appearance of images, links, headings, text, page layout and just about every element of a web page can be formatted. While there are other globally-recognized web programming languages and tools like content management systems today, HTML continues to be the predominant programming language for creating web pages. It is also the most optimal for most small and growing businesses that do not really need advanced functionality on their website. Below are some of the advantages of using HTML while creating your website. Almost anyone in the web development business would know HTML – be it a freelancer or a large agency. If at any point in time you need to hire the services of a different web design firm or professional for making changes or updates to your website, it would be relatively easy to find cost-effective and affordable solution providers who can make the changes you need to your website. Almost – if not all – browsers support HTML. Certainly more browsers support HTML than any other web programming language. As a result when you build a website using HTML, it would show up on most browsers around the world, as long as the programmer takes care to optimize the website for the most commonly used browsers. Optimizing an HTML based website for browser compatibility is neither difficult nor complex. A major advantage of HTML is that it is free. You do not need any software for HTML, no plug-ins are needed and it means that you can save considerably on your website development cost. Even with open source content management systems, all the plug-ins that you may need are not always free. Of all the web programming languages, HTML is the most search engine friendly. Creating SEO compliant websites using HTML is significantly easier than any other programming language. HTML causes the least SEO complications and provides the greatest flexibility when trying to build an SEO compliant website. As long as you have taken care to ensure your HTML

code is clean and validated, an HTML website is easiest to read and access for search engine crawlers. This reduces crawling time and improves page load time, helping your website perform better in search results. In spite of all the advantages of using HTML, the first step you need to do while conceptualizing a website is to define what exactly your website should do. Are you looking for a website that provides information about your business or are you looking for ecommerce functionality? Is your website essentially going to contain marketing and company information or will it be more news-like, where content is added every few hours or days? Should your website mainly disseminate information to visitors or do you need your visitors to interact? The operative word in defining your website functionality is "need". It is easy to conceptualize an extremely high-end website with a wish-list of features and functionality, but is it essential for your small or growing business? In most cases, business websites do not need advanced functionality that would justify the need for programming technologies or content management systems, given the extra cost of development. Aesthetically, an HTML website can look just as appealing as a website using the more advanced technologies. It is easy to be swayed by the desire to be 'up with the times'. However, getting yourself a well made HTML website may be a wiser and more progressive decision for your business than getting a high-tech website.

## II. LITERATURE SURVEY

Many researchers and practitioners have commented that web-based systems are many in number and different from each other.

- M.J.Taylor,J.McWilliam,H.forsyth,S.wade have commented that there can be a wide range of activities undertaken within a given web development process and these involve both business and technical aspects .And importantly they examined the activities that were carried out in website development ,and techniques and standards that were actually supported such activities in 25 organizations.
- Chris Barry and MichaelLang, from National University of Ireland,Galway examined the development approaches adopted toward non multimedia information systems to assess the context for multimedia development .They discovered the type and nature for multimedia application development .And lastly ,they compared and contrasted the development approach of general industry and multimedia software industry
- Xiaowei Li and Yuan Xue from Vanderbilt university have provided a comprehensive survey research results in the areas of web application development .They described unique characteristics of web application development and identified important security properties that secure web applications.

## III. TEMPLATE OF HTML

Start a text editor, like Notepad



```

CSS INSTRUCTIONS
the html would look like this:
<html> <!-- opening tag-->
  <head> <!-- the head section contains
    hidden meta information-->
  </head>
  <body> <!-- the body section contains
    our web page content-->
    <!-- large headings are labeled h1-->
    <h1>John Adams</h1>
  </body>
</html> <!-- closing tag-->
  
```

Figure 1: Syntax for HTML



- **Step 4:** Following the title you want to complete the heading section by putting in all these CSS codes.
- **Step 5:** Begin Creating the Body. We are now ready to create the body for our homepage. First, We need to create an open body tag. Type the open body tag as indicated below. Next we will throw in some break elements. A break element is the equivalent of pressing the Enter key on your computer. It creates a hard return. The break element is an empty element. It has no contents and it contains both the open and closed tags all in one. Thus, the break element is written like this: `<br />` (that is `<br space />`).

Notice I added an open and closed p element, which is a block-level element. Most in-line elements such as breaks, images, links, etc. need to be sandwiched between block-level elements, which you will see as we continue adding code to the body of our web page. After adding three break elements sandwiched between open and closed p elements, next you will create your first header. Type the h1 code just as it appears above. After the h1 code, type in your name and then close the h1 tag as illustrated above. Afterwards, add three more break commands along with the p elements as illustrated above.

- **Step 6:** Saving and Viewing Your Work.

At this point, you are probably wondering what your web page looks like. Before viewing the document in the browser, you need to save your work. In Notepad++, click File; click Save As.

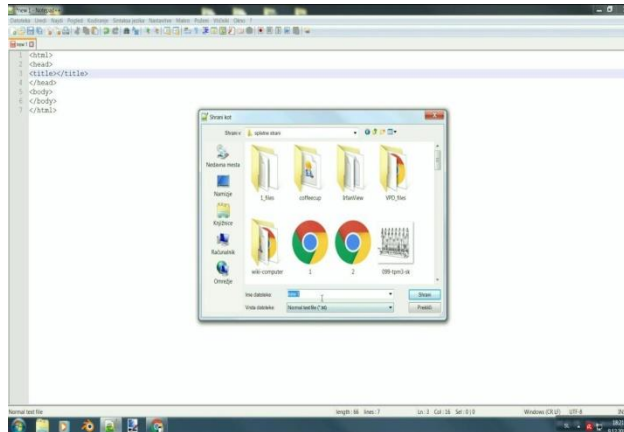


Figure 3: Saving in Notepad++

When the Save As box appears, give your page a file name. Notepad++ automatically saves your document as .html. As such, you can either click save, or if you want your document to be saved as an .htm file, then you need to add the file extension in the filename. For example: template.htm. Both .html and .htm are web document file extensions. Some web designers prefer to use the .htm file extension because it is one less letter to type in the URL. It is up to you which extension you want to use. After you have saved the document, you are ready to view your work. In Notepad++, go to the top menu and click Run. Afterwards, click Launch in IE. Next, Internet Explorer opens and your web page appears in the browser window.

**TABLES:**

Table 1. Different tags and their purpose in html

Tags	End Tags	Purpose
<head>	</head>	To create and end a heading.

<code>&lt;title&gt;</code>	<code>&lt;/title&gt;</code>	To indicate a page title beginning and ending.
<code>&lt;body&gt;</code>	<code>&lt;/body&gt;</code>	To indicate the body of the document has begun and then to indicate it is ending.
<code>&lt;h1&gt;</code>	<code>&lt;/h1&gt;</code>	This indicates that you want a group of text to be written in the first heading level. This is the largest heading possible.
<code>&lt;h2&gt;</code>	<code>&lt;/h2&gt;</code>	This indicates that you want a group of text to be written in the second heading level.
<code>&lt;p&gt;</code>	<code>&lt;/p&gt;</code>	To begin and end a paragraph.
<code>&lt;a href="filename"&gt;</code>	<code>&lt;/a&gt;</code>	This code indicates a link to another file.
<code>&lt;ol&gt; &lt;li&gt;</code>	<code>&lt;/ol&gt; &lt;/li&gt;</code>	Creates an ordered list.

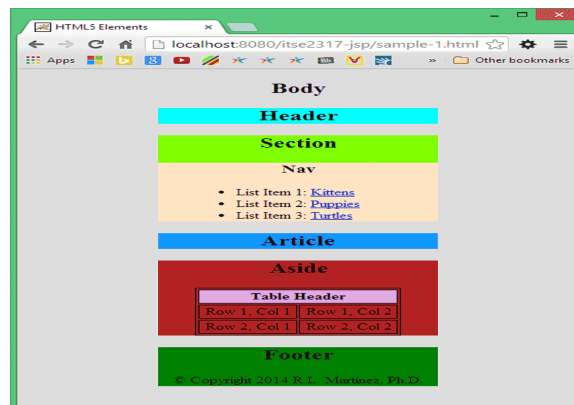


Figure 5: Example for output in html

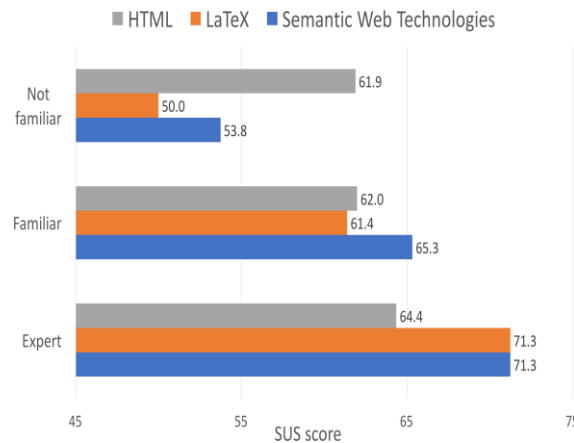


Figure 6: Graph Between Different Languages

## V. CONCLUSION

Website is the face and an integral component of any business .The future and scope of web development and design is also progressing at a tremendous rate. Website has ingrained so much in our daily lives. It's not surprising that no business runs without a website ex: banks, etc. Web developers are busy accustoming themselves to new frame works , tools and techniques to build more robust sites . Web development is developing at a fast pace with new technologies emerging right now.

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