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What Is HTML?

When you start doing business on the Internet, whether you are selling your own product or someone else's, it won't be long before you hear the term 'HTML.' If you have never created your own web page and know little or nothing about it, HTML can be a very scary thing.

However, if you just take a deep breath and relax a bit, and read the information here, you will see that you don't have to be afraid of HTML, and in fact, as an Internet Marketer, you must learn to embrace it.

HTML simply stands for Hyper Text Markup Language. A web page is nothing more than a file that contains markup tags. These tags tell the web browser that visitors to your page use how to display the page on their computer monitors. In a sense, it is the programming language used for the web.

The file that contains the markup tags is either an htm or html file, meaning that it is a file that can be created in a simple text editor, such as Notepad, and when the file is saved, you save it as a .htm or .html file.

If that sounds too complicated for you, again, relax. It really isn't as difficult as it sounds, and you don't have to memorize a bunch of senseless programming code to effectively use html to create or edit web pages. There was a time when anyone who wanted a website would have to open up a notepad file and start typing. In fact, they typed in each and every tag that they needed, and it took a great deal of time and work to create the simplest of web pages. Back then, you actually had to know what the tags were, and what they did, and how to use them in order to create that simple web page.

Today, thankfully, that is no longer the case. Today, we have tools that do a great deal of the work for us, and those tools are now affordable, and many of them are even free. Today, you don't really have to know HTML to use it. Instead, you just need to know how to use the tools that create HTML for you. With that said, however, it is still important to know the basics of HTML. Sometimes, even when you use tools for HTML, knowing the basics of HTML is the difference between having a great web page layout and a terrible layout.

By the end of this report, you will see just how easy HTML is today. You will be able to use it to create or edit web pages as you like, and you may even discover that you are ready to move on to more advanced HTML topics. In this publication, again, we are only covering the basics, which include basic tags,

links, graphics, tables, fonts and colors, and Meta tags. With this information alone, you will be amazed at what you can do with your web pages.

Why You Need to Know Basic HTML

Even though we have tools that do most of the HTML work for us, you still have a need to know basic HTML. There are many reasons for this. First, in order to use some tools, you actually need to know what the basic HTML tags are, and what they do. Again, do not panic. This is very easy, and HTML tags are surprisingly self explanatory.

As an Internet Marketer, there will come a point in time when you have need of some basic HTML skills. This is true even if you pay others to design your web pages for you. Today, many marketers use web page templates for their site, and those templates must be edited. Again, you can pay someone to do this for you, but you really don't have to do that.

Even if you are willing to pay someone to edit templates or to design original web pages for you, there will still come a time when knowing some basic HTML will be beneficial to you. For example, if you are selling only a certain number of your product, or you are limiting membership to your site, you may need to be able to quickly get in there and stop sales, by changing information on your web page. You may not be able to find someone to do this for you in the time frame that you need it done.

During the middle of a launch, you may decide that you want to throw in an additional bonus. Again, you will have to find someone quickly, and pay them, to make that change on your website and add the bonus to your offer. It's easier and faster if you can quickly do it yourself.

Even if you are using HTML tools, there will be a point in time where you cannot convince the tool to do what it is that you want it to do. The tool may not be capable of doing it, or you may just not know how to make the tool do it – but if you know basic HTML skills, you can do it yourself – manually.

As you can see, there are many reasons to learn some basic HTML skills. You may still not be convinced, but if you are new to Internet Marketing, you will quickly discover that you really do need these basic HTML skills. You will also discover that all of the top name Internet Marketers know basic HTML...this is usually because when they first started on the Internet, it was essential to know HTML. For other top name marketers who haven't been around as long, they too have discovered a need for basic HTML skills.

It's really very simple. You don't have to be deemed as a web site designer. You don't even have to be good at HTML, but you do need to know the various elements of a web page, and how HTML works in order to effectively build your Internet Marketing Business.

HTML Tools You Need

Earlier, we mentioned that there are HTML tools that do a great deal of the work for you. Here, we will discuss those tools, and recommend some of the better tools to work with.

First, you need an HTML editor. Old school marketers used Notepad, which is not an HTML editor – it is a text editor. Luckily, you don't have to do that. Instead, you can actually use HTML editors that set up the basics of a page for you, and allow you to push buttons to get the page that you want.

There are two types of HTML editors, basically. The first requires you to have a basic understanding of HTML tags. The second is a WYSIWYG HTML editor. WYSIWYG stands for 'what you see is what you get.' Microsoft Front Page is a WYSIWYG editor.

If you don't know HTML, you should use a WYSIWYG HTML editor. Microsoft Front Page is a good tool, and it is widely used by many. However, in order to publish your pages to the web, you will need to ensure that your web hosting company has installed FrontPage extensions for you. Contact your web host for more information on this. You can purchase Microsoft Front Page from Microsoft at <http://www.microsoft.com>.

As simple as it seems, there is a learning curve with FrontPage, as with any other editor. It is very easy to become absolutely frustrated in fact. However, with some basic HTML knowledge, it becomes much easier. So, don't assume that with a WYSIWYG editor that you don't need to know *any* HTML. The more you know, the less time it will take you to learn how to use the editor, and this is true of any editor.

If you want a full HTML editor, Macromedia Homesite 5 is recommended, and this is included with Adobe Dream Weaver, which can be found at <http://www.adobe.com/products/dreamweaver/>.

If the cost of these tools is too high, you can find a **free HTML editor** from KompoZer. This is a complete web authoring system that combines web file management and easy-to-use WYSIWYG web page editing. You can download it here: <http://www.kompozer.net/>

If you hear about CSS, or Cascading Style Sheets, again, don't panic. This isn't something that you have to really learn about, along with HTML. A style sheet for your web pages does make editing pages quite easy when it comes to the actual layout and navigation of the site. The good news is that most HTML editors today incorporate CSS, and can be used to create your style sheet for you. You can also generate your own style sheet for free at <http://www.makemplate.com/>.

Aside from an HTML editor and a CSS creation tool, you will also need a few other things. First, you want to be able to check your HTML, after you have finished it. Checking the validity of the HTML code is the difference between your web page working, and not working in many cases. You can pick up free HTML validation tools, or use the validation tools that are a part of your HTML editor.

You will need a tool to check the validity of the links that you include on your web page. Websites come and go at an alarming rate, and if you link to other sites, you can bet that your links will need to be checked on a regular basis. For this, you can use the free tool at <http://www.dead-links.com/>.

Not all colors are considered web safe. This doesn't mean that they are going to blow up someone's system. It means that the colors may not appear as you expected them to on everyone's monitor. Therefore, you always need to stick to web safe colors, which are discussed in greater detail later. For now, just know that you need a tool to find web safe colors closest to the colors that you want to use, such as the tools found at <http://www.webmaster-toolkit.com/websafe-colour-tool.shtml>.

You will most likely need a good graphics editor. Just as you can pay someone else to design your web pages, you can also hire someone to design your graphics. But again, you will save time and money – in the long run – if you can design your own graphics. Just as web pages are easy when you have a good HTML editor, and you know how to use it, graphics are also easy with the right tool, and with the know-how to use that tool to its fullest potential.

PhotoShop and Paint Shop Pro are the two most popular graphics editors. You can find PhotoShop through adobe at <http://www.adobe.com/> and you can find Paint Shop Pro at <http://www.corel.com>. There are free graphics editors out

there, but they usually are not powerful enough to create high quality graphics. Take the time to learn your graphics program!

You can also create Photoshop style graphics online WITHOUT using any extra software. I highly recommend <http://urhost.net/go/graphics/>

You need a way to create Meta tags. Some HTML editors will already include this tool in the program, but some do not. You can use the free Meta Tag Generator found at <http://www.htmlclinic.com/metacreator.php>.

Finally, you need to check your Meta tags, once you've created them and uploaded your web pages. This will determine whether the Meta tags that you have used are compatible with search engines. You can use the free tool at <http://www.hypergurl.com/form.html>.

While you will find countless gadgets for creating and maintaining web pages, these are really the only tools that you need, and in reality, you could create your own web pages with nothing more than Notepad and a graphics editor. However, most Internet Marketers will agree that these tools are the essentials, and before you purchase more web site creation gadgets, consider how that money would be better spent elsewhere...like on promotions after you've created your outstanding web site.

Creating a Simple HTML Page

If you have your tools, and you are ready to learn some HTML, let's start with a simple, basic web page. Fire up your HTML editor. Many will create a basic page for you on start up. In case yours doesn't, here is the information that you need.

All HTML pages start with very basic tags. These tags are required for all web pages. You must have these tags on all web pages, whether you write the code yourself, or your HTML editor does it for you. This cannot be said in enough ways, or said enough. So, do you need these tags on every web page you create? Yes you do!

The basic HTML tags for a web page are as follows, and will be explained in greater detail:

```
<html>
<head>
<title></title>
</head>
<body>
</body>
</html>
```

If you have these tags, you have a web page. It may be a blank web page, but it is a page none-the-less. Now, let's explain each of these tags.

1. **<html>** - This is the opening tag. It tells the browser that it is about to see Hyper Text Markup Language. Your HTML page will not work without this tag. Note that it has a closing tag at the bottom, which is written as **</html>**. This tag tells the browser that it has reached the end of the Hyper Text Markup Language.
2. **<head>** - Note that after the Title tag, the head tag also has a closing tag, written as **</head>**. Most HTML tags are opened, and then closed again at some point. You will read more on opening and closing tags in just a few minutes. The head tag contains the title of the page, and will also contain the Meta tag information, which will be discussed later.
3. **<title></title>** - These are the opening and closing tags for the title of your page. The information that you put in between these two tags will appear at the top of the browser window when someone visits your page, or when you view it yourself. A sample title tag would be **<title>XYZ Incorporated</title>**. Note that after the title is closed, the **<head>** tag is closed with **</head>**.
4. **<body>** - The body tag is where the fun starts. This is where you will place information that your visitors will see. So far, the only thing that you have done, that your visitors will see, is to create a title for your page, which appears in the top bar of the browser window. They can't see anything else that you have done, until you get to the body tag. Like other tags, the body tag is opened with **<body>** and closed with the **</body>** tag. Here is an example: **<body>This is the XYZ Corporation Home Page</body>**. Note that once you have closed the **<body>** tag with **</body>**, the **<html>** tag is closed with **</html>**.

That's it. You've just created a web page, and you've just learned most of the basic HTML skills that you need. If you can remember these few things, everything else will be cake to you. There are just a few more points to know here.

1. As mentioned, if a tag is opened, it should be closed. While it wasn't always true, today all HTML tags have a closing tag, which is usually the same tag with the slash in front of the word...very simple.
2. There will be additional tags that you will learn that go inside of the head tag. When someone says it 'goes inside of the head tag' this means that it goes somewhere between <head> and </head>.
3. There will be numerous, if not hundreds or thousands of tags that will be used in the body tag, between <body> and </body>. They are all very easy, and nothing to fear.
4. An HTML page must be saved as .htm or .html. For example, you might save this page as sample.htm or sample.html.
5. All tags are closed in reverse order. For example, we have the order as follows:
<html><head><title></title></head><body></body></html>. This is the correct order. The tag that is opened last is closed first. We cannot write the tags as <html><head><title></head></title>. That wouldn't work. Close tags in reverse order, with the tag opened last being closed first – always.

Practice creating your own HTML document to see how you do. Do it about ten times, and you will always remember how to set up a basic HTML page. Are you ready to start adding some flavor to your pages? Let's move on!

Adding Links

Before you think that you will listen to expert Internet Marketing advice and never link to outside sources, causing you to skip this page, *DON'T SKIP THIS PAGE!* Even if you never provide a link to anyone else's website, which is of course your choice, you must still learn how to link, because if nothing else, you will need to link to *your own pages*.

First, you need to know how to link to your own pages. There are essentially two ways to do this. The first is with the full URL, and the second is with just the file name. However, if the document is in a different directory (or file) on your server, you must use the full URL, or the link won't work. Here is the most basic form of an HTML link, using the full URL:

```
<a href="http://www.yoursite.com">My Site</a>
```

An HTML link with just the file name, for linking to pages in the same directory on your site looks like this:

```
<a href="filename.html">Go to This Page</a>
```

These are those text links that you hear about so much...in both cases. In other words, the text (My Site and Go to This Page) are actually linked to the URLs (<http://www.yoursite.com> and filename.html).

Now, if you are using an HTML editor, you will note that the program has put in two additional bits. It may look like this:

```
<a href="http://www.yoursite.com" target="_blank">My Site</a>
```

This simply causes the link to open in a new browser window, which keeps your visitor on your site – technically. There may also be an alt tag. This allows you to include alternate text, in the event that your text or graphic does not appear in the browser window for some reason. This alt text will also be viewable when one holds their mouse over the link or the text, and it is very important in search engine optimization. Again, you can write whatever you want in the alt tags.

You can also link to specific parts of a page. For example, if you want to give your visitors the option of ordering now, without reading the entire sales page, you can put a link anywhere on the page that you want, which when clicked will drop the visitor down to your actual order button. This is how it works:

```
<a href="#ordernow">In a hurry? Order Now!</a>
```

The order button or order link should look like this:

```
<a href="order.html" name="#ordernow">Click Here to Order</a>
```

When someone clicks the in a hurry order now link, they will drop down to the bottom of the page, where your link for your order page is. You could also just link directly to the order page itself.

You may need to create a link that works with your visitors email. When the link is clicked, an email message opens up for your visitor to send you an email. This is called a mailto link, and it looks like this:

```
<a href="mailto:you@website.com?subject=feedback">Send Me  
Email</a>
```

This not only opens up the email message, and puts the email address in for the visitor, but it also puts the subject in place for the visitor as well.

As mentioned earlier, you can actually place an image on your page, and then create a link with it. One of the most common ways that Internet Marketers use graphics for links is for order buttons, so it is vital that you know how to do this. First note that the graphic must be uploaded to your web server. Most graphics go in their own folder, called the images folder, and linking with a graphic would look something like this:

```
<a href="yourlink.com"></a>
```

There may be other attributes to these tags, of course, but that is the basic way that you use a graphic for your link. Note that since your graphics will probably be in an images directory, which is a separate directory from where your HTML documents are stored, we had to indicate where this particular graphic (yourgraphic.gif) could be found, by using the name of the file (images). Now that you know about links, are you ready to learn a little more about graphics?

Working with Images

There are two very important things to note about using images on a website. First, in web speak, the terms images and graphics are the same thing. Second, the images tag has no closing tag. Did you notice that in the example for linking with graphics above?

The image tag is quite simple, in and of itself. However, like anything else in the digital world, it can get quite detailed and confusing. So, take it slow, and just learn the basics for now. The basic tag for linking to an image is:

```

```

That's it. There is no closing tag. Remember that earlier we mentioned that images are usually uploaded to a different directory on your web server than your HTML pages are, and that directory is most commonly named 'images.' When we want to place an image in that directory on our HTML document, we must tell the web browser, using HTML, where the image can be found, which is why we put images/yourimage.gif.

The yourimage.gif part is the file name of the image that you want to appear on your page. There are tons of different formats for images, although .gif and .jpg or .jpeg images are the most commonly used on websites. Note that you must use the right file extension in your HTML code! It must match the actual file extension of the image (.gif or .jpg or .jpeg).

Now that you know the basics of placing an image on your website, you may be flabbergasted to see that the image is as big as the proverbial house when it appears! You need to use attributes to properly size your image for use on your web page.

Sometimes, an image needs to be resized using a graphics program, in order to keep the quality of the photo. However, for most, you can 'resize' the image without actually resizing it, by telling the web browser the size that you wish the image to be on your page.

This is done with the height and width attributes of the image tag, and it looks like this:

```

```

It is very important that you also learn to use the alt attribute when using graphics. Search engines don't index graphics...they index file names and other text. Therefore, choose names for your graphics that contain your keywords, such as mykeyword.gif, and then also use the alt tag, so that it looks like this:

```

```

You can also use attributes to align your images on your pages. You can align your image right, left, or center. It looks like this:

```

```

You can also use vertical alignment, using the valign tag. You can vertically align using top, middle, or bottom. The image tag would then look like this:

```

```

Using attributes, tags can get extremely detailed, to the point of complication. However, HTML is one of the few programming languages that actually makes a great deal of sense. If you just read the tags and attributes, in most cases, you will understand what they are doing, or what their purpose is.

What this tag with the attributes is saying, is essentially:

"Hey browser – I want you to look in the images directory and fetch the image called mygraphic.gif. I then want you to display it on my page, and I want it to be 100 pixels high by 100 pixels wide. I want you to place it on the far right side of the page here, halfway down the page (middle). In the event that you cannot find the image, I want you to write the words "description of image" where I have indicated that I want the picture to appear."

This is essentially what you are saying to the browser, but the browser wouldn't understand these actual words...and it's actually easier and less time consuming to say:

```

```

Using Tables

Tables are very important, and this is a topic that you will most likely want to explore more deeply very soon. Tables allow us to layout our page, and to fully control and organize how the text appears.

For example, when you visit a page that has a navigation system on the left hand side of the page, with text taking up the rest of the page (from the right side of the navigation on over to the far right of the page), this is done with tables.

Without tables, your page will be ugly. Tables are even needed if you don't divide the page into columns. It is also helpful in setting margins for the pages, including margins on the top, bottom, and both sides of the pages.

Overall, tables will be the most complicated thing that you will work with using HTML, and luckily, most HTML editors have features that create tables for you, although you need to have a mental picture of what you want to create tables using those features.

Table tags are pretty simple, in and of themselves. Here is a basic table tag:

```
<table>  
<tr>  
<td>  
</td>  
</tr>  
</table>
```

As you can see, there is more to a table than one simple tag. There is a table tag `<table>`, a table row tag `<tr>`, a table data tag `<td>`, and of course closing tags for all three, in reverse order.

Like many other HTML tags, the table tag can have numerous attributes attached to it, including height, width, borders, and an alt tag. It can even have a background color, font color, font face, and a border color.

Furthermore, tables can have more than one table row, and table rows can have more than one set of table data. Table rows can have attributes, and table data can have attributes. There can even be tables nested within tables, which is fairly common.

It can get very lengthy, and very complicated, very fast...which is why it is a good idea to learn how to use the table feature of your html editor. Even after the table is generated, however, you will need to put your data, or content, in the table in the appropriate place. This is always inside the table data tags, between `<td>` and `</td>`. The only thing that goes with the `<table>` and `<tr>` tags is attributes – not content.

If your HTML editor does not have a table generator, you can use one of the numerous table generators online, for free. These table generators are gems, and you should definitely take full advantage of them. As long as you know where your actual content goes, you will be fine.

Tables can take up lines and lines and more lines of your HTML document, to the point where it is really very overwhelming...especially when there are tables within tables, within tables.

But if you just slowly look at it, and realize where one table begins, and another one starts, it gets easier. It is also a good idea to use comments to help you see what is going on where. Comments are not seen by visitors, and they look like this:

`<!--you can write anything you want here, such as notes to yourself-->`

Learn to use comments to remind yourself of what is actually where in your HTML code. For example, right before a `<td>` tag, you could write a comment telling you where that particular table data will appear on the page, such as the right hand column, the left hand column, or the center of the page.

Once you understand tables, they can actually be quite interesting. You can try out different table formulas on your page to get totally different looks that set your site apart from others.

Take the time to learn tables, and have some fun experimenting with it! Tables are not nearly as complicated as they sound, or as they look, and with the use of tables, you can really make your page look anyway that you want it to look.

Also note that there is some information floating around out there that essentially says that search engines won't index content within tables...or even worse, that they won't index pages that have tables at all. Note that this information is absolutely false. The use of tables in your HTML pages has absolutely no bearing on whether or not your page is listed in the search engines, or the ranking that it receives.

Using Meta Tags

Today, there are those who will try to convince you that Meta tags don't matter, but they do. Meta tags give the search engines information that they need in order to list your page correctly in the search engine results. At one time, if you didn't have Meta tags, your page simply didn't get indexed. Today, that is no longer the case. However, by still using Meta tags, your site gets indexed better and more accurately than it would without the Meta tags.

Before you put a Meta tag on your page, it is vital that you understand why search engines stopped placing so much importance on them to begin with. Simply put, people abused them by stuffing them with keywords and not providing accurate information. Therefore, while search engines still see the Meta tags, they read further to see if the Meta tags actually jive with the content on the page. It is in your best interest to make sure that they do indeed jive! It is also important that you not use Meta tags for keyword stuffing. Not only will the search engines ignore this, in terms of listing your site in their directory, but it could also cause them to ban your site altogether, for keyword spamming, or keyword stuffing. With all of that said, here is what a Meta Tag looks like.

```
<head>
<title>My Site</title>
<meta http-equiv="content-type" content="text/html; charset=utf-8">
<meta name="copyright" content="your name or company name">
<meta http-equiv="content-language" content="EN">
<meta name="rating" content="general">
<meta name="designer" content="name of your website designer">
<meta name="keywords"
content="keywords,separated,by,commas,no,spaces">
<meta name="abstract" content="brief description of your site">
<meta name="title" content="my site name">
<meta name="revisit-after" content="7">
<meta name="robots" content="index,follow">
```


`<meta name="description" content="information about your site. This will appear in the search engine listing for your site. Keep it around one hundred to one hundred and fifty characters if possible, and use your keywords.">`

`<meta http-equiv="cache-control" content="no-cache">`

`<meta http-equiv="expires" content="0">`

`<meta name="author" content="your name or company name">`

`</head>`

That all looks fairly long and confusing, right? Don't worry, it isn't, and in fact, this example is just to show you what all could actually be included in the Meta tags. All of this information isn't necessary, and you can get rid of any portion of it that you do not want to include, for the most part. Now, so that you better understand it, let's take a look at each line.

`<meta http-equiv="content-type" content="text/html; charset=utf-8">` - This is needed, and should be at the top of your meta tags. It tells the search engine that the page contains text and html.

`<meta name="copyright" content="your name or company name">` - This is optional, and simply tells who is the copyright owner of the content on the page.

`<meta http-equiv="content-language" content="EN">` - Optional. Tells the search engine what language the content is published in. EN stands for English.

`<meta name="rating" content="general">` - Optional. This should be used if your site is for mature audiences only, in which case the word 'general' would be replaced with 'mature.'

`<meta name="designer" content="name of your website designer">` - Optional and rarely used. This tells the name of the web site designer.

`<meta name="keywords" content="keywords,separated,commas">` - This is important, although optional. This is where you list your keywords, separated by commas, without spaces.

`<meta name="abstract" content="brief description of your site">` - Optional and rarely used.

`<meta name="title" content="my site name">` - Always used. This is how your title will be displayed in the search engine results.

`<meta name="revisit-after" content="7">` - Optional. Tells the search engine spider when it should revisit, but most spiders ignore it.

<meta name="robots" content="index,follow"> - Optional. Tells the robots that visit the page what they should do. In this case, it is told to index your site, and to follow all links on your site, indexing those pages as well.

<meta name="description" content="information about your site."> - Optional, but very important. Be sure to use your keywords.

<meta http-equiv="cache-control" content="no-cache"> - Optional. Tells the search engine whether to use a cached copy of your page or not for return visitors.

<meta http-equiv="expires" content="0"> - Optional. Only used if your page will be taken down after a certain number of days.

<meta name="author" content="your name or company name"> - Optional.

Fonts and Colors

Fonts and colors are very important in HTML. If you don't use fonts and colors, you end up with very plain text, which in Internet Marketing circles is not a bad thing, but you also end up with plain old black and white pages, with no personality...which could be a very bad thing indeed.

Using fonts and colors is really quite easy. Fonts and colors can be determined anywhere on your page, using them as stand-alone tags or as attributes of other tags, including with the body tag and tables tags.

Here is a simple font tag:

Your text here

Here is a more complex font tag:

That's about as complex as it gets, but here is the thing. The font tag and color tags are no longer used in HTML. They were done away with when HTML 4.0.1 came out, and they are not supported at all with XHTML. So, why do you need to know it?

Because it still works – it is still supported, and it is very simple. Otherwise, you must use style sheets to determine the fonts and colors used on your pages, and throughout those pages. If you are working with a style sheet, such as those provided with web page templates, and you want to change font faces or colors, simply look for those words on the style sheet.

Of course, you must be careful when selecting fonts and colors. You see, just because you want your text to appear with a specific font, using a specific color, it does not mean that it will happen when it loads in your visitor's browser. In order for the font that you've selected to appear in your visitor's browser, your visitor must actually have that font installed on their machine. This is true even if you are using a style sheet.

Therefore, when it comes to choosing fonts, choose common fonts, and choose fonts that are easy to read! The most common fonts that are installed on every machine are Times New Roman, Arial, and Georgia. If you use other font faces, and the visitor does not have them installed on their machine, in most cases, the browser will automatically display the text using Times New Roman. Therefore, you need to make sure that your page still looks okay using that font face.

Colors are different. People don't need to have colors installed on their machines, but they do have machines set to only display certain colors on their monitors, or monitors only capable of displaying certain colors.

Furthermore, colors are determined using basic color names, such as red, blue, green, black, brown, yellow, orange, and white, or with the color hex number, which is a six digit number. Hex numbers are commonly used for colors that are various shades of the most basic colors.

Therefore, your color tag could look like this:

** or **

Both of these tags would give you red text.

Be careful with colors! Not only do you need to remember that your chosen colors may not appear correctly on some visitors machines, as an Internet

Marketer, you must also realize that some colors are a real turn off. Some are completely unprofessional looking, and some are just plain ugly. Take the time to learn more about how colors affect people and their decisions at <http://www.infoplease.com/spot/colors1.html>.

But if the font and color tags are no longer used, should you use style sheets instead? As mentioned earlier, using style sheets will be something that you want to learn at some point. However, for now, and for the creation of web sites that only consist of one page or just a few pages, stick with basic html.

However, when you create sites that are made up of numerous pages, you will definitely want to use style sheets, as they actually save a great deal of time when you are creating and editing your site. With a style sheet, instead of making the same change to hundreds of pages, you can make one change to the style sheet, and it will automatically make those changes on all of your pages for you.

Internet marketers spend more time that you realize deciding what colors and fonts to use on their pages. It is important, because it really does have an effect on one's decision to read the page or surf away, as well as their decision to make a purchase or to never purchase anything from you. It matters, and you need to learn as much about the topic as you possibly can!

HTML Tags to Know

<html></html> - This is the opening tag and the closing tag for all HTML documents. It informs the browser looking at the page that it is reading HTML.

<head></head> - The is called the head tag, and contains the title tag, the meta tag, and the tag that tells the browser that a style sheet should be looked at as well. The head tag may also contain javascripts and other elements.

<title></title> - This tells the browser, and therefore the viewer, the title of your page, and this information is displayed at the top of the window.

<body></body> - These are the tags to start and close the body of your page...the part that the visitors see. The body tag will contain numerous attributes, and will also contain other tags as well. Overall, no other tag, with the exception of the html tag, will be open as long as the body tag will be.

<a href> - This is the opening and closing tag used for linking. It can be used to link to other pages on other sites, or other pages on your own site. All linking tags must indicate where the link should go, which means that it needs a file name or a URL.

**** - This is the tag used to display images. It must also contain information that tells the browser where to find the image, and which image to display as well.

<table></table> - The table tag is used to create tables, and contains the tags **<tr>**, which stands for table row, and **<td>**, which stands for table data. Tables are used to divide information on pages, and to achieve various visual layouts. Without the use of tables, the page will look rather plain.

**** - There are too many font families to name, but this is the tag used to identify the font family that you want used, and attributes will also let you determine the size of the font, as well as the color.

**** - This makes all text within this tag bold.

<i></i> - This makes all text within this tag italicized.

<u></u> - This underlines all text within the tag.

<h1></h1> - This is a heading tag, and you will hear a lot about it when it comes to search engine optimization. The synopsis is that search engine spiders put a great deal of weight on words that are in bold, as well as words that use the heading tag. Other heading tags include h2, h3, h4, h5, and h6, with each tag getting smaller, as the number gets higher. In other words, h1 is the largest text.

<meta> - This is a tag within the head tag, and it allows you to supply information to search engines concerning the keywords used on your site, your page title, a description of your site (which is displayed in search engine results), your page copyright information, the author's name, the designer, the language that the page is published in, and much more. The meta tag is a vital part of search engine optimization.

**
</br>** - This causes a one line break, and is used with your text to tell the browser how to separate lines of text. It is not needed unless you want your text to drop down one line.

<p></p> - This indicates a paragraph, which is essentially two breaks between lines of text.

<center></center> - This centers text or images on a page. It is becoming out dated, but it is simple to understand, and the word is that browsers won't be ignoring it any time soon. There is a much more complicated way to center text and images on the pages, but you just need the basics, and this is as basic as it gets...and it works.

**** - This is the tag for an ordered list. It uses the **** tags between it, which gives you the ability to create a numbered (ordered) list. You can also create unordered lists, using the tag **** which will use bullet points for each item between a **** tag. The proper order for lists is **list item 1list item 2**. You can have as many list items as you want.

<form></form> - This tag is used for forms, such as feed back forms. Forms can be very complicated, and most HTML editors have a feature that creates forms for you, when you put simple information into their little box. If your editor doesn't have this feature, there are numerous free form generators available on the Internet.

<hr> - This tag is for a horizontal rule, which creates a line that runs horizontally across the page. It has its uses, and it is important to know. It is also important to note that this tag does not have a closing tag.

If these are the only tags that you ever know, you can create amazing web pages that really pop. Just remember that HTML is really about common sense, and if you learn to actually 'read' the tags, and understand what those tags are saying to the web browser, you will be into advanced HTML before you know it!

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