

the NATIONAL OCEAN SERVICE

Summer 2011 National Ocean Service Web Workshop Part 3: Page construction



Page Construction: XHTML

- **XHTML is easier to maintain**

- XML syntax rules are far more rigorous than HTML. As a result, XHTML makes authors work more precisely, having to address issues such as:
 - all elements and attribute names must appear in lower case
 - all attribute values must be quoted
 - non-Empty Elements require a closing tag
 - empty elements are terminated using a space and a trailing slash
- In HTML, case, quotes, termination of many elements and uncontained elements are allowed and commonplace. The margin for errors in HTML is much broader than in XHTML, where the rules are very clear. As a result, XHTML is easier to author and to maintain, since the structure is more apparent and problem syntax is easier to spot.
 - <http://www.webstandards.org/learn/articles/askw3c/oct2003/>

Page Construction: XHTML II



Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

Jump To: [Validation Output](#)

Errors found while checking this document as XHTML 1.0 Transitional!

Result: 84 Errors, 9 warning(s)

Address :

Modified: (undefined)

Server: Apache

Size: 4795

Content-Type: text/html

Encoding : utf-8

Doctype : XHTML 1.0 Transitional

Root Element: html

Root Namespace: <http://www.w3.org/1999/xhtml>

Page Construction: Images

- **Give your images detailed, informative filenames is easier to maintain**
 - e.g. humpback-whale-breaching.jpg vs img_0001.jpg
- **Resize your images in a image editor not in HTML**
- **Create great alt tags**
 - Not so good:
 - ``
 - Better:
 - ``
 - Best:
 - ``
- **Provide good context for your image**
 - caption, image title, etc.
 - <http://www.google.com/support/webmasters/bin/answer.py?answer=114016>

Page Construction: Metadata/Page Title Tags

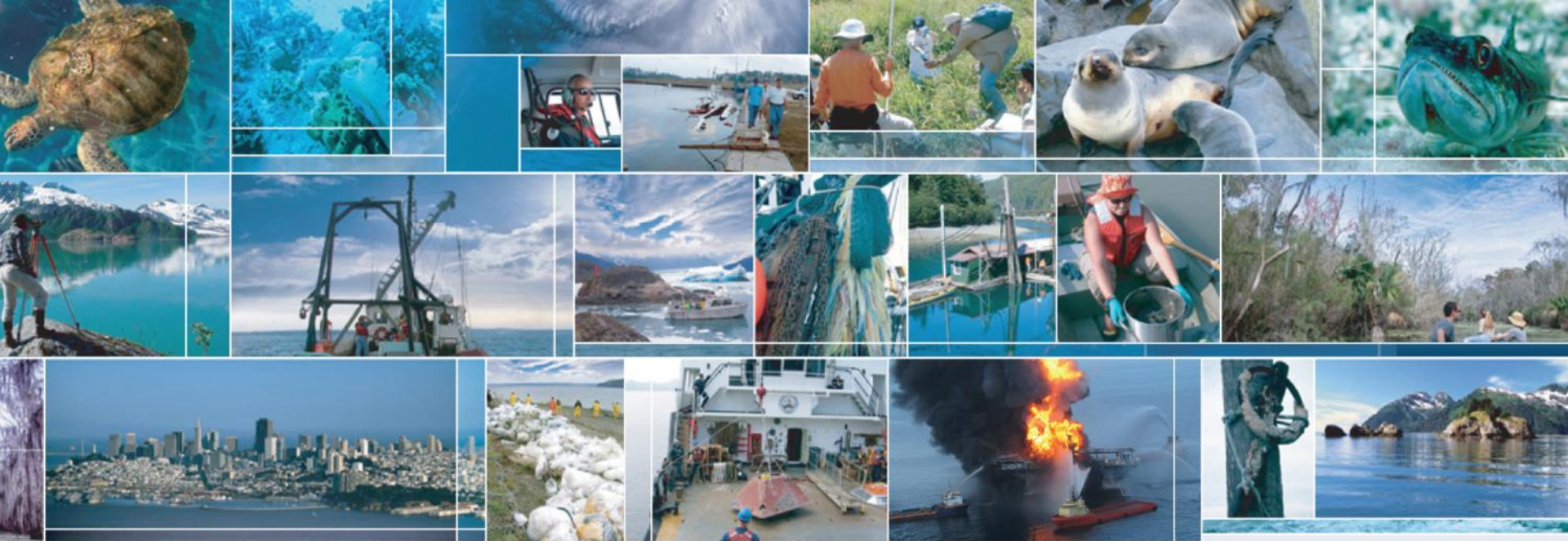
```
1  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
   "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2  <html xmlns="http://www.w3.org/1999/xhtml"><head>
3  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
4  <meta name="keywords" content="Ocean Service, ocean, coast, chart, navigation, NOAA,
   National Oceanic and Atmospheric Administration, sea, Pacific, Atlantic, Arctic,
   Antarctic, Southern Ocean, Indian Ocean, beach, oceans, seas, beaches, reef, coral,
   wave, waves, climate, surf, ship, ships, boat, boats, hurricane, typhoon, tsunami,
   cyclone, el nino, la nina">
5  <meta name="DC.title" content="Home page of NOAA's National Ocean Service">
6  <meta name="DC.description" content="NOAA's National Ocean Service is a scientific and
   technical organization of 1,700 scientists, natural resource managers, and specialists
   in many different fields. NOS employees work to preserve and enhance the nation's
   coastal resources and ecosystems along 95,000 miles of shoreline and 3.5 million square
   miles of coastal ocean. Its mission is to provide products, services, and information
   that promote safe navigation, support coastal communities, sustain marine ecosystems,
   and mitigate coastal hazards.">
7  <meta name="DC.creator" content="US Department of Commerce, National Oceanic and
   Atmospheric Administration">
8  <meta name="DC.date.created" scheme="ISO8601" content="2003-03-19">
9  <meta name="DC.date.reviewed" scheme="ISO8601" content="2011-06-15">
10 <meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US">
11 <meta http-equiv="X-UA-Compatible" content="IE=7">
12
13 <title>NOAA's National Ocean Service</title>
14
```

Page Construction: Good Housekeeping

- Exterminate open, orphaned, empty, or missing tags
- Use sensible file names
- Spell checking and search engines – ocean not ocaen, sanctuary not sanctury, etc.

Page Construction: Server-side includes (SSI)

- `<!--#include virtual="/includes/banner.html"-->`
- Absolute path vs. relative path



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Summer 2011 National Ocean Service Web Workshop Closing

