

Concise HTML Guide

This guide is intended as a quick tutorial on the HTML techniques you’ll need when publishing content to the State Bar website. Also, please treat this document as an online style guide and follow the conventions that are being established. You should refrain from using any HTML tags that are not covered in this guide, as we are working to maintain consistency in our content.

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What is HTML?

HTML (hypertext markup language) is not a programming language. Its purpose is to describe the contents of a document, and allow web browsers (Internet Explorer, Netscape, etc.) to display it in a meaningful matter. HTML uses a tag-based method to identify each part of a document.

For instance, given a block of text without any HTML, a web browser will return a continuous chunk of text:

What you type	What the browser shows
<p>Three public members join bar board By NANCY McCARTHY <i>Staff Writer</i></p> <p>Three new public members have been appointed to the State Bar Board of Governors in recent months, leaving the 23-member group only one short of full membership.</p>	<p>Three public members join bar board By NANCY McCARTHY Staff Writer Three new public members have been appointed to the State Bar Board of Governors in recent months, leaving the 23-member group only one short of full membership.</p>

The browser does not recognize the different text size, bold, italics, or returns – it just strings all the text together into one piece. In order to format it correctly, you must identify each bit of text and instruct the browser on how you want it to look. This is done by “wrapping” text with some HTML tags:

What you type	What the browser shows
<pre><h1>Three public members join bar board</h1> By NANCY McCARTHY
 Staff Writer <p> Three new public members have been appointed to the State Bar Board of Governors in recent months, leaving the 23-member group only one short of full membership. </p></pre>	<p>Three public members join bar board</p> <p>By NANCY McCARTHY <i>Staff Writer</i></p> <p>Three new public members have been appointed to the State Bar Board of Governors in recent months, leaving the 23-member group only one short of full membership.</p>

Each markup tag, as denoted by the <> brackets, requires a start tag and an end tag to show what you want done to each word. There are some exceptions that don’t need an end tag (like the
 tag) but the majority do require one.

There are 2 main types of HTML tags: block level, and inline. Block level tags normally need their own space on the page and will occupy as many lines on the page as needed. Inline tags just modify objects without forcing them to a new space. The various tags you can use are covered in the next section.

Block Level Tags

Block level tags are used for displaying every kind of text. As a general rule, any text you have on the page should be enclosed in a block level tag. All tags should be lowercase.

<p>...</p>

Paragraph

Usage:

```
<p>                                Left aligned text
<p align="right">                 Right aligned text
<p align="center">                Centered text
```

This is the most basic tag, which is used to create a simple paragraph.

<pre><p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. </p> <p> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. </p></pre>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>
---	--

<h1>...</h1> (also <h2> through <h6>)

Heading

Heading tags are used to mark the sections of a given page. Generally, the <h1> tag is used to mark the title of the page, <h2> is for main sections of that page, and <h3> through <h6> are used to mark sub-sections.

<pre><h1>Kinds of Animals</h1> <h2>Mammals</h2> <p>Here are some type of mammals</p> <h3>Marsupials</h3> <p>Marsupials are one kind of mammal.</p> <h3>Placental Mammals</h3> <p>Humans are also placental mammals.</p> <h2>Reptiles</h2> <h2>Amphibians</h2></pre>	<p>Kinds of Animals</p> <p>Mammals</p> <p>Here are some type of mammals</p> <p>Marsupials</p> <p>Marsupials are one kind of mammal.</p> <p>Placental Mammals</p> <p>Humans are also placental mammals.</p>
---	--

	<p>Reptiles</p> <p>Amphibians</p>
--	-----------------------------------

<table>...</table>
Table

The <table> tag is used to format tabular data, such as charts, listings, or anything that will benefit from being organized in rows and columns. Note: **Do not gratuitously use the <table> tag for layout purposes – especially lists.** It causes problems for disabled users who rely on alternate means to read a web page, and also adds unnecessary code to the web page.

The <table> tag creates a table by row, then column using the <tr> sub-tag and <td> sub-tag. These tags can *only* be used while inside a <table> tag. The <tr> tag is always defined first, with the <td> tags nested inside. **The number of <td> tags must be the same for each <tr>.**

<pre><table> <tr> <td>left cell</td> <td>right cell</td> </tr> </table></pre>	<table border="1" style="margin: auto;"> <tr> <td style="padding: 5px;">Left cell</td> <td style="padding: 5px;">Right cell</td> </tr> </table>	Left cell	Right cell		
Left cell	Right cell				
<pre><table> <tr> <td>top cell</td> </tr> <tr> <td>bottom cell</td> </tr> </table></pre>	<table border="1" style="margin: auto;"> <tr> <td style="padding: 5px;">Top cell</td> </tr> <tr> <td style="padding: 5px;">Bottom cell</td> </tr> </table>	Top cell	Bottom cell		
Top cell					
Bottom cell					
<pre><table> <tr> <td>top left cell</td> <td>top right cell</td> </tr> <tr> <td>bottom left cell</td> <td>bottom right cell</td> </tr> </table></pre>	<table border="1" style="margin: auto;"> <tr> <td style="padding: 5px;">Top left cell</td> <td style="padding: 5px;">Top right cell</td> </tr> <tr> <td style="padding: 5px;">Bottom left cell</td> <td style="padding: 5px;">Bottom right cell</td> </tr> </table>	Top left cell	Top right cell	Bottom left cell	Bottom right cell
Top left cell	Top right cell				
Bottom left cell	Bottom right cell				

<table> Usage:

- <table border="1"> Show the border around the table and its cells (unit is in pixels)
- <table width="100%"> Stretch the table across all the available space (unit is in percent)

<td> Usage:

- <td valign="top"> Makes all the content in a cell start from the top (also: middle, bottom)
- <td align="center"> Centers the content in a cell (also: left, right, justified)

List Items

There are two types of lists: ordered, and unordered. Ordered lists append a number to the beginning of each list entry, while unordered lists only apply a bullet to each item. Lists can be nested, meaning that you can have as many sublevels as you want.

.........

Unordered List

The unordered list is used for general listings where the sequence of items is not too important.

<pre> First list item Second list item Sub-item 1 Sub item 2 Third list item </pre>	<ul style="list-style-type: none"> • First list item • Second list item <ul style="list-style-type: none"> ○ Sub-item 1 ○ Sub item 2 • Third list item
---	--

.........

Ordered List

Ordered lists are used when you want to enumerate the list items using numbers, letters, or roman numerals. This is accomplished by specifying the type of ordered list as a parameter of the tag.

Usage:

<code></code>	Use numbers (default setting)
<code><ol type="A"></code>	Use uppercase letters
<code><ol type="a"></code>	User lowercase letters
<code><ol type="I"></code>	User uppercase roman numerals
<code><ol type="i"></code>	User lowercase roman numerals

<pre> First list item Second list item <ol type="a"> Sub-item 1 Sub item 2 Third list item </pre>	<ol style="list-style-type: none"> 1. First list item 2. Second list item <ol style="list-style-type: none"> a. Sub-item 1 b. Sub item 2 3. Third list item
--	---

Inline Tags

Inline tags are used to modify text that is contained within a block-level tag.

`<a href>...`

Hyperlink

The hyperlink is the core tag of the web, as it allows you to link to another web page.

Attributes:

`href` the URL to the linked page
`target` use the `target="blank"` attribute if you want to link to a new page

Link to the Yahoo! site:

Let's <code></code> go to Yahoo! <code></code> 's website.
Let's go to Yahoo! 's website.

If you want it to open as a new window, add the “target” attribute:

```
<a href="http://www.yahoo.com" target="_blank">go to Yahoo!</a>
```

If you want to make an email link to `webmaster@calbar.ca.gov`, use the special “mailto:” reference:

If you have questions, please email the <code></code> webmaster <code></code> .
If you have questions, please email the webmaster .

`...`

Bold text

This tag **bolds** the selected text. This tag is preferred over `` because it is more compatible with alternate page readers.

`...`

Italic (emphasis) text

This tag *italicizes* the selected text. The tag stands for “emphasis” which is also preferred over `<i>` because it is more compatible with alternate page readers.

**
****Line Break**

This tag starts a new line. It is one of the few tags that do not require an end tag (which makes sense because you cannot identify a bunch of words as line break.)

<pre><p> State Bar of California
180 Howard St.
San Francisco, CA 94105 </p></pre>	<pre>State Bar of California 180 Howard St. San Francisco, CA 94105</pre>
--	---

******Image**

The tag inserts a picture or graphic inline with the text, such that existing text will flow around the picture.

Attributes:

Src	The URL of the image Since most of the images reside on the same server, the <code>http://www.calbar.ca.gov</code> is often not required
Height	The vertical dimension of the picture
Width	The horizontal dimension of the picture
Alt	The alternate description of the image This attribute is necessary so that users who cannot see images can recognize what the image is for
Border	This is always set to 0

Insert a picture in the middle of a bunch of text:

```

```

Make that image a link to Yahoo!:

```
<a href="http://www.yahoo.com"></a>
```

<!-- ... -->**Internal comment**

This tag is used to add comments into the code that are not displayed in the browser.

How do I...?

Make an article:

<pre> <p>June 10, 2002</p> <h1> Big Gift to Schools Brings Small Gains </h1> <p> By Michael A. Fletcher
 Washington Post Staff Writer </p> <p> Billionaire Walter H. Annenberg's \$1.1 billion gift to some of the nation's most beleaguered schools has helped academic performance improve... </p> </pre>	<p>June 10, 2002</p> <h2>Big Gift to Schools Brings Small Gains</h2> <p><i>By Michael A. Fletcher</i> Washington Post Staff Writer</p> <p>Billionaire Walter H. Annenberg's \$1.1 billion gift to some of the nation's most beleaguered schools has helped academic performance improve, but has not resulted in the dramatic gains envisioned when the historic effort to improve American education was launched in 1993, according to a new study.</p>
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Make a summary page of articles:

<pre> <p> Budget squeeze imperils county law libraries
 Many county law libraries are decreasing hours and cutting back on their collections in the face... </p> <p> Bar board OKs separation from Conference of Delegates
 The Board of Governors has authorized the Conference of Delegates to incorporate as a separate non-profit entity. </p> <p> Ethics Symposium set for June 29 in San Francisco
 California Supreme Court Justice Carlos Moreno will deliver the </pre>	<p>Budget squeeze imperils county law libraries Many county law libraries are decreasing hours and cutting back on their collections in the face of a decade-long funding crisis.</p> <p>Bar board OKs separation from Conference of Delegates The Board of Governors has authorized the Conference of Delegates to incorporate as a separate non-profit entity.</p> <p>Ethics Symposium set for June 29 in San Francisco California Supreme Court Justice Carlos Moreno will deliver the keynote address at the Sixth Annual Statewide Ethics Symposium, June 29.</p>
--	--

<pre>keynote address... </p></pre>	
--	--

Make a list of links:

<pre> Law Corporations Atto rney Assistance Programs Lawy er Referral Services (Certification) Limi ted Liability Partnerships </pre>	<ul style="list-style-type: none"> • Law Corporations • Attorney Assistance Programs • Lawyer Referral Services (Certification) • Limited Liability Partnerships
--	--

Make a list of links that point to different sections on the same page (anchor link):

Here, the month names at the top will link to the paragraphs below.

<pre><p>Jump to month:</p> January February March <p> January's Events
 Lorem ipsum dolor sit amet, consectetur adipisicing elit... </p> February's Events
 Lorem ipsum dolor sit amet, consectetur adipisicing elit... </p> March's Events
 Lorem ipsum dolor sit amet, consectetur adipisicing elit... </p></pre>	<p>Jump to month:</p> <ul style="list-style-type: none"> • January • February • March <p>January's Events Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>February's Events Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p>March's Events Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
---	--

The key parts that make this possible are:

- a. The `` tag, where the “#” is used to signify that the link points to the same page
- b. The `` tag, which is placed at the destination (anchor point) of the link in (a).

Link to a PDF file

First, you **must** upload the PDF file to the server. Please see the TeamSite tutorial on how to do this.

Once the PDF is on the server, you create a hyperlink to the filename:

<pre>Please download the membership application (PDF).</pre>	<p>Please download the membership application (PDF).</p>
--	--

If you want it to open up in a new window:

<pre>Please download the membership application (PDF).</pre>	<p>Please download the membership application (PDF).</p>
--	--

Insert a picture

<pre></pre>	
--	---

Insert a picture inside of a block of text

<pre><p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in... </p></pre>	 <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
---	--

Alternatively, you can position the image to the right side of the text by changing the attribute `align="left"` to `align="right"`.

Insert a picture with a caption to the left

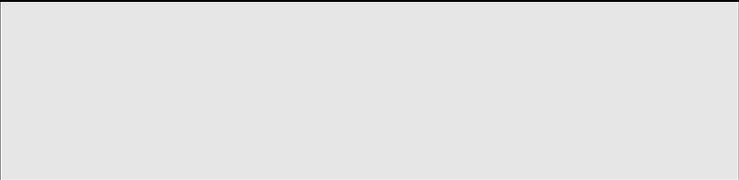
Because you are grouping both an image and the caption together, the easiest way to accomplish this is to place them into a table and then align it.

<pre> <table align="left"> <tr><td>
 A stack of books </td></tr> </table> <p> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in... </p> </pre>	 <p>A stack of books</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
---	---

Again, if you want to put the image and caption to the right, change the table attribute from `align="left"` to `align="right"`.

Insert an image without having the text wrap around it

<pre> <table> <tr> <td>
 A stack of books </td> <td> <h2>Legal specialist certification amendments</h2> <p> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna </pre>	 <p>A stack of books</p> <p>Legal specialist certification amendments</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
---	--

<pre> aliqua. Duis aute irure dolor in reprehenderit in... </p> </td> </tr> </table></pre>	
---	--

This also uses a `<table>` tag to help position the elements. If you want the image to appear to the right of the text column, swap the contents of the `<td>` tags.

Authoring Conventions

The State Bar’s Web site will generally follow the accepted guidelines of the Associated Press Stylebook. (*Kathleen has a copy in her office*). Below is a brief list of styles which should be followed by TeamSite Authors. This list will be modified and updated throughout the year.

Abbreviations

The first mention of a program or organization should always be spelled out, followed by the accepted acronym. For instance:

“Every member of the State Bar of California must complete 25 hours of minimum continuing legal education (MCLE) every three years. The MCLE program is not very popular with attorneys.”

Names

Do not refer to a person as “Mr.” Or “Mrs.” The first reference should be the person’s full name with the surname as a subsequent reference. “Kathleen Beitiks likes to bake cookies when she has nervous energy. Unfortunately, Beitiks also likes to eat all the cookies.”

Apostrophes

Possessive singular = ‘s (Kathleen’s cookies)

Singular proper nouns ending in “s” = (Kathleen Beitiks’ cookies)

Plurals of words = no apostrophes (Keeping up with the Beitikses, not Beitiks’s; millions of cookies, not million’s of cookies)

Its vs. It’s

It: a pronoun that refers to an object

Its: a possessive adjective (i.e. my, your, his, her) that describe possession

It’s: a contraction for “it is”

To easily figure out when to use *its* or *it’s*, substitute “it is” for “it’s” in a sentence. If it doesn’t make sense, try the other one.

“It’s a cold day in hell when Kathleen turns down a cookie.”

NOT

“Its a cold day in hell when Kathleen turns down a cookie.”

Capitalization

Avoid capital letters. A person’s title should be capitalized; standing alone or as the second reference should be lower case.

“The State Bar Court judges used to have lots of cookie parties, but cut back after certain court staff members began fighting over Scott Drexel’s Snicker Doodles.”

“The State Bar president is elected by members of the board of governors. State Bar President Betty Crocker believes the State Bar Board of Governors would be more popular if they baked cookies during their meetings.

Commas

Commas should be used to separate elements in a series, but not before the conjunction in a sentence.

“Kathleen likes chocolate chip cookies, brownies and macaroons.”

Commas or period belong inside quotation marks.

“Kathleen, stop stealing cookies from the IT Department,” said Matt.

Dates

Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when they are used with a date (Jan. 1, 2003)

Spell out the name of a month when it stands alone (January) or with the year only (January 2003).

Do not use “st, nd, rd or th” (1st, 2nd, 3rd, 4th)

Use 2003-04, not 2003-2004

Numbers

Spell out numbers one through nine. Use numerals for 10 and higher.

Spell out fractional amounts less than one in text copy (one-half).

Use “percent” not %.

Time

In text copy, use 9 a.m. not 9:00 a.m. (Exception: Calendar entries, which are programmed to read 09:00 AM)

Acceptable names for the State Bar

The State Bar of California

The State Bar

NOT

California Bar Association

California Bar

Address format

Your Name

The State Bar of California

180 Howard St.

San Francisco, CA 94105

Phone number format

415-538-2000

Spellings

e-mail	web
e-commerce	web page
e-business	web site
Internet	world wide web

Links

When creating links, always link the relevant text and refrain from using “click here” or “here” as a the link text. It is assumed that anyone who is already viewing a web page understands what a link is, and does not need to be told to “click here.”

For example, if you want to direct users to a “rules and regulations” page, be as succinct as possible:

[Rules and Regulations](#)

For more information, please see [rules and regulations](#)

Do not separate the link and the description:

You can see the rules and regulations [here](#)

[Click here](#) to see the rules and regulations

Please see our rules and regulations by [clicking here](#)

The same principle applies to e-mail links as well. Please use the follow format:

For more information, contact [Bob Jones](#)