

## **17. HTML STYLE GUIDE**

### **17.1 HTML Documents**

To publish information for global distribution, one needs a universally understood language, a kind of publishing mother tongue that all computers may potentially understand. The publishing language used by the World Wide Web is Hypertext Markup Language (HTML). An HTML document (often called a web page) is the unit by which information is provided to a reader.

An HTML document is composed of three parts:

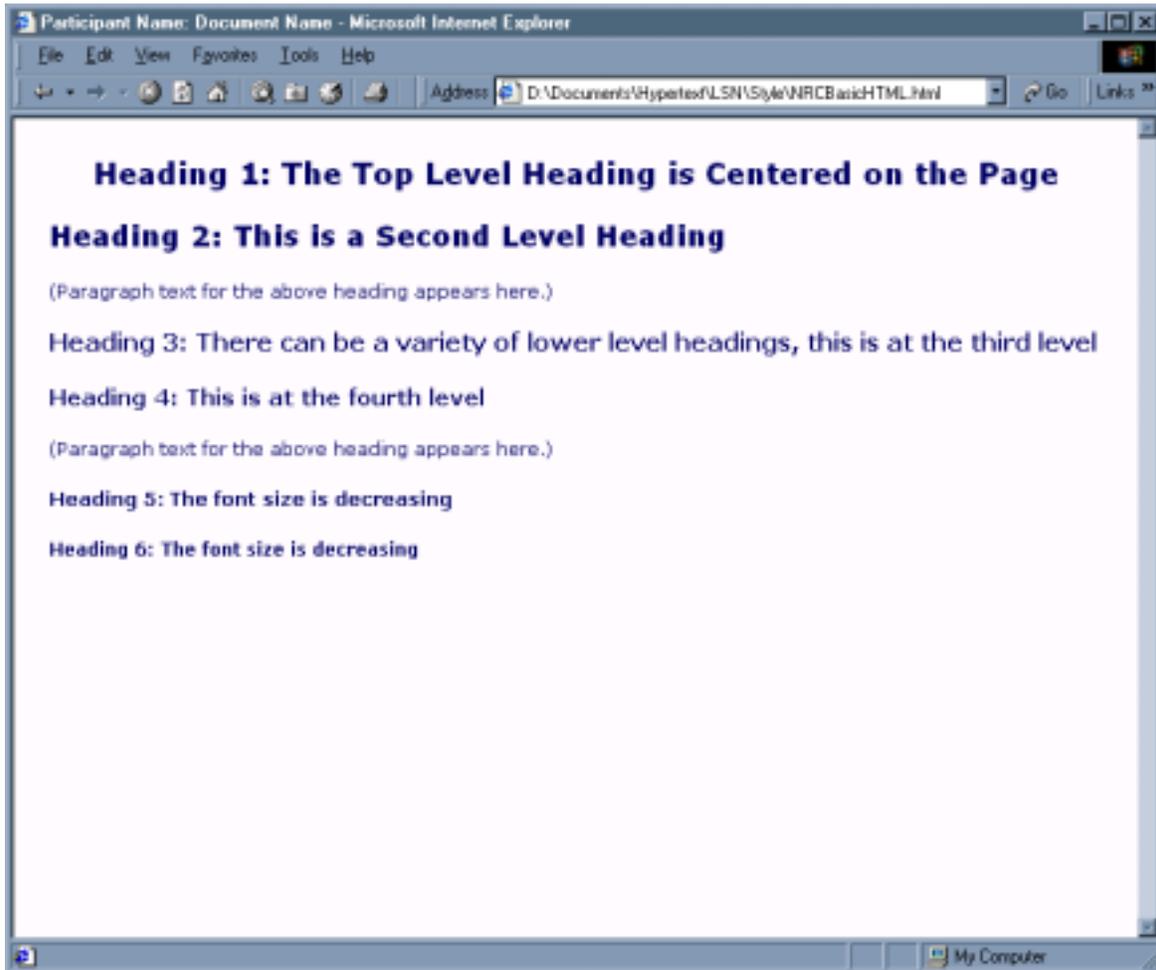
- A line containing HTML version information,
- A declarative header section (delimited by the head element), and
- A body, which contains the document's actual content. The body may be implemented by the body element or the frameset element.

White spaces (spaces, newlines, tabs, and comments) may appear before or after each section. The head and body elements should be delimited by the HTML element.

This document is a brief overview of the LSN style guidance for documents coded in HTML for posting to the LSN. An LSN participant can use this Style Guide and template to create the same look and feel on their LSN website as exists on the central LSN site. The template and all code are provided for participants to tailor to their needs, if so desired.

### **17.2 HTML Web Page Example**

The basic HTML web page is shown:



### 17.3 HTML Code

The HTML Code needed to create the basic page is as follows:

```
<HTML>
<HEAD>
  <meta NAME="GENERATOR" Content="Microsoft Visual Studio 6.0">
  <LINK rel="stylesheet" type="text/css" href="lsn_style.css">
  <TITLE> Participant Name: Document Name </TITLE>
  <META NAME="KEYWORDS" VALUE="NUCLEAR, INSERVICE TESTING, PUMPS">
</HEAD>
<BODY>
<H1>Heading 1: The Top Level Heading is Centered on the Page</H1>
<H2>Heading 2: This is a Second Level Heading</H2>
<P>(Paragraph text for the above heading appears here.)</P>
<H3>Heading 3: There can be a variety of lower level headings, this is at the third level</H3>
```

```
<H4>Heading 4: This is at the fourth level</H4>
<P>(Paragraph text for the above heading appears here.)</P>
<H5>Heading 5: The font size is decreasing</H5>
<H6>Heading 6: The font size is decreasing</H6>
</BODY>
</HTML>
```

## 17.4 Head Section

The head section includes a descriptive HTML title (document subject, if available).

An HTML document on a web page will contain text. In the HTML template provided, the content is where "(Paragraph text for the above heading appears here)" appears. The HTML code defines the location where a user can insert text with a Paragraph <p> tag.

A meta tag is included as part of an HTML document's head element. A meta tag serves as an extensible container for use in identifying, indexing, and cataloging particular document meta information. One use of meta tags is to facilitate a search engine's discovery, access, and retrieval of a document. A second, and more common use, is to help identify the content quality and features of a document. Specifically, when a web page is created, the creator can insert keywords. In the template above "NUCLEAR", "INSERVICE TESTING", and "PUMPS" are key words the creator of the page wishes to emphasize. Adding meta tags with keywords provides additional detail, but this additional detail is not required nor does it affect the LSN's search capability.

## 17.5 Body Section

The body section begins with an <H1></H1> heading. This is the ONLY time <H1> will appear in the file.

A logical heading structure is used. Headings indicate a new section in the document structure and are not used merely because the creator wishes to highlight text. A heading of value X is exclusively a sub heading of heading X-1. It cannot follow heading X-2. It cannot be used inside a list or a table. For example, the ONLY heading that can follow an <H1> heading is an <H2>. The ONLY headings that can follow an <H2> are an <H3> or another <H2>.

All graphic image links include an alternate text attribute to enable the visually-impaired to use a voice-enabled browser to scan the document. This is a requirement for LSN federal government participants (e.g., NRC, DOE) and a recommendation for other government participants (e.g., State of Nevada, Nye County).

```
<IMG SRC="ball.gif" ALT="bullet">
```

Avoid proprietary (nonstandard) HTML codes such as <CENTER></CENTER>. The W3C HTML standard calls for assigning center attributes in the following manner:

```
<H1 ALIGN="CENTER">text</H1>
<P ALIGN="CENTER">text</P>
```

Include all close tags (</X>).

## 17.6 Cascading Style Sheet

The key to controlling the appearance of the web page is a Cascading Style Sheet (CSS). The [<LINK rel="stylesheet" type="text/css" href="lsn\\_style.css">](#) is where the web page finds the style sheet it uses. The style sheet code is as follows:

```
BODY
{
  FONT-WEIGHT:    normal;
  FONT-SIZE:      9pt;
  COLOR:          #000066;
  FONT-FAMILY:    verdana,arial,Helvetica,sans-serif;
  BACKGROUND-COLOR: #FAFAFA;
  MARGIN-LEFT:    .25in;
  MARGIN-RIGHT:   .25in;
  MARGIN-TOP:     .25in;
  MARGIN-BOTTOM: .25in;
}
P
{
  FONT-WEIGHT: normal;
  FONT-SIZE: 9pt;
  COLOR: #000066;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
  BACKGROUND-COLOR: transparent
}
A
{
  FONT-WEIGHT: normal;
  FONT-SIZE: 9pt;
  COLOR: #000066;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
  BACKGROUND-COLOR: transparent;
  TEXT-DECORATION: underline;
}
A:visited
{
  FONT-WEIGHT: normal;
  FONT-SIZE: 9pt;
  COLOR: #660066;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
```

```
BACKGROUND-COLOR: transparent;
TEXT-DECORATION: none;
}
LI
{
  FONT-SIZE: 9pt;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
}
TD
{
  FONT-SIZE: 9pt;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
}
H1
{
  FONT-WEIGHT: bold;
  FONT-SIZE: 14pt;
  COLOR: #000066;
  Background-Color: transparent;
  TEXT-ALIGN: center;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
}
H2
{
  FONT-WEIGHT: bold;
  FONT-SIZE: 14pt;
  Background-Color: transparent;
  COLOR: #000066;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
  TEXT-ALIGN: left;
}
H3
{
  FONT-WEIGHT: bold;
  FONT-SIZE: 12pt;
  TEXT-ALIGN: left;
  Background-Color: transparent;
  COLOR: #000066;
  FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
}
H4
{
  FONT-WEIGHT: bold;
  FONT-SIZE: 11pt;
  Background-Color: transparent;
  COLOR: #000066;
```

```
    FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
    TEXT-ALIGN: left;
}
H5
{
    FONT-WEIGHT: bold;
    FONT-SIZE: 10pt;
    Background-Color: transparent;
    COLOR: #000066;
    FONT-FAMILY: verdana,arial,Helvetica,sans-serif;
    TEXT-ALIGN: left;
}
H6
{
    FONT-WEIGHT: bold;
    FONT-SIZE: 9pt;
    Background-Color: transparent;
    COLOR: #000066;
    FONT-FAMILY: Verdana;
    TEXT-ALIGN: left;
}
```

Comparing the style sheet above to the Basic Web Page, it is easy to see how the items are rendered in a user's web browser by the use of a style sheet. For example, the style sheet calls for Heading 2 to be 14 point bold and for Heading 3 to be 12 point bold. Additionally, there are several font types listed in the style sheet, including verdana, arial, helvetica, and sans-serif. The order of these is important as a user's browser will attempt to use verdana first. If for some reason this is not recognized, the browser will then attempt to use the second, and so on.

Also assisting in presentation is the use of margins. A quarter of an inch (.25 in) is specified on the top, bottom, and sides of the web page.

### 17.7 Large, Complex Documents

Each inline image link should be placed in a separate HTML figure file. Inline graphic links should not be included in the main text file. This will prevent the browser from timing out before downloading the entire file.

### 17.8 HTML References on the Internet

World-Wide Web Consortium - [www.w3.org](http://www.w3.org)

Bad HTML Style - [www.earth.com/bad-style](http://www.earth.com/bad-style)

The HTML Writers Guild - [www.hwg.org/resources/index.html](http://www.hwg.org/resources/index.html)