



WEBSITE CREATION TECHNOLOGIES

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Annotation: This article is intended to teach tasks such as creating web documents, publishing them on the Internet, making a web document interesting and attractive, and updating information when the time comes. In addition, screenshots of the codes of the Web pages shown as examples are shown

Keywords and expressions: web pages; HTML; browser; HTML elements; URL; Notepad; paragraphs.

We come across all kinds of documents every day of our lives. Newspapers, insurance forms, shop catalogues... the list goes on.

Many web pages act like electronic versions of these documents. For example, newspapers show the same stories in print as they do on websites; you can apply for insurance over the web; and stores have online catalogs and e-commerce facilities.

In all kinds of documents, structure is very important in helping readers to understand the messages you are trying to convey and to navigate around the document. So, in order to learn how to write web pages, it is very important to understand how to structure documents. In this article you will:

- See how HTML describes the structure of a web page
- Learn how to add tags or elements to your document
- Write your first web page

How pages use structure

Think about the stories you read in a newspaper: for each story, there will be a headline, some text, and possibly some images. If the article is a long

piece, there may be subheadings that split the story into separate sections or quotes from those involved. Structure helps readers understand the stories in the newspaper.

The structure is very similar when a news story is viewed online (although it may also feature audio or video). This is illustrated on the right with a copy of a newspaper alongside the corresponding article on its website.

Now think about a very different type of document — an insurance form. Insurance forms often have headings for different sections, and each section contains a list of questions with areas for you to fill in details or checkboxes to tick. Again, the structure is very similar online.

HTML describes the structure of pages.





In the browser window you can see a web page that features exactly the same content as the Word document you met on the page 18. To describe the structure of a web page, we add code to the words we want to appear on the page.

You can see the HTML code for this page below. Don't worry about what the code means yet. We start to look at it in more detail on the next page. Note that the HTML code is in blue, and the text you see on screen is in black.

<html>

<body>

<h1>This is the Main Heading</h1>

This text might be an introduction to the rest of the page. And if the page is a long one it might be split up into several sub-headings.

<h2>This is a Sub-Heading</h2>

Many long articles have sub-headings so to help you follow the structure of what is being written. There may even be sub-sub-headings (or lower-level headings).

<h2>Another Sub-Heading</h2>

Here you can see another sub-heading.

</body>

</html>

The HTML code (in blue) is made up of characters that live inside angled brackets – these are called HTML elements. Elements are usually made up of two tags: an opening tag and a closing tag. (The closing tag has an extra forward slash in it.) Each HTML element tells the browser something about the information that sits between its opening and closing tags.

BODY, HEAD & TITLE.

**
body>** – You met the **
body>** element in the first example we created.
Everything inside this element is shown inside the main browser window.

<head> – Before the <body> element you will often see a <head> element. This contains information about the page (rather than information that is shown within the main part of the browser window that is highlighted in blue on the opposite page). You will usually find a <title> element inside the <head> element.

<title> - The contents of the **<title>** element are either shown in the top of the browser, above where you usually type in the URL of the page you want to visit, or on the tab for that page (if your browser uses tabs to allow you to view multiple pages at the same time).





This is the Body of the Page

Anything within the body of a web page is displayed in the main browser window.

You may know that HTML stands for HyperText Markup Language. The HyperText part refers to the fact that HTML allows you to create links that allow visitors to move from one page to another quickly and easily. A markup language allows you to annotate text, and these annotations provide additional meaning to the contents of a document. If you think of a web page, we add code around the original text we want to display and the browser then uses the code to display the page correctly. So the tags we add are the markup.

Creating a web page on a PC.

To create your first web page on PC, start up Notepad. you can find this by going to:

Start \rightarrow All Programs (or Programs) Accessories \rightarrow Notepad (Image 1).

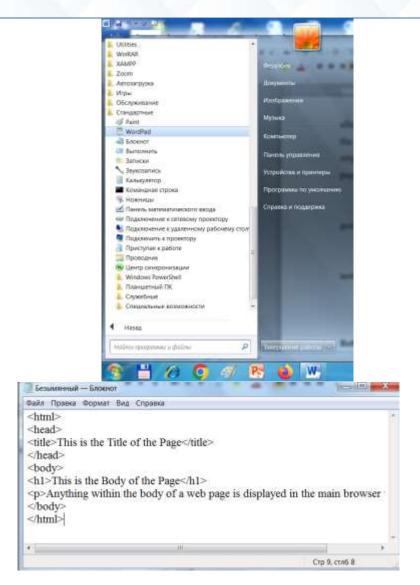
You might also like to download a free editor called Notepad++ from notepad-plus-plus.org.

Enter the code shown below.

Image 1.







Go to the File menu and select

Save as... you will need to save the file somewhere you can remember. If you like, you could create a folder for any examples that you try out from this book.

Save this file as first-test. html. Make sure that the Save as type drop down has All Files selected.

Start your web browser. Go to the File menu and select Open. Browse to the file that you just created, select it and click on the Open button. The result should look something like the screen shot to the left.

If it doesn't look like this, find the file you just created on your computer and make sure that it has the file extension .html (if it is .txt then you need to go back to Notepad and save the file again, but this time put quote marks around the name "first-test.html").





When creating a web page, you add tags (known as markup) to the contents of the page. These tags provide extra meaning and allow browsers to show users the appropriate structure for the page.

In this article, we'll focus on how to add characters to the text that appears on your pages. you will learn about:

- Structural markup: the elements that you can use to describe both headings and paragraphs
- Semantic markup: which provides extra information; such as where emphasis is placed in a sentence, that something you have written is a quotation (and who said it), the meaning of acronyms, and so on.

Headings

```
<h1>
                    chapter-02/headings.html
     <h2>
                       <h1>This is a Main Heading</h1>
     <h3>
                       <h2>This is a Level 2 Heading</h2>
                       <h3>This is a Level 3 Heading</h3>
     <h4>
                       <h4>This is a Level 4 Heading</h4>
                                                             This is a Main Heading
     <h5>
                       <h5>This is a Level 5 Heading</h5>
     <h6>
                       <h6>This is a Level 6 Heading</h6>
                                                             This is a Level 2 Heading
     HTML has
                                                             This is a Level 3 Heading
six "levels" of headings:
                                                             This is a Level 4 Heading
     <h1> is used for main headings
                                                             This is a Level 5 Heading
     <h2> is used for subheadings
                                                             This is a Level 6 Heading
```

If there are further sections under the subheadings then the <h3> element is used, and so on...

Browsers display the contents of headings at different sizes. The contents of an <h1> element is the largest, and the contents of an <h6> element is the smallest. The exact size at which each browser shows the headings can vary slightly. Users can also adjust the size of text in their browser. you will see how to control the size of text, its color, and the fonts used when we come to look at CSS.

Paragraphs –

To create a paragraph, surround the words that make up the paragraph with an opening tag and closing tag.

By default, a browser will show each paragraph on a new line with some space between it and any subsequent paragraphs.

A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.

Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading there will be one or more paragraphs.





bold & italic

 By enclosing words in the tags and we can make characters appear bold.

The element also represents a section of text that would be presented in a visually different way (for example key words in a paragraph) although the use of the element does not imply any additional meaning.

This is how we make a word appear bold.

Inside a product description you might see some

b>key features in bold.

<i> By enclosing words in the tags <i> and </i> we can make characters appear italic.

The <i> element also represents a section of text that would be said in a different way from surrounding content – such as technical terms, names of ships, foreign words, thoughts, or other terms that would usually be italicized.

This is how we make a word appear <i>italic</i>.

It's a potato <i>Solanum teberosum</i>.

Captain Cook sailed to Australia on the

<i>Endeavour</i>.

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