SEMANTIC Markup
WHY AND HOW YOU SHOULD BE USING IT,
ALSO GET OFF MY LAWN I'M OLD
I am not a naturally orderly person.

1. WHAT IS SEMANTIC MARKUP?
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1. WHAT IS SEMANTIC MARKUP?
2. WHERE WE CAME FROM

IN 1997 THERE WERE SOME BROWSER LIMITATIONS
• NO CSS
• NO FONT FORMATTING
2. WHERE WE CAME FROM

RICHER FORMATTING WITH NEW TAG SUPPORT IN NETSCAPE

- The `<font>` tag
- Tiling background images
- `<blink>` and `<marquee>`
- `<b> <i> <center>`
2. WHERE WE CAME FROM

THE BIG ONE! TABLES FOR LAYOUT

(NEED A BETTER TABLE WITH SLICED GRAFX)
“We wanted to make sure we had a text-based, semantic-based language underneath there.”

3. SEPARATION OF CONTENT FROM FORMATTING - CSS
“HOWCOME”
HÅKON WIUM LIE

image: http://www.flickr.com/people/25347718@N06 Friprog
quote: https://medium.com/net-magazine/interview-with-h%C3%A5kon-wium-lie-f3328aeeca8ed#.j37h9284
3. SEPARATION OF CONTENT AND FORMATTING

STANDARDS-BASED MARKUP

A LIST APART: “WHY HAVE YOU DONE THIS TERRIBLE THING?”

To Hell With Bad Browsers
by Jeffrey Zeldman · February 16, 2001
Published in Browsers, Industry, State of the Web, Accessibility

alistapart.com/article/tohell
3. SEPARATION OF CONTENT AND FORMATTING

STANDARDS-BASED MARKUP

- WEB STANDARDS SOLUTIONS “WHY WEB STANDARDS”
- CSS ZEN GARDEN
3. SEPARATION OF CONTENT AND FORMATTING

CSS ZEN GARDEN - LAUNCHED 2005 BY DAVE SHEA
4. WHAT ARE SEMANTICS? HOW ARE THEY EXPRESSED IN MARKUP?

THE PROPER CLASSIFICATION AND LABELING OF THINGS
Cats
This is a page about cats.

Short-haired Cats
• Tabby
• American Shorthair
• Siamese

Long-haired Cats
• Persian
• Maine Coon Cat

4. WHAT ARE SEMANTICS? HOW ARE THEY EXPRESSED IN MARKUP?
THOSE EARLY EFFORTS WERE VERY GOOD ABOUT SEMANTICS, MARKUP DESCRIBED THE CONTENT
section
A generic section of a document, i.e., a thematic grouping of content, typically with a heading

nav

header

footer

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aside
represents a section of the page with content connected tangentially to the rest

article
self-contained composition in a document, page, application, or site, which is intended to be independently distributable or reusable (e.g., in syndication)

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Semantic markup and...

- Accessibility
- Search
- Mobile
- WordPress
5. HOW DOES THIS HELP SCREEN READERS AND SEARCH ENGINES?

A CONVERSATION WITH THE DOM

a screen reader has
“a conversation with the DOM”
5. HOW DOES THIS HELP SCREEN READERS AND SEARCH ENGINES?

A CONVERSATION WITH THE DOM
“Design your site to have a clear conceptual page hierarchy.”

support.google.com

search console webmaster guidelines
7. CHALLENGES WHILE WORKING IN WORDPRESS
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SEMANTICALLY - WHAT IS THIS?
7. CHALLENGES WHILE WORKING IN WORDPRESS
More quick links you can find in Benefits

Medical  Dental/Vision  Benefit Forms  COBRA

Flexible Spending Account
Important Notices  Prescription Drugs

Updating personal information
Time Away & Leaves

External Links

Blue Cross Blue Shield of NC (Medical)
BCBS Cost Estimator Tool

7. CHALLENGES WHILE WORKING IN WORDPRESS
7. challenges while working in wordpress

tactical solutions

Gah! What can I do??
7. CHALLENGES WHILE WORKING IN WORDPRESS

SOLUTION: CUSTOM FORMAT
function my_formats( $init_array ) {
    $style_formats = array ( array(
        'title' => 'quote attribution',
        'block' => 'cite',
        'classes' => '',
        'wrapper' => true,
    ),
    )
}

add_filter( 'tiny_mce_before_init', 'my_formats' );

codex.wordpress.org/TinyMCE_Custom_Styles

7. CHALLENGES WHILE WORKING IN WORDPRESS
SOLUTION: CUSTOM FORMAT
7. CHALLENGES WHILE WORKING IN WORDPRESS

SOLUTION: CUSTOM FIELDS IN THE EDITOR
7. CHALLENGES WHILE WORKING IN WORDPRESS
SOLUTION: CUSTOM FIELDS IN THE EDITOR

- Enforces content structure and good markup
- Saved in post meta
- What will happen if the site changes theme?
Remember...

- Separate content from formatting
- Structure content according to what it is
- Think about how it will sound in a screen reader
- Think about how it will render in mobile
- Provide content owners with the tools they need…
- …but don’t leave them out to dry if they change themes
5. HOW DOES THIS HELP SCREEN READERS AND SEARCH ENGINES?

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4. WHAT ARE SEMANTICS? HOW ARE THEY EXPRESSED IN MARKUP?

GOOD STUFF IN HTML5

**figure**
An image, an illustration, a diagram, a code snippet, or a schema that is referenced in the main text.

**figcaption**
Caption or a legend associated with a figure.

**time**
Time on a 24-hour clock or a precise date in the Gregorian calendar.

**address**
Supplies contact information for its nearest `<article>` or `<body>` ancestor.

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