

`<p>` This is a paragraph. You MUST use the "p tag" at the beginning. When you are ready for a new paragraph, which will add a blank line below this one, you close the paragraph with this symbol: `</p>`

`<p>` If you want a blank line, you just take out the words between the open and close "p tag"`</p>`

`<p>&nbsp;   </p>`

`<p>` Sometimes, in a paragraph, we don't want a whole new paragraph, we just want a hard return. This is achieved like this: `<br />`

It's a "page break." This text will be on the second line. `<br />`

The third line is here. Then, the end of a paragraph. `</p>`

`<p>`How about those lists? Numbered and bulleted? `</p>`

`<p><strong>`Bold Title of List Using Open and Close Strong`</strong></p>`

`<ul>`

`<li>`First bulleted list item, because we used "ul". UL means "unordered list" `</li>`

`<li>`Second bulleted item, and did you notice the slash li at the end of the first item?`</li>`

`<li>`Third bulleted item. And we will close up the list with a slash ul.`</li>`

`</ul>`

`<ol>`

`<li>`First numbered list item, because we used "ol". OL means "ordered list" `</li>`

`<li>`Second numbered item, and did you notice the slash li at the end of the first?`</li>`

`<li>`Third numbered item. And we will close up the list with a slash ol.`</li>`

`</ol>`

`<p><center>`Everything between these "center tags" will be centered on the page until you close up the attribute with the slash center closing tag. `</center></p>`

`<p><em>`Everything between these tags will be italicized.`</em>`And no more italics, because I put the slash em tag (closing tag) before this text.`</p>`

`<p>`Let's talk about headers, which are really font sizes, but to be web accessible, YOU NEED TO GO IN ORDER ON YOUR PAGE. Screen readers identify items using the header tags. Keep this in mind.`</p>`

`<h1>` This is the title of the header. It's the H1. It is a hierarchy. You will always start your content with the NEXT one, H2, unless you have NO TITLE to your section`</h1>`

<h2>Here is the sub-title, H2, so it might be the section titles of your content, which would be the sub-level of the title of the module box.</h2>

<h3>And even lower in the heirarchy, is the H3 tag.</h3>

<p>This is how you insert a picture that is WEB ACCESSIBLE. Notice the alt text? This is what the screen reader will read to the person with low visibility so they know what the picture is. You may also set the size to a certain resolution. I know we all want pretty pictures on our pages, but REMEMBER: We also want to be at the top of the Google search, right? We want people to find our pages. Big, high resolution pictures tell Google our page is slow too load. Most people will be looking at your page on a cell phone. The resolution and size both need to bare minimum for SEO factors. Resist the urge to place high resolution pictures on your pages. Make them as low as possible to still be attractive.</p>

<p>DO NOT ADD THE WORDS "PICTURE OF" OR "IMAGE" to your alt text. The screen reader already says, "an image of..." If you add that, your page will read like this: "An image of an image of the fountain at seminary hall."</p>

  
<p>And a bigger picture...</p>



<p>What if you want a link in your text? That's an href tag. It follows this format:<br />Bracket a href = "your link here (www.apply.nsuok.edu)" then a bracket. <br />Now type the text that will display, maybe "For more information about attending NSU click here" and close up the a tag with the bracket slash "a" bracket notation.<br />Make sure you use this: target="\_blank" after the link so that it opens in a new window. We don't want users to leave our site.<br />ACCESSIBILITY note. DO NOT SIMPLY PUT CLICK HERE. Screen readers have no idea what the link is for. Place a descriptive text on the link.</p>

<a href="www.nsuok.edu" target="\_blank">For information on attending NSU, click here.</a>

<p>What if you want a link to send an e-mail and NOT make the user copy and paste the address? That's also an href tag. It follows this format:<br />Bracket a href = "mailto:person@nsuok.edu" then a closing bracket. <br />

Now either type the email address again or the person's name, whatever you want the user to see and close up the a tag with the bracket slash a bracket notation.</p>

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<a href="mailto:ryalsc@nsuok.edu">Charlotte Wood or ryalsc@nsuok.ed, either is acceptable here</a>
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<p>What if you want a PICTURE to link to something? That's again, an h ref tag. It follows this format:<br />

Bracket a href = "website that picture links to" then a closing bracket <br />

There will be no text, because the actual image is what is linked, not text.<br />

Make sure you use this: target="\_blank" after the link so that it opens in a new window. We don't want users to leave our site.<br />

After that closing bracket will be the brack img src tag instead.</p>

```
<a href="www.nsuok.edu" target="_blank"></a>
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