

Basics of HTML, CSS, and JavaScript

HTML – The Structure of a Website

What is HTML?

HTML is like the building blocks of a webpage. Think of it as the skeleton of a human body.

What HTML Does?

- Puts text on the page
- Shows images
- Adds headings and paragraphs
- Creates links and buttons
- Places forms (login box, search bar)
- Displays videos, tables, lists, etc.

Simple idea:

If a webpage was a house → HTML is the walls and rooms.

Example:

```
<h1>Welcome to Travel World</h1> <!-- Big heading -->  
<p>Book your dream vacation today!</p> <!-- Paragraph -->  
 <!-- Image -->  
<a href="packages.html">View Packages</a> <!-- Link -->
```

This simply tells the browser:

- Show a big heading
- Show a paragraph
- Show an image
- Create a link

Why HTML matters in Digital Marketing?

Digital marketers use HTML for:

- SEO (Google reads HTML to understand pages)
- Making clean landing pages
- Adding keywords in titles and headings
- Adding links and CTAs (“Buy Now”, “Sign Up”)
- Adding tracking codes (Google Analytics, Meta Pixel)

Real Example in Marketing:

Your webpage title is what shows on Google:

```
<title>Buy Affordable Shoes Online - 50% Off</title>
```

A good title improves click-through rate (CTR).

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Basic Structure of HTML

An HTML document has a hierarchical structure with several essential elements. Every HTML page follows this general layout:

```
<!DOCTYPE html>
<html>
<head>
  <title>Page Title</title>
</head>
<body>
  <!-- Page content goes here -->
</body>
</html>
```

Frequently Used HTML Tags

Tag	Purpose	Example / Syntax
<!DOCTYPE html>	Declares HTML version (HTML5)	<!DOCTYPE html>
<html>	Root element of HTML document	<html>...</html>
<head>	Contains meta-information (title, scripts, CSS)	<head><title>Page Title</title></head>
<title>	Sets the title of the page	<title>My Webpage</title>
<body>	Contains the visible content	<body>Content goes here</body>
<h1> - <h6>	Headings (h1 largest, h6 smallest)	<h1>Main Heading</h1>
<p>	Paragraph	<p>This is a paragraph.</p>
 / 	Bold text	Bold or Important
<i> / 	Italic text	<i>Italic</i> or Emphasis
<u>	Underlined text	<u>Underlined</u>
<a>	Hyperlink	Visit Example
	Display image	
 / / 	Lists (unordered / ordered)	Item 1
 	Line break	Hello World



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Tag	Purpose	Example / Syntax
<hr>	Horizontal line / separator	<hr>
<!-- -->	Comment	<!-- This is a comment -->
<div>	Division / container for layout	<div>Content here</div>
	Inline container / styling	Text here

CSS – The Design of a Website

What is CSS?

CSS is what makes a website look nice. It controls colors, fonts, spacing, layout, and style.

If HTML is the skeleton →

CSS is the clothes, makeup, and styling.

What CSS Does

- Changes colors
- Changes fonts
- Controls spacing and alignment
- Creates layouts (two columns, grids, sections)
- Makes pages responsive for mobile

The basic structure of CSS has three main parts:

1. Selector

- **Purpose:** Specifies which HTML element(s) to style.
- Examples: p, h1

2. Property

- **Purpose:** Defines what aspect of the element to style (like color, font, margin).

3. Value

- **Purpose:** Sets the value for the property (like red, 16px, center).



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Syntax

```
selector {
  property: value;
  property: value;
}
```

Example:

```
p {
  color: blue;
  font-size: 16px;
}
```

- **Selector:** p → selects all paragraph elements
- **Properties:** color, font-size
- **Values:** blue, 16px

Example:

```
h1 {
  color: green;
  font-size: 40px;
  text-align: center;
}
```

```
button {
  background: red;
  padding: 12px;
  color: white;
  border-radius: 5px;
}
```

This means:

“This styles the heading and button.”

Why CSS matters in Digital Marketing?

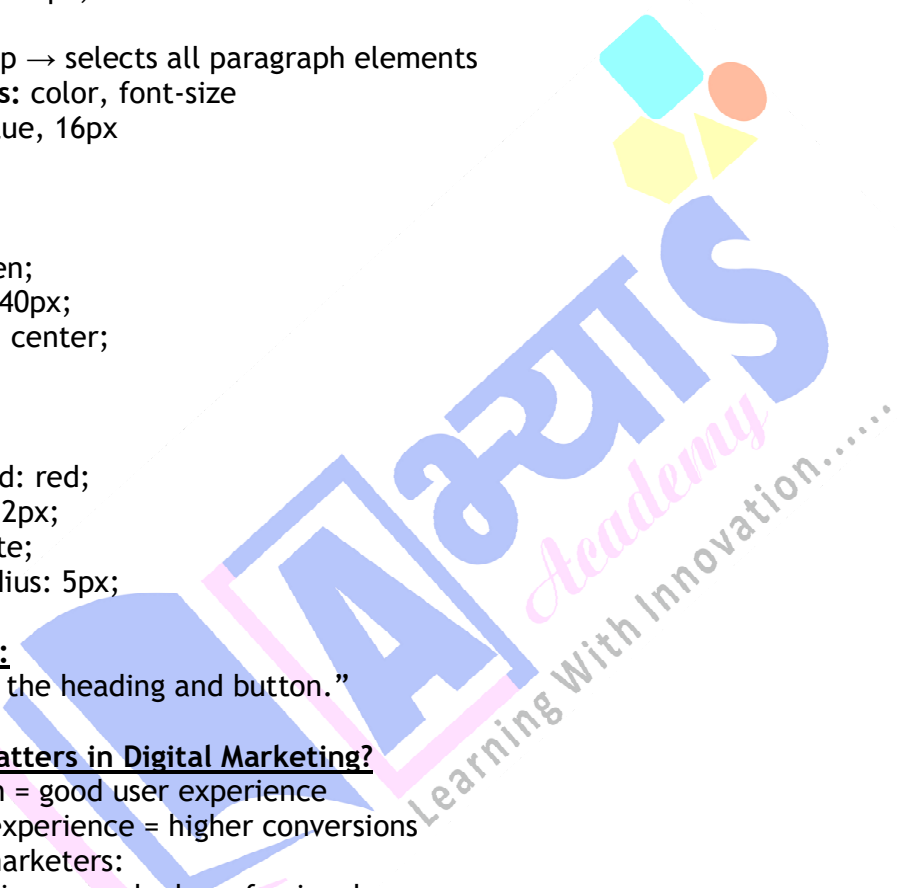
Good design = good user experience
Good user experience = higher conversions
CSS helps marketers:

- Make landing pages look professional
- Highlight important buttons
- Match brand colors
- Improve trust and readability

Real Example in Marketing:

A “Buy Now” button that stands out gets more clicks:

```
button {
  background: orange;
  padding: 12px;
}
```



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```
color: white;
}
```

A well-designed site = more sales.

JavaScript – The Action and Interactivity

What is JavaScript?
JavaScript makes a website interactive – it adds *action*.

If HTML is skeleton, CSS is clothes →
JavaScript is the movement and behavior.

What JavaScript Does?

- Shows pop-ups and notifications
- Updates content without reloading the page
- Validates forms (e.g., checking email in signup)
- Controls menus
- Runs animations
- Displays real-time info

Example:
document.getElementById("offer").innerHTML = "Hurry! Offer ends today!";

This automatically updates text on the screen.

Why JavaScript matters in Digital Marketing

Digital marketing relies heavily on JavaScript for:

- Tracking (Google Analytics, Meta Pixel)
- Pop-ups for email signup
- Showing special offers
- A/B testing tools
- Personalized content (e.g., “Recommended for you”)

Example 1:
If a user tries to leave the page, a pop-up appears:
alert("Wait! Get free shipping before you go!");
This can help reduce bounce rate and increase sales.

Example 2:
A pop-up for 10% discount appears when a visitor tries to leave the site.
That’s JavaScript – and it helps reduce bounce rate and increase conversions.

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Right Click any Website - Choose "View Page Source"

HTML Example (What You'll See in Page Source)

HTML forms the structure, so when you open "View Page Source," you will see things like:

```
<!DOCTYPE html>
<html>
<head>
  <title>Online Store - Best Deals</title>
</head>
<body>
  <h1>Welcome to Our Store</h1>
  <p>Get up to 50% off today!</p>

  <a href="/products">View Products</a>
</body>
</html>
```

This shows:

- Headings (<h1>)
- Paragraphs (<p>)
- Images ()
- Links (<a>)

This is exactly the HTML skeleton of the page.

CSS Example (What You'll See in Page Source)

When you check page source, you'll often find CSS in two forms:

(A) Linked CSS File

```
<link rel="stylesheet" href="styles.css">
```

This means the styling lives in a separate file.

(B) Internal CSS Inside <style> Tag

```
<style>
  body {
    background-color: #f5f5f5;
    font-family: Arial;
  }
  .btn {
    background: #ff6600;
    color: white;
  }
</style>
```

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```
padding: 12px 20px;
border-radius: 5px;
```

```
}
</style>
```

✓ **This controls:**

- Colors
- Fonts
- Button styling
- Layout

This is how CSS makes the page look beautiful.

JavaScript Example (What You'll See in Page Source)

JavaScript appears as `<script>` tags.

(A) External JavaScript

```
<script src="script.js"></script>
```

(B) Inline JavaScript

```
<script>
  console.log("Page loaded successfully!");
```

```
  document.getElementById("offer").innerHTML = "Limited Time Offer: 30% OFF!";
</script>
```

This is used for:

- Pop-ups
- Tracking codes
- Buttons working
- Dynamic content
- Analytics

You Will Also See tracking codes (very important in Digital Marketing)

Google Analytics Script Example

```
<script async src="https://www.googletagmanager.com/gtag/js?id=GA-123456"></script>
```

```
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'GA-123456');
</script>
```



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This is JavaScript used to track:

- Visitors
- Clicks
- Conversions

Assignment

Ques 1: What is the main purpose of HTML in a webpage?

- A) To make the webpage look beautiful
- B) To add interactivity and actions
- C) To structure and display content
- D) To track user behavior

Ques 2. Which of the following is an example of CSS in a webpage's source code?

- A) `<h1>Welcome to Our Store</h1>`
- B) `<style>h1 { color: red; }</style>`
- C) `<script>alert("Hello!");</script>`
- D) ``

Ques 3. What role does JavaScript play in a website?

- A) Adds structure to the content
- B) Makes the website interactive and dynamic
- C) Changes the font color of text only
- D) Creates images for the website

Ques 4. Which section would you look at in "View Page Source" to check website tracking codes?

- A) HTML headings (`<h1>`, `<p>`)
- B) CSS styling (`<style>` or linked `.css`)
- C) JavaScript (`<script>` for analytics, Google Tag Manager)
- D) Image tags (``)

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