

# HTML Cheat Sheet for the Busy Business Owner

Keeping website content fresh improves the positioning of your site in Google and Bing and this brings more visitors to your web site.

## IMPORTANT:

Do not use a word processor like Microsoft Word; use a text editor like notepad instead.

## EXAMPLE:

Here is a very basic example of how html is constructed.

|  | Html you would type  | How your browser displays it   |
|--|--|--|
|  | <pre>&lt;html&gt; &lt;body&gt; &lt;h1&gt;How To Attract More Customers&lt;/h1&gt; &lt;p&gt;Fresher content is important.&lt;/p&gt; &lt;/body&gt; &lt;/html&gt;</pre> | <p><b>How To Attract<br/>More Customers</b></p> <p>Fresher content is important.</p> |

This cheat sheet assumes you will type content between the tags  
<body></body>

## The Foundation

| Name         | Tags            | Description   |
|--------------|-----------------|---|
| HTML content | <html></html>   | The start and end tags  |
| Header       | <head></head>   | Don't change anything in here   |
| Title        | <title></title> | Leave this alone too. Info here shows in the web browser tabs and title bar |
| Body         | <body></body>   | Within these are contained the visible web page                             |

## Formatting Text

| Name            | Tags              | Description                   |
|-----------------|-------------------|-------------------------------|
| Bold            | <b></b>           | Specifically bold text        |
| Strong emphasis | <strong></strong> | Generally displayed as bold   |
| Italics         | <i></i>           | Specifically italic text      |
| Emphasis        | <em></em>         | Generally displayed as italic |

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|                 |  |   |
|-----------------|--|---|
| Bigger text     | <code>&lt;big&gt;&lt;/big&gt;</code>     | Makes text one size bigger  |
| Smaller text    | <code>&lt;small&gt;&lt;/small&gt;</code> | Makes text one size smaller   |
| Headings        | <code>&lt;h1&gt;&lt;/h1&gt;</code>       | Largest heading. Best of used only at the top of your document                          |
| Sub Heading     | <code>&lt;h2&gt;&lt;/h2&gt;</code>       | Large heading. Use to break up sections or chapters.                                    |
| Sub-sub heading | <code>&lt;h3&gt;&lt;/h3&gt;</code>       | Small heading. Use to break up smaller sections that are within <code>&lt;h2&gt;</code> |
| Paragraph       | <code>&lt;p&gt;&lt;/p&gt;</code>         |   |