



HTML5 Introduction – Presented By





WHAT IS HTML 5?

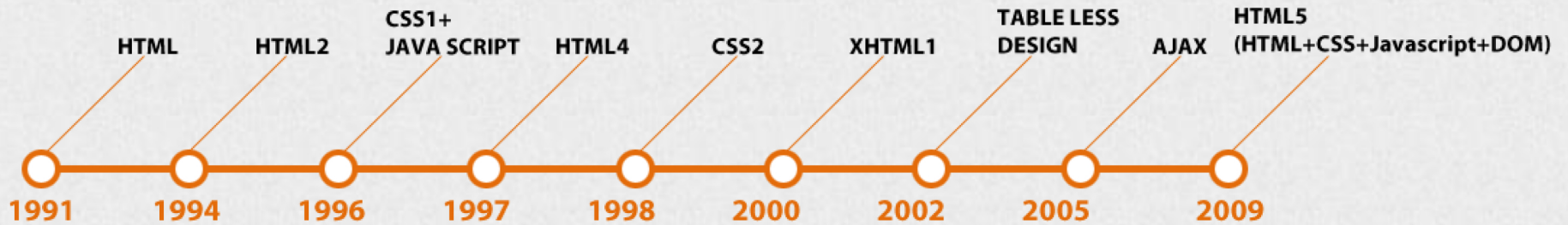
Hyper Text Markup Language or HTML

Is the main markup language for creating websites. Since its introduction in 1991, it has updated many times and the fifth revision is called as **HTML5**. It provides support for latest graphic and multi-media files.

HTML5 is the latest version of HTML which includes all the valid elements from HTML4 and XHTML 1.0. The core aim of up-gradation this time was to make it more supportive to multi-media files to make it readable by human beings and easily understandable by browsers, parsers etc. Many features in **HTML5** allows it to work on low powered devices such as smart phones. As per a report on 2011 September 30th, 34 out of 100 top websites in the world use **HTML5**. It is quite often described as, “**HTML- The Living Standard**”.



TIMELINE OF WEB TECHNOLOGIES



HTML



Theoretically, the HTML5 spec will be **complete in 2022**.



WHY WE NEED IT ?

HTML5 is the latest version of HTML which has many attractive features. The most important one among those is that it supports the latest types of graphic and multi-media files. This feature make it easily readable by human beings.



Secondly, most of the features are designed to run on low powered devices such as Smart Phones. This will be helpful as it provides a multi-device compatibility.

New syntactic feature SVG, replaces the use of generic tags and MathML for Mathematical formulae.

New elements and attributes to enrich semantic content of documents.

The APIs and Document Object Model (DOM) has made fundamental parts of HTML5.

Syntax errors will be treated uniformly by all browsers and other user agents.

WHY WE NEED IT ?



HTML5 – THE BETTER

Web Development is always a challenging job. Every new project will demand some new features of applications you have not done earlier. Every project will take you to a new area in web development. Though you can handle the situation with your expertise and experience, you need a platform that supports all the new features. HTML5 is the best bet here as it can be used to create many wonders such as games and animations. Games and animations have their own dynamic areas and none would have even imagined when HTML introduced for the first time that it will enter these areas. HTML5 has finished that task too.

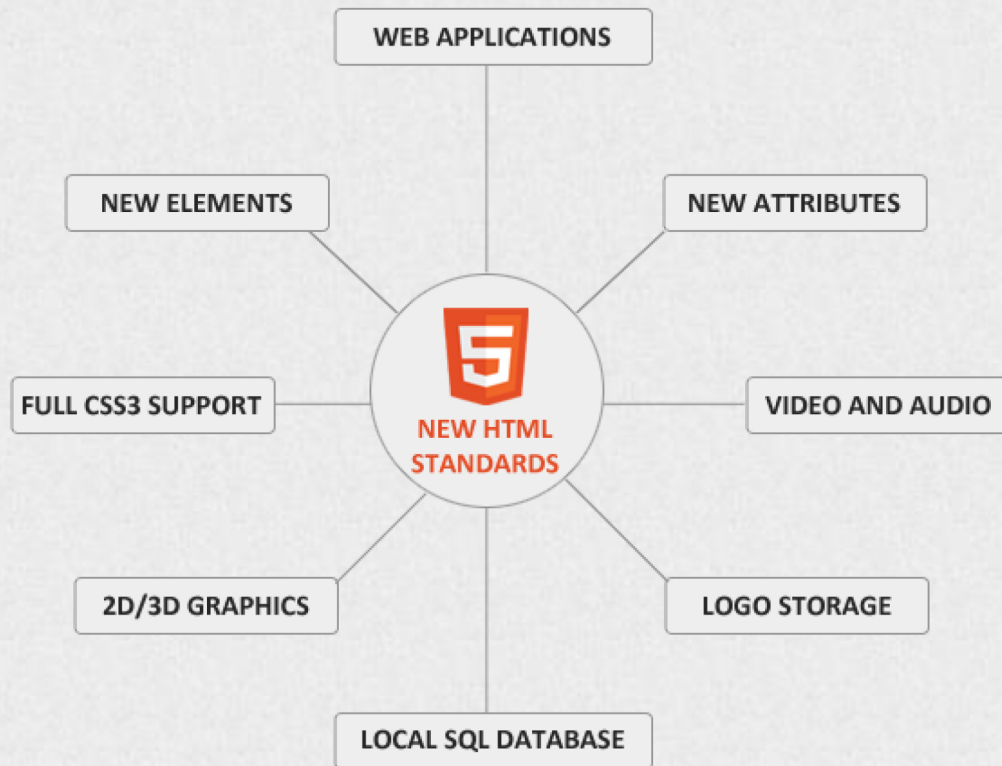


HTML5 – THE VERSATILE

There are many open source resources to help you in HTML5 development. These resources will help you in keeping updated about the latest developments in this field and also enable you to keep a track on latest features, fallbacks and polyfills of the platform.

Now no need to waste time in doubting. Just enter in the world of HTML5. There are many more things too in this world to explore. Just enter and come out with unique websites which have many features that many would not have thought about.

WHAT'S NEW ON HTML 5?





DETECTING HTML 5 ?

Older browsers doesn't support it ?

Two Ways :

- ✓ Using Java Script
- ✓ Modernize: An HTML5 Detection Library



HTML5 BEST PRACTICES



BEST PRACTICES

- ✓ Minimize HTTP requests
 - CSS sprites
 - Image Mapping
 - Inline images
- ✓ Add expire Use a content delivery network (CDN)
- ✓ ES or cache-control header
- ✓ Style sheets on the top and scripts at the bottom
- ✓ Avoid CSS expressions
- ✓ Make JavaScript and CSS external file
- ✓ Reduce DNS lookup
- ✓ Minify JavaScript & CSS
- ✓ Avoid redirects
- ✓ Avoid nested tables
- ✓ Preload components
- ✓ Reduce the number of DOM elements
- ✓ Minimize the usage of the number of Iframes
- ✓ Reduce the cookie size
- ✓ Make Ajax cacheable



WHO ADOPTED HTML5

✓ GOOGLE.COM	SEARCH ENGINE	HTML5
✓ FACEBOOK.COM	SOCIAL MEDIA	HTML5
✓ YOUTUBE.COM	SEARCH ENGINE	HTML5
✓ YAHOO.COM	SEARCH ENGINE	HTML5
✓ BAIDU.COM	SEARCH ENGINE	HTML5
✓ BLOGSPOT.COM	BLOGGING	HTML5
✓ TWITTER.COM	SOCIAL MEDIA	HTML5
✓ LINKEDIN.COM	SOCIAL MEDIA	HTML5
✓ TAOBAO.COM	SHOPPING	HTML5
✓ 163.COM	PORTAL	HTML5
✓ FLICKR.COM	SOCIAL MEDIA	HTML5
✓ APPLE.COM	TECHNOLOGY	HTML5
✓ SOSO.COM	SEARCH ENGINE	HTML5
✓ YOUKU.COM	ENTERTAINMENT	HTML5

WHO ADOPTED HTML5

✓ TUDOU.COM	ENTERTAINMENT	HTML5
✓ ABOUT.COM	REFERENCE	HTML5
✓ 4SHARED.COM	ONLINE STORAGE	HTML5
✓ CHINAZ.COM	TECHNOLOGY	HTML5
✓ CNET.COM	NEWS	HTML5
✓ TMAIL.COM	EMAIL	HTML5
✓ ODNOKLASSNIKI.RU	SOCIAL MEDIA	HTML5
✓ ALIPAY.COM	PAYMENT PROVIDER	HTML5
✓ DAILYMOTION.COM	SOCIAL MEDIA	HTML5
✓ IMGUR.COM	ONLINE STORAGE	HTML5
✓ MOZILLA.ORG	TECHNOLOGY	HTML5
✓ WEATHER.COM	WEATHER	HTML5
✓ DOUBAN.COM	ENTERTAINMENT	HTML5
✓ HAO123.COM	SEARCH ENGINE	HTML5

WHO ADOPTED HTML5

✓ PENGYOU.COM	SOCIAL MEDIA	HTML5
✓ ADDTHIS.COM	ADVERTISING	HTML5
✓ MYSPACE.COM	SOCIAL MEDIA	HTML5
✓ SOGOU.COM	SEARCH ENGINE	HTML5
✓ DOUBLECLICK.COM	ADVERTISING	HTML5

Source: <http://www.michaelcropper.co.uk/2012/03/html5-seo-best-practices-1032.html>

HTML5 FOR SEO?

When you are running an online store, you have to more than just selling your products. The first and foremost thing is that you should attract a huge crowd to your site. Magento with its in built search engine optimization options can help you in attracting more visitors to your site.



- ✓ Search engine friendly URLs provide the site owners to customize the URLs of each and every page.
 - ✓ In-built Google site maps make the searching easy for the visitors and at the same time helps the search engines to understand your pages more clearly.
 - ✓ Magento Top five search terms provide the most popular products in the internal search bar of the site.
- ✓ Content Management System or the CMS section of the Magento can be used for 'News' or 'Media' which can be used for uploading contents about your business, new offers etc which will enhance the optimization much more.



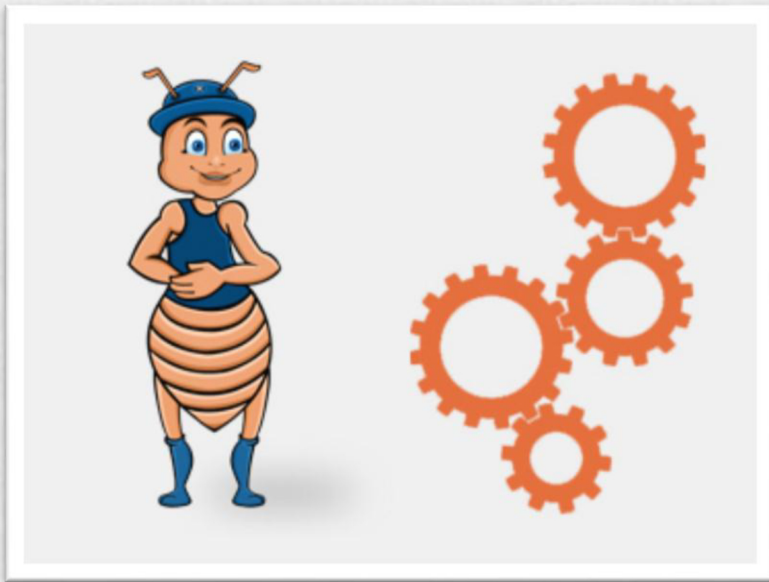
WHO WE ARE ?

We are one of the leading web design and development companies in the world and were behind many award winning websites.

We always go for innovative ideas and come up with unique designs and features.

With the support of most sophisticated technology and well trained experts in our team we proudly say

“Nothing is impossible.”



WHAT WE DO ?

- ✓ PSD to Responsive
- ✓ Responsive Web Design
- ✓ Responsive Boilerplate Framework
- ✓ Twitter Bootstrap
- ✓ HTML5 Boilerplate mobile
- ✓ 960 Grid system
- ✓ Mobile compatibility
- ✓ Responsive theme
- ✓ WordPress Responsive HTML5 Template
- ✓ JavaScript Plugin For Responsive

OUR TEAM



We at **XHTML Champs** never compromise on quality. We stick to this policy while selecting technology as well as in human resources. We can say with confidence that we have the best in both.

Our experts are not only well versed with technology but also good in effective communication. No need for the clients to wait till the top management answering their calls, instead they can get their work done easily by communicating directly with any of our team members.

Our **24X7** customer support team is well prepared to address your queries and grievances promptly. Strict quality measures and well experienced quality control team ensures a world class quality of products.

By binding together as a single force, we remain strong and unconquerable.

HIRE A HTML5 DEVELOPER

By hiring a HTML5 developer from XHTML Champs, you can sail easily with JHTML5.



When you hire a HTML5 Developer from us...

- ✓ You are getting access to a pool of professionals
- ✓ You are able to finish the task in short time limit
- ✓ You are getting the work done in minimum cost
- ✓ You are avoiding recruitment tasks
- ✓ You are saving initial investments

WHAT ELSE WE DO ?



QUESTIONS ?

WE RESPECT YOUR VALUABLE FEEDBACK

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THANK YOU!

