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Basic Guide to HTML

HTML stands for HyperText Markup Language. HTML is a language used by coders and web developers to describe the structure and appearance of web pages. You can use this same language in the mResearch Survey Designer to create headings and lists, highlight text with bold or italics, change the color of your font, add links to other sites, and much more. HTML is easy to learn, and will be a powerful tool in customizing the look and feel of your survey.

Writing HTML

HTML is written in the form of labels (known as **tags**), contained within the less-than (<) and greater-than (>) signs. These tags generally occur in pairs and are placed to the left and right of the text you are modifying. The tag on the left is called the **beginning tag** and the tag on the right is called the **end tag**. The end tag closes the formatting command and is simply the left, or beginning tag, with a slash added.

Example: Let's say you want to highlight the word 'favorite' in your survey by making it bold. To do this, add a beginning tag at the exact point you want the bolding to start and an end tag where you want the bolding to stop. The tag for bold is "b". The text you would enter into the Survey Designer would look like this:
 favorite

The example above would be rendered as **favorite** on the survey page.

There are a handful of tags that do not require a closing tag, however, most do. If you are unsure whether or not to use a closing tag, put one in. It rarely hurts.

Multiple Tags

What if instead of just bolding the word 'favorite' you wanted 'favorite' to be bold *and* italicized? To apply two elements to your text you need to use two sets of tags: an opening and closing tag for your bolding and an opening and closing tag for your italics. The HTML for this example would be written:

<i>favorite</i>

If you wanted to add three elements, use three opening tags and three closing tags.

Note: Pay attention to the order of the end tags in the example above. The beginning and ending tags should mirror each other. Another way to think about this is to always set the beginning and end tags for each element at the same time, placing them on the farthest end of the item being affected. In this example, we would set the bold tags first and then the italic tags:

Sᴛᴇᴘ **1**: Strong and emphasis Sᴛᴇᴘ **2**: <i>Strong and emphasis</i>

The following example would **NOT** be correct:

<i>Strong and emphasis</i>

Just keep setting commands at the farthest ends each time you add them and you'll stay in good form. When done correctly, the example above would be rendered like this: ***Strong and emphasis***.

Tags with Attributes

Tags can also have attributes, which are extra bits of information. Attributes always come in name/value pairs like this: name=value. They appear inside the opening tag and they look something like this:

Important

This is an example of how you could make your item text red. The above example would be rendered like this: Important. You will come across tags with attributes in the guides below.

Using HTML in the Survey Designer

You can use HTML tags in the mResearch Survey Designer to customize the look of your survey. HTML tags will work in the following fields:

        Survey Name
        Survey Intro Text
        Section Headers
        Question Text
        Question Response Options

As you start using HTML to customize the look of your survey, it is **critical that you careful proof** your work. HTML is powerful, but particular. Missing one slash mark could turn all your items red! The quickest way to check your work is to click on the HTML Preview link at the top of the Survey Designer page. Here, all of your 's should be bold and your 's should be red. If you are seeing HTML code in the preview or your HTML seems to not be working, you can easily return to the Survey Designer and make changes.

Note that HTML is NOT supported in email invitations or reminders.

HTML Quick Reference

The tables below describe some ways you can customize your survey using HTML, provide the tag structure, and give examples of how your formatting will look.

Headers		
Add a header Changes size of header	<h3.Section Heading</h3> h1 thru h6 (largest thru smallest)	**Section Heading**
Center your header	<h3 align=center>Section Heading</h3>	**Section Heading**
Right align your header	<h3 align=right>Section Heading</h3>	**Section Heading**
Remove bolding in a section header	Section Heading	Section Heading
Header Attributes		
Make text bold	Text or Bold text	**Text**
Make text italic	<i>Text</i> or Text	*Text*
Underline text	<u>Text</u>	<u>Text</u>
Make the text monospaced	<tt>Typewriter</tt>	Typewriter
Add a subscript	Text₁	Text$_1$
Add a superscript	Text²	Text^2
Change text size – makes font one size bigger or smaller	<big>Font size shortcut</biFont size shortcut	Font size shortcut Font size shortcut
Change the color of your text	Text CC0000 is the six-digit color code for red. To see a chart of color codes, click HERE	Text
Alignment, Spacing		
Paragraph		Gives space before beginning of a new paragraph
Set text apart as a block quote	<blockquote></blockquote>	Sets text apart by indenting a block of text
Add a line break	 	New line or carriage return
Add a horizontal line to your form	<hr>	_____
Lists		
Create a numbered list	 - List item one - List item two 	1. List item one 2. List item two
Create an unnumbered list	 - List item one - List item two 	• List item one • List item two

Frequently Asked Questions

Will the tags show up on my page?
No. As long as your commands are inside the < and > marks, the tag is used to alter the text, but the actual code is hidden from the viewer.

How can I proof my HTML work?
It is very important that you check your work when using HTML. Missing one greater than sign could mean your survey takers are reading HTML code instead of bolded text. The quickest way to check your work is to click on the HTML Preview link at the top of the Survey Designer page. Here you will be able to see what your survey will look like to people who are taking it, and quickly tell if you've missed an end tag or a made a typo in your HTML.

I see you using both lower case and capital letters in your HTML. Which is correct?
In HTML, it doesn't matter if you use upper or lower case letters in your tags. It's good practice, however, to choose one or the other and stick with it.

What if I forget to add the end tag or forget to add the slash to the end tag command?
If you forget your end tag, you will know. It will be obvious when you look at the HTML preview of your survey. The entire document will be affected after the point where you forgot the end tag. Just go back into the document, add the slash or the end tag, and reload the survey in your browser.

Do all HTML tags require both a beginning and end tag?
Not all tags require the end tag. Two examples are the line break tag <br> and the horizontal row tag <hr>. Most, however, do. If you are unsure whether or not to use a closing tag, put one in.

Can I use HTML in my survey invitation email?
No. HTML is not supported in the survey invitation or reminder emails.

How can I change the color of my survey name?
The default color for the title of your survey, header text, and question text is black. To change the color of any of these fields, you will need to add a font tag with a color attribute.

Example: Let's say you wanted the name of your survey to appear green. The tags would look like this:

Survey Name
And your survey title would look like this: Survey Name

Each color has a different 6-character code. By changing the code you enter in the color attribute, you change the color of your text. For a list of color codes, click HERE.

How can I make a header in my survey larger?

There are five different header sizes supported in HTML. <h1> is the largest header size and <h5> is the smallest. To change the size of your header, simply add tags for the appropriate size around your text.

Header size 1	Header size 1
Header size 2	Header size 2
Header size 3	Header size 3
Header size 4	Header size 4
Header size 5	Header size 5

How do I add the trademark symbol to my survey?

There are two ways to add special symbols and characters to your survey. You can copy and paste directly from a document program (such as Microsoft Word) into the Survey Designer, or you can use an HTML code. The HTML code will be rendered as a symbol when displayed in your survey browser. The table below lists some of the more common symbols you may wish to use in your survey.

<	<
>	&qt;
©	©
&	&
™	™
®	®

Since these are codes, not tags, you do not need to contain them between less than (<) and greater than (>) signs.

Example: The following HTML entered into the Survey Designer will be rendered as My Company™ in your survey:

My Company™

How do I increase the space between questions in my survey?

There are two ways to add more space between the questions in your survey and the method you choose will depend on how your questions are displayed.

Questions Displayed in a Vertical Format

To increase the space between a pair of questions that display vertically on your survey, add the paragraph tag <p> at the end of the question in your pair.

Questions Displayed in a Matrix Format

To increase the space between two questions that display in a matrix format on your survey, add the paragraph tag <p> at the end of the Question Text for your first question.

Can I add a link to my survey?

Links can be added to your survey by using an anchor tag.

Example: Let's say that you want survey respondents to be routed to your FAQ page when they click on the phrase 'Frequently Asked Questions' in the introduction to your survey. First, you need to know the URL of the page you want to link to. Let's say it's "http://www.modernsurvey.com/mresearchINFO/". The tag structure for adding a hyperlink looks like this:

 Frequently Asked Questions

The example above will display like this: Frequently Asked Questions. When a survey taker clicks on this hyperlink, they will be directed to the URL referenced in the anchor tag.

Note that we **use the entire URL** in the anchor tag. The following tag, for example, will get you nowhere:

 Frequently Asked Questions

It's also good practice to always add a trailing slash to subfolder references in your URL. If you link like this: href=http://www.modernsurvey.com/mresearchINFO, you will generate two HTTP requests to the server, because the server will add a slash to the address and create a new request like this: href=http://www.modernsurvey.com/mresearchINFO/ Adding the trailing slash will make your link as efficient as possible.

Can I have my link open in a new window?

To have your link open in a new window, you will need to add an additional attribute to your anchor tag. This attribute will define a target for your link. The target is where the URL will be opened. To open our info page in a new window, the html would look like this:

 Frequently Asked Questions

Can I add a link to a mail message?

A link to a mail message is just a variation on the anchor tag used for links above. Links to mail messages work best when you know that all your respondents will be using a supported program, like Microsoft Outlook.

Example: Let's say that you want respondents to be able to email your support center with the click of a button. We want to include a hyperlink that will open up a new email message with the subject line "Survey Question" addressed to techsupport@modernsurvey.com. The HTML needs to contain the email (mailto) address and the email subject and would look like this:

Send an email to Tech Support

The example above will display like this: Send an email to Tech Support. When a survey taker clicks on this hyperlink, a blank email message addressed to tech support with 'Survey Question' in the subject line. Note that a space in the subject line is represented by the symbol '%20'.

How do I add a list to my survey?

You will use two different pairs of tags when creating a list in html. The first describes what type of list you are using (ordered or unnumbered) and the second contains each item on your list.

Example: Let's say we are making a list with the following items: Managers, Employees, Customers. To make this an ordered (or numbered) list, we open with the tag <ol>. Next, we enter the items on our list, enclosing each item with a pair of tags . Our numbered list would look like this:

Managers
Employees
Customers

Note that we close out the numbered list tag at the end. This code would be rendered in the survey like this:

1. Managers
2. Employees
3. Customers

If we wanted to make the same list, but use bullets instead of numbers, our HTML would look like this:

Managers
Employees
Customers

To produce a list that would look like this:

• Managers
• Employees
• Customers

I want to make sure my phone number doesn't break in the middle. How do I make sure that this item will start on its own line?

You can use the line break tag <br> before a long string of text you do not want to break onto two lines (such as a telephone number). The line break tag does not need an end tag.

Example: Let's say we want to make sure that the telephone number in the sentence below begins on the next line. The code would look like this:

If you need assistance while completing this survey, please contact Kincentric at
1-866-876-8242 or techsupport@modernsurvey.com.

And would be rendered like this:

If you need assistance while completing this survey, please contact Modern Survey at
1-866-876-8242 or techsupport@modernsurvey.com.

I do not want the name of my survey to be displayed to survey respondents. How can I stop this text from being shown on the page?

Use a comment tag around text that you do not want displayed in the browser. Comments can be useful when you have elements that you would like to be visible to you, the programmer, but not to the user. The comment tag looks like this:

<!--Comment-->

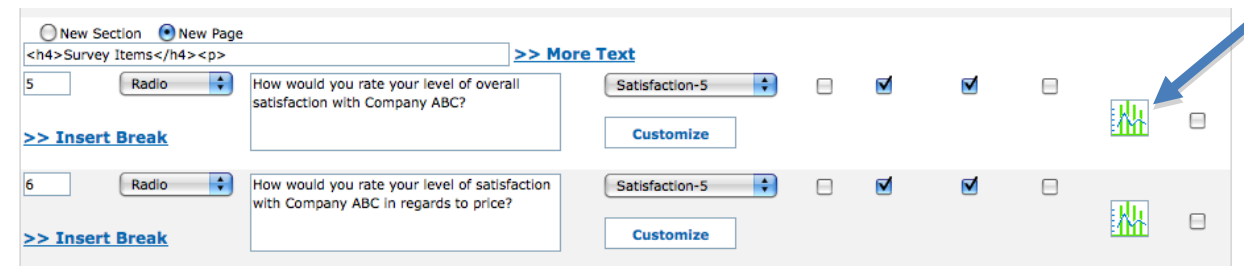The text contained within the tag ('Comment' in this case) will not be visible to survey takers. To apply this example to your survey name, simply add the <!-- and --> around the name of your survey.
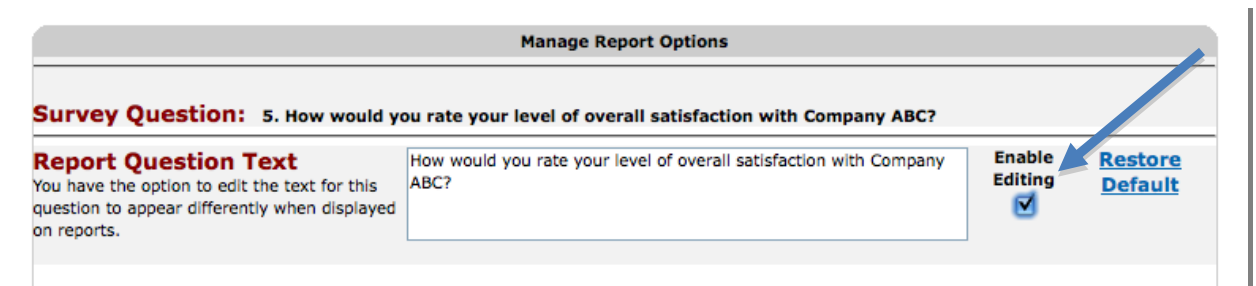
<!--Survey Name -->

Note that the comment tag does not require an end tag.

The HTML tags I entered in the Survey Designer are showing up in my reports. How can remove these from my reports without changing the formatting in my survey?

If you add HTML to the text of your questions in the Survey Designer and your reporting template does not interpret HTML (and most of them don't) your report will be littered with tags. By default, your Report Question Text is the same as the question text on your survey. To override this setting, click on the Report Options graph next to the question your want to edit. Now simply check the Enable Editing box across from Report Question Text, remove the HTML tags from your Question Report Text, and enjoy clean, tag-free reports.

<!-- image area with survey designer interface -->

New Section   New Page
<h4>Survey Items</h4><p>   >> More Text

5   Radio   How would you rate your level of overall satisfaction with Company ABC?   Satisfaction-5
>> Insert Break   Customize

6   Radio   How would you rate your level of satisfaction with Company ABC in regards to price?   Satisfaction-5
>> Insert Break   Customize

Manage Report Options

Survey Question: 5. How would you rate your level of overall satisfaction with Company ABC?

Report Question Text
You have the option to edit the text for this question to appear differently when displayed on reports.

How would you rate your level of overall satisfaction with Company ABC?

Enable Editing   Restore Default