


# HEAD

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 (<https://creativecommons.org/publicdomain/zero/1.0/>)  (<https://github.com/joshbucnea/HEAD/graphs/contributors>)

A list of everything that *could* go in the `<head>` of your document

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## Recommended Minimum

Below are the essential elements for any web document (websites/apps):

```
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
<!--
  The above 2 meta tags must come first in the <head>
  to consistently ensure proper document rendering.
  Any other head element should come after these tags.
-->
<title>Page Title</title>
```

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## Elements

Valid `<head>` elements include `meta`, `link`, `title`, `style`, `script`, `noscript`, and `base`.

These elements provide information for how a document should be perceived, and rendered, by web technologies. e.g. browsers, search engines, bots, etc.

```
<!--
  Set the character encoding for this document, so that
  all characters within the UTF-8 space (such as emoji)
  are rendered correctly.
-->
<meta charset="utf-8">

<!-- Set the document's title -->
<title>Page Title</title>

<!-- Set the base URL for all relative URLs within the document -->
<base href="http://example.com/page.html">

<!-- Link to an external CSS file -->
<link rel="stylesheet" href="styles.css">

<!-- Used for adding in-document CSS -->
<style>
  /* ... */
</style>

<!-- JavaScript & No-JavaScript tags -->
<script src="script.js"></script>
<script>
  // function(s) go here
</script>
<noscript>
  <!-- No JS alternative -->
</noscript>
```

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## Meta

```
<!--
  The following 2 meta tags *must* come first in the <head>
  to consistently ensure proper document rendering.
  Any other head element should come *after* these tags.
-->
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">

<!--
  Allows control over where resources are loaded from.
  Place as early in the <head> as possible, as the tag
  only applies to resources that are declared after it.
-->
<meta http-equiv="Content-Security-Policy" content="default-src 'self'">

<!-- Name of web application (only should be used if the website is used as an app) -->
<meta name="application-name" content="Application Name">

<!-- Theme Color for Chrome, Firefox OS and Opera -->
<meta name="theme-color" content="#4285f4">

<!-- Short description of the document (limit to 150 characters) -->
<!-- This content *may* be used as a part of search engine results. -->
<meta name="description" content="A description of the page">

<!-- Control the behavior of search engine crawling and indexing -->
<meta name="robots" content="index,follow"><!-- All Search Engines -->
<meta name="googlebot" content="index,follow"><!-- Google Specific -->

<!-- Tells Google not to show the sitelinks search box -->
<meta name="google" content="nositelinkssearchbox">

<!-- Tells Google not to provide a translation for this document -->
```

```

<meta name="google" content="notranslate">

<!-- Verify website ownership -->
<meta name="google-site-verification" content="verification_token"><!-- Google Search Console -->
<meta name="yandex-verification" content="verification_token"><!-- Yandex Webmasters -->
<meta name="msvalidate.01" content="verification_token"><!-- Bing Webmaster Center -->
<meta name="alexaVerifyID" content="verification_token"><!-- Alexa Console -->
<meta name="p:domain_verify" content="code_from_pinterest"><!-- Pinterest Console-->
<meta name="norton-safeweb-site-verification" content="norton_code"><!-- Norton Safe Web -->

<!-- Identify the software used to build the document (i.e. - WordPress, Dreamweaver) -->
<meta name="generator" content="program">

<!-- Short description of your document's subject -->
<meta name="subject" content="your document's subject">

<!-- Gives a general age rating based on the document's content -->
<meta name="rating" content="General">

<!-- Allows control over how referrer information is passed -->
<meta name="referrer" content="no-referrer">

<!-- Disable automatic detection and formatting of possible phone numbers -->
<meta name="format-detection" content="telephone=no">

<!-- Completely opt out of DNS prefetching by setting to "off" -->
<meta http-equiv="x-dns-prefetch-control" content="off">

<!-- Stores a cookie on the client web browser for identification purposes -->
<meta http-equiv="set-cookie" content="name=value; expires=date; path=url">

<!-- Specifies the document to appear in a specific frame -->
<meta http-equiv="Window-Target" content="_value">

<!-- Geo tags -->
<meta name="ICBM" content="latitude, longitude">
<meta name="geo.position" content="latitude;longitude">
<meta name="geo.region" content="country[-state]"><!-- Country code (ISO 3166-1): mandatory, state code (ISO 3166-2): optional
; eg. content="US" / content="US-NY" -->
<meta name="geo.placename" content="city/town"><!-- eg. content="New York City" -->

```

- Meta tags that Google understands (<https://support.google.com/webmasters/answer/79812?hl=en>)
- WHATWG Wiki: MetaExtensions (<https://wiki.whatwg.org/wiki/MetaExtensions>)
- ICBM on Wikipedia ([https://en.wikipedia.org/wiki/ICBM\\_address#Modern\\_use](https://en.wikipedia.org/wiki/ICBM_address#Modern_use))
- Geotagging on Wikipedia ([https://en.wikipedia.org/wiki/Geotagging#HTML\\_pages](https://en.wikipedia.org/wiki/Geotagging#HTML_pages))

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## Link

```

<!-- Points to an external stylesheet -->
<link rel="stylesheet" href="http://example.com/styles.css">

<!-- Helps prevent duplicate content issues -->
<link rel="canonical" href="http://example.com/article/?page=2">

<!-- Links to an AMP HTML version of the current document -->
<link rel="amphtml" href="http://example.com/path/to/amp-version.html">

<!-- Links to a JSON file that specifies "installation" credentials for the web applications -->
<link rel="manifest" href="manifest.json">

<!-- Links to information about the author(s) of the document -->
<link rel="author" href="humans.txt">

<!-- Refers to a copyright statement that applies to the link's context -->
<link rel="license" href="copyright.html">

<!-- Gives a reference to a location in your document that may be in another language -->
<link rel="alternate" href="https://es.example.com/" hreflang="es">

<!-- Provides information about an author or another person -->
<link rel="me" href="https://google.com/profiles/thenextweb" type="text/html">

```

```

<link rel="me" href="mailto:name@example.com">
<link rel="me" href="sms:+15035550125">

<!-- Links to a document that describes a collection of records, documents, or other materials of historical interest -->
<link rel="archives" href="http://example.com/archives/">

<!-- Links to top level resource in an hierarchical structure -->
<link rel="index" href="http://example.com/article/">

<!-- Provides a self reference - useful when the document has multiple possible references -->
<link rel="self" type="application/atom+xml" href="http://example.com/atom.xml">

<!-- The first, last, previous, and next documents in a series of documents, respectively -->
<link rel="first" href="http://example.com/article/">
<link rel="last" href="http://example.com/article/?page=42">
<link rel="prev" href="http://example.com/article/?page=1">
<link rel="next" href="http://example.com/article/?page=3">

<!-- Used when a 3rd party service is utilized to maintain a blog -->
<link rel="EditURI" href="http://example.com/xmlrpc.php?rsd" type="application/rsd+xml" title="RSD">

<!-- Forms an automated comment when another WordPress blog links to your WordPress blog or post -->
<link rel="pingback" href="http://example.com/xmlrpc.php">

<!-- Notifies a URL when you link to it on your document -->
<link rel="webmention" href="http://example.com/webmention">

<!-- Enables posting to your own domain using a Micropub client -->
<link rel="micropub" href="http://example.com/micropub">

<!-- Open Search -->
<link rel="search" href="/open-search.xml" type="application/opensearchdescription+xml" title="Search Title">

<!-- Feeds -->
<link rel="alternate" href="https://feeds.feedburner.com/example" type="application/rss+xml" title="RSS">
<link rel="alternate" href="http://example.com/feed.atom" type="application/atom+xml" title="Atom 0.3">

<!-- Prefetching, preloading, prebrowsing -->
<!-- More info: https://css-tricks.com/prefetching-preloading-prebrowsing/ -->
<link rel="dns-prefetch" href="//example.com/">
<link rel="preconnect" href="https://www.example.com/">
<link rel="prefetch" href="https://www.example.com/">
<link rel="prerender" href="http://example.com/">
<link rel="preload" href="image.png" as="image">

```

- [Link Relations \(https://www.iana.org/assignments/link-relations/link-relations.xhtml\)](https://www.iana.org/assignments/link-relations/link-relations.xhtml)

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## Icons

```

<!-- For IE 10 and below -->
<!-- Place favicon.ico in the root directory - no tag necessary -->

<!-- Icon in the highest resolution we need it for -->
<link rel="icon" sizes="192x192" href="/path/to/icon.png">

<!-- Apple Touch Icon (reuse 192px icon.png) -->
<link rel="apple-touch-icon" href="/path/to/apple-touch-icon.png">

<!-- Safari Pinned Tab Icon -->
<link rel="mask-icon" href="/path/to/icon.svg" color="blue">

```

- [All About Favicons \(And Touch Icons\) \(https://bitsofco.de/all-about-favicons-and-touch-icons/\)](https://bitsofco.de/all-about-favicons-and-touch-icons/)
- [Creating Pinned Tab Icons \(https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/pinnedTabs/pinnedTabs.html\)](https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/pinnedTabs/pinnedTabs.html)
- [Favicon Cheat Sheet \(https://github.com/audreyr/favicon-cheat-sheet\)](https://github.com/audreyr/favicon-cheat-sheet)
- [Icons & Browser Colors \(https://developers.google.com/web/fundamentals/design-and-ux/browser-customization/\)](https://developers.google.com/web/fundamentals/design-and-ux/browser-customization/)

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## Social

## Facebook Open Graph

```
<meta property="fb:app_id" content="123456789">
<meta property="og:url" content="http://example.com/page.html">
<meta property="og:type" content="website">
<meta property="og:title" content="Content Title">
<meta property="og:image" content="http://example.com/image.jpg">
<meta property="og:description" content="Description Here">
<meta property="og:site_name" content="Site Name">
<meta property="og:locale" content="en_US">
<meta property="article:author" content="">
```

- [Facebook Open Graph Markup](https://developers.facebook.com/docs/sharing/webmasters#markup) (https://developers.facebook.com/docs/sharing/webmasters#markup)
- [Open Graph protocol](http://ogp.me/) (http://ogp.me/)
- [Test your page with the Facebook Sharing Debugger](https://developers.facebook.com/tools/debug/) (https://developers.facebook.com/tools/debug/)

## Twitter Card

```
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@site_account">
<meta name="twitter:creator" content="@individual_account">
<meta name="twitter:url" content="http://example.com/page.html">
<meta name="twitter:title" content="Content Title">
<meta name="twitter:description" content="Content description less than 200 characters">
<meta name="twitter:image" content="http://example.com/image.jpg">
```

- [Getting started with cards — Twitter Developers](https://dev.twitter.com/cards/getting-started) (https://dev.twitter.com/cards/getting-started)
- [Test your page with the Twitter Card Validator](https://cards-dev.twitter.com/validator) (https://cards-dev.twitter.com/validator)

## Twitter Privacy

If you embed tweets in your website, Twitter can use information from your site to tailor content and suggestions to Twitter users. More about Twitter privacy options (<https://dev.twitter.com/web/overview/privacy#what-privacy-options-do-website-publishers-have>).

```
<!-- disallow Twitter from using your site's info for personalization purposes -->
<meta name="twitter:dnt" content="on">
```

## Google+ / Schema.org

```
<html lang="" itemscope itemtype="http://schema.org/Article">
  <head>
    <link rel="author" href="">
    <link rel="publisher" href="">
    <meta itemprop="name" content="Content Title">
    <meta itemprop="description" content="Content description less than 200 characters">
    <meta itemprop="image" content="http://example.com/image.jpg">
```

**Note:** This markup requires attributes to be added to your top html tag

- [Test your page with the Structured Data Testing Tool](https://developers.google.com/structured-data/testing-tool/) (https://developers.google.com/structured-data/testing-tool/)

## Pinterest

Pinterest lets you prevent people from saving things from your website, according to their help center (<https://help.pinterest.com/en/articles/prevent-people-saving-things-pinterest-your-site>). The `description` is optional.

```
<meta name="pinterest" content="nopin" description="Sorry, you can't save from my website!">
```

## Facebook Instant Articles

```
<meta charset="utf-8">
<meta property="op:markup_version" content="v1.0">

<!-- The URL of the web version of your article -->
<link rel="canonical" href="http://example.com/article.html">

<!-- The style to be used for this article -->
<meta property="fb:article_style" content="myarticlestyle">
```

- [Creating Articles - Instant Articles](https://developers.facebook.com/docs/instant-articles/guides/articlecreate) (https://developers.facebook.com/docs/instant-articles/guides/articlecreate)

- [Code Samples – Instant Articles](https://developers.facebook.com/docs/instant-articles/reference) (https://developers.facebook.com/docs/instant-articles/reference)

## OEmbed

```
<link rel="alternate" type="application/json+oembed"
  href="http://example.com/services/oembed?url=http%3A%2F%2Fexample.com%2Ffoo%2F&format=json"
  title="oEmbed Profile: JSON">
<link rel="alternate" type="text/xml+oembed"
  href="http://example.com/services/oembed?url=http%3A%2F%2Fexample.com%2Ffoo%2F&format=xml"
  title="oEmbed Profile: XML">
```

- [oEmbed format](http://oembed.com/) (http://oembed.com/)

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## Browsers / Platforms

### Apple iOS

```
<!-- Smart App Banner -->
<meta name="apple-itunes-app" content="app-id=APP_ID,affiliate-data=AFFILIATE_ID,app-argument=SOME_TEXT">

<!-- Disable automatic detection and formatting of possible phone numbers -->
<meta name="format-detection" content="telephone=no">

<!-- Launch Icon (180x180px or larger) -->
<link rel="apple-touch-icon" href="/path/to/apple-touch-icon.png">

<!-- Launch Screen Image -->
<link rel="apple-touch-startup-image" href="/path/to/launch.png">

<!-- Launch Icon Title -->
<meta name="apple-mobile-web-app-title" content="App Title">

<!-- Enable standalone (full-screen) mode -->
<meta name="apple-mobile-web-app-capable" content="yes">

<!-- Status bar appearance (has no effect unless standalone mode is enabled) -->
<meta name="apple-mobile-web-app-status-bar-style" content="black">

<!-- iOS app deep linking -->
<meta name="apple-itunes-app" content="app-id=APP-ID, app-argument=http:url-sample.com">
<link rel="alternate" href="ios-app://APP-ID/http:url-sample.com">
```

- [Configuring Web Applications](https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/ConfiguringWebApplications/ConfiguringWebApplications.html) (https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/ConfiguringWebApplications/ConfiguringWebApplications.html)

### Google Android

```
<meta name="theme-color" content="#E64545">

<!-- Add to home screen -->
<meta name="mobile-web-app-capable" content="yes">
<!-- More info: https://developer.chrome.com/multidevice/android/installtohomescreen -->

<!-- Android app deep linking -->
<meta name="google-play-app" content="app-id=package-name">
<link rel="alternate" href="android-app://package-name/http:url-sample.com">
```

### Google Chrome

```
<link rel="chrome-webstore-item" href="https://chrome.google.com/webstore/detail/APP_ID">

<!-- Disable translation prompt -->
<meta name="google" content="notranslate">
```

### Microsoft Internet Explorer

```
<!-- Force IE 8/9/10 to use its latest rendering engine -->
<meta http-equiv="x-ua-compatible" content="ie=edge">
```

```
<!-- Disable automatic detection and formatting of possible phone numbers by Skype Toolbar browser extension -->
<meta name="skype_toolbar" content="skype_toolbar_parser_compatible">

<!-- Windows Tiles -->
<meta name="msapplication-config" content="/browserconfig.xml">
```

Minimum required xml markup for browserconfig.xml:

```
<?xml version="1.0" encoding="utf-8"?>
<browserconfig>
  <msapplication>
    <tile>
      <square70x70logo src="small.png"/>
      <square150x150logo src="medium.png"/>
      <wide310x150logo src="wide.png"/>
      <square310x310logo src="large.png"/>
    </tile>
  </msapplication>
</browserconfig>
```

- [Browser configuration schema reference \(https://msdn.microsoft.com/en-us/library/dn320426.aspx\)](https://msdn.microsoft.com/en-us/library/dn320426.aspx)

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## Browsers (Chinese)

### 360 Browser

```
<!-- Select rendering engine order -->
<meta name="renderer" content="webkit|ie-comp|ie-stand">
```

### QQ Mobile Browser

```
<!-- Locks the screen into the specified orientation -->
<meta name="x5-orientation" content="landscape/portrait">

<!-- Display this document in fullscreen -->
<meta name="x5-fullscreen" content="true">

<!-- Document will be displayed in "application mode" (fullscreen, etc.) -->
<meta name="x5-page-mode" content="app">
```

### UC Mobile Browser

```
<!-- Locks the screen into the specified orientation -->
<meta name="screen-orientation" content="landscape/portrait">

<!-- Display this document in fullscreen -->
<meta name="full-screen" content="yes">

<!-- UC browser will display images even if in "text mode" -->
<meta name="imagemode" content="force">

<!-- Document will be displayed in "application mode"(fullscreen, forbidding gesture, etc.) -->
<meta name="browsermode" content="application">

<!-- Disabled the UC browser's "night mode" for this document -->
<meta name="nightmode" content="disable">

<!-- Simplify the document to reduce data transfer -->
<meta name="layoutmode" content="fitscreen">

<!-- Disable the UC browser's feature of "scaling font up when there are many words in this document" -->
<meta name="wap-font-scale" content="no">
```

- [UC Browser Docs \(http://www.uc.cn/download/UCBrowser\\_U3\\_API.doc\)](http://www.uc.cn/download/UCBrowser_U3_API.doc)

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## App Links

```
<!-- iOS -->
<meta property="al:ios:url" content="applinks://docs">
<meta property="al:ios:app_store_id" content="12345">
<meta property="al:ios:app_name" content="App Links">


<!-- Android -->
<meta property="al:android:url" content="applinks://docs">
<meta property="al:android:app_name" content="App Links">
<meta property="al:android:package" content="org.applinks">

<!-- Web fall back -->
<meta property="al:web:url" content="http://applinks.org/documentation">
```

-  [App Links \(http://applinks.org/documentation/\)](http://applinks.org/documentation/)

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## Other Resources

-  [HTML5 Boilerplate Docs: The HTML \(https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/html.md\)](https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/html.md)
-  [HTML5 Boilerplate Docs: Extend and customize \(https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/extend.md\)](https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/extend.md)


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## Related Projects

- [Atom HTML Head Snippets \(https://github.com/joshbuechea/atom-html-head-snippets\)](https://github.com/joshbuechea/atom-html-head-snippets) – Atom package for HEAD snippets
- [Sublime Text HTML Head Snippets \(https://github.com/marcobiedermann/sublime-head-snippets\)](https://github.com/marcobiedermann/sublime-head-snippets) – Sublime Text package for HEAD snippets
- [head-it \(https://github.com/hemant/HEAD-it\)](https://github.com/hemant/HEAD-it) – CLI interface for HEAD snippets
- [vue-head \(https://github.com/ktquez/vue-head\)](https://github.com/ktquez/vue-head) – Manipulating the meta information of the HEAD tag for Vue.js



















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## Other Formats

-  [PDF \(https://gitprint.com/joshbuechea/HEAD/blob/master/README.md\)](https://gitprint.com/joshbuechea/HEAD/blob/master/README.md)

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## Translations

-   [Brazilian Portuguese \(https://github.com/Webschool-io/HEAD\)](https://github.com/Webschool-io/HEAD)
-   [Chinese \(Simplified\) \(https://github.com/Amery2010/HEAD\)](https://github.com/Amery2010/HEAD)
-   [German \(https://github.com/Shidigital/HEAD\)](https://github.com/Shidigital/HEAD)
-   [Italian \(https://github.com/Fakkio/HEAD\)](https://github.com/Fakkio/HEAD)
-   [Japanese \(http://coliss.com/articles/build-websites/operation/work/collection-of-html-head-elements.html\)](http://coliss.com/articles/build-websites/operation/work/collection-of-html-head-elements.html)
-   [Korean \(https://github.com/Lutece/HEAD\)](https://github.com/Lutece/HEAD)
-   [Russian/Русский \(https://github.com/Konfuze/HEAD\)](https://github.com/Konfuze/HEAD)
-   [Spanish \(https://github.com/alvaroadlf/HEAD\)](https://github.com/alvaroadlf/HEAD)
-   [Turkish/Türkçe \(https://github.com/mkg0/HEAD\)](https://github.com/mkg0/HEAD)

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## Contributing

Open an issue or a pull request to suggest changes or additions.

### Guide

The **HEAD** repository consists of two branches:

#### 1. master

This branch consists of the `README.md` file that is automatically reflected on the [gethead.info \(https://gethead.info/\)](https://gethead.info/) website. All changes to the content of the cheat sheet as such should be directed to this file.



Please follow these steps for pull requests:

- Modify only one tag, or one related set of tags at a time
- Use double quotes on attributes
- Don't include a trailing slash in self-closing elements — the HTML5 spec says they're optional
- Consider including a link to documentation that supports your change

## 2. gh-pages

This branch is responsible for the [gethead.info](https://gethead.info/) (<https://gethead.info/>) website. We use Jekyll (<https://jekyllrb.com/>) to deploy the `README.md` Markdown file through GitHub Pages (<https://pages.github.com/>). All website related modifications must be directed here.

You may want to go through the Jekyll Docs (<https://jekyllrb.com/docs/home/>) and understand how Jekyll works before working on this branch.

## Contributors

Check out all the super awesome contributors (<https://github.com/joshbучea/HEAD/graphs/contributors>).

## Author

Josh Buchea (<https://joshbучea.com/>)

## License

 (<https://creativecommons.org/publicdomain/zero/1.0/>)

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