**XML Elements Naming Rules**

* They are case-sensitive
* They cannot contain spaces
* They must start with a letter or underscore
* They cannot start with the letters like Xml or XML or xml etc.
* They can contain letters, digits, hyphens, underscores, and periods
* Any name can be used, no words are reserved (except xml)

**Best Naming Practices**

* Avoid “.”
* Avoid “:”
* Create descriptive names, like

<person>, <firstname>, <lastname>

* Create short and simple names, like

<book\_title> not like this: <the\_titile\_of\_the\_book>

* Non-English letters are perfectly legal in XML but avoid them