

HTML Head

The HTML <head> Element

The <head> element is a container for metadata (data about data) and is placed between the <html> tag and the <body> tag.

HTML metadata is data about the HTML document. Metadata is not displayed.

Metadata typically define the document title, character set, styles, links, scripts, and other meta information.

The following tags describe metadata: <title>, <style>, <meta>, <link>, <script>, and <base>.

The HTML <title> Element

The <title> element defines the title of the document, and is required in all HTML/XHTML documents.

The <title> element:

defines a title in the browser tab

provides a title for the page when it is added to favorites

displays a title for the page in search engine results

The HTML <style> Element

The <style> element is used to define style information for a single HTML page:

```
<style>
```

```
  body {background-color: powderblue;}
```

```
  h1 {color: red;}
```

```
  p {color: blue;}
```

```
</style>
```

The HTML <meta> Element

The <meta> element is used to specify which character set is used, page description, keywords, author, and other metadata.

Metadata is used by browsers (how to display content), by search engines (keywords), and other web services.

Define the character set used:

```
<meta charset="UTF-8">
```

Define a description of your web page:

```
<meta name="description" content="Free Web tutorials">
```

Define keywords for search engines:

```
<meta name="keywords" content="HTML, CSS, XML, JavaScript">
```

Define the author of a page:

```
<meta name="author" content="John Doe">
```

Refresh document every 30 seconds:

```
<meta http-equiv="refresh" content="30">
```

Setting The Viewport

HTML5 introduced a method to let web designers take control over the viewport, through the `<meta>` tag.

The viewport is the user's visible area of a web page. It varies with the device, and will be smaller on a mobile phone than on a computer screen.

You should include the following `<meta>` viewport element in all your web pages:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

The HTML `<base>` Element

The `<base>` element specifies the base URL and base target for all relative URLs in a page:

```
<base href="https://www.w3schools.com/images/" target="_blank">
```

Omitting `<html>`, `<head>` and `<body>`?

According to the HTML5 standard; the `<html>`, the `<body>`, and the `<head>` tag can be omitted.