HTML - The Head Element

‹ Previous   Next ›

The HTML `<head>` element is a container for the following elements: `<title>`, `<style>`, `<meta>`, `<link>`, `<script>`, and `<base>`.

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, scripts, and other meta information.

The HTML <title> Element

The `<title>` element defines the title of the document. The title must be text-only, and it is shown in the browser's title bar or in the page's tab.

The `<title>` element is required in HTML documents!

The content of a page title is very important for search engine optimization (SEO)! The page title is used by search engine algorithms to decide the order when listing pages in search results.

- displays a title for the page in search engine-results

So, try to make the title as accurate and meaningful as possible!

A simple HTML document:

Example

```
<!DOCTYPE html>
<html>
<head>
    <title>A Meaningful Page Title</title>
</head>
<body>

The content of the document......

</body>
</html>
```

Try it Yourself »

The HTML <style> Element

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

Example

```
<style>
  body {background-color: powderblue;}
  h1 {color: red;}
```

Try it Yourself »

The HTML <link> Element

The `<link>` element defines the relationship between the current document and an external resource.

The `<link>` tag is most often used to link to external style sheets:

Example

```
<link rel="stylesheet" href="mystyle.css">
```

Try it Yourself »

Tip: To learn all about CSS, visit our CSS Tutorial.

The HTML <meta> Element

The `<meta>` element is typically used to specify the character set, page description, keywords, author of the document, and viewport settings.

The metadata will not be displayed on the page, but is used by browsers (how to display content or reload page), by search engines (keywords), and other web services.

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

Define keywords for search engines:

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

Define a description of your web page:

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

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 to make your website look good on all devices:

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

Example of `<meta>` tags:

Example

```
<meta charset="UTF-8">
<meta name="description" content="Free Web tutorials">
<meta name="keywords" content="HTML, CSS, JavaScript">
<meta name="author" content="John Doe">
```

Try it Yourself »

Tutorials ▾   Exercises ▾   Services ▾   🔍   ◑   **Sign Up**   **Log in**

☰   .   CSS   JAVASCRIPT   SQL   PYTHON   JAVA   PHP   HOW TO   W3.CSS   C

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

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

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

This gives the browser instructions on how to control the page's dimensions and scaling.

The `width=device-width` part sets the width of the page to follow the screen-width of the device (which will vary depending on the device).

The `initial-scale=1.0` part sets the initial zoom level when the page is first loaded by the browser.

Here is an example of a web page *without* the viewport meta tag, and the same web page *with* the viewport meta tag:

Tip: If you are browsing this page with a phone or a tablet, you can click on the two links below to see the difference.

Without the viewport meta tag   **With the viewport meta tag**

The HTML <script> Element

The `<script>` element is used to define client-side JavaScripts.

The following JavaScript writes "Hello JavaScript!" into an HTML element with id="demo":

Example

```
<script>
function myFunction() {
  document.getElementById("demo").innerHTML = "Hello JavaScript!";
}
</script>
```

Try it Yourself »

The HTML \<base> Element

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

The `<base>` tag must have either an href or a target attribute present, or both.

There can only be one single `<base>` element in a document!

Example

Specify a default URL and a default target for all links on a page:

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

<body>
<img src="images/stickman.gif" width="24" height="39" alt="Stickman">
<a href="tags/tag_base.asp">HTML base Tag</a>
</body>
```

Try it Yourself »

Chapter Summary

- The `<head>` element is a container for metadata (data about data)
- The `<head>` element is placed between the `<html>` tag and the `<body>` tag
- The `<title>` element is required and it defines the title of the document
- The `<style>` element is used to define style information for a single document
- The `<link>` tag is most often used to link to external style sheets
- The `<meta>` element is typically used to specify the character set, page description, keywords, author of the document, and viewport settings
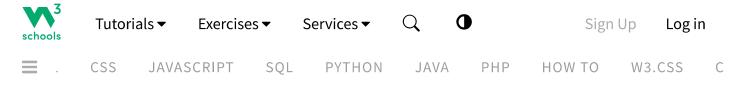
Exercise ?

Which one of the following elements should NOT be placed in the head section?

○ `<title>`

○ `<link>`

○ `<body>`

Submit Answer »

HTML head Elements

Tag	Description
<u>\<head\></u>	Defines information about the document
<u>\<title\></u>	Defines the title of a document
<u>\<base\></u>	Defines a default address or a default target for all links on a page
<u>\<link\></u>	Defines the relationship between a document and an external resource
<u>\<meta\></u>	Defines metadata about an HTML document
<u>\<script\></u>	Defines a client-side script
<u>\<style\></u>	Defines style information for a document

Tutorials ▾   Exercises ▾   Services ▾   🔍   ◑

CSS   JAVASCRIPT   SQL   PYTHON   JAVA   PHP   HOW TO   W3.CSS   C

Video: HTML Head

[‹ Previous]   [Next ›]

Track your progress - it's free!   Sign Up   Log in

W3 schools

CSS   JAVASCRIPT   SQL   PYTHON   JAVA   PHP   HOW TO   W3.CSS   C

Sign Up   Log in

HTML Learning Resources
For Teachers
CHECK IT OUT!

COLOR PICKER

W3 schools

PLUS   SPACES   GET CERTIFIED

FOR TEACHERS   FOR BUSINESS   CONTACT US

Top Tutorials

HTML Tutorial
CSS Tutorial
JavaScript Tutorial
How To Tutorial

Top References

HTML Reference
CSS Reference
JavaScript Reference
SQL Reference

Sign Up   Log in

☰ .   CSS   JAVASCRIPT   SQL   PYTHON   JAVA   PHP   HOW TO   W3.CSS   C

C++ Tutorial   Angular Reference
jQuery Tutorial   jQuery Reference

Top Examples   ## Get Certified

HTML Examples   HTML Certificate
CSS Examples   CSS Certificate
JavaScript Examples   JavaScript Certificate
How To Examples   Front End Certificate
SQL Examples   SQL Certificate
Python Examples   Python Certificate
W3.CSS Examples   PHP Certificate
Bootstrap Examples   jQuery Certificate
PHP Examples   Java Certificate
Java Examples   C++ Certificate
XML Examples   C# Certificate
jQuery Examples   XML Certificate

FORUM   ABOUT   ACADEMY

W3Schools is optimized for learning and training. Examples might be simplified to improve reading and learning.
Tutorials, references, and examples are constantly reviewed to avoid errors, but we cannot warrant full correctness
of all content. While using W3Schools, you agree to have read and accepted our terms of use, cookie and privacy policy.

Copyright 1999-2024 by Refsnes Data. All Rights Reserved. W3Schools is Powered by W3.CSS.