

candour

Header tags

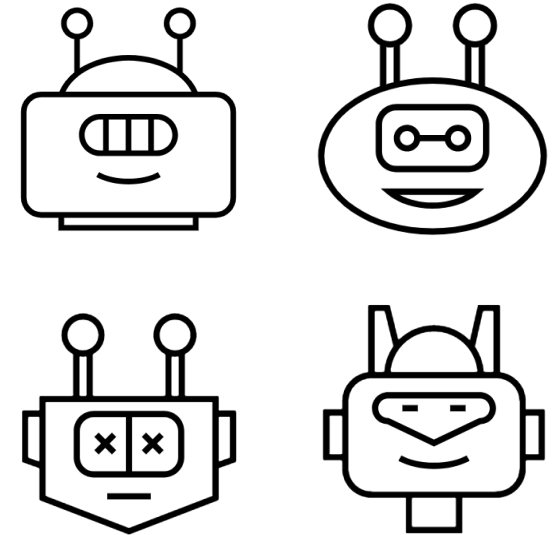
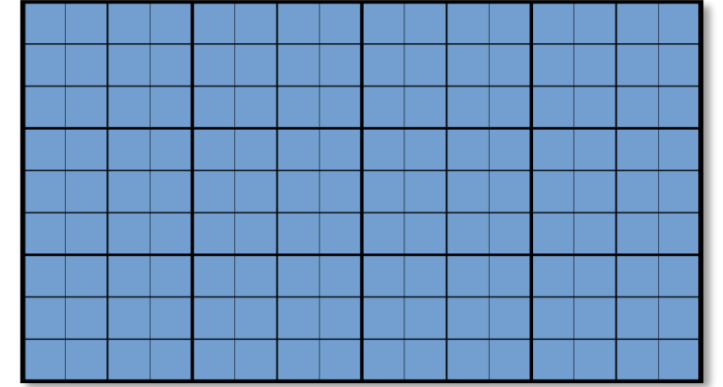


Trainer:

Mark Williams-Cook
Candour



What are header tags?

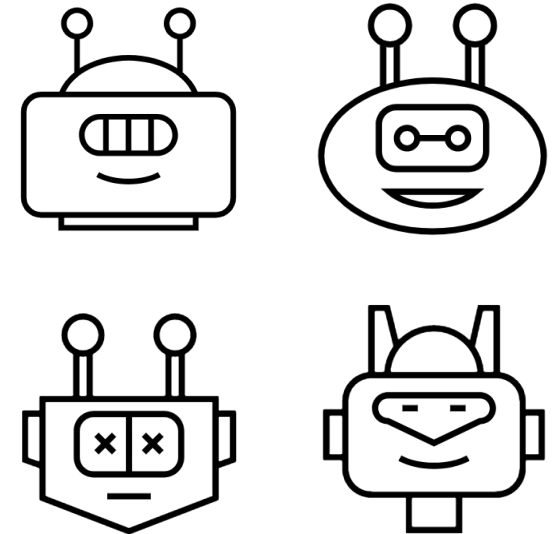
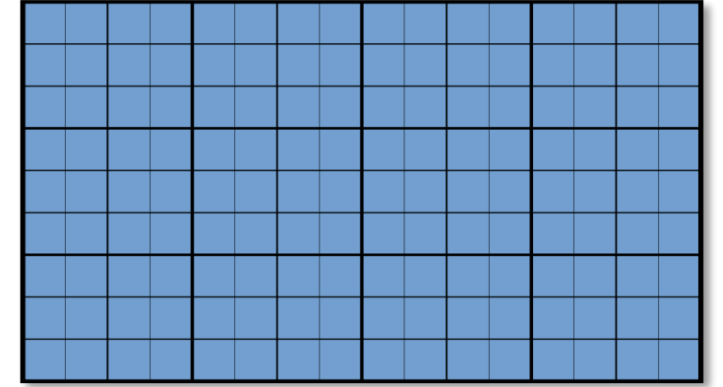


Header tags

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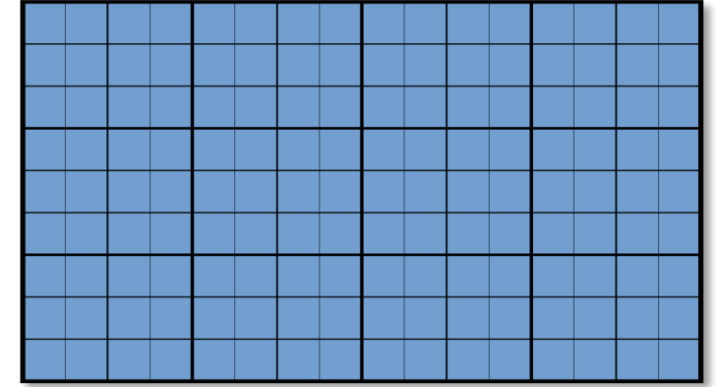
Header tags are HTML tags that tell a browser what styling it should use to display a piece of text.

You can modify how different header tags look with CSS.



Key concept

Google will apply more 'importance' to prominent text, whether it is a header tag or not.

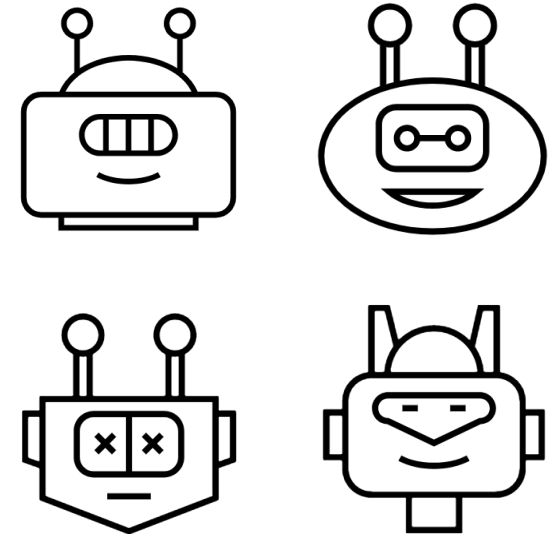
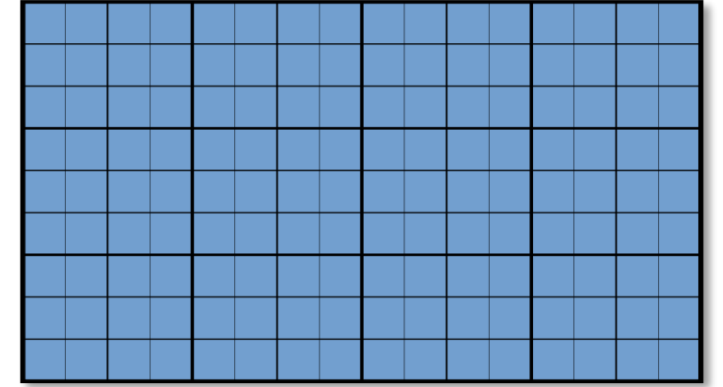


Challenge



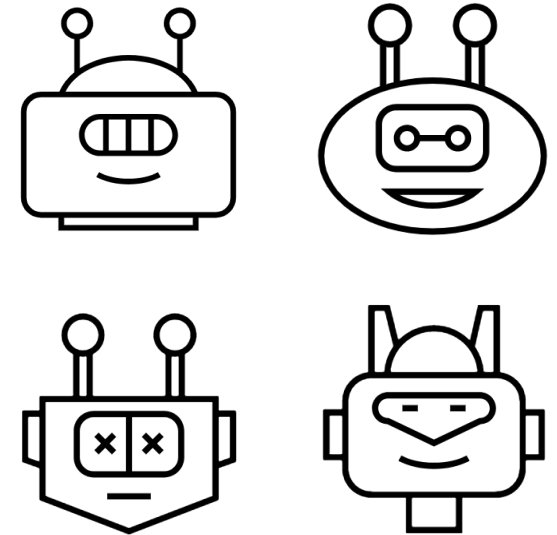
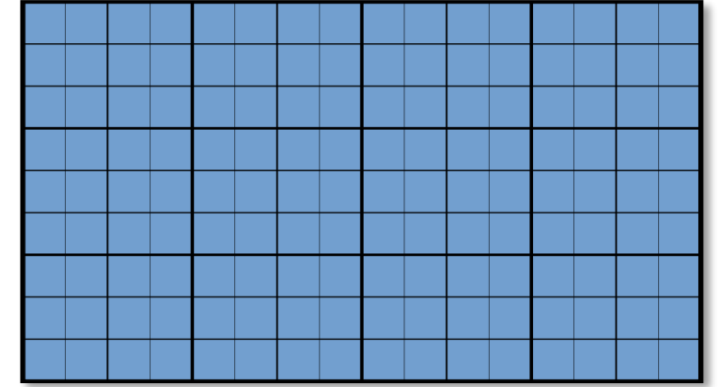
Are you currently using header tags on your website? Do you know how to add them via your CMS?

Header tag tips



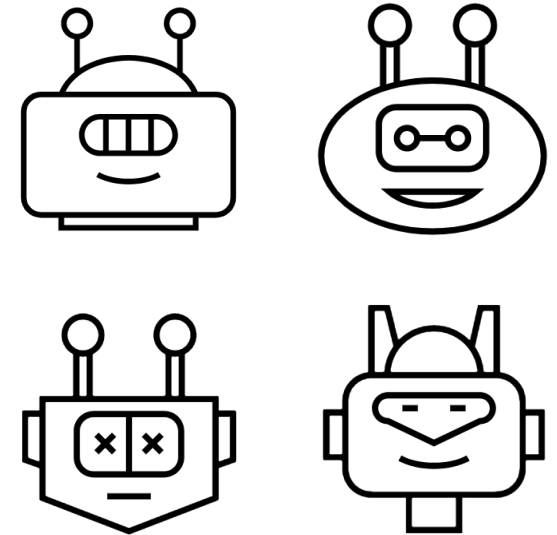
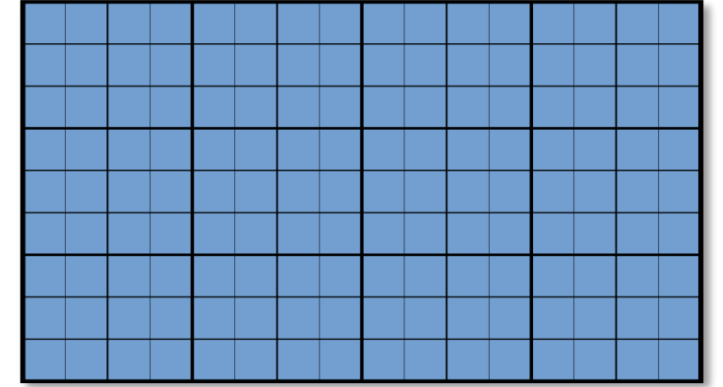
Header tag tips

- Ideally, only 1 `<h1>` per page



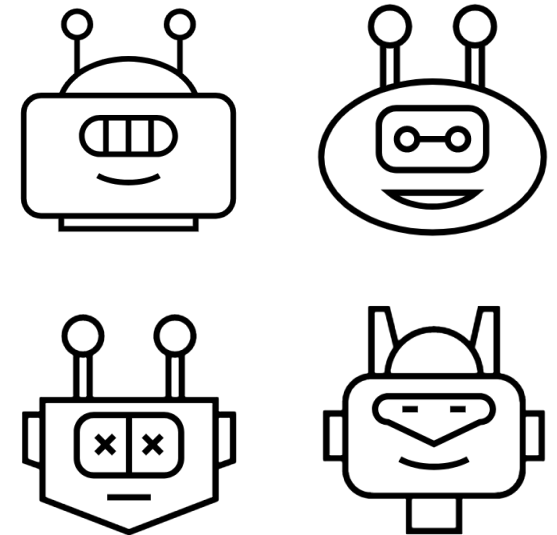
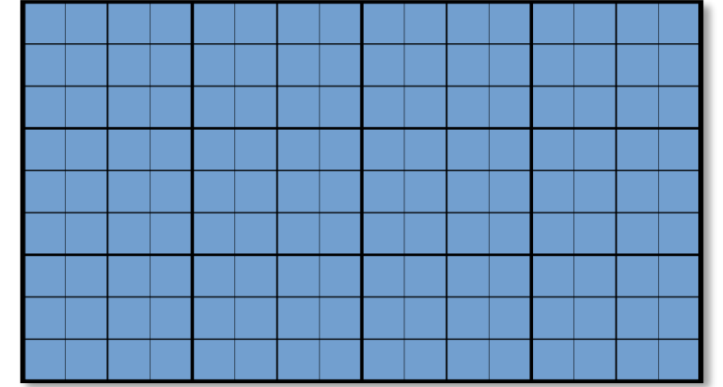
Header tag tips

- Ideally, only 1 `<h1>` per page
- `<h1>` should be close to page title



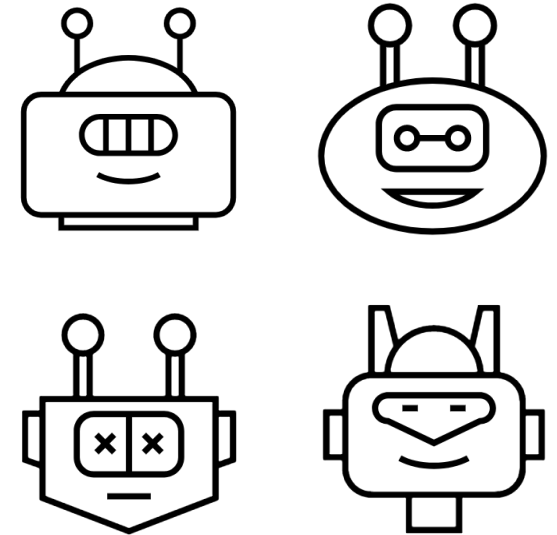
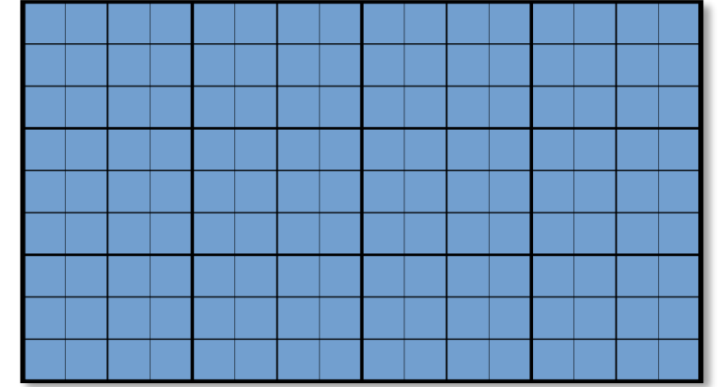
Header tag tips

- Ideally, only 1 `<h1>` per page
- `<h1>` should be close to page title
- Header tags should make sense “in a vacuum” where possible

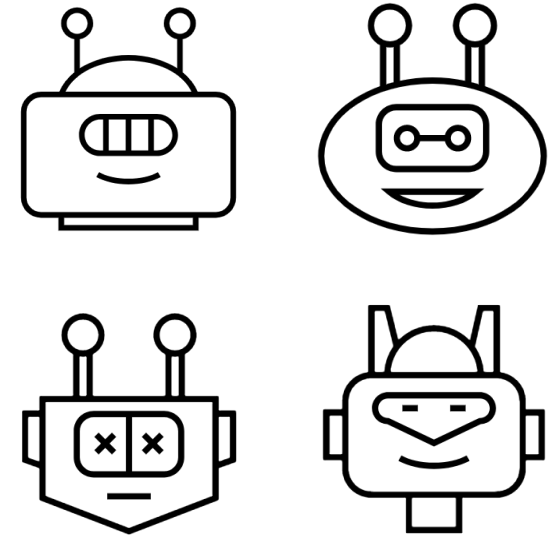
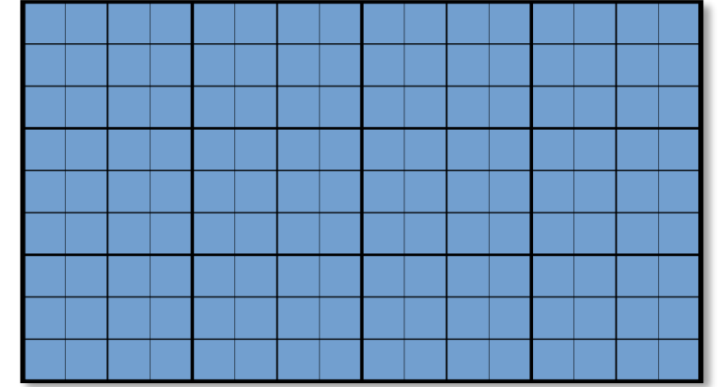
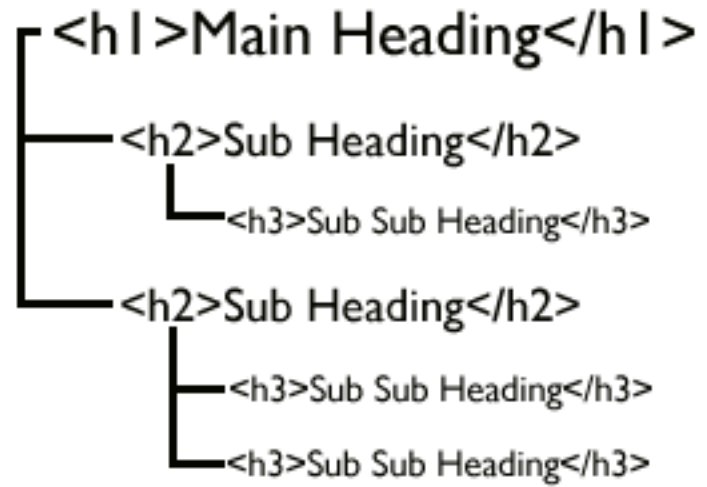


Header tag tips

- Ideally, only 1 `<h1>` per page
- `<h1>` should be close to page title
- Header tags should make sense “in a vacuum” where possible
- Other `<h2>`, `<h3>`, etc will usually be nested

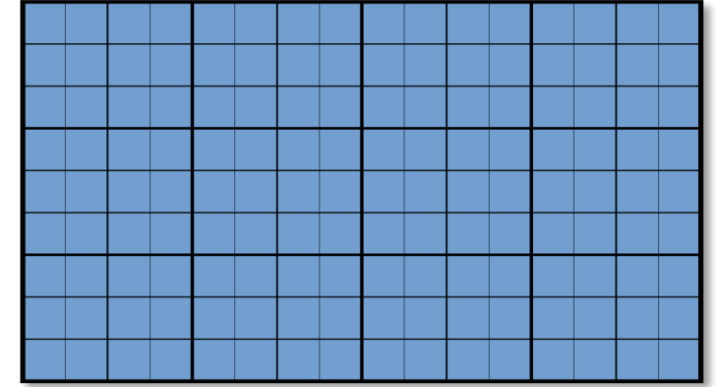


What are header tags?



Key concept

Header tags are a tool to both help the user and allow you to effectively target keywords within a larger piece



Challenge



Look at how you're using header tags within your site content – do they make sense reading them on their own?