1. Mandatory to declare nesuccery tags like **head, title, meta** and **body.** The **head** element can include a title for the document, scripts, styles, meta information, and more.
2. No **inline styles** should be represented. Use of **inline styles** in HTML is a bad practice because browser doesn't understand it well.
3. **Don't define unsuccery elements or empty elements**. HTML elements with no content are called empty elements or empty tag. <br> is an empty element without a closing tag.Its waste to use those elements in HTML

#### Use proper **document** structure.The reason for this is that **HTML** loads from top to bottom. The head loads first, then the **body**, and then everything inside the **body.**

1. Specify the **document type.** The <!DOCTYPE> declaration must be the very first thing in your HTML document, before the <html> tag. The <!DOCTYPE> declaration is not an HTML tag; it is an instruction to the web browser about what version of HTML the page is written in.
2. Use **Double Quotes** in HTML.JSON only allows double quotes (unless you control the data, and can use a library that is more liberal at parsing JSON - but a JSON file with single quotes is not truly a JSON file)
3. **Call all external css file inside the head tag**. Each **HTML** page must include a reference to the **external** style sheet **file inside** the <link> element, **inside the head** section. **External** styles are defined **within** the <link> element, **inside the <head**> section of an **HTML** page
4. **Define alt attribute for the IMG tag and other mandatory tags**. The required alt attribute specifies an alternate text for an image, if the image cannot be displayed.
5. **Write javascript always before body tag closing.** It is a best practice to put <script> **tags** just **before** the **closing** </**body**>**tag** rather than in the **<head>** section of your HTML. The reason for this is that **HTML** loads from top to bottom. The head loads first, then the **body**, and then everything inside the **body.**
6. Always **close tags**.It makes little to no difference to a rendering engine in a browser that can parse markup written this way, so the tags can be considered redundant.
7. **Validate** frequently using <https://validator.w3.org/>. Use the validator from your applications with the *experimental* Markup Validator Web service, and its open API.
8. Use **lowercase** markup. Lowecase letters are easier to read as compared to uppercase.In all browsers, when the browser loads the HTML document and parses it, it converts it into a DOM (Document object model). If you view the DOM, all elements in the DOM will be shown as lower case, regardless of how they were written in the actual source code. So , Its better to use lowercase markup only.
9. Escape **&, <, >, ",** and **'** with named character references.
10. Omit **namespaces**. **Namespace** is a mechanism by which element and attribute name can be assigned to a group.
11. **Indent consistently**. In **HTML**, each nested **tag** should be **indented** exactly once inside of its parent **tag**. Place a line break after every block element.
12. Avoid using **<br>** tags to separate paragraphs or lines of text. A **line break** ends the **line** you are currently on and resumes on the next **line**. Placing <**br** /> within the code is the same as pressing the return key **in** a word processor. It's a better thing that no to use <br> tag.
13. Use **Heading** Elements Wisely. We **use** headings to index the structure and content of the web pages so **use** them very **wisely** in your webpage.
14. Avoid the breaking links example CSS, image, Javascript and etc.