

HTML

Use the tags as simply as you can to convey information

```
<div class="css-1vkm6nb ehdk2mb0">
  <h1 itemprop="headline"
class="css-1j5ig2m e1h9rw200"
id="link-19793f07">
    <span
      class="ghost"
      aria-hidden="true"
      style="position: absolute; left:
0px; visibility: hidden;"
    >They Grow the Nation's Food, but
They Can't Drink the Water</span>
    ><span
      class="balancedHeadline"
      style="display: inline-block; max-
width: 280.492px;"
    >They Grow the Nation's Food, but
They Can't Drink the Water</span>
  >
</h1>
</div>
```

```
<header>
  <h1>They Grow the Nation's
Food, but They Can't Drink the
Water</h1>
</header>
```

HTML

Generally use as few tags as possible

```
<header>  
  <h1><em><span>They Grow the  
Nation's Food, but They Can't Drink  
the Water</span></em></h1>  
</header>
```

```
<header>They Grow the Nation's Food,  
but They Can't Drink the Water  
</header>
```