# A list of everything that \*could\* go in the <head> of your document

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* [License](https://github.com/joshbuchea/HEAD/blob/master/README.md#license)

**Recommended Minimum**

Below are the essential elements for any web document (websites/apps):

<meta charset="utf-8">

<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">

<!--

The above 2 meta tags \*must\* come first in the <head>

to consistently ensure proper document rendering.

Any other head element should come \*after\* these tags.

-->

<title>Page Title</title>

**Elements**

Valid <head> elements include meta, link, title, style, script, noscript, and base.

These elements provide information for how a document should be perceived, and rendered, by web technologies. e.g. browsers, search engines, bots, etc.

<!--

Set the character encoding for this document, so that

all characters within the UTF-8 space (such as emoji)

are rendered correctly.

-->

<meta charset="utf-8">

<!-- Set the document's title -->

<title>Page Title</title>

<!-- Set the base URL for all relative URLs within the document -->

<base href="http://example.com/page.html">

<!-- Link to an external CSS file -->

<link rel="stylesheet" href="styles.css">

<!-- Used for adding in-document CSS -->

<style>

/\* ... \*/

</style>

<!-- JavaScript & No-JavaScript tags -->

<script src="script.js"></script>

<script>

// function(s) go here

</script>

<noscript>

<!-- No JS alternative -->

</noscript>

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**Meta**

<!--

The following 2 meta tags \*must\* come first in the <head>

to consistently ensure proper document rendering.

Any other head element should come \*after\* these tags.

-->

<meta charset="utf-8">

<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">

<!--

Allows control over where resources are loaded from.

Place as early in the <head> as possible, as the tag

only applies to resources that are declared after it.

-->

<meta http-equiv="Content-Security-Policy" content="default-src 'self'">

<!-- Name of web application (only should be used if the website is used as an app) -->

<meta name="application-name" content="Application Name">

<!-- Theme Color for Chrome, Firefox OS and Opera -->

<meta name="theme-color" content="#4285f4">

<!-- Short description of the document (limit to 150 characters) -->

<!-- This content \*may\* be used as a part of search engine results. -->

<meta name="description" content="A description of the page">

<!-- Control the behavior of search engine crawling and indexing -->

<meta name="robots" content="index,follow"><!-- All Search Engines -->

<meta name="googlebot" content="index,follow"><!-- Google Specific -->

<!-- Tells Google not to show the sitelinks search box -->

<meta name="google" content="nositelinkssearchbox">

<!-- Tells Google not to provide a translation for this document -->

<meta name="google" content="notranslate">

<!-- Verify website ownership -->

<meta name="google-site-verification" content="verification\_token"><!-- Google Search Console -->

<meta name="yandex-verification" content="verification\_token"><!-- Yandex Webmasters -->

<meta name="msvalidate.01" content="verification\_token"><!-- Bing Webmaster Center -->

<meta name="alexaVerifyID" content="verification\_token"><!-- Alexa Console -->

<meta name="p:domain\_verify" content="code\_from\_pinterest"><!-- Pinterest Console-->

<meta name="norton-safeweb-site-verification" content="norton\_code"><!-- Norton Safe Web -->

<!-- Identify the software used to build the document (i.e. - WordPress, Dreamweaver) -->

<meta name="generator" content="program">

<!-- Short description of your document's subject -->

<meta name="subject" content="your document's subject">

<!-- Gives a general age rating based on the document's content -->

<meta name="rating" content="General">

<!-- Allows control over how referrer information is passed -->

<meta name="referrer" content="no-referrer">

<!-- Disable automatic detection and formatting of possible phone numbers -->

<meta name="format-detection" content="telephone=no">

<!-- Completely opt out of DNS prefetching by setting to "off" -->

<meta http-equiv="x-dns-prefetch-control" content="off">

<!-- Stores a cookie on the client web browser for identification purposes -->

<meta http-equiv="set-cookie" content="name=value; expires=date; path=url">

<!-- Specifies the document to appear in a specific frame -->

<meta http-equiv="Window-Target" content="\_value">

<!-- Geo tags -->

<meta name="ICBM" content="latitude, longitude">

<meta name="geo.position" content="latitude;longitude">

<meta name="geo.region" content="country[-state]"><!-- Country code (ISO 3166-1): mandatory, state code (ISO 3166-2): optional; eg. content="US" / content="US-NY" -->

<meta name="geo.placename" content="city/town"><!-- eg. content="New York City" -->

* book [Meta tags that Google understands](https://support.google.com/webmasters/answer/79812?hl=en)
* book [WHATWG Wiki: MetaExtensions](https://wiki.whatwg.org/wiki/MetaExtensions)
* book [ICBM on Wikipedia](https://en.wikipedia.org/wiki/ICBM_address#Modern_use)
* book [Geotagging on Wikipedia](https://en.wikipedia.org/wiki/Geotagging" \l "HTML_pages)

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**Link**

<!-- Points to an external stylesheet -->

<link rel="stylesheet" href="http://example.com/styles.css">

<!-- Helps prevent duplicate content issues -->

<link rel="canonical" href="http://example.com/article/?page=2">

<!-- Links to an AMP HTML version of the current document -->

<link rel="amphtml" href="http://example.com/path/to/amp-version.html">

<!-- Links to a JSON file that specifies "installation" credentials for the web applications -->

<link rel="manifest" href="manifest.json">

<!-- Links to information about the author(s) of the document -->

<link rel="author" href="humans.txt">

<!-- Refers to a copyright statement that applies to the link's context -->

<link rel="license" href="copyright.html">

<!-- Gives a reference to a location in your document that may be in another language -->

<link rel="alternate" href="https://es.example.com/" hreflang="es">

<!-- Provides information about an author or another person -->

<link rel="me" href="https://google.com/profiles/thenextweb" type="text/html">

<link rel="me" href="mailto:name@example.com">

<link rel="me" href="sms:+15035550125">

<!-- Links to a document that describes a collection of records, documents, or other materials of historical interest -->

<link rel="archives" href="http://example.com/archives/">

<!-- Links to top level resource in an hierarchical structure -->

<link rel="index" href="http://example.com/article/">

<!-- Provides a self reference - useful when the document has multiple possible references -->

<link rel="self" type="application/atom+xml" href="http://example.com/atom.xml">

<!-- The first, last, previous, and next documents in a series of documents, respectively -->

<link rel="first" href="http://example.com/article/">

<link rel="last" href="http://example.com/article/?page=42">

<link rel="prev" href="http://example.com/article/?page=1">

<link rel="next" href="http://example.com/article/?page=3">

<!-- Used when a 3rd party service is utilized to maintain a blog -->

<link rel="EditURI" href="http://example.com/xmlrpc.php?rsd" type="application/rsd+xml" title="RSD">

<!-- Forms an automated comment when another WordPress blog links to your WordPress blog or post -->

<link rel="pingback" href="http://example.com/xmlrpc.php">

<!-- Notifies a URL when you link to it on your document -->

<link rel="webmention" href="http://example.com/webmention">

<!-- Enables posting to your own domain using a Micropub client -->

<link rel="micropub" href="http://example.com/micropub">

<!-- Open Search -->

<link rel="search" href="/open-search.xml" type="application/opensearchdescription+xml" title="Search Title">

<!-- Feeds -->

<link rel="alternate" href="https://feeds.feedburner.com/example" type="application/rss+xml" title="RSS">

<link rel="alternate" href="http://example.com/feed.atom" type="application/atom+xml" title="Atom 0.3">

<!-- Prefetching, preloading, prebrowsing -->

<!-- More info: https://css-tricks.com/prefetching-preloading-prebrowsing/ -->

<link rel="dns-prefetch" href="//example.com/">

<link rel="preconnect" href="https://www.example.com/">

<link rel="prefetch" href="https://www.example.com/">

<link rel="prerender" href="http://example.com/">

<link rel="preload" href="image.png" as="image">

* book [Link Relations](https://www.iana.org/assignments/link-relations/link-relations.xhtml)

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**Icons**

<!-- For IE 10 and below -->

<!-- Place favicon.ico in the root directory - no tag necessary -->

<!-- Icon in the highest resolution we need it for -->

<link rel="icon" sizes="192x192" href="/path/to/icon.png">

<!-- Apple Touch Icon (reuse 192px icon.png) -->

<link rel="apple-touch-icon" href="/path/to/apple-touch-icon.png">

<!-- Safari Pinned Tab Icon -->

<link rel="mask-icon" href="/path/to/icon.svg" color="blue">

* book [All About Favicons (And Touch Icons)](https://bitsofco.de/all-about-favicons-and-touch-icons/)
* book [Creating Pinned Tab Icons](https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/pinnedTabs/pinnedTabs.html)
* book [Favicon Cheat Sheet](https://github.com/audreyr/favicon-cheat-sheet)
* book [Icons & Browser Colors](https://developers.google.com/web/fundamentals/design-and-ux/browser-customization/)

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**Social**

**Facebook Open Graph**

<meta property="fb:app\_id" content="123456789">

<meta property="og:url" content="http://example.com/page.html">

<meta property="og:type" content="website">

<meta property="og:title" content="Content Title">

<meta property="og:image" content="http://example.com/image.jpg">

<meta property="og:description" content="Description Here">

<meta property="og:site\_name" content="Site Name">

<meta property="og:locale" content="en\_US">

<meta property="article:author" content="">

* book [Facebook Open Graph Markup](https://developers.facebook.com/docs/sharing/webmasters" \l "markup)
* book [Open Graph protocol](http://ogp.me/)
* hammer_and_wrench Test your page with the [Facebook Sharing Debugger](https://developers.facebook.com/tools/debug/)

**Twitter Card**

<meta name="twitter:card" content="summary">

<meta name="twitter:site" content="@site\_account">

<meta name="twitter:creator" content="@individual\_account">

<meta name="twitter:url" content="http://example.com/page.html">

<meta name="twitter:title" content="Content Title">

<meta name="twitter:description" content="Content description less than 200 characters">

<meta name="twitter:image" content="http://example.com/image.jpg">

* book [Getting started with cards — Twitter Developers](https://dev.twitter.com/cards/getting-started)
* hammer_and_wrench Test your page with the [Twitter Card Validator](https://cards-dev.twitter.com/validator)

**Twitter Privacy**

If you embed tweets in your website, Twitter can use information from your site to tailor content and suggestions to Twitter users. [More about Twitter privacy options](https://dev.twitter.com/web/overview/privacy#what-privacy-options-do-website-publishers-have).

<!-- disallow Twitter from using your site's info for personalization purposes -->

<meta name="twitter:dnt" content="on">

**Google+ / Schema.org**

<html lang="" itemscope itemtype="http://schema.org/Article">

<head>

<link rel="author" href="">

<link rel="publisher" href="">

<meta itemprop="name" content="Content Title">

<meta itemprop="description" content="Content description less than 200 characters">

<meta itemprop="image" content="http://example.com/image.jpg">

**Note:** This markup requires attributes to be added to your top html tag

* hammer_and_wrench Test your page with the [Structured Data Testing Tool](https://developers.google.com/structured-data/testing-tool/)

**Pinterest**

Pinterest lets you prevent people from saving things from your website, according [to their help center](https://help.pinterest.com/en/articles/prevent-people-saving-things-pinterest-your-site). The description is optional.

<meta name="pinterest" content="nopin" description="Sorry, you can't save from my website!">

**Facebook Instant Articles**

<meta charset="utf-8">

<meta property="op:markup\_version" content="v1.0">

<!-- The URL of the web version of your article -->

<link rel="canonical" href="http://example.com/article.html">

<!-- The style to be used for this article -->

<meta property="fb:article\_style" content="myarticlestyle">

* book [Creating Articles - Instant Articles](https://developers.facebook.com/docs/instant-articles/guides/articlecreate)
* book [Code Samples - Instant Articles](https://developers.facebook.com/docs/instant-articles/reference)

**OEmbed**

<link rel="alternate" type="application/json+oembed"

href="http://example.com/services/oembed?url=http%3A%2F%2Fexample.com%2Ffoo%2F&amp;format=json"

title="oEmbed Profile: JSON">

<link rel="alternate" type="text/xml+oembed"

href="http://example.com/services/oembed?url=http%3A%2F%2Fexample.com%2Ffoo%2F&amp;format=xml"

title="oEmbed Profile: XML">

* book [oEmbed format](http://oembed.com/)

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**Browsers / Platforms**

**Apple iOS**

<!-- Smart App Banner -->

<meta name="apple-itunes-app" content="app-id=APP\_ID,affiliate-data=AFFILIATE\_ID,app-argument=SOME\_TEXT">

<!-- Disable automatic detection and formatting of possible phone numbers -->

<meta name="format-detection" content="telephone=no">

<!-- Launch Icon (180x180px or larger) -->

<link rel="apple-touch-icon" href="/path/to/apple-touch-icon.png">

<!-- Launch Screen Image -->

<link rel="apple-touch-startup-image" href="/path/to/launch.png">

<!-- Launch Icon Title -->

<meta name="apple-mobile-web-app-title" content="App Title">

<!-- Enable standalone (full-screen) mode -->

<meta name="apple-mobile-web-app-capable" content="yes">

<!-- Status bar appearance (has no effect unless standalone mode is enabled) -->

<meta name="apple-mobile-web-app-status-bar-style" content="black">

<!-- iOS app deep linking -->

<meta name="apple-itunes-app" content="app-id=APP-ID, app-argument=http/url-sample.com">

<link rel="alternate" href="ios-app://APP-ID/http/url-sample.com">

* book [Configuring Web Applications](https://developer.apple.com/library/content/documentation/AppleApplications/Reference/SafariWebContent/ConfiguringWebApplications/ConfiguringWebApplications.html)

**Google Android**

<meta name="theme-color" content="#E64545">

<!-- Add to home screen -->

<meta name="mobile-web-app-capable" content="yes">

<!-- More info: https://developer.chrome.com/multidevice/android/installtohomescreen -->

<!-- Android app deep linking -->

<meta name="google-play-app" content="app-id=package-name">

<link rel="alternate" href="android-app://package-name/http/url-sample.com">

**Google Chrome**

<link rel="chrome-webstore-item" href="https://chrome.google.com/webstore/detail/APP\_ID">

<!-- Disable translation prompt -->

<meta name="google" content="notranslate">

**Microsoft Internet Explorer**

<!-- Force IE 8/9/10 to use its latest rendering engine -->

<meta http-equiv="x-ua-compatible" content="ie=edge">

<!-- Disable automatic detection and formatting of possible phone numbers by Skype Toolbar browser extension -->

<meta name="skype\_toolbar" content="skype\_toolbar\_parser\_compatible">

<!-- Windows Tiles -->

<meta name="msapplication-config" content="/browserconfig.xml">

Minimum required xml markup for browserconfig.xml:

<?xml version="1.0" encoding="utf-8"?>

<browserconfig>

<msapplication>

<tile>

<square70x70logo src="small.png"/>

<square150x150logo src="medium.png"/>

<wide310x150logo src="wide.png"/>

<square310x310logo src="large.png"/>

</tile>

</msapplication>

</browserconfig>

* book [Browser configuration schema reference](https://msdn.microsoft.com/en-us/library/dn320426.aspx)

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**Browsers (Chinese)**

**360 Browser**

<!-- Select rendering engine order -->

<meta name="renderer" content="webkit|ie-comp|ie-stand">

**QQ Mobile Browser**

<!-- Locks the screen into the specified orientation -->

<meta name="x5-orientation" content="landscape/portrait">

<!-- Display this document in fullscreen -->

<meta name="x5-fullscreen" content="true">

<!-- Document will be displayed in "application mode" (fullscreen, etc.) -->

<meta name="x5-page-mode" content="app">

**UC Mobile Browser**

<!-- Locks the screen into the specified orientation -->

<meta name="screen-orientation" content="landscape/portrait">

<!-- Display this document in fullscreen -->

<meta name="full-screen" content="yes">

<!-- UC browser will display images even if in "text mode" -->

<meta name="imagemode" content="force">

<!-- Document will be displayed in "application mode"(fullscreen, forbidding gesture, etc.) -->

<meta name="browsermode" content="application">

<!-- Disabled the UC browser's "night mode" for this document -->

<meta name="nightmode" content="disable">

<!-- Simplify the document to reduce data transfer -->

<meta name="layoutmode" content="fitscreen">

<!-- Disable the UC browser's feature of "scaling font up when there are many words in this document" -->

<meta name="wap-font-scale" content="no">

* book [UC Browser Docs](http://www.uc.cn/download/UCBrowser_U3_API.doc)

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**App Links**

<!-- iOS -->

<meta property="al:ios:url" content="applinks://docs">

<meta property="al:ios:app\_store\_id" content="12345">

<meta property="al:ios:app\_name" content="App Links">

<!-- Android -->

<meta property="al:android:url" content="applinks://docs">

<meta property="al:android:app\_name" content="App Links">

<meta property="al:android:package" content="org.applinks">

<!-- Web fall back -->

<meta property="al:web:url" content="http://applinks.org/documentation">

* book [App Links](http://applinks.org/documentation/)

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**Other Resources**

* book [HTML5 Boilerplate Docs: The HTML](https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/html.md)
* book [HTML5 Boilerplate Docs: Extend and customize](https://github.com/h5bp/html5-boilerplate/blob/master/dist/doc/extend.md)

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**Related Projects**

* [Atom HTML Head Snippets](https://github.com/joshbuchea/atom-html-head-snippets) - Atom package for HEAD snippets
* [Sublime Text HTML Head Snippets](https://github.com/marcobiedermann/sublime-head-snippets) - Sublime Text package for HEAD snippets
* [head-it](https://github.com/hemanth/head-it) - CLI interface for HEAD snippets
* [vue-head](https://github.com/ktquez/vue-head) - Manipulating the meta information of the HEAD tag for Vue.js

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**Other Formats**

* page_facing_up [PDF](https://gitprint.com/joshbuchea/HEAD/blob/master/README.md)

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**Translations**

*  [Brazilian Portuguese](https://github.com/Webschool-io/HEAD)
*  [Chinese (Simplified)](https://github.com/Amery2010/HEAD)
*  [German](https://github.com/Shidigital/HEAD)
*  [Italian](https://github.com/Fakkio/HEAD)
* jp [Japanese](http://coliss.com/articles/build-websites/operation/work/collection-of-html-head-elements.html)
*  [Korean](https://github.com/Lutece/HEAD)
*  [Russian/Русский](https://github.com/Konfuze/HEAD)
*  [Spanish](https://github.com/alvaroadlf/HEAD)
*  [Turkish/Türkçe](https://github.com/mkg0/HEAD)

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**Contributing**

**Open an issue or a pull request to suggest changes or additions.**

**Guide**

The **HEAD** repository consists of two branches:

**1. master**

This branch consists of the README.md file that is automatically reflected on the [gethead.info](https://gethead.info/) website. All changes to the content of the cheat sheet as such should be directed to this file.

Please follow these steps for pull requests:

* Modify only one tag, or one related set of tags at a time
* Use double quotes on attributes
* Don't include a trailing slash in self-closing elements — the HTML5 spec says they're optional
* Consider including a link to documentation that supports your change

**2. gh-pages**

This branch is responsible for the [gethead.info](https://gethead.info/) website. We use [Jekyll](https://jekyllrb.com/) to deploy the README.md Markdown file through [GitHub Pages](https://pages.github.com/). All website related modifications must be directed here.

You may want to go through the [Jekyll Docs](https://jekyllrb.com/docs/home/) and understand how Jekyll works before working on this branch.

**Contributors**

Check out all the super awesome [contributors](https://github.com/joshbuchea/HEAD/graphs/contributors).

**Author**

[**Josh Buchea**](https://joshbuchea.com/)