Zoondia
Innovating the Future

HTML Guidelines

Doctype
Should use the HTML5 doctype.

<!doctype html>

Document language
Set the document language.

<html lang="en-US"></html>

Document characterset
Should also define your document's characterset.

<meta charset="utf-8" />

Viewport meta tag
Should always add the viewport meta tag into HTML <head>

<meta name="viewport" content="width=device-width, initial-scale=1" />

Attributes
Should put all attribute values in double quotes.

<img src="images/logo.jpg" alt="Alt name" alt="class-name">

Case
Use lowercase for all element names and attribute names/values.

<p class="class-name"> Content here </p>

Class and ID names
Use semantic class/ID names, and separate multiple words with hyphens. Don't use camel case.

<p class="class-name" id="id-name"> Content here </p>

Close All HTML Elements
Strongly recommend closing all HTML elements

<div> Content here </div>

Always Specify alt
This attribute is important if the image for some reason cannot be displayed and for SEO. Different alt should be use for all images. Alt name should take from the title or related image.

<img src="html5.gif" alt="HTML5">

Spaces and Equal Signs
HTML allows spaces around equal signs.

<img src="html5.gif" alt="HTML5">
<img src = "html5.gif" alt = "HTML5">

Never Skip the <title> Element
The contents of a page title is very important for search engine optimization (SEO)

<title>HTML Style Guide and Coding Conventions<title>

H1 Tag
Each page should use the H1 tag.
Page name should be in a h1 tag.
Don't repeat h1 tag.

Image Optimize
All images should be optimized. Here is the optimizing tool.
https://compresspng.com/

Comments
Make sure to provide information about what the developer needs to understand during the development.