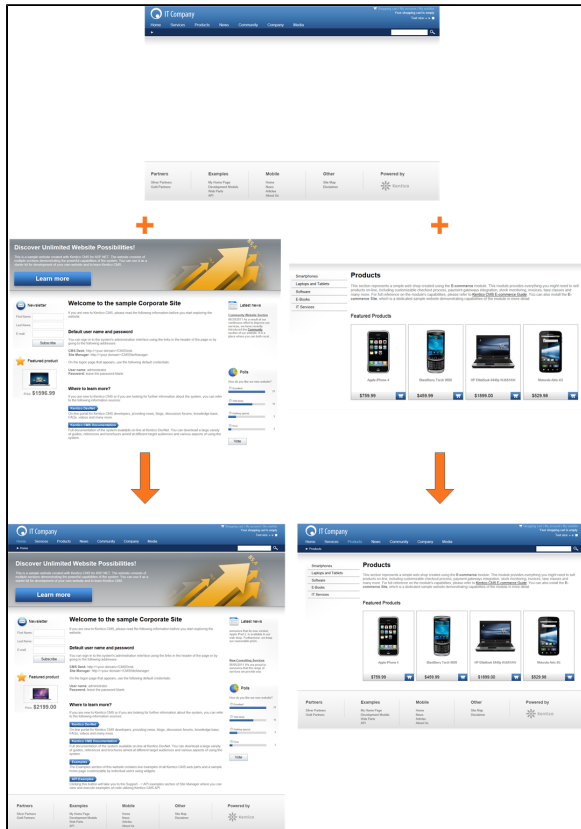


Master pages allow you to share content across all pages on the website without having to add it separately to every [page template](#). By using master pages, you can manage repeated elements, such as the site logo, main navigation menu, and footer content in a single location.

The following figure shows two pages that are nested inside the same master page. The system combines the content of individual pages and the master page, and displays the result as a single page.



Websites can have multiple master pages:

- The root page of the content tree is *always* a master page.
- You can create additional master pages within the structure of your website by assigning *master page templates* to pages.

To designate a page template as a master page, enable the **Master page** option on the **General** tab of the [page template editing interface](#).



Important

Master pages do **not** automatically ensure content inheritance. They are only a tool that helps organize your website and can make it easier to set up page nesting. Portal engine pages can inherit content even without master pages.

See [Inheriting portal engine page content](#) to learn how to implement the actual inheritance.

Editing master pages

You can edit the [web parts](#) and [page layout](#) of master pages on the **Design** tab, like with any other pages.



Page placeholder requirement

Master pages must always contain the **Page placeholder** web part. The page placeholder specifies where child pages are nested inside the master page.

Adjusting the HTML output of master pages

All master pages have the **Master page** tab available in the **Pages** application. Here you can define sections of the master page's HTML code. The system also adds the code to all pages that are nested within the master page.

- **DOCTYPE** – insert any code that you need to place at the beginning of the page's HTML source, typically the page's DOCTYPE definition.
- **HEAD** – allows you to add HTML code inside the **<head>** element of the master page and all nested descendant pages.
- **BODY** – you can specify custom HTML code in two fields:
 - The first field allows you to add custom attributes to the page's **<body>** element.
 - The second field allows you to add custom code that will be placed directly after the opening **<body>** tag. This can be useful, for example, when you need to enable [Google Tag Manager](#) on your site.
- **Master page layout** – the area between the **<body>** tags displays the [layout code](#) of the master page template. To modify the layout code, click *Edit layout* in the tab header.

Page
Design
Form
Master page
Properties
Analytics

Save
Edit layout
Edit template properties
Preview

<!DOCTYPE html>

<html>
<head>
<title>
/ - Dancing Goat</title>
<meta http-equiv="pragma" content="no-cache" />
<meta name="keywords" content="Cafe, Coffee, Dancing, Goat" />
<link href="/Kentico/CMSPages/GetResource.ashx?stylesheetname=DancingGoat-Styles" type="text/css" rel="stylesheet"/>
<meta name="viewport" content="width=device-width, initial-scale=1" />
<script type="text/javascript" src="~/CMSPages/GetResource.ashx?scriptfile=/{%CurrentSiteName%}/Scripts/Vendor/RequireJS/require.min.js"></script>
<script type="text/javascript">
</script>
</head>
<body class="LTR EditMode Gecko Gecko51 ENUS MediumDevice ContentBody">
<!--This comment will appear directly after the <body> tag-->
<div class="page-wrap">
<cms:CMSConditionalLayout runat="server" ID="ConditionLayout" Visible='<%= CurrentDocument.NodeAliasPath != "/Store/Checkout/Billing-and-Delivery" && CurrentDocument.NodeAliasPath != "/Store/Checkout/Review" %>' >
<header class="header" role="banner">
<div class="menu">
<div class="container">
<nav role="navigation">
<cms:CMSWebPartZone ZoneID="ZoneMenu" runat="server" />
</nav>
<div class="menu-separator"></div>



Note: The code on the master page tab outside of the editable sections is only informative and may not be identical to the actual code rendered for pages.