

Creating HTML Outlines for SEO and Accessibility



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Overview



What are Outlines?

Implicit versus Explicit

SEO and Accessibility



1. Cheese
 1. Types of Cheese
 1. Cheddar
 1. Red
 2. Yellow
 3. White
 2. Parmesan
 3. Mozzarella
 4. Gouda
 2. Cheese by Country
 1. Italian
 2. Swiss
 3. Irish
 4. French



In HTML, Outlines are created through headings.



Implicit Sections

Created through heading level

`<h1>` represents page title

`<h2>` represents sections

`<h3>` - `<h6>` represents subsections



“<h1> - <h6> elements should not be used to markup subheadings, subtitles, alternative titles and taglines”

- The W3C



1. Internet Cats
 1. Youtube Videos
 1. Cats in Boxes
 2. Cats jumping
 3. Cats scared by cucumbers
 2. Famous Cats
 1. Lil Bub
 2. Maru
 3. Colonel Meow
 4. Grumpy Cat
 3. Cat Memes



Explicit Outlines

Planned for HTML5

Not implemented

Uses section elements for Outlines



Section Elements

`<body>`

`<header>`

`<footer>`

`<article>`

`<aside>`

`<nav>`

`<section>`



Outlines get used by search engines, user agents, and assistive technology.



Search Engines

Headings help determine if content is relevant

Won't boost search engine rankings



Assistive Technology

Headings are used for navigation

Be descriptive

Accuracy is important



A good outline is both
accurate and descriptive.



<h1> The Buzz

<h2> Recent Articles

<h2> Non-profit Teaches Kids Beekeeping Skills

<h3> More Information

<h2> New Documentary Creates a Buzz

<h3> Host a Free Screening in Your City



Best Practices

Page Titles should reflect overall subject

Headings should describe content

Structure should accurately reflect content hierarchy

