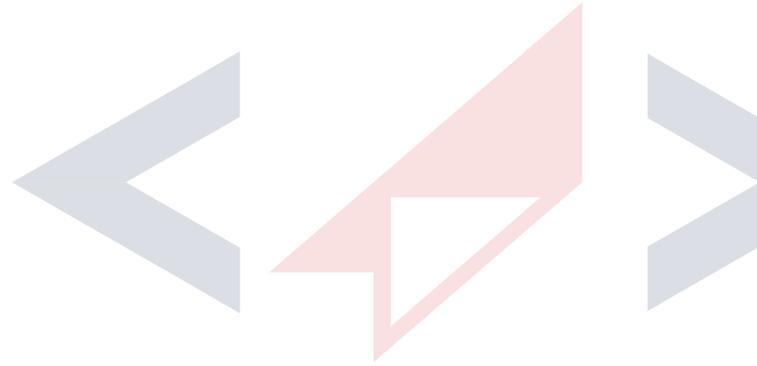


# Header Tags



## What are header tags?

Header tags — also known as H-tags — are HTML elements that denote headings and subheadings on a webpage. Header tags create order and make your content easier to read and navigate (for both person and screen reader) when used correctly.

Developers should use the different header tags — ranging from H1 (the most important) to H6 (the least important) — to create a clear hierarchy of the content on your page, making your content clear and readable for users. Header tags also make it easier for search engines to identify the most important content and rank your pages for relevant keywords, so using headers effectively will make your page more SEO-friendly.

## Header Tag Best Practices

Here is how to implement:

### H1: Main Title

- The most important heading
- Represents the overall theme of a pages content
- Use one H1 tag per page

### H2: Primary Subheadings

- Support and explain the H1 tag
- Highlight key points of a pages content

### H3: Subsections under H2s

- Further breakdown of H2 topics
- Provide more detailed explanation of H2's theme

### H4, H5, H6: Detailed Content Breakdown

- Used for nested subsections under H3s
- Provide hierarchical organization for content

## Why are header tags important?

Header tags carry importance for not just the user and screen reader, but for search engines as well. Header tags increase the index value of your website, essentially enabling your site to be crawled more easily, thereby driving the end user to your content.

Additionally, using proper header tag best practices enhances the user experience on your website. End users typically will be more engaged with your web content.

# What are the different header tags?

<h1>

**H1:** The most important header tag is reserved for the main title of your page. It should include your primary keyword and be unique, descriptive, and similar to your meta title tag in your code.

<h2>

**H2:** These tags are used for the main subheadings of your written content. They should provide detail explicitly related to your H1 tag. H2s work best when they include the relevant keywords you want to rank for on your page.

<h3>

**H3:** H3 tags divide the content under H2 subheadings further. They allow you to give an in-depth exploration of the content contained between H2 tags.

<h4>

**H4:** The H4 tag is for any additional content structuring under H3 tags. However, these are less common than previous tags and carry much less SEO weight.

<h5>

**H5:** Even less common than H4s, H5 tags are for organizing content under H4 tags.

<h6>

**H6:** The least commonly used header tags, H6s are for structuring under H5 headings – these are also the least important form of header tag.

## H-tags and CSS

Content that is well structured always utilizes proper header tags on a webpage. Therefore, it is important to style your headers appropriately. This will also prevent outside styles and stylesheets from affecting your theme. Even if default styles exist for h-tags, be sure to overwrite to avoid CSS overrides.

### Code Example:

Here is how to format your h-tag CSS. Because heading H1 through H6 tags all include a line break and also margins, you will need to add CSS code to adjust or remove the margins. Add the following to your template CSS file to format all H1 tags. The h-tags should be placed at the top of your stylesheet.

```
</>
```

```
h1 {  
  color: #999999;  
  font-family: arial, sans-serif;  
  font-size: 16px;  
  font-weight: bold;  
  margin-top: 0px;  
  margin-bottom: 1px;  
}
```

**Note:** You can do the same for H2 through H6 tags. Remember to only add one H1 tag per page.

## Final Thoughts

The biggest takeaway should be that guidelines regarding heading tags are not rigid, instead, they require a bit of forward planning and practical judgment for implementation. Header tags like H1s, H2s, and H3s are essential for users, screen readers and search engines that interpret the purpose and audience of your content. Ensure that your web pages are well-structured and easily navigated by users and search engines to improve your website's user experience and search engine performance.

# H-tag Cheat Sheet

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## No Fixed Quota

There's no specific number or limit for header tags on your website.



## Use of h-tags

Use h-tags to create a clear and sensible content hierarchy.



## What to Avoid

Using too few can make content confusing, while too many can dilute the importance of your content.



## Best Practice

Use one H1 tag per page, and multiple H2 and H3s to organize your content.



## When to use H4, H5, H6

These tags are not mandatory but can be useful in certain situations.



## Think of the User

Use header tags in a way that aids in content skimming on a webpage.



## The Main Theme

Header tags should help users understand the main theme of the content.

# Resources & Samples

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## **Semantic Structure: Regions, Headings, and Lists**

*WebAIM*

<https://webaim.org/techniques/semanticstructure>



## **Headings**

*W3C*

<https://www.w3.org/WAI/tutorials/page-structure/headings/>



## **Improve Heading Accessibility**

*Microsoft*

<https://support.microsoft.com/en-us/office/video-improve-accessibility-with-heading-styles-68f1eef-6113-410f-8313-b5d382cc3be1>