9: Page structure: Head element

The 'head' element is one of the four essential parts of an HTML document you learnt about in the previous lesson. It contains 'metadata', information that the browser needs to know about the page. None of the content of the 'head' section is visible on the web page.

The list you see below shows a typical selection of items in the head section, and they will probably be enough for most websites. However, there are others to choose from, so once you get started in your web designing you may wish to find out more about the head section.

Page title

      The title of the page will appear in the browser tab. You can call it anything you like.

```
<title>Page title</title>
```

Path to external CSS file

      This tells the browser the path to (i.e. location of) the external CSS stylesheet. The location below is just an example. It refers to a CSS file called 'style.css' that is located in a directory called 'css'.

```
<link rel="stylesheet" type="text/css" href="css/style.css">
```

The character set

      This is more-or-less standard, but there are others.

```
<meta charset="UTF-8">
```

Description of content

      A description of the content .

```
<meta name="description" content="A plain English introduction to web design">
```

Keywords

      Keywords for search engines.

```
<meta name="keywords" content="html, css">
```

Name of author

      Name of author

```
<meta name="author" content="Joe Bloggs">
```

Viewport

      Setting the viewport like this allows mobile devices to display the page properly. This setting is a good default until you find out more.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

Putting it all together

This is what the head section would look like when you put all the above items together.

```
<head>
  <title>Page title</title>
  <link rel="stylesheet" href="style.css">
  <meta charset="UTF-8">[character set]
  <meta name="description" content="My webpage">
  <meta name="keywords" content="html, css">
  <meta name="author" content="My Name">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>
```