Bestow Titles

The specifications require every HTML document to have a title, but its importance is often overlooked. The document title should be carefully considered, however, as it is used extensively:
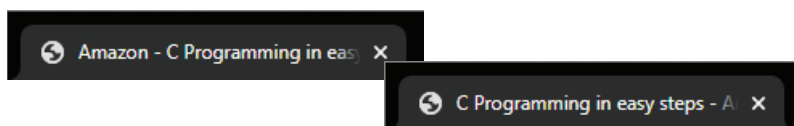
● **Bookmarks** – save the document title to link back to its URL.

● **Title Bar** – a web browser window may display the title.

● **Navigation Tab** – a web browser tab may display the title.

● **History** – saves the document title to link back to its URL.

● **Search Engines** – read the document title and typically display it in search results to link back to its URL.

Document titles should ideally be short and meaningful – each tab on a modern tabbed browser may display only 10 characters.

Document titles throughout a website should follow a consistent naming convention and capitalize all major words. One popular naming convention provides a personal or company name and brief page description separated by a hyphen. For example, "Amazon - C Programming in easy steps". An alternative puts the description first, so it remains visible when the title is truncated. For example, "C Programming in easy steps - Amazon".

Amazon - C Programming in eas ✕
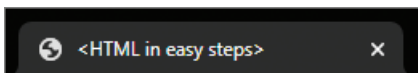
C Programming in easy steps - A ✕

Document titles and document content may contain special characters that are known in HTML as "entities". Each entity reference begins with an ampersand and ends with a semi-colon. For example, the entity **<** (less than) creates a "<" character and the entity **>** (greater than) creates a ">" character. These are often needed to avoid confusion with the angled brackets that surround each HTML tag. Other frequently used entities include ** ** (a single non-breaking space), **•** (bullet point), **©** (©), **®** (®), **™** (™), and **"** (quotation mark). These are best avoided in document titles, however, as the vocal narrator used by visually impaired viewers may read each entity character as a word.

W3C®

You can find a chart of all character entities at **dev.w3.org/html5/html-author/charref**

1 Start a new HTML document with a type declaration
<!DOCTYPE HTML>

title.html

2 Add a root element containing head and body sections
<html lang="en">

<head>
<!-- Data describing the document to be added here. -->
</head>

<body>
<!-- Content to appear in the browser to be added here. -->
</body>

</html>

3 Within the head section, insert a meta element specifying
the character set and an empty title element
<meta charset="UTF-8">
<title> </title>

Don't forget

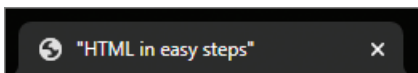The character set can be defined in uppercase, as shown here, or in lowercase as "utf-8".

4 Within the title element insert a title including entities
<HTML in easy steps>

5 Save the document then open it in your web browser

◉ <HTML in easy steps>   ×

6 Start a vocal narrator to hear that the title may be read
out as "Less-than-HTML-in-easy-steps-greater-than"

7 Edit the document title to make it more user-friendly
"HTML in easy steps"

◉ "HTML in easy steps"   ×

8 Save the document once more then open it in your web
browser to hear the narrator now read the document title
as "HTML in easy steps"

Hot tip

In Windows 10, press **Winkey** + **Ctrl** + **Enter** to launch the narrator, then click the tab to hear the title. Title text that is not visible on the tab will still be read by the narrator. Windows 10 ignores angled brackets in a title, but they are read literally by the narrator in earlier versions of Windows.