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SEO & Web Article - H1, H2, H3 Headings

H1, H2, H3 Headings

H1, H2 and H3 are SEO relevant headlines or sub-headings placed within a web page. Usually headings are part of the web page's [content](#), i.e. the main text or copy.

In any regular copy, headlines are important as informative introductions to paragraphs of the copy, or, more frequently, to whole sections of the text. In web site copy, they have additional great significance as being part of the [SEO](#) (Search Engine Optimization) process for that page, and are an integral part of the HTML code. It goes without saying that in order to be effective SEO tools, headings should be rich with relevant [keywords](#).

Common to web page headlines, apart from their importance for Search Engine Optimization, is that they have to be formatted to satisfy certain conditions in order to be eligible as SEO relevant. For example, headings are always in bold font, and must keep a uniform size within their own type (for example: all H1 headlines must be uniform).

Formatting usually takes place in the CSS system. Unless a headline is coded as such, it will not be recognized as a headline for SEO purposes even if it is in the same font and size.

H1 headlines are usually though not necessarily the visually largest ones on a web page, followed by H2 and H3. Although search engines, for SEO purposes, do recognize H4, H5 and H6 as well, those are rarely used.

As part of [SEO](#), it is recommended to keep the number of headings within limits. More than 2 H1 headlines are frowned upon, and usually 3-4 H2 headings are considered sufficient. However, these numbers are not etched in stone; for very long pages with a high number of words, the limits are can be higher.

As for placement, SEO conscious webmasters usually place H1 at or near the top of the page, with H2 headings following. A second H1 is sometimes placed towards the middle of the copy.

H1 and H2, and to a lesser extent H3, are very important components of Search Engine Optimization and should be utilized as such.

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