The basic elements of web accessible *headings* include:

- **Headings Are Your Outline**
  Headings are like a table of contents that guide you through different sections and sub-sections of a page. Follow the Sherpa!

- **Header 1: Use It Only Once**
  Always start your page design with an Header 1 (the page title); Each subsequent heading should nest below the `<h1>` and each main section should start with an `<h2>`.

- **Be Unique**
  Provide informative and unique page and heading titles to help clearly define the purpose and/or meaning of each section.

- **See the Heirarchy**
  Visually, you should see the hierarchy of the page through the headings' font type, size, weight, color, or other differentiating styles.

- **Don’t skip headings**
  You can go back to a higher heading in order to start a new section but don’t skip. Skipped headings get people lost and cause frustration.

### Do This! vs. NOT This

<table>
<thead>
<tr>
<th>Do This!</th>
<th>NOT This</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1, H2, H3</td>
<td>H1, H2, H4</td>
</tr>
<tr>
<td>H2, H3, H4</td>
<td>H2, H4</td>
</tr>
<tr>
<td>H2</td>
<td>H3, H5</td>
</tr>
</tbody>
</table>