

Tiny Assets

How They Can Improve Your Website

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Presentation Agenda

- 1. What are Tiny Assets?**
Covering why you'll want to include them for a range of use cases.
- 2. The Importance of <Head>**
Knowing which files need to be referenced, and what they require.
- 3. Deprecated Tiny Assets**
Formats which are no longer advocated unless support is required.
- 4. What Could you Include?**
The Tiny Assets which can Improve your Website with little effort.
- 5. Other Tiny Assets**
Formats which are considered part of HTML, CSS or JavaScript.

①

What are Tiny Assets?

Covering why you'll want to include them for a range of use cases.

Types of Asset

(A) Dynamic Assets:

- Base Website Files
- Interactive / Update

(B) Static Assets:

- Embedded Media
- Exclude Flash

(C) Tiny Assets:

- Functional Extras
- Requested by Client

1A: Dynamic Assets

- **Markup Language** - Markdown / HTML / XML
- **Stylesheet Language** - CSS
- **Pre-Processors** - Slim | LESS / SAAS | TypeScript / Babel
- **Frameworks** - Angular / Vue / Svelte / React
- **Scripting Language** - JavaScript / PHP / Python / Ruby

1 B: Static Assets

- **Fonts** - OTF / TTF / WOFF(2) / EOT
- **Images** - PNG / JPEG / GIF / WebP / AVIF / SVG
- **Audio** - MP3 / MP4 / AAC / WebM / OGG / WAV
- **Video** - MP4 / MKV / MOV / MPEG / WebM

1C: Tiny Assets

- **Configs** - Dot / Server
- **Favicon** - ICO / PNG / SVG
- **Text** - TXT / LOG / VCF / ICS / JSON / WEBMANIFEST / README / VTT
- **Markup** - HTML / XML / KML / OPML / RDF / CSS / JS

②

The Importance of `<Head>`

Knowing which files need to be referenced, and what they require.

Types of <head> Element

(A) Generic:

- Backbone Elements
- Often Contains Code

(B) Meta:

- Proprietary Uses
- Adoption Mixed

(C) Link:

- Points to Resources
- Triggers Tiny Assets

2A: Generic <Head>

- **base** - Points to the base URL of the resource.
- **noscript** - Offers alternative if scripting is unavailable.
- **script** - Triggers JavaScript held within the element.
- **style** - Triggers CSS held within the head element.
- **title** - Displays title metadata about the document.

2B: Meta <Head>

- **Encoding**
<meta charset="utf-8">
- **http-equiv Attribute (10+)**
<meta http-equiv="x-ua-compatible" content="IE=edge">
- **name Attribute (100+)**
<meta name="viewport" content="width=device-width, initial-scale=1">
- **OpenGraph (10+)**
<meta name="twitter:card" content="summary">
- **Dublin Core (10+)**
<meta name="dc.creator" content="name">

2C: Link <Head>

- **Stylesheet (2+)**

`<link rel="stylesheet" href="styles.css">`

- **URL Links (30+)**

`<link rel="edit" href="edit.html">`

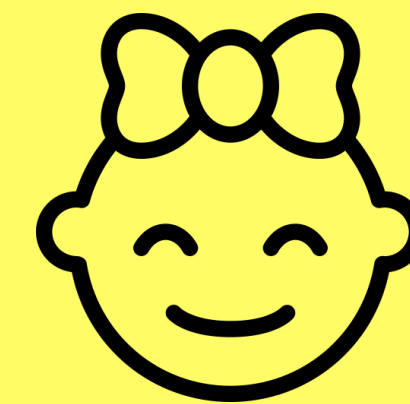
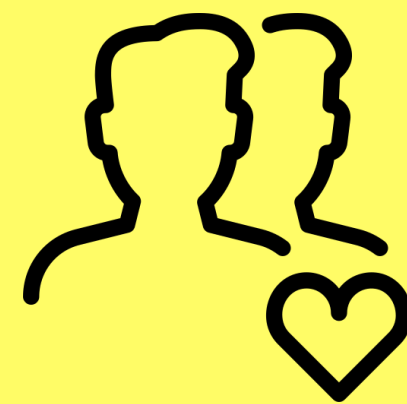
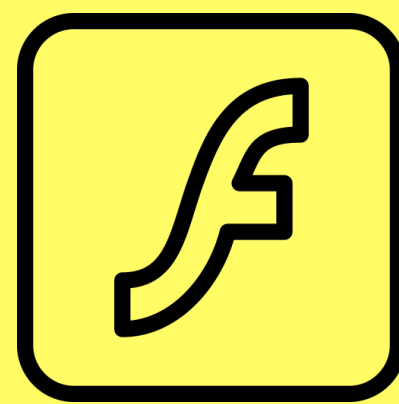
- **Asset Links (10+)**

`<link rel="manifest" href="site.webmanifest">`

3

Deprecated Tiny Assets

Formats which are no longer advocated unless support is required.



clientaccesspolicy.xml

Keeping Microsoft Silverlight (XSS) functional

Example:

```
<?xml version="1.0" encoding="utf-8"?>
<access-policy>
  <cross-domain-access>
    <policy>
      <allow-from http-request-headers="SOAPAction">
        <domain uri="*" />
      </allow-from>
      <grant-to>
        <resource path="/" include-subpaths="true" />
      </grant-to>
    </policy>
  </cross-domain-access>
</access-policy>
```

crossdomain.xml

Streaming Adobe Flash (XSS) in the environments it still works

Example:

```
<?xml version="1.0"?>  
<!DOCTYPE cross-domain-policy SYSTEM "http://www.adobe.com/xml/  
dtds/cross-domain-policy.dtd">  
<cross-domain-policy>  
  <site-control permitted-cross-domain-policies="none"/>  
</cross-domain-policy>
```


dublin.rdf

Profile your website so that search engines can find you easier.

<head>

```
<link rel="author" type="application/rdf+xml" href="dublin.rdf">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:dcterms="http://purl.org/dc/terms/">
```

```
  <rdf:Description rdf:about="https://domain.com/">
```

```
    <dc:creator>Name</dc:creator>
```

```
    <dc:date>YYYY-MM-DD</dc:date>
```

```
    <dc:description>Description</dc:description>
```

```
    <dc:language>en</dc:language>
```

```
    <dc:source>https://domain.com/</dc:source>
```

```
  </rdf:Description>
```

```
</rdf:RDF>
```

foaf.rdf

Show your connection to other sites for SEO purposes

<head>

```
<link rel="author" type="application/rdf+xml" href="foaf.rdf">
```

Example:

```
<foaf:person rdf:about="#Name" xmlns:foaf="http://xmlns.com/foaf/0.1/">  
  <foaf:name>Name</foaf:name>  
  <foaf:homepage rdf:resource="https://domain.com/">  
  <foaf:logo rdf:resource="https://domain.com/images/image.png">  
</foaf:person>
```

geo.rdf

Use older metadata to markup your physical location

<head>

```
<link rel="author" type="application/rdf+xml" href="geo.rdf">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<rdf:RDF xmlns:dc="http://purl.org/dc/elements/1.1/" xmlns:foaf="http://xmlns.com/foaf/0.1/"
```

```
xmlns:geo="http://www.w3.org/2003/01/geo/wgs84_pos#" xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">
```

```
  <rdf:Description rdf:about="https://domain.com">
```

```
    <dc:title>Location</dc:title>
```

```
    <dc:description>Description</dc:description>
```

```
    <foaf:topic rdf:parseType="Resource">
```

```
      <geo:lat>00.000000</geo:lat>
```

```
      <geo:long>-0.000000</geo:long>
```

```
    </foaf:topic>
```

```
  </rdf:Description>
```

```
</rdf:RDF>
```

geo.kml

Markup your physical location so it's Google Earth compatible

<head>

```
<link rel="author" type="application/vnd.google-earth.kml+xml" href="geo.kml">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<kml xmlns="http://www.opengis.net/kml/2.2">
```

```
<Document>
```

```
  <name>Location</name>
```

```
  <description>Description</description>
```

```
  <Style id="pin"><IconStyle><Icon><href>http://maps.google.com/mapfiles/kml/pushpin/ylw-pushpin.png</href></Icon></IconStyle></Style>
```

```
  <Placemark>
```

```
    <LookAt>
```

```
      <longitude>-0.00000</longitude>
```

```
      <latitude>00.000000</latitude>
```

```
      <altitude>0</altitude>
```

```
      <tilt>0</tilt>
```

```
      <range>5500</range>
```

```
    </LookAt>
```

```
    <styleUrl>#pin</styleUrl>
```

```
    <Point><coordinates>-0.00000,00.000000,0</coordinates></Point>
```

```
  </Placemark>
```

```
</Document>
```

```
</kml>
```

p3p.xml

Declaring cookie privacy rules for IE9 or lower

<head>

```
<link rel="P3Pv1" type="text/xml" href="p3p.xml">
```

Example:

```
<META xmlns="http://www.w3.org/2002/01/P3Pv1">
```

```
<POLICY-REFERENCES>
```

```
  <EXPIRY max-age="172800"/>
```

```
  <POLICY-REF about="/P3P/Policies.xml#first">
```

```
    <INCLUDE>/*</INCLUDE>
```

```
    <EXCLUDE>/cgi-bin/*</EXCLUDE>
```

```
  </POLICY-REF>
```

```
</POLICY-REFERENCES>
```

```
</META>
```

PICS.rdf

Ensuring your site's declared child friendly using old techniques

<head>

```
<link rel="author" type="application/rdf+xml" href="PICS.rdf">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#" xmlns:rdfs="http://www.w3.org/2000/01/rdf-schema#" xmlns:dcterms="http://purl.org/dc/terms/"  
xmlns:label="http://www.w3.org/2004/12/q/contentlabel#" xmlns:icra="http://www.icra.org/rdfs/vocabularyv03#" xmlns:rsac="http://www.icra.org/rdfs/vocabularyv01#"  
xmlns:ss="http://www.safesurf.com/ssplan/" xmlns:sfk="http://www.weburbia.com/safe/ratings/" >
```

```
  <rdf:Description rdf:about="">
```

```
    <dc:creator rdf:resource="http://www.icra.org" /><dc:creator rdf:resource="http://www.safesurf.com" /><dc:creator rdf:resource="http://www.weburbia.com/safe" />
```

```
    <dcterms:issued>2022-02-16</dcterms:issued>
```

```
    <label:authorityFor>http://www.icra.org/rdfs/vocabularyv03#</label:authorityFor>
```

```
  </rdf:Description>
```

```
  <label:Ruleset>
```

```
    <label:hasHostRestrictions><label:Hosts><label:hostRestriction>domain.com</label:hostRestriction></label:Hosts></label:hasHostRestrictions>
```

```
    <label:hasDefaultLabel rdf:resource="#label_1" />
```

```
  </label:Ruleset>
```

```
  <label:ContentLabel rdf:ID="label_1"><rdfs:comment>ICRA Ratings</rdfs:comment><icra:nz>1</icra:nz><icra:sz>1</icra:sz><icra:vz>1</icra:vz><icra:lz>1</  
icra:lz><icra:oz>1</icra:oz><icra:cz>1</icra:cz></label:ContentLabel>
```

```
  <label:ContentLabel rdf:ID="label_2"><rdfs:comment>RSAC Ratings</rdfs:comment><rsac:n>0</rsac:n><rsac:s>0</rsac:s><rsac:v>0</rsac:v><rsac:l>0</  
rsac:l><rsac:oa>0</rsac:oa><rsac:ob>0</rsac:ob><rsac:oc>0</rsac:oc><rsac:od>0</rsac:od><rsac:oe>0</rsac:oe><rsac:of>0</rsac:of><rsac:og>0</  
rsac:og><rsac:oh>0</rsac:oh><rsac:c>0</rsac:c></label:ContentLabel>
```

```
  <label:ContentLabel rdf:ID="label_3"><rdfs:comment>SafeSurf Ratings</rdfs:comment>
```

```
    <ss:ss000>1</ss:ss000><ss:ss001>1</ss:ss001><ss:ss002>1</ss:ss002><ss:ss004>1</ss:ss004><ss:ss005>1</ss:ss005><ss:ss007>1</ss:ss007><ss:ss008>1</  
ss:ss008><ss:ss009>1</ss:ss009></label:ContentLabel>
```

```
  <label:ContentLabel rdf:ID="label_4"><rdfs:comment>WebUrbia Ratings</rdfs:comment><SFK:S>0</SFK:S></label:ContentLabel>
```

```
</rdf:RDF>
```

browserconfig.xml

Add tile favicon support for Internet Explorer 11 users

<head>

```
<meta name="msapplication-config" content="browserconfig.xml">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<browserconfig>
```

```
  <msapplication>
```

```
    <tile>
```

```
      <square70x70logo src="images/small.png"/>
```

```
      <square150x150logo src="images/medium.png"/>
```

```
      <wide310x150logo src="images/wide.png"/>
```

```
      <square310x310logo src="images/large.png"/>
```

```
      <TileColor>#ffffff</TileColor>
```

```
    </tile>
```

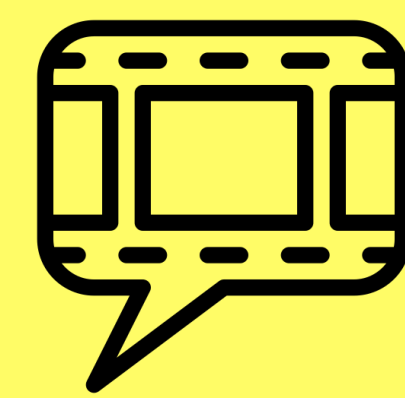
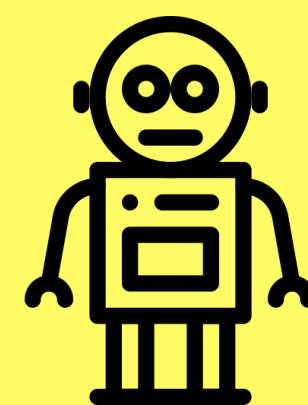
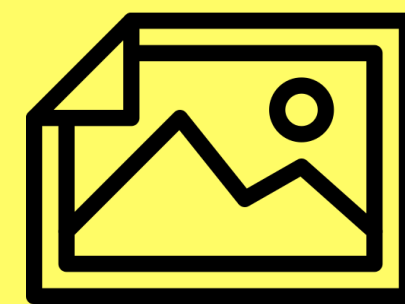
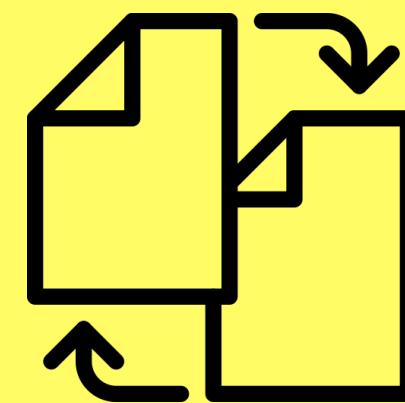
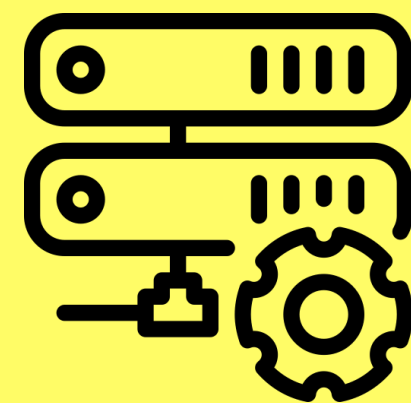
```
  </msapplication>
```

```
</browserconfig>
```

4

What Could you Include?

The Tiny Assets which can Improve your Website with little effort.



.htaccess

Optimise the server for Security, Performance, SEO & Compatibility

Example:

Options -MultiViews

ErrorDocument 403 https://domain.com/error.html#403

ErrorDocument 404 https://domain.com/error.html#404

ErrorDocument 500 https://domain.com/error.html#500

ErrorDocument 503 https://domain.com/error.html#503

<IfModule mod_filter.c>

AddOutputFilterByType DEFLATE text/text text/plain text/vcard text/calendar text/vtt text/cache-manifest text/x-cross-domain-policy text/vnd.rim.location.xloc text/x-component text/markdown text/html application/xhtml+xml text/xml application/xml application/rss+xml application/atom+xml application/rdf+xml application/vnd.google-earth.kml+xml text/css text/javascript text/ecmascript application/javascript application/x-javascript application/json application/ld+json application/manifest+json application/schema+json application/geo+json application/x-web-app-manifest+json application/wasm font/collection font/eot font/opentype font/otf font/ttf application/x-font-ttf application/vnd.ms-fontobject image/svg+xml image/vnd.microsoft.icon image/x-icon

</IfModule>

<IfModule mod_mime.c>

AddEncoding gzip svgz

</IfModule>

</IfModule>

ads.txt

A simple text file to reduce fraud in on-site advertising

Example:

```
# ads.txt - Approved Advertisers for this Website
```

```
# URL (Advertiser), Account ID, DIRECT / RESELLER, Advert ID  
domain.com, 12345, DIRECT, f794e0a46588c21f
```

carbon.txt

Track and validate your businesses digital green credentials

Example:

```
# carbon.txt - Verify the Web's Green Infrastructure
```

```
[upstream]
```

```
# URL (Host) Datacenter (Location)
```

```
domain.com london
```

change.log

Track additions, changes, deprecations, removals and fixes

Example:

```
# Changelog - Website Name Here
```

```
## 1.0.0 - YYYY-MM-DD
```

```
### Added
```

```
- Initial version released.
```

```
## [Guide]
```

```
- Added: New features.
```

```
- Changed: Altered functionality.
```

```
- Deprecated: Disappearing features. - Removed: Removed features.
```

```
- Fixed: Bug fixes.
```

```
- Security: Any vulnerabilities.
```

event.ics

Downloadable event files supported by calendar applications

Example:

BEGIN:VCALENDAR

VERSION:2.0

PRODID:-//Company//Item//EN

CALSCALE:GREGORIAN

BEGIN:VEVENT

SUMMARY:Item

DTSTART;VALUE=DATE:2022216

DTEND;VALUE=DATE:2022217

UID:7164433564658501

END:VEVENT

END:VCALENDAR

favicon.ico

Make your project stand out with an icon visible on home screens

- **favicon.ico** (32x32 / 16x16)
- **apple-touch-icon.png** (180x180)
`<link rel="apple-touch-icon" sizes="180x180" href="apple-touch-icon.png">`
- **android.png** (512x512 / 192x192)
- **ms-tile.png** (70x70 / **150x150** / 310x150 / 310x310)
- **icon.svg**
`<link rel="icon" type="image/svg+xml" href="images/icon.svg">`
- **apple-splash.png** (62 Files)
`<meta name="mobile-web-app-capable" content="yes">`
`<meta name="apple-touch-fullscreen" content="yes">`
`<meta name="apple-mobile-web-app-title" content="Name">`
`<meta name="apple-mobile-web-app-capable" content="yes">`
`<meta name="apple-mobile-web-app-status-bar-style" content="default">`
`<link rel="apple-touch-startup-image" media="screen and (device-width: 320px) and (device-height: 568px) and (-webkit-device-pixel-ratio: 2) and (orientation: landscape)" href="images/splash/1136x640.png">`
- **banner.png** (1200x630)
`<meta property="og:image" content="images/banner.png">`
`<meta property="og:image:alt" content="Logo">`

Syndication Feeds

Add RSS, iTunes, Atom or JSON content subscription for readers

<head>

```
<link rel="alternate" type="application/rss+xml" href="feed.xml">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<rss version="2.0" xmlns:atom="http://www.w3.org/2005/Atom">
```

```
  <channel>
```

```
    <title>Title</title>
```

```
    <link>https://domain.com/</link>
```

```
    <description>Description.</description>
```

```
    <atom:link rel="self" href="https://domain.com/rss.xml" type="application/rss+xml" />
```

```
  <item>
```

```
    <title>Title</title>
```

```
    <description>Description.</description>
```

```
    <link>https://domain.com/article.html</link>
```

```
  </item>
```

```
</channel>
```

```
</rss>
```

humans.txt

Give credit where it's due with the self-contained text file format

<head>

<link rel="author" type="text/plain" href="humans.txt">

Example:

/* Product Website Credits */

/* TEAM */

Title: Name

Position: Job Title

Site: <https://domain.com>

Twitter: @TwitterID

Location: Region, Country

Contact: email@domain.com

/* THANKS */

Title: Name

License: <https://domain.com/license.txt>

/* You for visiting this website! */

/* SITE */

Language: English (US)

Standards: TXT, HTML, CSS, JS

Components: None

Software: None

Services: Font (Typeface), Name (Icons), Hosting, Domains

Testing: Chrome (Mac/PC), Firefox (Mac/PC), Safari (Mac/iOS), IE (11+)

Updated: 2022-02-16 01:07:58

feed.opml

Gathering together curated content to share with friends

<head>

```
<link rel="alternate" type="application/text+xml" href="list.opml">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
```

```
<opml version="1.0">
```

```
  <head>
```

```
    <title>Title</title>
```

```
  </head>
```

```
  <body>
```

```
    <outline text="Category">
```

```
      <outline text="Useful Website" type="link" url="https://domain.com"/>
```

```
    </outline>
```

```
  </body>
```

```
</opml>
```

opensearch.xml

Add your sites search engine easily into the users browser

<head>

```
<link rel="search" type="application/opensearchdescription+xml"
href="opensearch.xml">
```

Example:

```
<?xml version="1.0" encoding="utf-8"?>
<OpenSearchDescription xmlns="http://a9.com/-/spec/opensearch/1.1/">
  <ShortName>Title</ShortName>
  <Description>Description.</Description>
  <Url type="text/html" template="http://www.google.com/search?
sitesearch=https%3A%2F%2Fdomain.com%2F&as_q={searchTerms}"/
  >
</OpenSearchDescription>
```

powder.xml

Ensuring your site's content is declared child friendly

<head>

```
<link rel="author" type="application/powder+xml" href="powder.xml">
```

Example:

```
<?xml version="1.0" encoding="utf-8?>
```

```
<powder xmlns="http://www.w3.org/2007/05/powder#" xmlns:foaf="http://xmlns.com/foaf/0.1/" xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#" xmlns:icra="http://www.icra.org/rdfs/vocabulary2008#">
```

```
<attribution>
```

```
  <issuedby src="http://authority.domain.com/company.rdf#me" />
```

```
  <issued>2022-02-16T01:24:12</issued>
```

```
  <certifiedby src="http://independent.website.com?verify=http%3A%2F%2Fdomain.com%2Fpowder.xml" />
```

```
</attribution>
```

```
<ol>
```

```
  <dr>
```

```
    <iriset>
```

```
      <includehosts>domain.com</includehosts>
```

```
      <includepathstartswith>/path</includepathstartswith>
```

```
    </iriset>
```

```
    <descriptorset>
```

```
      <icra:nz>1</icra:nz>
```

```
      <icra:sz>1</icra:sz>
```

```
      <icra:vz>1</icra:vz>
```

```
      <icra:lz>1</icra:lz>
```

```
      <icra:oz>1</icra:oz>
```

```
      <icra:cz>1</icra:cz>
```

```
      <displaytext>Description.</displaytext>
```

```
    </descriptorset>
```

```
  </dr>
```

```
</ol>
```

```
</powder>
```

README

Keep your development team up-to-date with progress

Example:

README - <Text>

Overview:

Name: <Text>

Background: <Text>

Description: <Text>

Badges: <List>

Usage:

Features: <List>

FileMap: <List>

Visuals: <Images>

Reading: <List>

Installation:

Download: <Url>

Requirements: <List>

Dependancies: <List>

Support:

Status: <Text>

Contributing: <Url>

License: <Url>

Acknowledgments: <List>

Updated: <Date>

Authors: <List>

robots.txt

Setting the default rules for search engines to follow

Example:

```
# robots.txt - Search Engines List for this Website
```

```
User-agent: *
```

```
Disallow: /cgi-bin/
```

```
Sitemap: https://domain.com/sitemap.xml
```

security.txt

Declare security protocols and points of contact

Example:

```
# security.txt - Security Policy for this Website
```

```
Contact: https://domain.com/contact.html
```

```
Expires: Thu, 31 Dec 2022 18:37:07 -0800
```

site.webmanifest

Making your PWA aware of a default home screen image

<head>

`<link rel="manifest" href="site.webmanifest">`

Example:

```
{
  "short_name": "Name",
  "name": "Name - Details",
  "start_url": "/",
  "icons": [
    {
      "src": "/images/x192.png",
      "sizes": "192x192",
      "type": "image/png"
    },
    {
      "src": "/images/x512.png",
      "sizes": "512x512",
      "type": "image/png"
    }
  ],
  "background_color": "#ffffff",
  "theme_color": "#ffffff",
  "description": "Description.",
  "display": "standalone",
  "display_override": "browser",
}
```

sitemap.xml

Mapping the index of your entire website for SEO

Example:

```
<?xml version="1.0" encoding="UTF-8"?>  
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">  
  <url>  
    <loc>https://domain.com</loc>  
    <lastmod>2022-02-16</lastmod>  
    <changefreq>monthly</changefreq>  
    <priority>0.5</priority>  
  </url>  
</urlset>
```


subtitles.vtt

Improve content accessibility with subtitles for your videos

<HTML>

```
<video height="480" width="640" controls>  
  <source src="videos/video.mp4" type="video/mp4">  
  <source src="videos/video.webm" type="video/webm">  
  <track kind="subtitles" src="videos/subtitles.vtt" label="English" srclang="en">  
</video>
```

Example:

WEBVTT - <Title>

1

HH:MM:SS.TTT --> HH:MM:SS.TTT

- Subtitle.

vcard.vcf

Downloadable personal details supported by contact applications

Example:

BEGIN:VCARD

VERSION:3.0

PRODID:-//Business//Product//EN

N:Last;First;Middle;Prefix;Suffix

ORG:Company

BDAY:1999-01-01

EMAIL;type=INTERNET;type=HOME;type=pref:email@domain.com

EMAIL;type=INTERNET;type=WORK:email@domain.com

item1.EMAIL;type=INTERNET:email@domain.com

item1.X-ABLabel:_\$!<Other>!\$_

item3.URL;type=pref:https://domain.com

item3.X-ABLabel:_\$!<HomePage>!\$_

X-SOCIALPROFILE;type=twitter:http://twitter.com/ProfileID

X-SOCIALPROFILE;type=facebook:http://facebook.com/ProfileID

X-SOCIALPROFILE;type=uk.linkedin.com;x-user=ProfileID:http://uk.linkedin.com/in/ProfileID

X-SOCIALPROFILE;type=gamecenter;x-user=ProfileID:0000000000:http://link.gc.apple.com/players/G:0000000000

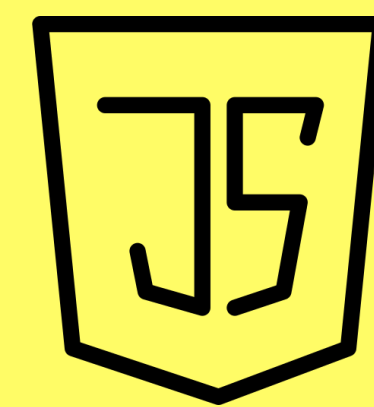
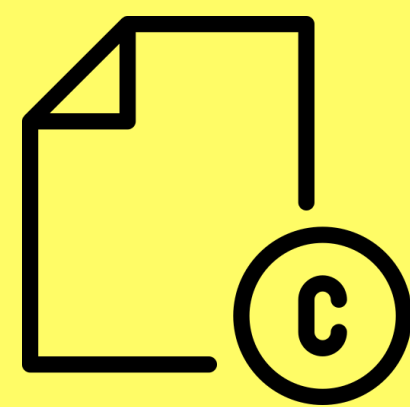
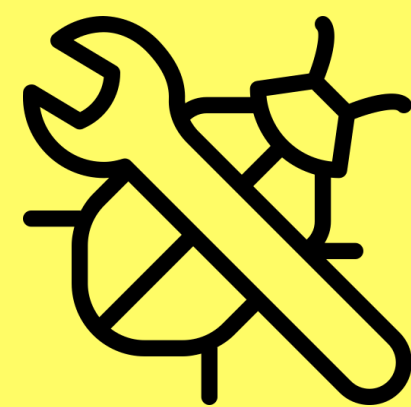
UID:4941907414750579

END:VCARD

5

Other Tiny Assets

Formats which are considered part of HTML, CSS or JavaScript.



Others

Additional Tiny Files you may wish to create for visitors

- **Error.html**
Redirect to from .htaccess to resolve missing pages or server errors
- **Legal.html**
License.txt / Terms.txt / Impressum.txt / Accessibility.txt / Privacy.txt
- **modes.css (10+)**
Dark Mode / Reduced Motion / Reduced Data / Foldable Screen
- **print.css**
`<link rel="stylesheet" media="print" href="style/print.css">`
- **reset.css**
This could be included within the main CSS stylesheet.
- **sw.js**
ServiceWorker to enable Offline access (better caching), etc.

Thanks for Watching!

<https://alexanderdawson.com/>

<https://assetconfig.com/>