You can name XML elements anything you want. Few rules apply. However, some guidelines will help your XML tags process in a wide variety of parsers and browsers. Consider these:

- Names are case sensitive.
- Name of the closing tag must exactly match the name in the opening tag.
- Names can contain letters, numbers, and other characters.
- Names must not start with a number or punctuation character.
- Names must not start with the letters "xml" in any type case because those letters are reserved for special XML commands..
- Names cannot contain blank spaces.
- Names should be descriptive of their purposes. An underscore character (_) may separate words to make them easier for human eyes to read.
- Names should not include the hyphen (-) or the period (.) characters. Software could try to subtract “name” from “first” in the case of “first-name”, or it could think that “name” is a property of the object “first” in the instance of “first.name”.
- Although you could make names as long as you like, it is a good idea to keep them short and simple.
- When XML documents have corresponding databases behind them, it is good practice to use the naming rules of the database for the XML elements.
- Non-English letters such as é, ò, and á are legal in XML element names, but be aware that problems could occur if the software doesn't support them.
- Colons (:) should not be used in element names because they are reserved for use in namespaces.

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