## Display guidelines

### How to display a DOI

DOIs should always be **displayed as resolvable, permanent URLs, prefixed by** [https://doi.org](https://doi.org).

Example:

[https://doi.org/10.3929/ethz-a-000565688](https://doi.org/10.3929/ethz-a-000565688)

### Where to display a DOI

We recommend that DOIs are displayed in this form wherever citation information about a digital object is presented.

DOIs must be **displayed on the client’s landing pages**.

We recommend that DOIs are also used, displayed or distributed in the following contexts:

- Title pages, table of contents, abstracts or full texts of digital objects
- Metadata feeds to third parties
- “How to Cite this” instructions
- Social networking sites

### Further information

DataCite DOI Display Guidelines: [https://support.datacite.org/docs/datacite-doi-display-guidelines](https://support.datacite.org/docs/datacite-doi-display-guidelines)