<meta> tags

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<meta> tags overview

What Are Meta Tags?

- Meta tags are snippets of text that describe a page's content.

- Meta tags don't appear on the page itself, but only in the page's source code.

- Meta tags are essentially little content descriptors that help tell search engines what a web page is about.

- They are placed between the <head> </head> tags

Some <meta> tags & <title> tag

- **Title tag**

- **Meta description attribute** – A brief description of the page.

- **Meta author attribute**

- **Meta viewport attribute** – managing the viewport for the webpage

- **Meta keywords attribute**

\<title> tag

- **Title Tag -** are the most important of all of the meta tags.

- These tags have an impact on search rankings and, perhaps just as importantly, are the only one of the tags we'll discuss here that are visible to the average user.

- This is the text you'll see in the SERP (search engine results page) and in the tab for that page in the top of your browser. Search engines view this text as the "title" of your page.

- \<title>National College of Ireland | Award-Winning Dublin College\</title>

- You'll find them in the search results page:

National College of Ireland
https://www.ncirl.ie

National College of Ireland | Award-Winning Dublin College

HEA-funded, third-level college based in Dublin's IFSC area, offering undergraduate and postgraduate courses in business, computing, psychology & education.

\<meta\> author

- **Meta author attribute**

- Specifies the name of the author of that particular webpage.

- There may be a different author on each webpage.

- Example:

\<meta name="author" content="Sachin Sharma" \>

<meta> description

- **Meta description attribute**

- The meta description is a useful meta tag as, very simply, it explains to search engines and (sometimes) searchers themselves what your page is about. Let's say you were googling the phrase "meta keywords" for example.

- <meta name="description" content="HEA-funded, third-level college based in Dublin&#39;s IFSC area, offering undergraduate and postgraduate courses in business, computing, psychology &amp; education." >

- You might encounter the following results:

National College of Ireland
https://www.ncirl.ie

National College of Ireland | Award-Winning Dublin College
HEA-funded, third-level college based in Dublin's IFSC area, offering undergraduate and postgraduate courses in business, computing, psychology & education.

`<meta>` viewport

- **Meta viewport attribute**

- Controls the viewport (the user's visible area of a web page).
  The viewport varies with the device and will be smaller on a mobile than on a computer screen.

- Include the <meta> viewport element in all your web pages:

- <meta name="viewport" content="width=device-width, initial-scale=1.0" >

<meta> keywords

- **Meta keywords attribute**

- <meta name="keywords" content="National College of Ireland, NCI, full time, part time, courses, international, postgraduate, undergraduate, students, college, third level, university, ICELT, IMSI, IFSI, IFSC, Dublin, Online, courses, campus, research and innovation, DotNetNuke, DNN" >

`<meta>` robots

- **Meta Robots Attribute**

- With this attribute, you're telling the search engine what to do with your pages:

- **index/noindex** – This tells the engines whether to show your page in search results or not.

- **follow/nofollow** – This tells the engines what to do with links on your pages: whether they should trust and "follow" your links to the next page or not.

- The meta robots tag applies only to the page that contains the tag. Robots.txt files apply to your entire website.

- <meta name="robots" content="noindex, nofollow">

Exercise

Create your own template index.html for a profile webpage.

Include the meta tags shown here.

Questions?