

HTML learning roadmap

Alright 🚀 let's go step by step with `<meta name="keywords">` and `<meta name="author">`.

I'll explain what they are, how they work, hidden developer hacks, and pitfalls (performance/security/SEO).

1 `<meta name="keywords" content="...">`

✓ What it is:

- Used to tell search engines what keywords your page is about.
- Example:

```
html
```

```
<meta name="keywords" content="html tutorial, web development, beginner guide">
```

⚙️ How it works:

- Back in the early 2000s, Google, Yahoo, etc. used this tag heavily to rank pages.
- Developers would stuff dozens/hundreds of keywords inside → **keyword stuffing**.
- Example:

```
html
```


```
<meta name="keywords" content="html, html5, css, javascript, frontend, web, tutorial, free, best, fast, learn html, learn css, learn javascript, web developer, guide...">
```

🔒 Current Status:

- Google ignores it completely now.
- Bing & some minor search engines still look at it, but they *de-rank* sites that abuse it.

⚡ Developer Hacks (Past & Now):

- 🕒 Old hack: put competitor names in `keywords` to rank on their brand searches.
- ⚠️ Now: this will **hurt you** → flagged as manipulative SEO.

-  Today's smart use: still keep it minimal for **non-Google search engines** or internal search engines in custom apps.

Pitfalls:

- **SEO:** Doesn't help for Google, can hurt if misused.
- **Security:** Exposes business strategy (you literally tell competitors what keywords you're targeting).
- **Performance:** None (just a few bytes).

 **Verdict:** Use sparingly or skip entirely in modern web.

2 `<meta name="author" content="...">`

What it is:

- Declares the **author of the webpage**.
- Example:

```
html
```

```
<meta name="author" content="John Doe">
```

How it works:

- Not for SEO ranking.
- Browsers & tools can read it for **attribution**.
- Some CMS/bloggging platforms auto-generate it.
- Can be useful for academic / documentation sites where author identity matters.

Hidden Developer Uses:

- **Debugging:** Tools like Lighthouse sometimes show the author field in reports.
- **Attribution in crawlers:** Some scrapers and crawlers may log author.
- **Internal tools:** In enterprise projects, it's sometimes used to track which dev/team built the page.

Pitfalls:

- **Security / Privacy:**
 - If you expose real names/emails, attackers may use them for phishing or social engineering.
 - Example bad practice:

```
html
```

```
<meta name="author" content="john.doe@company.com">
```

→ gives hackers a real email to target.

- **SEO:** No direct impact.
- **Performance:** Minimal (tiny overhead).

👉 **Verdict:** Safe to use with **only a name/brand**, but avoid exposing sensitive info like emails.

✅ Example Combined Usage

```
html
```

```
<head>
```

```
<!-- Not very useful today, but historically common -->
```

```
<meta name="keywords" content="html tutorial, web development, beginner guide">
```

```
<!-- Fine for attribution, but don't leak emails -->
```

```
<meta name="author" content="Acme Web Team">
```

```
</head>
```

⚡ Developer Insight (Hidden Truth):

- 95% of modern websites **don't bother with** `keywords` **anymore**.
- `author` is sometimes included for branding, but most companies now put attribution in the **footer or About page**, not `<head>`.

👉 Do you want me to **move on to** `<meta name="robots">` (**SEO crawl control — very powerful and widely used**) next, or finish all "basic meta tags" like `description` + `title` first?