Head and Metadata

Inside the <head> of all of your documents you need to add snippets of data which tell browsers, search engines, and other services information about your site/page.

[Open Graph](https://ogp.me/) provide standards for meta tags. There are many types of open graph tags but as a minimum you need, title, description, type, image, and url.

A favicon Is an icon associated with a website, typically displayed in the address bar of a browser or in a user's list of bookmarks.

As a minimum you should include the following tags inside your HTML HEAD:

<meta charset="UTF-8">

<title>Website/Page title</title>

<meta name="description" content="Very brief description of this site / page">

<meta name="viewport" content="width=device-width, initial-scale=1">

Viewport is used to create mobile pages, charset is used to tell the browser we’re speaking English.

## Other tags include:

<meta property="og:title" content="Website/Page title" />

<meta property="og:url" content="http://www.youraddress.co.uk" />

<meta property="og:type" content="website" />

<meta property="og:image" content="http://www.youraddress.co.uk/images/main-image-used-for-social-networks.jpg" />

<meta property="og:image:width" content="1200" />

<meta property="og:image:height" content="1200" />

<meta property="og:description" content="Very brief description of this site / page" />

<meta name="keywords" content="Graphic Design, Web Design, interaction design, marketing, branding, web development />

<meta name="author" content="Your Name" />

<meta name="twitter:title" content="Website/Page title" />

<meta name="twitter:card" content="summary\_large\_image">

<meta name="twitter:site" content="@username" />

<meta name="twitter:description" content="Very brief description of this site / page"" />

<meta name="twitter:image" content="www.youraddress.co.uk/images/main-image-used-for-social-networks.jpg"/>

<meta name="google-site-verification" content="XXXXXXX" />

<link rel="icon" href="assets/favicons/favicon.ico" />

<link rel="icon" type="image/png" sizes="32x32" href="assets/favicons/favicon-32x32.png" />

<link rel="icon" type="image/png" sizes="16x16" href="assets/favicons/favicon-16x16.png" />

<link rel="apple-touch-icon" sizes="180x180" href="assets/favicons/apple-touch-icon.png" />

<link rel="image\_src" href="http://www.youraddress.co.uk/images/main-image-used-for-social-networks.jpg" />

Twitter uses its own metadata.

Google meta data tag is provided by google.

Icons are used if someone saves your page.