<https://developer.mozilla.org/en-US/docs/Learn/HTML>

**More on Metadata and DocType**

Metadata is data that describes data, and HTML has an "official" way of adding metadata to a document — the <meta> element. Of course, the other stuff we are talking about in this article could also be thought of as metadata too. There are a lot of different types of <meta> elements that can be included in your page's <head>,

<meta charset="utf-8"> This element simply specifies the document's character encoding — the character set that the document is permitted to use. utf-8 is a universal character set that includes pretty much any character from any human language

Adding an author and description Many <meta> elements include name and content attributes:

name specifies the type of meta element it is; what type of information it contains.

content specifies the actual meta content. Two such meta elements that are useful to include on your page define the author of the page, and provide a concise description of the page. Let's look at an example:

1. <meta name="author" content="Chris Mills">
2. <meta name="description" content="The MDN Web Docs Learning Area aims to provide complete beginners to the Web with all they need to know to get started with developing web sites and applications.">

The description is also used on search engine result pages.

1. <meta name="description" content="The MDN Web Docs site provides information about Open Web technologies including HTML, CSS, and APIs for both Web sites and progressive web apps.">

Open Graph Data is a metadata protocol that Facebook invented to provide richer metadata for websites.

1. <meta property="og:image" content="https://developer.cdn.mozilla.net/static/img/opengraph-logo.dc4e08e2f6af.png">
2. <meta property="og:description" content="The Mozilla Developer Network (MDN) provides
3. information about Open Web technologies including HTML, CSS, and APIs for both Web sites
4. and HTML5 Apps. It also documents Mozilla products, like Firefox OS.">
5. <meta property="og:title" content="Mozilla Developer Network">

Declaring that the document contains HTML5 mark-up with the HTML5 doctype

The doctype for HTML5 is very simple. To indicate that your HTML content uses HTML5, simply use:

1. <!DOCTYPE html>

<https://dev.w3.org/html5/html-author/charref>