**HTML <meta> Tag**

**Definition and Usage**

The <meta> tag defines metadata about an HTML document. Metadata is data (information) about data.

<meta> tags always go inside the <head> element, and are typically used to specify character set, page description, keywords, author of the document, and viewport settings.

Metadata will not be displayed on the page, but is machine parsable.

Metadata is used by browsers (how to display content or reload page), search engines (keywords), and other web services.

There is a method to let web designers take control over the viewport (the user's visible area of a web page), through the <meta> tag (See "Setting The Viewport" example below).

**Example**

Describe metadata within an HTML document:

<head>  
  <meta name="description" content="Free Web tutorials">  
  <meta name="keywords" content="HTML, CSS, JavaScript">  
  <meta name="author" content="John Doe">  
</head>

**Define keywords for search engines:**

<meta name="keywords" content="HTML, CSS, JavaScript">

**What is Open Graph?**

The Open Graph protocol controls what content displays when sharing links on social media. Any web page using Open Graph tags becomes a rich object in the social graph.

For example, the Open Graph protocol allows you to control what image, title, and description display when sharing links on social media.

Without Open Graph, social media platforms can choose a random image, title, and description.

Social media platforms like Facebook, Twitter, and LinkedIn recognize Open Graph tags. However, Twitter also uses meta tags called Twitter Cards. But will use Open Graph when there are no Twitter Card tags

**Types of Open Graph Tags**

You can use Open Graph tags to control how content displays when shared on Facebook, Twitter, LinkedIn, Slack, and WhatsApp.

You can find these Open Graph tags in the <head> section of a web page. They are the "og:" meta property in the HTML.

Visit the [Open Graph Protocol](https://ogp.me/) website to see all the Open Graph tag types.

There are a variety of Open Graph tags. Basic Open Graph Tags include:

**og:type**

The object type meta tag defines the type of content. For example, object types you can use include website, article, music, video, and more. The object type you use will change how the content displays.

**HTML Example**: <meta property="og:type" content="music.song" />

### **HTog:url**

The URL meta tag defines the URL of the page. It's the content's permanent ID. Changing the URL will break the link shared on social media networks.

**HTML Example**: <meta property="og:url" content="https://your-website.com" />

**og:title**

The title meta tag defines the title of the web page. For example, the title of your blog post.

**HTML Example**: <meta property="og:title" content="Your appealing title here" />

### **og:description**

The description meta tag briefly describes your content. For example, accurately describe the page with 1-2 sentences.

**HTML Example**: <meta property="og:description" content="Your brief description here." />

### **og:image**

The image meta tag defines the image you want to display. This Open Graph tag is the most essential. It helps your content stand out, attract clicks, and encourage engagement.

**HTML Example**: <meta property="og:image" content="your-image-url.png" />

### **og:site\_name**

The site name meta tag defines the name of your website. The site name displays under the page title.

**HTML Example**: <meta property="og:site\_name" content="your-website-name" />

# HTML Favicon

A favicon is a small image displayed next to the page title in the browser tab.

## How To Add a Favicon in HTML

You can use any image you like as your favicon. You can also create your own favicon on sites

**Tip:** A favicon is a small image, so it should be a simple image with high contrast.

A favicon image is displayed to the left of the page title in the browser tab,

To add a favicon to your website, either save your favicon image to the root directory of your webserver, or create a folder in the root directory called images, and save your favicon image in this folder. A common name for a favicon image is "favicon.ico".

### Next, add a <link> element to your "index.html" file, after the <title> element, like thiExample

<!DOCTYPE html>  
<html>  
<head>  
  <title>My Page Title</title>  
  <link rel="icon" type="image/x-icon" href="/images/favicon.ico">  
</head>  
<body>  
  
<h1>This is a Heading</h1>  
<p>This is a paragraph.</p> </body> </html>